



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 22

NEW YORK, WEDNESDAY, FEBRUARY 1, 1950

TEN CENTS

BMB SUBSCRIBERS GET SECOND STUDY

Five Philly Stations Defendants In Suit

Philadelphia—Five local radio stations have been named in \$50,000 libel suits as a result of their having carried a political broadcast during last year's municipal elections. Four of the cases will be heard in U.S. District Court, and one will be heard in Municipal Court.

Suits have been filed against WFIL, WCAU, KYW, WIBG, and WPEN, all Philadelphia, by local attorney David H. H. Felix who charges the stations with libel and slander as a result of their having

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Andrews Joins Maxon As Radio-TV Executive

S. James Andrews has joined Maxon Inc., advertising agency, as assistant to the president in charge of radio and television, it was announced by president Lou R. Maxon. His headquarters will be in New York from which he will also serve his company's other offices in Detroit and Chicago.

Andrews was formerly producer-director at Paramount Pictures' Hollywood studio and for a number of years prior to that was vice-president of Lennen & Mitchell, Inc., in charge of radio and television.

Fisticuffs Broadcast On Barry Gray Program

Miami—Fisticuffs interrupted Barry Gray's wee-early hour music-and-chatter show at 2 a.m. Monday morning, and listener's to the Gray disc jockey stanza over WMIE, Mi-

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Havana Bound

NBC vee-pee William Hedges and Raymond T. Guy, of Raymond T. Guy, Inc., will leave New York today enroute to Havana to attend the North American Regional Broadcasting Agreement, it was announced yesterday. Hedges and Guy will act as advisors to the U. S. State Department. The Havana meeting is a continuation of the Montreal meetings late last year. The original agreement ran out last march.

Club House Station Planned By Bowler

Plans to form a membership club of 25 stockholders for the operation of a club house radio station in the Virgin Islands were announced yesterday by John Bowler, veteran Northwest broadcaster. Bowler has obtained an FCC grant to erect a 250-watt unlimited station, 1090 kc, on either Crown Mountain or Look-out Hill, St. Thomas, one of the Virgin Islands in the Carribean.

Bowler envisions a commercial radio station.

(Continued on Page 2)

Philip Morris Sales Show Sharp Increase

Philip Morris & Co., Ltd., had sales totaling more than \$192-million for the nine months ending December 31, 1949, O. Parker McComas reported yesterday. The figure represented a 12 per cent increase over the corresponding period last year.

(Continued on Page 5)

First Mailings Going To 630 Stations; Next Copies To ANA, 4-A, NAB; Bureau To Stay Until July 1

3 GOP Broadcasts On Lincoln's Day

In conjunction with the celebration of Lincoln's birthday, ABC will broadcast three special programs featuring addresses by the Hon. Harold E. Stassen, Sen. Robert Taft, and other prominent leaders of the Republican Party.

First of the special broadcasts will be aired from New York on Feb. 6 at 9 p.m. (EST) when the web picks

(Continued on Page 6)

Coast Frequency Shift Denied By Commission

The projected switch of frequencies between KSFO and KCBS, San Francisco, was called off yesterday by the FCC because of KSFO's failure to move expeditiously. KSFO had been permitted to switch from the 560 band, where it had one kilowatt with five kilowatts limited, un-

(Continued on Page 6)

Video Minor Competitor Of Radio, Says Streibert

Radio's biggest competition in sales comes from newspapers, magazines and outdoor advertising and not television, Theodore C. Streibert, president of the National Association of Broadcasters, said yesterday.

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The Second Study of Broadcast Measurement Bureau, produced at an estimated cost of \$1,300,000 was released yesterday to subscribing stations, and Dr. Kenneth Baker, acting president revealed that BMB had been authorized by NAB to continue operations of the office until July 1. In

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Stronger-FCC Trend Seen In Horvitz Edict

Washington Bureau of RADIO DAILY Washington—New strength to the FCC's determination to fight monopoly in the dissemination of news was gained last week as the United States Court of Appeals upheld the Commission's right to consider the conduct of a newspaper by an applicant for a broadcast license who is also a publisher. The Commission's decision to deny newspaper applicants in Mansfield

(Continued on Page 2)

Credits Radio Assistance In Success Of Polio Drive

Crediting radio with stimulating interest in the March of Dimes drive in the Norwich, Conn., area, John Deme, president and general manager of WICH, reported yesterday that over \$10,000 had been raised

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Video Directors And Webs Still At Odds; Resume Today

Ten hours of contract negotiations yesterday between the Radio and Television Directors Guild (New York) and the major networks was reported to have resulted in "some progress," but no settlement was reached and both sides agreed to meet again today starting at 10 a.m. New York State Mediator Mabel Leslie strove from 10 a.m. yesterday until 8 o'clock last night to resolve the differences between the Guild

and the networks (and WOR-TV). Disagreement between the Guild, the networks and WOR-TV arose last December when the Guild demanded changes in the wages, hours, severance notice, severance pay and vacation provisions of the 1950 contract between the directors and the webs. In addition, the directors sought, and later were granted, network recognition as the official bar-

(Continued on Page 7)

Top Story

President Truman's announcement yesterday that the U. S. will make an H-Bomb got the full treatment from networks' news-rooms. CBS scored a two-minute beat on the wire services and broke into the regularly scheduled 2 p.m. program to make the announcement, as did MBS and ABC. "Mutual Newsreel" did an opinion round-up last night.

New Champ

When one radio performer gives another radio performer an award of any kind, brother, that's news! But that's what happened yesterday when ABC sportscaster Harry Wismer named Bob Hope as the recipient of his first annual "Champion Sportsman Of The Year." Hope will receive the award on Wismer's Feb. 4th sportscast.

RADIO DAILY



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

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WEST COAST OFFICES
Allen Kushner, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

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

CHICAGO BUREAU
Herbert M. Kraus
188 West Randolph St.
Phone: ANdover 3-6050

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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

★ COMING AND GOING ★

BOB HOPE, who currently is broadcasting his NBC programs from New York, on Saturday will be in Washington, where he will be master of ceremonies at the Radio Correspondent Assn. dinner which will honor President Truman.

ALAN YOUNG, comedian who has just signed a five-year AM-and-TV contract with CBS, will arrive in New York today.

ANNE WHITFIELD, singer and dancer featured frequently on television, is expected in New York today. She'll be here for about three weeks.

VICTOR SHOLIS, general manager of WHAS, Louisville, Ky., is in Gotham to confer with officials at CBS, with which WHAS is affiliated.

EDDIE CANTOR and **MRS. CANTOR**, who have been visiting in New York and other sections of the East, will leave today on the return trip to the West Coast.

LOWELL THOMAS, Columbia network commentator, is at Lake Placid for the Winter competitions. He'll broadcast his program today, tomorrow and Friday from the Lake Placid Club.

JACKIE ROBINSON, whose program is heard on the American network, on Friday will leave by plane for Hollywood, where he'll start work on a movie.

EDGAR BERGEN and **CHARLIE McCARTHY** have left town for a two-week visit to Atlanta. Their Sunday show over CBS will originate at that point.

HAROLD WHEELAHAN, manager of WSMB, New Orleans outlet of NBC, yesterday conferred at network headquarters with Easton C. Woolley, director of the stations dept.

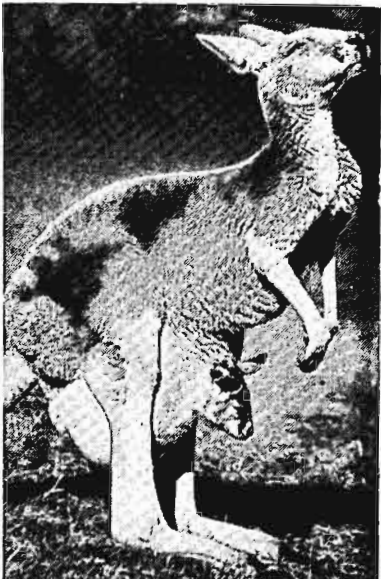
CATHY MASTICE, soprano, who has finished a six-week engagement at Radio City Music Hall, now is resting up at her parents' home in Raritan, N. J.

JAMES RUSSELL is in town. The general manager of KVOR, Columbia network outlet in Colorado Springs, Colo., visited yesterday at web headquarters.

R. E. SHELBY, director of television engineering operations at NBC, and **C. A. RACKEY**, manager of audio and video engineering for the web, yesterday left for Chicago, where they'll inspect video installations. They'll be back Friday.

JOE DI MAGGIO, Columbia network luminary who also plays a little baseball, back to the West Coast following a trip to New York, during which he transcribed several of his Saturday-morning shows.

MARY PICKFORD has arrived from Hollywood to transcribe a goodly number of her NBC programs.



Carrying Power

This baby kangaroo is safe and sound in mama's pouch, as the great jumper gets ready to take off. She's got real carrying power.

In Baltimore, **W-I-T-H** has great carrying power, too—power to carry your sales message profitably to people who buy.

W-I-T-H regularly provides its advertisers with more *home* listeners-per-dollar than any other station in town. And, *in addition*, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in barber shops, 49.3% were tuned to **W-I-T-H**.

That means low-cost results. That means that *small* appropriations accomplish *big* results on **W-I-T-H**. Call in your Headley-Reed man and get the full **W-I-T-H** story today.



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

Club House Station Planned By Bowler

(Continued from Page 1)
dio operation with all the comforts of club house atmosphere. Membership to the club will be by invitation by the board of governors. D. F. Prince, Bowen Building, Washington, D. C., is secretary of the organization.
Construction of the station will begin about March 1 and WSJB expects to be on the air for test broadcasts around June 1. Bowler plans to leave for the West Indies about February 10th to get the construction under way.
Bowler's interests in locating a radio club house operation in the Virgin Islands came as a sequel to a vacation visit there last year. He was impressed with the beauty of the islands, bathing and fishing accommodations and the fact that the year round temperature varies only from 69 to a high of 85.

Stronger-FCC Trend Seen In Horvitz Edict

(Continued from Page 1)
and Lorain, Ohio, was termed by the court to be no "whimsy, but rather a sound application of what has long been the general policy of the United States." The decision was unanimous.
The appeal was by Samuel and Isadore Horvitz, publishers of the two papers, from a Commission rejection of their applications for radio stations in Lorain and Mansfield. The FCC turndown came on the basis that the Horvitzes had denied advertising space to local merchants who used a competing radio station and had otherwise sought to maintain a monopoly of local media of news and advertising.
The court flatly rejected the claim that the Commission had no right to consider the applicant's competitive activities as a publisher, and that the Commission had exceeded its powers in considering anti-trust aspects of the case. (The applicant is now the defendant in a Justice Department anti-trust suit arising from the same practices.)
Whether there is violation of the anti-trust laws is clearly not at issue, the court held.

More Request Deferment Of FCC Anti-Trust Action

Washington — An additional request for delay in the FCC's announced "uniform policy" hearings was filed yesterday by the Yankee Network in concert with WNAO, Raleigh, N. C., and WKY, Oklahoma City. All three are represented by the law firm of Pierson & Ball, which also notified the FCC that it had queried other clients on possible participation in the hearings, now set for Feb. 13.
WNAO is owned by the Raleigh News and Observer and WKY is owned by E. K. Gaylord, publisher of the Daily Oklahoman. Gaylord is former president of the Associated Press, and the News and Observer is also a power in AP.

Mutual Changes Program Title

The title of Mutual's "Hunting and Fishing Club of the Air" has been changed to "Sports For All" in line with a change in the show's format to broaden the scope of discussion to include all participant and spectator sports. Previously, participants on the program had answered questions from listeners on hunting and fishing only.
The program is broadcast on Thursdays at 8:30 p.m. (EST) under the sponsorship of Mail Pouch Tobacco. Charles Hoyt is the agency.

FINANCIAL

(January 31)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
ABC	8 7/8	8 3/4	8 3/4	- 1/8
Admiral Corp.	23 3/8	23 1/2	23 1/4	- 1/8
Am. Tel. & Tel.	149 1/2	148 3/4	148 7/8	- 1/8
CBS A	31 1/4	30 3/4	30 3/4	- 1/8
CBS B	30 3/8	30 1/2	30 3/4	- 1/8
Philco	38 3/8	37 1/2	37 3/4	- 1/8
RCA Common	14 3/8	14 1/8	14 1/8	- 1/8
RCA 1st pfd.	75	74 3/4	75	+ 1/4
Stewart-Warner	14 3/4	14 1/2	14 1/2	+ 1/4
Westinghouse	32 1/4	31 5/8	32	+ 3/8
Westinghouse pfd.	104 1/2	104 1/2	104 1/2	+ 1/4
Zenith Radio	41 3/8	40 1/2	40 3/8	- 1/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	20	19 1/2	20	+ 5/8
Nat. Union Radio	4 1/4	4	4 1/4	+ 1/8
OVER THE COUNTER				
DuMont Lab.				Bid 16 7/8 Asked 17 1/8
Stromberg-Carlson				Bid 14 Asked 15 1/2

Joins ABC Legal Dept.

William Phillipson has been named a member of the legal department of ABC, effective Feb. 1, it was announced yesterday by Joseph A. McDonald, ABC vee-pee and general attorney. Phillipson was formerly with the U.S. Department of State as counsel for the International Broadcasting Division, and prior to that served as counsel to the Rockefeller Committee on Inter-American Affairs.

THIS IS KGW'S BANNER YEAR

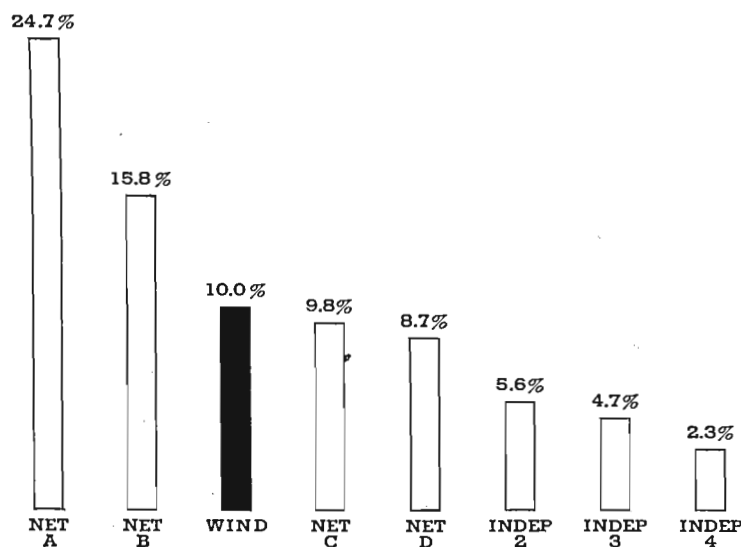
KGW KGW-FM
PORTLAND, OREGON
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PEYER CO., INC.

W-I-N-D

3^{*rd} in CHICAGO

IN TOTAL AUDIENCE

JULY THRU DEC., 1949
6 AM-MIDNIGHT
7 DAYS A WEEK



LEADING 2 NETWORKS
AND ALL OTHER
INDEPENDENTS

SOURCE: PULSE OF CHICAGO

*THIRD IN TOTAL AUDIENCE—FIRST IN AUDIENCE PER DOLLAR

WIND-CHICAGO • 24 HOURS A DAY • KATZ AGENCY, INC., REPRESENTATIVE

AGENCIES

LOUIS FAUST, formerly of William Esty Co., now is time buyer in the media department of the Biow Company.

CHAMP HATS, INC., has appointed Hirshon-Garfield, Inc., as advertising and merchandising counsel.

GERALD F. SALINGER has been elected vice-president of Lee Ramsdell & Co., Inc. of Philadelphia. He is director of the consumer goods division.

EDWARD N. HOFFMAN has joined William von Zehle & Co., Inc., as an account executive. He was formerly with Wexton Co.

MacLAREN SPORTSWEAR CORPORATION to Worth Advertising Agency, Inc.

RAYMOND F. GOMBER has been named manager of industrial products advertising and sales promotion for Westinghouse Electric Corporation's Eastern district.

STELLA MAY CREEGAN has been made manager of promotion and traffic for the de-Garmo, Inc., advertising agency.

JOHN NEWMAN is now director of advertising and program promotion for TV-Programs, Inc. He was formerly advertising and publicity director of International Artists Corporation. The company has also named Don Ross as director of sales.

RICHARD L. TEVIS has joined Knollin Advertising Agency of San Francisco as an account executive. He was formerly a partner of Boone, Sugg, Tevis & Walden.

FORJOE & CO., INC., has been appointed representative for the Tobacco Network which serves Raleigh and eastern North Carolina.

TELCO TELEVISION INC., Long Island City, N. Y. has appointed the Kashuk organization to handle its advertising. Newspapers and television will be used.

T. KING-HEDINGER has been named a vice-president of Palm & Patterson, Inc. of Cleveland. He was previously an account executive with Albert Frank-Guenther Law, Inc.



By SID WHITE

Man About Manhattan...!

● ● ● ALONG THE WHITE WAY: Ford just bought commercial time on 10 more radio shows (via Mutual, ABC & CBS) from Feb. 6th through the 17th. . . . Philip Morris' experience with 5-minute TV's (Ruthie on the Telephone and the Herb Shriner series) may not encourage other bankrollers to try similar type shows—but advertisers are definitely interested in this type of stanza for radio. The price tag is one attraction and they figure they can get over the sales message with sufficient impact. . . . Lever Bros. planning to spend a couple of million bux in TV next year. . . . Ilona Massey readying her own 15-minute TV session here. . . . Robert Q. Lewis, the Joe Page of CBS, will relieve Perry Como on the 19th to give that lad a little breather. He also bats for Arturo Godfrey during the week of the 6th. . . . Mark Sandrich, Jr., son of the late Paramount producer, has joined the casting dep't of Phillips H. Lord productions. . . . Charles Winninger to appear on his first TV show for his old pal, Vic McLeod, producer of Chevrolet Tele-Theater. . . . Gary Simpson, WNBT director, flew out to San Jose, Calif., to attend his mother's funeral. . . . Marie Kenney set for "Big Story" on the 3rd. . . . Jo Lyons has quit ABC-TV to write the CBS show, "Sing It Again."



● ● ● Who sez there's a shortage of TV talent around N. Y.? WOR-TV's new "Talent Parade" has received over 3000 applicants before the show's even on the air. (It tees off tonight from 8 to 9). Acts can apply at any Skouras theater, through the Journal-American or through WOR-TV.



● ● ● The Ford Television Theater has leaped into the Hooper Big Ten and director Marc Daniels can now take a sweeping bow. Laurels are coming his way thick and fast. The New Yorker's acid Philip Hamburger, who makes it a hobby to aim sharp shafts at most TV entertainment, granted editorial approval of Daniels' recent video version of "The Barker." Said Hamburger: "In every respect, a triumphant production. I especially admired the imaginative direction of Marc Daniels, who managed to create, within the limited range of the television camera, a panorama of the life of small-time carnival folk." Marc is a frank, forthright craftsman who avoids the usual dreary cliches like Swifty Morgan ducks a creditor. He has already recorded the fact that video actors, unlike all others, are fatigued at air time and do the program at a low energy point, relying on a nervous tension to get them through. He adds: "Time factor is another harrowing feature of television production. The play must come out on the nose. Examine the time charts of a Kazan or a Josh Logan in the theater and you'll see amazing time variations from night to night, sometimes as much as four or five minutes in a play's performance. The greatest single bar to art on video is the current practice of doing a play just once. Every line, every mood, every value, every effect must be right the first time. There is no out-of-town polishing, no summer tryout, no advance evaluation of audience reaction."



● ● ● SMALL TALK: The writing team of Larry Menkin and Chas. Speer now working on their 33rd original TV play, which includes "Hands of Murder" and Roscoe Karns new click thriller. "Hands," created and produced by Menkin, is now the 2nd highest rated show on DuMont and the 3rd highest rated mystery in TV. . . . Gale Meredith and Bill Harrington will do a 15-minute TV session across the board on WPIX. . . . "Lone Ranger" TV series pulled a hefty 36.1 in the latest Hooper. . . . Mariners Quartet slated for a local nitery date.

SAN FRANCISCO

By NOEL CORBETT

SAN FRANCISCO columnists are taking the limelight these days. George Voight is deserting the Chronicle radio department in favor of the city side. Terry O'Flaherty, who came to The Chronicle six months ago from Los Angeles papers, will take over. Herb Caen, who started as radio columnist for the Chronicle fourteen years ago, has left that paper and his stuff on local doings will be in the Examiner from now on. With him went assistant Jerry Bundsen. Bob deRoos will do a general San Francisco column for the Chronicle and Pierre Salinger will assist. The News has a new radio column by Dorothy Beck on Saturdays and the Call-Bulletin is starting a TV column by Ira Morton. Dwight Newton, whose column broke the ice on the Examiner's radio ban a few months ago, goes right along. In the meantime, Tom Foster over the San Francisco and Oakland shopping newspapers goes merrily on into its 11th year as radio columnist for that paper—with four columns of radio spotted on the front page. With perhaps the hugest Bay Area circulation, little wonder Tom's on every press agent's mailing list in the country.

Disc jockey Del Gore did an all-night record show for the March of Dimes on KYA. He stayed at the mike for eight hours playing requests in return for contributions and pledges and raised \$3,000.

Ed Hewitt is new KGO salesman, coming from KROW, Oakland, and Julian Kaufman is new KGO-TV salesman coming from Tolle Company, San Diego, where he was TV director.

KGO has sold "Crusade in Europe" to Mercury Television and Radio Corporation of Los Angeles. Show starts here February 24, 7:30 to 8.

Dave Drummond's writing and production of "The FBI" on KNBC (Weds. 6:30 p.m.) is of network calibre. The show, with actual FBI cases on the Coast being highlighted has Harry Kimball, in charge of the FBI office here, as narrator, and local AFRA artists.

Larry Fraeberg, has joined the KPIX sales staff. He was formerly with Anton of California.

WBAL
means business
in Baltimore

1906 *Henri* 1950
CONFISEUR
FRENCH RESTAURANT
LUNCHEON from \$2.00
DINNER from \$3.00
COCKTAIL BAR
Famous French Candies
15 East 52nd St.
AIR CONDITIONED

PROMOTION

RCA Progress Report

An 80-page book marking "30 years of pioneering and progress in radio and television" has been published by RCA. The release covers the early history of radio, the formation of the company, the development of broadcasting and the present activities of RCA. Included are reports on marine radio, short-wave, radio-facsimile, microphones, ultra-fx, color television, radar, atomic energy and many others. The comprehensive book was published by the Department of Information of RCA.

New Adv. Medium

The humdrum file folder has become a new advertising medium, according to Gordon M. Day, the radio and TV singing commercial writer. As an advertising piece, the folder is prepared in the usual way—plain, or with lettered tabs "A-Z," "Bills Paid," or whatever. The advertisement, directed at white collar workers, appears on the front flap, making the folder a utilitarian sales piece. Day, who dreamed up the media as a means of selling his singing jingle services, claims that stationers and office supply stores can sell the ad folders by following matchbook advertising distribution methods.

Philip Morris Sales Show Sharp Increase

(Continued from Page 1)
responding months during the year 1948.

In recent years Philip Morris has spent its advertising budget in newspapers, radio and television with more than \$5-million placed in the latter media during the year.

Estimated net earnings were \$5.49 per common share to \$4.43 for the same nine months of 1948. Sales for the last quarter were \$64,182,094 against \$60,550,199 for the last three months of 1948.

Gets Freedom Award

Don McNeill, for the past 16 years toastmaster of ABC's hour-long daily early morning "Breakfast Club," yesterday was awarded the "Freedom Foundation's coveted "Certificate Of Merit" by Foundation vee-pee Kenneth D. Wells. Award cited McNeill for "outstanding defense of, and extension of, the American Way of life."

New Calmer Book

Ned Calmer's new book, his third, will be published February 6 by Scribners. Entitled "The Strange Land," the book is the product of Calmer's war experiences as a CBS correspondent in the European Theater of Operations. Calmer newscasts the daily "CBS World News Roundup."



He Fences In All Types of Homes

His audience is as wide as the country; he appeals to housewives in Oregon, farmers in Texas, laboring men in Michigan. Says Mr. D. W. Thompson, Secy-Treas. of the Angelina County Lumber Co., Lufkin, Texas, to Station KTRE:

"Mr. Lewis' stand on old-time Americanism is just what this company likes to keep before the public. We are pleased to tell you that his program has a very wide listening audience in all types of homes: that is, among the laboring class, as well as among the business-men and management, and farmers. Our company owns forestlands in other counties . . . and the wide coverage afforded by KTRE facilitates our talking to the people a very fine daily news commentary."

Lively, stimulating, widely followed, the Fulton Lewis, Jr. broadcast is currently sponsored on more than 300 stations. It offers local advertisers the prestige of a network feature, at local time cost with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

**ATTENTION
EXPERIENCED SALESMEN**

**LEADING TRANSCRIPTION
LIBRARY COMPANY**

has openings immediately for sales-minded men with well rounded station experience. Here's a real opportunity for men who like to sell and like to travel. Liberal salary and expenses paid.

Send full details of background, experience, present connection and photograph. Information will be held strictly confidential and interviews will be arranged at convenient time. Mail applications and full information to **RADIO DAILY**, Box 109, 1501 Broadway, N. Y. C.

COAST-TO-COAST

Appointed Farm Director

Shreveport, La. — Jack P. Timmons has joined the staff of KTBS, NBC, as the station's farm director. The appointment becomes effective February 15th, when Timmons will inaugurate a series of new farm programs on the station. Timmons was formerly associated with KLEE in Houston as farm director.

Re-Elected To Board Group

Kansas City, Mo.—E. K. Hartenbower, general manager for KCMO, has been re-elected for the third year as a member of the advisory committee working with the The American Broadcasting Company's board of directors. Hartenbower represents District No. 3, which includes Missouri, Kansas, Nebraska, Iowa, Illinois, Wisconsin, Minnesota, North and South Dakota.

WCUE Adds Newscaster

Akron, O.—Latest addition to the four-man news staff at WCUE is Marion Del Vecchio, Kent State University radio-journalism graduate. The newscaster will be heard at 4 and 5 p.m. daily over WCUE.

Joins WCUE Staff

Akron, O.—Gene Davis will head the sports department of WCUE. Gene attended Ohio State University and majored in radio broadcasting. He continued his sports activities, winning his varsity letter three years in track. He worked as a sportscaster for WOSU, covering football games and other sports and reporting them daily. Davis is spending his time until the February broadcast date meeting local sports figures and planning complete coverage of the local area sports scene.

WWSW Signs Jane Lawson

Pittsburgh, Pa. — Jane (Sandy) Lawson has joined the promotion department of WWSW. She formerly was with W. Earl Bothwell, Inc.

Murphy Returns To WSYR

Syracuse, N. Y.—Ed Murphy, formerly of WGN and WGN-TV, Chicago Tribune station, has returned to WSYR as early morning "Time-keeper," and also to occupy a key position on the staff of WSYR-TV. Murphy left WSYR October 1, for WGN.

Named Skeet Club Director

Denver, Colo. — R. Main Morris, KLZ assistant manager, has been named a director of the newly-formed Wolhurst Skeet Club. The club, said to be one of the nation's best-equipped groups, is made up of leading local business and professional leaders.

Thought for Today

YOUR sole contribution to the sum of things is yourself.

—FRANK CRANE

Second BMB Study Released; Cost Fixed At \$1,300,000

(Continued from Page 1)

discussing the report, Dr. Baker, reported that the individual studies are now being mailed to the 630 subscribers in the nation and that the completed sets will be available to AAAA, ANA, NAB, and radio and television groups within the next two weeks. Reports on a state by state basis for the three subscribing networks will be finished within a week or two, Baker said.

Included in the reports to stations will be a carbon of the transcript of the IBM tapes on the audiences and 100 copies of the printed BMB station audience report, the BMB official explained. In some instances, he said, the printed report will contain as many as six 11 by 17 inch sheets while others will be only one.

The BMB office, Baker revealed, has been instructed by the board to continue operating until at least July 1 to assist stations, but beyond that date, the future of BMB was as yet unknown. New subscribers for the data are still being accepted, he added.

Information on all stations in the country is available in rough form at present, Baker continued, and in the event that subscribers desire information on non-subscriber stations, the facts can be easily finished. The minimum cost of such reports on non-subscribers ranges from \$50 to \$450, he said. However, reports on non-subscribers are not reproducible and are available only for subscriber stations and their direct contacts.

Some 50 stations had cancelled their original subscriptions, but a few are coming back, Baker said, and the total number of subscribers may eventually reach 900.

Commenting on the reports, the BMB president said that the delays in completion had been caused by the increased amount of data compiled and the fact that whereas in the first report in 1946 there were some 900 stations, the total had now grown to 2,100. Also, the latest figures show a breakdown of the weekly audience of families into six and

seven days or nights, three, four, or five days or nights, and one or two days or nights.

Nationwide figures on audience tendencies would be made ready at a later date, Baker said. Other comparative figures on the effect of stations in Canada, Mexico and Cuba, and what has happened to clear channel stations, regionals and locals will be prepared if the time and money are available, he added.

Baker called the information an attempt to match ABC figures in the medium. He said other media have had methods of measurements for some time. The figures are also a comparison between other media such as newspapers, magazines and bill-boards, Baker commented.

Baker gave several warnings on the use of the new BMB study. He said the data does not necessarily apply to one day, but rather is an average. He went on to say that it does not measure the average amount of listening and added that stations may use the information in different ways causing confusion.

The eleven month survey was based on some 357,000 returns from all parts of the country and the facts released thus far contain no interpretations, Baker said.

The Mailbag

Where Was NAB?

"I just returned from Atlantic City where the Annual Food Brokers and Food Manufacturers Convention drew a total of 15 thousand in all. In looking through the register, I was quite amazed to find only one radio station as listed in the convention, that was CBS who was furnishing the entertainment for the Annual Food Brokers Banquet on Tuesday, January 24. Amongst the food brokers, I heard very many kind words towards CBS for doing this.

"The sixty-four dollar question is 'where was the National Association of Broadcasters.' Don't they think that the impact on 15 thousand members of the food trades is a worthwhile thing? Yes, we found the associates of newspapers there, and you found all the large leading individual newspaper representatives, plus representatives of Life, Saturday Evening Post, and few other magazines, but the greatest media for leading brand names of food was absent."

Sincerely,

C. R. Davies
Manager
WKAP, Allentown, Pa.

BIG RUMPUS IN GRAND CENTRAL

Grand Central *Market*, that is, out yonder in Portland, Oregon. On KEX's Kay West Program (1:30 PM, Monday through Friday) this advertiser ran *one* announcement on dressed poultry, sold *two tons* of assorted birds! For spectacular results like this, in the spectacular Pacific Northwest market, put 50,000-watt KEX at the top of your schedule! Check KEX or Free & Peters.

PORTLAND, ORE. **KEX**
50,000 WATTS
ABC AFFILIATE



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

Pillsbury Mills Renews Grand Central Station

"Grand Central Station," aired over CBS at 12:30 p.m. on Saturdays, has been renewed for sponsorship by Pillsbury Mills, Inc., Minneapolis, effective Feb. 25 through Leo Burnett Company, Inc., Chicago.

Program Profiled

Mutual's "Sports For All" program, formerly the "Hunting and Fishing Club Of The Air" has been profiled by Dave Newell and will appear in the February 4 issue of "The Saturday Evening Post." The program, sponsored by Mail Pouch Smoking Tobacco, has one of the heaviest mail pulls in radio today.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 50, NO. 23

NEW YORK, THURSDAY, FEBRUARY 2, 1950

TEN CENTS

WEB NIGHTTIME SPONSORSHIP STUDIED

FCC "Trust" Hearing Postponed To Apr. 24

Washington Bureau of RADIO DAILY
Washington—The FCC's "uniform policy" hearings, originally scheduled for Feb. 13, have been postponed until April 24. Through the medium of these sessions, the Commission hopes to establish one standard for the consideration of a radio television applicants' record in observance of the anti-trust laws and other Federal statutes. Briefs will be accepted until April 10.

The delay was not unexpected, since the original announcement of the hearings came out only a week (Continued on Page 5)

Rockafellow Named To Paramount TV Post

George T. Shupert, director of commercial TV operations, Paramount Pictures Corporation, yesterday announced the appointment of Ralph Rockafellow as TV advertising and sales promotion manager of the Paramount TV network. Rockafellow, who has been handling Paramount's TV publicity and sales promotional duties for some time, was for several years with Buchanan & Company and with Young & Rubicam.

NBC Will Carry Awards Program On Full Net

NBC, utilizing New York and Hollywood originations, will broadcast full-hour special program covering the New York Film Critics awards, and the Screen Writers Annual Award Party, it was announced yesterday.

From the coast, the web will air (Continued on Page 5)

Preview

NAB has invited the press to a preview of the new all-radio industry movie, "Lightning That Talks" at the Johnny Victor Theater in the RCA Building this afternoon. The preview will also be attended by network officials and members of the Broadcast Advertising Bureau staff. Following the showing plans for distribution will be divulged.

Pact Near?

While approximately 300 members of the Radio and Television Directors Guild (New York) stood by last night at Holland House, their representatives met at 270 Broadway with officials of the major networks and WOR-TV in an effort to reach an agreement on a new wage-and-hour contract. Midnight—the strike deadline—passed, but negotiations continued, and were still in progress at an early hour this morning. Reports were to the effect that a series of proposals and counter-proposals had been made by both sides, each eager for a settlement, without any definite agreement being reached.

Keystone Celebrates Tenth Anniversary

Chicago — Officials of Keystone Broadcasting System, transcription network, celebrated the 10th anniversary of the inauguration of the nation-wide ET web at KBS headquarters here yesterday with a birthday party attended by key executives of the web.

The KBS network, established in January, 1940, with less than 100 stations (Continued on Page 2)

Renewals And New Biz Reported By ABC Web

ABC yesterday reported the renewal of "The Christian Science Monitor Views The News," and the signing of a sponsorship contract by (Continued on Page 2)

FCC Regulations Used In Defense By Stations

Philadelphia — Four Philadelphia radio stations, in reply to individual \$50,000 libel suits, are contending that FCC regulations, with regard to the censorship of political broadcasts, override state libel laws in what may well be a precedent-setting U. S. District Court case. One other local station, in reply to a similar municipal action, makes the same contention.

The citing, by the defendants, of

Survey Indicates Bankrolled Programs Skidded Slowly In Past 3 Years; Variety Makes Best Showing

Report Big Demand For Industry Movies

More than 570 stations in 430 communities have been booked for showings of the all-radio movie, "Lightning That Talks," according to Maurice B. Mitchell, secretary of the all-radio presentation committee. Some of the stations are cooperating in luncheon, dinner and theater meetings with large retailer and advertiser (Continued on Page 8)

Seek Financial Aid Of FM Music In Chi.

Chicago — The Citizens Committee for Better Music in Chicago, a volunteer group of Chicagoans interested in supporting good music, has been formed here to provide financial backing to sustain classical musical programs over station (Continued on Page 3)

\$200-Million Gross Sales Forecast By Admiral Corp.

Chicago—Keeping prices at the lowest possible level and maintaining its leadership in the television field in 1950 were set as aims of the Admiral Corporation by its president, Ross D. Siragusa, at a gathering (Continued on Page 2)

Sponsored network evening hours and programs by categories have undergone radical fluctuations during the past three years it was revealed yesterday following a RADIO DAILY survey.

Sponsored network evening hours, which totaled 66 1/4 hours per Hooper-report period as of the Dec. 30, 1947, release have skidded, for the same period, downward to 66 sponsored hours in 1948, and to 57 sponsored hours in 1949.

Meanwhile, programs by category (Continued on Page 5)

MGM Adds 36 Outlets To List Of ET Users

MGM radio attractions have added 36 stations to its list of subscribers during the first three weeks of January bringing the total subscriptions to more than 150. Bertram Lebar, Jr., director of WMGM and head of the transcription service announced yesterday. Other stations in the (Continued on Page 3)

Wants System Changed For Licenses In Canada

Montreal—T. J. Allard, manager of the Canadian Association of Broadcasters, called for complete revision of the system by which broadcasting licenses are granted.

Without such a change, he said, the chances of private broadcasters (Continued on Page 2)

Sign Miss Truman

Confirming the RADIO DAILY prediction of last Friday, Miss Margaret Truman yesterday was signed to a long-term RCA Victor contract. The announcement, made by Frank M. Folsom, head of RCA, stated that the President's daughter, who now is on an extensive concert tour, will record for the Victor Red Seal division.

No More Need For Video "Freeze," Says Smith [TURN TO PAGE 7]

RADIO DAILY



Vol. 50, No. 23 Thur., Feb. 2, 1950 10 Cts.

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

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WEST COAST OFFICES
Allen Kushner, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

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

CHICAGO BUREAU
Herbert M. Kraus
188 West Randolph St.
Phone: ANdover 3-6050

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: RIVERSIDE 3518-9

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

FINANCIAL

(February 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	87 3/8	87 3/8	87 3/8
Admiral Corp.	23 1/2	22 3/4	22 7/8	- 3/8
Am. Tel. & Tel.	149 1/8	148 7/8	149	+ 1/8
CBS A	31 1/4	30 3/4	30 3/4
CBS B	31 1/4	30 3/4	30 3/4
Philco	37 3/4	36 7/8	36 7/8	- 7/8
Philco pfd.	89 1/2	89	89 1/2	+ 1 1/8
RCA Common	14 1/4	14	14	- 1/8
RCA 1st pfd.	75	75	75
Stewart-Warner	14 1/2	14	14	- 1/2
Westinghouse	32 1/4	32	32 1/8	+ 1/8
Westinghouse pfd.	105	105	105	+ 1/2
Zenith Radio	40 1/2	39 1/8	39 3/8	- 1

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	17 1/2	18 1/2
Stromberg-Carlson	14	15 1/2

To Broadcast Ceremonies

NBC will broadcast the ceremonies attendant to the presentation of honors to prize-winning film plays at the annual award party of the Screen Writers Guild and the Academy of Arts and Sciences in a special Hollywood originated program on Sunday, Feb. 5 at 11:15 p.m.

RCA INSTITUTES, INC.

A Service of Radio Corporation of America
One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Our graduates have 1st Class Telephone License.
Address inquiries to Placement Director
RCA INSTITUTES, Inc.
350 W. 4th St., New York 14, N. Y.

Renewals And New Biz Reported By ABC Web

(Continued from Page 1)

Ford Motors covering two "Blondie" stanzas.

"The Christian Science Monitor Views The News," featuring Christian Science Monitor editor Erwin D. Canaham, has been renewed for 52 weeks over the full ABC web by the newspaper through H. B. Humphrey Co. of New York. The program is heard on Tuesday evenings at 9:30 p.m.

Ford, continuing its limited time sponsorship of network sustaining programs to ballyhoo the 1950 model Ford automobile, has signed with the network to sponsor "Blondie" over 250 stations on Feb. 9 and 16. Ford has also signed limited time contracts to sponsor programs on a less than 13-week basis over CBS and Mutual. J. Walter Thompson is the agency.

On another front, ABC yesterday signed Bud Collyer to emcee a new five-day-a-week travel program "Happy Landing." The program which premieres Monday, Feb. 13, will originate from metropolitan airports and will be heard at 4:15 p.m. Don Gardiner will announce, and Bob Harlan will be director-producer.

\$200-Million Gross Sales Forecast By Admiral Corp.

(Continued from Page 1)

ing of Admiral dealers and distributors. Siragusa estimated his company's gross sales at \$200-million for the year.

Warning about price increases because of intense demands, the president said the industry could run into the same trouble as a year ago when people refused to buy because of high prices. Admiral, he said, had risen to its position in radio and television "by mass-producing high quality, standardized products and passing the economies of large scale manufacture on to the customer."

Expansion of the company's appliance division was also set as a goal in 1950.

Wants System Changed For Licenses In Canada

(Continued from Page 1)

being able to establish television stations in this country were almost nil. He urged that CBC board of governors, which makes recommendations for or against broadcasting licenses, be removed from that post.

JWT Wall Street Office Closed

J. Walter Thompson has completed the consolidation of certain functions of its Wall Street office into its office at 420 Lexington and is closing the downtown branch. William V. Schwarting, who has been in charge of the Wall Street office, has been elected vice-president of Albert Frank-Guenther Law, Inc., it was announced. His son, Robert W. Schwarting, will join him.

Keystone Celebrates Tenth Anniversary

(Continued from Page 1)

tions is at present serving around 380 stations and stresses the merchandising advantages of small communities and rural area coverage.

Participating in yesterday's birthday celebration in Chicago were Naylor Rogers, executive vice-president; Arthur Wolf, vice-president; Edwin R. Peterson, special representative of KBS, and Sidney J. Wolf, secretary-treasurer.

In New York a similar birthday party was held with Noel Rhys, in charge of the East Coast sales operations, playing host to clients of the network.

Represents Alaskan Stas.

Effective immediately, Adam J. Young, Jr., Inc. has been appointed national advertising representative for the Midnight Sun Broadcasting Company stations, KFAR (Fairbanks, Alaska) and KENI (Anchorage, Alaska). Young will represent KFAR and KENI throughout the entire U.S.—except for the Pacific Coast states. KFAR and KENI will continue to maintain their own office in Seattle, Washington, and Gil Wellington, national advertising manager, will continue to handle all the Pacific Coast region from the Seattle office.

COMING and GOING

JOHN W. BOLER, owner of K5JB, Jamestown, N. D., arrived in New York yesterday from Chicago.

BOB TROUT, JOHN CAMERON SWAYZE and H. V. KALTENBORN, newscasters on NBC, tomorrow will go down to Washington, where they'll participate on "Who Said That," which will be telecast at the Radio Correspondents Dinner honoring President Truman.

BOB HAWK, Columbia network quizmaster, in town today on a short business trip from the West Coast.

SIGMUND SPAETH, of the American network's "At Home With Music," tomorrow will go up to Sacred Heart Convent in Noroton, Conn., where he will address the students of the subject, "Music For Fun."

DON DUNPHY, Mutual network sports-caster, is leaving for Detroit to broadcast tomorrow's Jake LaMotta-Dick Wagner bout.

GEORGE CRANSTON, manager of WBAP American network outlet in Fort Worth, Texas is in Gotham for conferences with officials of the web.

LOUIS HAUSMAN, Columbia network director of advertising and sales promotion, has left for a vacation in the Virgin Islands. He'll be away two weeks.

DONALD A. STEWART, general manager of WDTV, Pittsburgh outlet of the DuMont television network, is back from Detroit, where he addressed the Television Council.

JAMES HICKS, manager of WCOS, American network affiliate in Columbia, S. C., is in town on business.

Secrets of Love



This pussycat is pretty lavish with her affections for her pet the puppy dog. And she looks for all the world as if she's whispering sweet secrets into his receptive ear.

Let us whisper a great big fact about Baltimore radio into your ear. The big bargain buy for low-cost sales is W-I-T-H. Yes, sir! W-I-T-H delivers a BIG audience to you at LOW cost.

W-I-T-H regularly provides more listeners-per-dollar than any other station in town. That's why you can do so MUCH on W-I-T-H for so LITTLE money.

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



W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

MGM Adds 36 Outlets To List Of ET Users

(Continued from Page 1)

United States and Canada are joining daily, he said.

Among the stations which signed contracts in January are three 50,000 watt outlets: WBAL, Baltimore, Md.; ABC, San Antonio, Tex.; and RMG, Tulsa, Okla. Others signed were KFBI, Wichita, Kan.; WREN, Opeka, Kan.; KTRI, Sioux City, Iowa; WJPS, Evansville, Ind.; and ISO, Des Moines, Iowa.

Seventeen additional Intermountain Network stations were signed to take in the entire network of 23 stations. Those added in January were: KID, Idaho Falls, Ida.; KVMV, Twin Falls, Ida.; KFSD, Nampa, Ida.; KBMY, Billings, Mont.; KRJF, Miles City, Mont.; KMON, Great Falls, Mont.; KOPR, Butte, Mont.; KPRK, Livingston, Mont.; KRAM, Las Vegas, Nev.; KSUB, Cedar City, Utah; K SVC, Richfield, Utah; KVRS, Rock Springs, Wyo.; KSPR, Casper, Wyo.; KWYO, Sheridan, Wyo.; POW, Powell, Wyo.; KOWB, Laramie, Wyo.; KOVE, Lander, Wyo.

Also signed were: WVOA, Tucson, Ariz.; WEEK, Peoria, Ill.; KFOR, Lincoln, Neb.; KBON, Omaha, Neb.; WAEB, Allentown, Pa.; WCNR, Hoomsburg, Pa.; WCPA, Clearfield, Pa.; WBPZ, Lock Haven, Pa.; WPPA, Pittsville, Pa.; WBAX, Wilkes-Barre, Pa.; WRAK, Williamsport, Pa.

★ AGENCY NEWSCAST ★

E. E. ROTHMAN has been appointed general manager of Campbell-Ewald Co. He will supervise the company's offices in New York, Chicago, Los Angeles and San Francisco in addition to being in charge of the Detroit office.

RICHARD HASBROOK, Los Angeles manager for Avery-Knodel, Inc., has been elected chairman of the Los Angeles council of the National Association of Radio Station Representatives, Inc.

HOWARD D. JOHNSON COMPANY, restaurant chain, has named **N. W. Ayer & Son, Inc.**

MAURICE C. COLEMAN, formerly of the staff of WATL, Atlanta, has left the station to resume operation of Maurice C. Coleman & Associates, his advertising agency in the Georgia capital.

LELAND K. HOWE ASSOCIATES have opened offices at 150 East 35th Street.

RICHARD E. RICHMAN, formerly with Columbia Pictures, has been appointed director of publicity, in addition to his duties as account executive, in the newly formed publicity department of the Lew Kashuk & Son Advertising Co.

DOROTHY W. ANDERSON has rejoined Alfred J. Silberstein, Bert Goldsmith, Inc. She has resigned as merchandise manager of ready-to-wear at John Wanamaker.

FRANKENMUTH BREWING COMPANY to Ruthrauff & Ryan, Inc. in Detroit.

ROBERT H. GASS has joined Zimmer-Keller, Inc. of Detroit as an account executive. He was formerly advertising and sales promotion manager of Evans-Winter Company of Detroit.

WILLIAM G. WINCHESTER has been added to the creative copy staff of Brooke, Smith, French & Dorrance, Inc., in their Detroit office.

POMATEX, a hair dressing product made by the Pomatex Company of New York, has appointed The Bobley Company. Media will include radio-TV, newspapers, cards and point-of-sale displays.

ALVIN Q. EHRLICH, partner in the advertising agency of Kal, Ehrlich and Merrick, was named chairman, and Frank Gatewood, advertising manager of the Times-Herald, vice-chairman, of the Advertising Club of Washington's "1950 Jamboree."

Seek Financial Aid Of FM Music In Chi.

(Continued from Page 1)

WXRT and other local FM stations.

Led by temporary chairman Syd Harris, Chicago Daily News columnist, municipal judge George L. Quilici, and Mrs. Vera Reine, civic worker, the group will hold its first meeting tomorrow at 5:30 p.m. in the Knickerbocker Hotel.

The group plans to raise money on a subscription basis to be used to pay for good music programs on FM stations unable to make ends meet. WXRT, an all-classical station, recently curtailed its programming from 16 hours to 8 hours daily.

Robert Miller, WXRT station manager, stated that WXRT is now selling approximately 25 per cent of its time, and that it needs a minimum of 50 per cent commercial time to break even.

Although other stations in the past have appealed for funds to continue good programming—notably WQQW in Washington, D. C.—this is believed to be the first time an independent organization has been formed to solicit funds to distribute for the support of good music.

Seeman Renews Jackson

Seeman Brothers, Inc., New York, has renewed sponsorship of CBS' "Allan Jackson and the News" on behalf of Air Wick.

thank you "Cue"

we think so too!

"... the music is pleasant and a welcome change from all the dance orchestras and cheery disc jockeys usually the fate of the late-evening listener."

DEEMS TAYLOR's name is an Open Sesame to the world of music. His best-selling books and erudite, but fascinatingly fact-full, comments have built for him thousands upon thousands of enthusiastic fans.

He's on WOR. His show is a thrilling combination of music and words.

He's open for sale on only *one* night. He's priced *right*. He won't be waiting long for some product or service. Why not make him yours?

WOR

— sells the most people where the most people buy



CHICAGO

By HERB KRAUS

AN increase of 44,162 TV sets in the Chicago area during the month of December was reported by the Electric Association, which conducts a continuous television receiver survey. Total sets in use as of December 31 were 353,895—an increase of 264,739 over December, 1948.

Merritt R. Schoenfeld, boss man at Schoenfeld, Huber and Green, visiting N. Y. this week to confer with the New York News-Chicago Tribune Syndicate regarding a new TV show, "Maisie and Daisy."

When Gene Autry broadcast his program from the WBBM studios last week, it marked ten years with the same sponsor and network—Wrigley's Gum and CBS—and also marked 918 consecutive weeks that CBS' oldest sponsor, Wrigley, has been broadcasting.

George Kuyper, manager of the Chicago Symphony, was a lively and interesting participant on the "Our Gal Toni" Show over WENR-TV last Friday night.

Jack Brickhouse, sports manager of WGN, leaves this week for a month's vacation in Phoenix, Ariz., with his wife and tiny daughter, Jean.

Interesting little musical stanza begins over WBBM entitled "Something to Sing About," 10:15-10:30 p.m. across the board. Patrick O'Riley, star of "Pick-up Time" co-stars with Elaine Rodgers and Jeanne MacKenna. Shelby Gordon is the scripter while Mark Russell produces.

Benny Leads Hooper In First Fifteen Ratings

Jack Benny, Radio Theater and Bing Crosby hold down the one, two and three positions in the latest program Hooperatings released yesterday. Benny had a 26.5 rating, Radio Theater, 24.7, and Bing Crosby, 24.0.

My Friend Irma was in fourth spot with 23.5 followed by Arthur Godfrey's Talent Scouts at 22.1, Fibber McGee and Molly with 20.8, Groucho Marx at 19.3, Amos 'n' Andy rating 17.8, Walter Winchell at 17.6 and Charlie McCarthy, 17.5.

The top 15 were rounded out by Big Town with 17.4, Bob Hawk Show and Mr. Keen with 17.1, Bob Hope 16.8 and People are Funny and the Great Gildersleeve, 16.6.

The average evening random broadcast audience of 36.2 for the period was up 0.8 from the last report and up 0.5 from a year ago.

STATION MANAGERS

HAVE HOT ITEM FOR PROFITABLE P. I. RADIO. STATIONS INTERESTED, PLEASE WRITE IMMEDIATELY TO
TERESA ROBERTS
551 FIFTH AVE. NEW YORK CITY



By SID WHITE

Man About Manhattan. . . !

● ● ● Ralph Weil's letter to Pres. Justin Miller, of NAB, pointing out some of the shortcomings of the industry organization has been widely discussed in the trade this week. Weil, as spokesman for WOV, New York, one of the leading independent members of NAB, is retaining membership but isn't in accord with some of the organization's activities. Among other things, he thinks that NAB's decision to hold the board meeting in Arizona to be an expensive luxury and raises the question why the board session wasn't set for some centrally located city like Chicago. Weil is also critical of Broadcast Advertising Bureau's expenditures. He questions the advisability of running up big printing bills (by turning out two-color offset coated-stock prospect cards for cooperative advertising) when the cheapest kind of reproduction paper would have served just as well. Continuing, Weil said in part: "Another observation I want to make is that some NAB personnel tend to take a cavalier attitude toward broadcasting problems of which they happen to know little. This business of broadcasting is a highly complex and varied one, and it should be the point of view, even of the NAB experts, that not even they can know everything. There isn't any question that a whole series of difficult problems beset our industry today, but it seems to me that a lot of these problems stem directly from the ineffectuality that exists within the NAB itself. I would like to see an end to the internal bickering and jockeying for position which appear to afflict the NAB, and instead of this, an atmosphere of unity and cooperation."

☆ ☆ ☆ ☆

● ● ● Radie Harris set as mistress of ceremonies at the upcoming "Cocktails at the Chambord" which is being readied for Mutual as a five-times-weekly half-hour gab and guest show. Now they've got "Breakfast with Dorothy & Dick," "Luncheon and Dinner at Sardi's," "Cocktails at the Chambord" and the proposed "Tea at the Colony," which is using four alternating emcees—Maggi McNellis, Julian Gerard, Beverly Paterno and John Tillman.

☆ ☆ ☆ ☆

● ● ● AROUND TOWN: Ciggie accounts keeping the rumor-bearers plenty busy these days. Latest one has Old Gold switching from Lennen & Mitchell back to J. Walter Thompson again. . . . Alan Young's kinescope, just brought in from Hollywood, was so terrific that Esso grabbed up the show right away at 15 thousand per. Show starts in March on CBS Wednesday nites. . . . Mercedes McCambridge, who won "best supporting role" honors in her film debut in Columbia's "All the King's Men," was slated to return to the coast this week for a Warner picture, but delayed the trip long enough to play opposite Bill Gargan tonite in "Martin Kane, Private Eye." She flies to H'wood right after the show. . . . Peter Donald signed by Roberts & Carr Productions for a half-hour video comedy series called "For Men Only," scripted by Milton Pascal, who will co-produce. . . . Nice picture layout on our boy, Sid Caesar, in the current Look mag. . . . Chubby Goldfarb and Mike Vallon, Hazel Scott's new managers for radio and TV, have set her for her own series on DuMont starting on the 24th bankrolled by Sitroux Tissues. . . . The publicity firm of the late George B. Evans will carry on under Budd Granoff and Charlie Stone, in N. Y., and Jack Keller, in H'wood. . . . Sportscaster Guy Lebow putting the finishing touches on his tome on wrestling. . . . Which reminds us, Bill Callahan was telling us of a drama school grad he knew who was undecided whether to become an actor—or a wrestler.

☆ ☆ ☆ ☆

SAN FRANCISCO

By NOEL CORBETT

LEO BURNETT COMPANY of Chicago has bought two one-minute spots each week on KRON-TV to plug Buster Brown Shoes. Spots start February 7.

The San Francisco Television Stations Committee, recently organized, has announced television set ownership in the Bay Area has reached 33,835 as of January 1. The committee is comprised of the general managers of the three local TV stations Charles Theriot, KRON-TV; Phil Lasky, KPIX, and Gayle V. Grubb, KGO-TV.

Ben Alexander, erstwhile Hollywoodian, who starts his 6-a-week (10:30 to midnight) disc and chatter show on KFRC, is still commuting to the film city to put on his weekly TV show there.

The Awful Fresh MacFarlane Candy Company, through Wank and Wank Advertising Agency, has signed with KNBC for its first sponsorship of a program. MacFarlane has purchased the Clarence Leisur news program over KNBC at 8:45 ayem Monday thru Friday.

Pianist Edna Fischer and Ken Langley, AFRA secretary, are doing a KSAN show from the La Scala Restaurant each Friday at 8:15. Program features guests of the restaurant.

Jean Van Deventer, telephone operator at KPIX is having a TV marriage come February 25. It'll all be done a few feet from her switchboard on Del Courtney's afternoon television show.

Stork News

Mr. and Mrs. Tim Collins are the parents of their third child, a girl Daryl, six pounds, three ounce born Sunday, Jan. 29. They have two boys. Father is a floor manager at WOR-TV.

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

BEHIND THE MIKE

CONRAD THIBAUT sang at 267 benefits last year and was directly instrumental in raising over a million dollars for churches and boys clubs throughout the country.

Mort Lawrence will 'host' Bob Monroe's "High Adventure" series over NBC.

Ralph Paul will do "Eloise Salutes the Stars" over DuMont.

Bill Corrigan, NBC director of "The Clock," throws a party at his home after every show for his production staff.

A national mag is seeking Ving Terlin's okay on a story based on his activities as the conductor of the only all-girl orchestra in television (WPIX's Enchanted Strings). Some of the incidents are said to be stranger than fiction.

Fred Scott pinch-hit for George Utman the other day when Geo. got snafu'd in traffic.

Sheriff Bob Dixon will issue his 10,000th deputy badge about the middle of Feb. Bob's just started to record for Admiral.

Plenty of interest in the TV debut of Andy Russell and his wife, Della, who'll appear on the Jack Carter show Sat. nite.

Last week baritone Bobby Colt recorded Big Joe Rosenfeld's tune, "There's a Chapel in My Heart" for Admiral and even tho' it won't be released until Feb. 15th, there are already over 40,000 orders for the waxing which Big Joe has plugged in his show. (Who sez radio is on the way out?)

NBC Will Carry Awards Program On Full Net

(Continued from Page 1)

The Screen Writers' affair to the full (except WNBC, New York) at 11:00 p.m. (EST), Sunday, Feb. 5. NBC will carry the program 11:15 to 11:30. George Jessel will emcee, and Hollywood stars who appeared in the prize winning photo-plays will enact scenes from the films to be honored.

The New York Screen Writers Awards will be emceed by WNBC's Tex and Jinx" (Mr. and Mrs. Tex McCrary) and will be carried over the full network from 11:30 to 12 midnight. Wanda Hale of the "Daily News" and Howard Barnes of the Herald-Tribune will present the awards.

Wedding Bells

Torrington, Conn. — Orchestra leader Charlie Spivak and his vocalist, Irene Day, were married yesterday in Greenwich, Conn. Spivak announced the marriage in a radio interview with Johnny Morris of WTOR, Torrington. The couple stopped off in Greenwich while enroute to Torrington to play a March of Times benefit at the Warner Theatre. They were married by Judge J. Fred Collins in a civil ceremony performed in the judge's chambers.

Sponsored Radio Decline Noted On Nighttime Hours

(Continued from Page 1)

ies have oscillated both average-rating-wise and also with regard to sponsored evening hours in the same report periods.

Variety Programs Lead

Hooper says that, as of Dec. 30, 1949, variety programs led program categories with the highest evening average-rating as they did in comparable periods in 1948 and 1947. In sponsored hours, however, variety programs skidded from 14½ hours in '47 and '48 to 8¾ sponsored hours in 1949.

Mystery shows, meanwhile, which on the December date in 1949 were rated in second place in average-ratings, had previously been rated as having the third highest average rating among categories both in 1947 and 1948. In '47, mystery programs were sponsored over network facilities 12½ hours per report period. In 1948, only 10½ hours of mystery shows were sponsored on the webs, and, in 1949 in the comparable period, 11 hours were sponsored.

"Non-Mystery" Fifth

Non-mystery dramatic shows, which rated the third highest average rating in the Dec. 30 report, was rated in fifth position in '47 and '48 8¾ hours of dramatic programming was sponsored in the 1949 period; 10 hours were sponsored comparably in 1948; and, in 1949, only 7 hours per period was sponsored.

Dec. 30, 1949, showed situation comedy in fourth place in average ratings by categories, while the same type of program had been rated in second place in 1947 and 1948 for the same report-period. Sponsored hours of situation comedy shows, however, totaled 8¾ hours per week in 1949 during the report period as

FCC "Trust" Hearing Postponed To Apr. 24

(Continued from Page 1)

ago, calling for briefs by next Monday, with the actual hearing to get under way a week later. More time was asked by 20th-Fox, Loew's, the Yankee Network and a number of other interested parties.

The question of how much weight should be given the Supreme Court's ruling of May, 1948, in the Paramount cases when considering applications by defendants in that case is among those to be settled by the outcome of this proceeding. Thus the prospects for development in home video or even theater video by major film distributors may be very much at stake.

Two Writers Join CBS

Josephine Lyons and Draper Lewis have joined the writing staff of CBS program writing division replacing Madeline Winslow and William Kendall Clark, both of whom resigned, it was announced Friday by Charles S. Monroe, division chief.

against 7¼ hours in 1948 and 7¾ hours in 1947.

Audience Participation Down

Audience participation shows placed fifth in average ratings in 1949, compared with their fourth position in '47 and '48. Sponsored evening hours amounted to 7½ in 1949 and 1947, but dropped to 7 hours in the same period in 1948.

Hooper does not categorize "give-away" programs but lumps them in with audience participation shows. However, the recent demise of NBC's "Hollywood Calling" underlines the general falling-off of listener interest in the huge jack-pot give-aways.

"Sing It Again" over CBS, an hour-long program, is sponsored only for half-an-hour, and "Stop The Music," the daddy of them all and the program which cut so deeply into Fred Allen's Sunday night rating, is sponsored for only three-quarters of its hour-long run.

"Hollywood Calling," slotted opposite Jack Benny on NBC when the latter moved to CBS, never did catch on rating or sponsor-wise. It recently was cut to a half-hour show from its original hour-long format, and finally was dropped altogether two days ago.

SOUTHWEST

SPECIAL transcription of honorary degree ceremonies and speech by Secretary of the Air Force W. Stuart Symington at Baylor University, Waco, Texas, on Feb. 1 was scheduled for an exclusive evening broadcast over stations of the Texas State Network Wednesday evening, February 1, from 8:30-9:00 p.m., CST. At morning convocation February 1, Baylor University conferred an honorary degree on Mr. Symington, and the TSN broadcast was arranged from this ceremony by the radio department of Baylor University, John W. Bachman, chairman.

Bill Tompkins has been appointed to head the news bureau for KXYZ, according to an announcement of Fred Nahas, executive vice-president of the ABC station in Houston. Before coming to Houston, Tompkins was at WROW, Albany, New York, where he set up and operated the news department. He previously had worked at WOKO and WABY in Albany.

Engagement Announced

CBS quizmaster Bob Hawk has announced his engagement to Mary Rechner, assistant to Dore Schary, Metro-Goldwyn-Mayer, Inc. vee-pee. No date has been set for the wedding.

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... network-quality production. Wire or write today for full details!

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Radio Corporation of America
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120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

PLUG TUNES

a hit — A Hit — A HIT
"TWO-FACED HEART"Recorded by Eddie (Piano) Miller
ON RAINBOW RECORDS

MICHAEL MUSIC CO., INC.

1619 Broadway
New York CityJerry Johnson
Gen. Mgr.You'll LUV this novelty!
IT MUST BE L U V

MANOR MUSIC COMPANY

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.

On Records & Transcriptions

Billy Reid's Latest

"TOO WHIT TOO WHOO"

AL GALLICO MUSIC CO., INC.
501 Madison Ave. New York, N. Y.I DON'T KNOW WHETHER TO
LAUGH OR CRY OVER YOUColumbia Record — by
JANETTE DAVIS—MARINERS
& ARCHIE BLEYER ORCH.

PORGIE MUSIC CORP.

1619 Broadway N. Y. C.

FAIRY TALES

recorded and featured by
OWEN BRADLEY & QUINTET

Coral

SALLY & MARVIN CLARK

London

ELLA FITZGERALD & MILLS BROS.

Decca

FONTANE SISTERS

RCA Victor

RED KIRK & JUDY PERKINS

Mercury

RUSTY WELLINGTON

Belle

P. WESTON-JUD CONLON SINGERS

Capitol

CECIL BAILEY

Bullet

MILLER MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● TIN PAN ALLEY OOPS:—J. J. Robbins is once more taking those gigantic steps which made him the dynamo of the music business. . . . in the past few weeks he has set the following deals. . . . acquired the American rights to Cuba's top favorite, "Aromper el Coco," penned by de Otilio Portal. . . . he will act as sole selling agent for Carlton Music Co., new firm formed by Vaughn Monroe and Sonny Schuyler. . . . he will publish a Spike Jones Song folio. . . . he will act as musical advisor for Monte Proser's new club which will open on the site of the old Cafe Society Uptown and he's acquired a half interest in Cork O'Keefe's music firm, Words & Music, Inc., which currently has a revived ballad, "It Isn't Fair," which on Tuesday totaled 18,800 copies in sales. . . . Robbins is bob bob bobbins (poetic license #35877¼) along. . . . ● Capitol is asleep. . . . else howcome they don't get onto Bob MacGimsey's great blues, "When You've Got A Man On Your Mind," which Jo Stafford recorded some time ago. . . . MacGimsey is the writer of "Shadrach" universally accepted as one of the greatest spirituals ever written. . . . ● When Dick Liebert guests on Maggi Fisher's "Piano Playhouse" little ABCconcert, Sunday Feb. 19, he'll feature his own composition, "Come Dance With Me," which he penned with filmogul George Blake. . . . ● Larry Taylor, gen. prof. mgr. of Michael Music, is getting lots of attention via his clever literature which he labels "Taylor's Needles." . . . ● Peer International comes up with a bright little number, "I'm Gonna Tie A Little String Around Your Finger," clefted by John Gluck. . . . ● Aside to Bob Miller, Prexy of Music Publishers Contact Union: thanks for them thaar kind words in re: to our editorial recently.

★ ★ ★ ★

● ● ● Sam Fox Music purchased the American rights to one of England's top tunes, "Cuckoo Waltz," from Keith-Prowse & Co., Ltd. . . . melody by J. E. Jonasson, was originally published in Stockholm, Sweden in 1920 and Keith-Prowse assigned the writing of English words to Alan Stranks. . . . ● Deejay Stan Burns of WTTT, Coral Gables, may head his own TV series via CBS. . . . will be in town about middle of next month to negotiate the deal. . . . ● SPA members, at a meeting last week, paid a great tribute to the Dean of American songwriters, Otto Harbach, when Sig-mund Romberg presented him to the assembled members. . . . incidentally this organization has made rapid strides since its inception back in 1932, in bettering the relations between writer and publisher. . . . ● When Jack Eigen informally dropped in on the Hal Tunis show last Friday on WMGM, the result was merely one of the brightest bits of impromptu chatter and patter we've heard in many an afternoon. . . . ● Caught Bill Edmonds' masterful emceeing of the "King's Court" WATVehicle last Thursday nite. . . . this audience-participation session should be spotted in the afternoons across the board. . . . ● Hotel Shelton in Gotham rates an accolade from ad agencies for being first to offer guests FREE television with individual dials. . . . if other hostelrys follow suit the viewing audience will be increased tremendously, thus adding greatly to TV's expansion, etc.

★ ★ ★ ★

● ● ● ON AND OFF THE RECORD:—When MGM grabbed Billy Eckstine it was the greatest buy since the Louisiana Purchase. . . . Billy's latest waxing, pairing "My Foolish Heart" with "Sure Thing" could hit the million mark. . . . Russ Case Ork provides brilliant support. . . . ● Recording execs should give a listen to Rosa Rio's organ wizardry. . . . gal's radio and TV activity has won her thousands of fans. . . . ● Bill Harrington's Coral platter of "It Isn't Fair," will catapult the handsome young baritone into the big time. . . . his schmaltzy rendition of this oldie is the best of the lot and deejays will latch on. . . . ● Sherm Feller will return to the turntables Feb. 19 when he starts a nitely series of deejay-walking from Boston's Latin Quarter via WCOP.

PLUG TUNES

Our Latest HIT

"ECHOES"

LAUREL MUSIC CO.

1619 BROADWAY NEW YORK CITY

THE WEDDING SAMBA

DUCHESS MUSIC CORPORATION

A Beautiful Ballad!

TWILIGHT

BEN BLOOM MUSIC CORP.

1619 BROADWAY N. Y. C.

I WISH I KNEW

Should step right out in front—
Just recorded for RCA-VICTOR
by DOLPH HEWITTADAMS, VEE & ABBOTT, Inc.
216 S. Wabash Ave. Chicago 4, Ill.

The Panic Is On For!

(Put Another Nickel In)
MUSIC! MUSIC! MUSIC!

CROMWELL MUSIC, Inc.

119 West 57th Street N. Y. C.

IT ISN'T FAIR

recorded by

BILL FARRELL M-G-M

BENNY GOODMAN Capitol

BILL HARRINGTON Coral

SAMMY KAYE Victor

FRED WARING Decca

Words & Music, Inc.

1619 Broadway N. Y. C.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, February 2, 1950 — TELEVISION DAILY is fully protected by register and copyright

NO MORE NEED FOR FREEZE—SMITH

TELE TOPICS

WILLIAM ZECKENDORF, recently elected to the ABC board of directors, will make an appearance in front of the web's cameras next week. President Webb and Knapp, Inc., realty firm, Zeckendorf will guest on the Ed and Peggen Fitzgerald show to demonstrate a model of a revolutionary apartment house. . . . Mal Boyd has signed Lillian Gh, Richard Barthelmess and Constance Almagne to exclusive AM-TV contracts for a new "nostalgia" series he plans to produce within PRB, Inc., which he owns with Mary Pickford and Buddy Rogers. Previously inked for the show were Adele Laire and Irene Castle. Boyd has been juggling with top network brass on the project and is completing plans for two separate shows, one AM and one video, each built for its own medium.

NEW SYSTEM for color conversion will be unveiled by Rensselaer Polytechnic Institute at the New York convention of the IRE March 8. RPI engineers V. A. Babits and H. F. Hicks, Jr., will deliver a paper titled "Electro-Optical Filters for Color TV." . . . Lauritz Schior, whose hassle with the Met management hit the front pages yesterday, will guest on the "Voice of Firestone" simulcast over NBC Monday. Har- S. Firestone, Jr., chairman of the rubber company, also will appear on the show. . . . The Scheck, Dahlman and Dick package office has been dissolved and Albert Black has entered into a TV partnership with Ford Bond. SDB was responsible for "City At Midnight," "Tropic Holiday" and other airers.

CBS INTERESTED in landing comic Jack Carter, whose term as emcee of DuMont's "Cavalcade of Stars" runs Feb. 11. Carter declined to renew the Cavalcade after his bid for a pay raise was turned down. CBS also said it is negotiating for rights to the annual Indianapolis Speedway 500-mile auto race. . . . Milbourne Christopher, "The Marco Polo of Magic," will guest on "Premiere Theater" on WPIX Friday. . . . Hollywood Television Productions pitching new film series, "The White Archer," built around one of those superhuman characters for virtue. Series of 13 half-hour films is priced at \$2,000.

WLW-T, going all out for its second anniversary celebration Feb. 11, will bring Burr Tillstrom, Fran Allison and the Klapolitan troupe to Cincinnati for a special hour and a quarter show featuring the Crosley station's entire talent roster. The Klapolitanans are skedded to do four personal appearances in Taft auditorium at afternoon.

Philco Veepee Says Developments Of 1949 Have Solved Station Interference Problems; Emphasizes Need For Compatible Color System

Philadelphia — The interference problems which originally led to the FCC's freeze order some 17 months ago "have been solved by various technical developments of the last year," Philco vice-president David B. Smith said here yesterday at a joint meeting of the Franklin Institute and the IRE. "Our problem in the industry now is to convince the FCC that that is the case and that an orderly program has been formulated so that they will go ahead and remove the present restrictions on the growth of the industry.

Sees "Way Cleared" For TV
"If they will do so, then the way will be clear for television to become a service to all of the people of the United States and not just the fortunate few who happen to live in areas where stations were built prior to that time that the expansion of the industry was stopped," he said.

Smith pointed out that by the most conservative estimates, TV service is now within reach of 47,000,000 persons, and the actual coverage of the 98 stations on the air is more probably 65,000,000. "But this figure represents only about two-thirds of all the people who should have television service within reach," he said. The Philco exec scored the CBS color experiments over WCAU-TV as "non-compatible," and said "the quality of pictures and its size in color are disappointing by engineering standards." "It would be a lot easier to develop color television if we did not

have to shoot at a high level of quality," he added. "We have had to compromise on a relatively narrow television channel, and this has put a ceiling on the amount of detail obtained in the picture. While most people think that present TV pictures are pretty good, there have been few complaints that they are too good.

"In color television, we are trying to crowd nearly three times as much information into the same space that now holds only one black-and-white picture. In so doing, we can't afford to reduce the quality much below that of the present picture, merely to add color."

Smith discussed the characteristics of the three color systems that have been proposed and demonstrated. He emphasized that the best system will be the one which gives good picture quality and permits continuity of service, for the benefit of the public and broadcasters.

"Enough Field Tests"
"Enough field tests have been made so that we can now say with assurance that a compatible color system will fit the present allocation scheme of the FCC, from the point of view of interference between stations, signal levels, and so forth," Smith said, and he added:

"We are convinced that the same channels now being used for black-and-white television can eventually be used for color television. Also, existing receivers will be able to pick up color programs in black and white without any modifications."

Lower Cost UHF Converters Seen In Use Of New Diodes

Germanium diodes, which are helping to bring about smaller, less expensive receivers, promise to be a major factor in design of converters for UHF, J. H. Sweeney, of GE, said in an address before the winter meeting of AIEE here.

In addition to reduction in size, weight and number of tubes, germanium diodes offer many other advantages, he said. Filament hum can be eliminated, heat can be reduced, feedback can more easily be controlled, longer reliable life can be obtained and in many cases greater output is possible, he added.

One of the most widely used devices in dealing with the UHF prob-

lem has been silicon crystals, Sweeney said. Recently, he added, GE introduced germanium crystals which perform well at these high frequencies and have several outstanding advantages over the silicon type. Prime among these is the greater electrical ruggedness of the germanium type. They are capable of withstanding temporary current and voltage overloads, he said.

In addition to the operational advantages of germanium diodes, Sweeney pointed out that their cost has been steadily dropping, and will continue to do so as manufacturing techniques improve.

Capital Color Tests To Be Resumed By CBS

The CBS public color demonstrations, which ended yesterday after a month's operation in Washington, will be resumed there Feb. 13-21.

Pickup equipment and the eight receivers on which the public had been viewing the tests were packed and shipped yesterday to Atlanta where they will be used next week for a demonstration of surgical and medical techniques before the Atlanta Post Graduate Assembly. Equipment is the property of Smith, Kline & French, Philadelphia pharmaceutical house and will be returned to Washington for the resumed showings.

Included on the nighttime schedule for the new tests will be a variety show emceed by Earl Wrightson Feb. 14, a program on Feb. 16 and a repeat program from the National Gallery of Art on the 19th.

Duram Named By CBS To Market Research Post

Arthur Duram, sales promotion manager for CBS since January, 1949, has been named CBS-TV market research counsel, effective immediately, it was announced yesterday by J. L. Van Volkenburg, vice-president in charge of sales.

In his new assignment, Duram will be responsible for delivering major presentations, and for liaison between the research department and salesmen on marketing and other research problems.

Garden Hoop On WPIX

Three New York Knickerbockers pro basketball games from Madison Square Garden, the first of the season to be scanned, will be aired by WPIX under joint sponsorship of Bruno-New York and Bedford Television Stores, through Arnold Cohan agency. Curt Gowdy and Clair Bee will air the games.

TV Test At Laurel

Washington — The FCC announced yesterday that the comparative color demonstrations which get under way February 20 will be held at its laboratory in Laurel, Md., about 18 miles from Washington. RCA, CBS and CTI color will be shown there Feb. 20 and 23, it was reported, before a very limited attendance.

FCC Rulings Used In Stations' Defense

(Continued from Page 1)

course of which William Meade, Republican city chairman, charged that the "Americans For Democratic Action," a liberal political group, was "Communist-infested," and that Felix was one of its most "ardent members."

Sec. 315 provides that any broadcasting licensee who permits a politician air time in the course of a political campaign must afford equal opportunity to the opposition to reply. In addition, the Section provides that stations have no power of censorship over political speeches.

WFIL Attorney Gives Views

Harold Kohn, attorney for WFIL, says that the defense is arguing that "the FCC governs all radio broadcasting, including the responsibility for libel." Kohn referred to the Port Huron case to back his contention that the FCC Section 315 specifically banned censorship of political speeches.

He said that in this action the FCC almost withheld a license renewal from a Port Huron broadcaster because the broadcaster had censored a political talk over the station facilities. Kohn, of Paxson, Kalish, Dilworth, and Green, Philadelphia legal firm, said that in the Port Huron case the license was renewed only after the FCC received guarantees that the station would not in the future censor any political talks, and would abide by Sec. 315.

Coy's Address Quoted

In addition, Hohn pointed out that Chairman Wayne Coy of the FCC in an Amherst College address last Dec., reiterated the Commission's position in affirming the validity of Sec. 315.

Also to be cited by the defense when the case is heard on Feb. 13, is the Summit Hotel case which resulted in the acquittal of a radio station of libel for transmitting remarks made by Al Jolson during the course of a broadcast. The courts, in this case, held that Jolson's remarks were delivered ad lib, and that the station did not have time to delete his remarks from the broadcast.

BAB Releasing Folders On TV-Radio Sales Promotion

Television editions of BAB's new retail information folders are now being released to member stations. The first issue placed in the mail deals with furniture while next month's will be on banks. Radio and television editions will be released simultaneously starting with the latter.

The BAB folders contain items of use to salesmen in addition to information on the organization of the industry, channels of distribution, income, inventory, trends, budgets and media preferred.

COAST-TO-COAST

Auction Raises Funds

St. Louis, Mo.—A white elephant auction sale with all proceeds going the March of Dimes was promoted by Charley Stookey and Hal Fredericks of KXOK. Fredericks, on the Song and Dance Parade show, and Stookey, on the Town and Country program, invited listeners to bring contributions to the auction. The auction was conducted by Col. Bob Stovesand, a professional auctioneer from Cedar Hills.

"Doc" Benjamin On WTTT

Coral Gables, Fla.—"Doc" Benjamin, local dean of entertainment editors, will be sponsored by Old Gold Cigarettes in a 15-minute, across-the-board, evening series over WTTT. The series, entitled "Speaking Entertainingly" is aired at 6:30 nightly and deals with city and beach night life. "Doc," whose more than 30 years in the business gives him plenty of authoritative information, offers legitimate criticism about current night club acts.

Sponsoring Metropolitan Opera

Oklahoma City, Okla.—WKY and the Oklahoma Publishing Company will sponsor an appearance of the Metropolitan Opera Company here in May. This will mark the first time that the "Met" has brought a production to this city, with the spring performance starring Rise Stevens and Robert Merrill in Georges Bizet's "Carmen." Profits from the opera will be donated to charity.

Income Tax Series On KDKA

Pittsburgh, Pa.—A series of programs devoted to income taxes is being presented on KDKA every Friday evening at 7:30 p.m. Stanley Granger, collector of internal revenue for this district, will be heard on most of the broadcasts. Listeners will be invited to send in their problems, and time will be devoted to personal questions as they develop in the letters received from listeners.

Nedell Returns From Cruise

Scranton, Pa.—Jack Nedell, with WGBI for more than 15 years as account executive, has just returned from triangle cruise on the Queen of Bermuda, to Bermuda and Nassau.

Advertising Institute Affiliates With AFA

Affiliation of the Point of Purchase Advertising Institute, Inc. with the Advertising Federation of America has been announced by John M. Palmer, president of POPAI and George S. McMillan, AFA chairman. This brings to eleven the number of national vertical groups now associated with AFA.

Palmer will serve on the board of AFA ex-officio, representing his group.

WDRS Records Conference

Hartford, Conn.—A talk by Governor Chester Bowles at a State Slum Clearance and Redevelopment Conference here was taped by WDRS on Tuesday, January 31, and broadcast at 10:30 p.m. Hundreds of housing experts from throughout the state attended the conference.

WPEP Has First Broadcast

Taunton, Mass.—WPEP went on the air the first of the year and is giving this city and the Cape Cod area its first radio station. The station went on the air with its time completely sold.

British Leaders On WTAG

Worcester, Mass. — WTAG and WTAG-FM News Analyst Clyde Hess will feature transcribed short-wave statements by prominent British political leaders for the vital British elections which are coming up February 23. Hess will feature the overseas speakers on his "Views of the News" program Monday through Friday at 6:10 p.m. Voices to be heard will include those of Clement Atlee, Anthony Eden, Ernest Bevin, Winston Churchill and Herbert Morrison. The first broadcast of the series is scheduled for February 15th.

Song Writer Guests On WXXW

Albany, N. Y. — Bob Ellsworth, late-evening disc-jockey on WXXW, will have song-writer Evelyn Danzig as his special guest on his "Parade of Stars" show from 11:30 p.m. to 12 midnight on Saturday. Miss Danzig is visiting the city as part of a coast-to-coast tour to promote her latest song success, "Scarlet Ribbons." Bob has been featuring the song for several weeks on the Parade of Stars, broadcast over WXXW.

Quick Response To Harrison

Rock Island, Ill.—Chuck Harrison, special events director of WHBF and WHBF-FM, mentioned on an "Open House" afternoon program that the children at the local Bethany Home Orphanage could make good use of bicycles and tricycles. Within a few minutes after the radio plea, 15 residents telephoned to the station offering to give vehicles to the home.

Children's Stories Heard On Educational FM Web

Ithaca, N. Y.—A series of children's stories, Folk Tales of Our State, is now being broadcast by the Ithaca College Radio Workshop over 18 stations of the Empire State FM School of the Air. The program directed by John Groller, formerly of KNX in Hollywood, is aimed at 4th to 6th grade children.

The scripts are being written by William Grammer, an Ithaca College radio student.

Report Big Demand For Industry Movies

(Continued from Page 1)

vertising groups, Mitchell added. The film will have its premiere in New York on March 1. The date for release had originally been set on February 15, but difficulties in arranging for the premiere forced the committee to alter its plans.

A committee spokesman said several previews within the broadcasting industry will be held before March 1, but that no showing to the public, advertisers or agencies will take place before the Waldorf-Astoria premiere. Judge Justin Miller, NAB president, will preside at this affair.

Income of the project from subscribers now stands at more than \$135,000. New subscriptions will not be accepted after March 1, it was also announced.

Income from the new subscribers will make it possible for the committee to increase the number of prints of the film, BAB reported. The committee is also seeking additional money to cover the cost of releasing the film to conventions, dealer meetings and other groups.

ARP committee members pointed out that nearby station subscribers may show the film in the few markets in which no resident subscribers exist. This could mean, in one or two major markets, that the initial showing and later use of the film might be made by a suburban or nearby station.

Mitchell urges all subscribers to make definite showing plans as early as possible noting that bookings are already being crowded into April and May dates.

Markets in which early showing dates have already been requested include: New York City; Los Angeles; San Francisco; Philadelphia; Boston; Montgomery, Ala.; Huntington, W. Va.; Canon City, Colo.; Silver City, New Mexico; Keene, N. H.; Provo, Utah; Honolulu; Fayetteville, Ark.; Osceola, Ark.; Macomb, Ill.; Duluth, Minn.; Lafayette, Ind.; Cedar Rapids, Ia.; Garder City, Kan.; Elyria, Ohio; Grand Rapids, Mich.; Saginaw, Mich.; Davenport, Ia.; Hopkinsville, Ky.; Lexington, Ky.; Macon, Ga.; Gastonia, N. C.; Columbia, Tenn.; Bogalusa, La.; Charlotte, N. C.; Asheboro, N. C.; Santa Barbara, Cal.; San Rafael, Cal.; Spokane, Wash.; Salem, Ore.; Missoula, Mont.; Aberdeen, Wash.; Eugene, Ore.; San Jose, Cal.; Livingston, Mont.; Sioux Falls, S. D.; Sweetwater, Tex.; Deadwood, S. D.; Grand Junction, Colo.; Casper, Wyo.; St. Johns berry, Vt.; Ware, Mass.; Harrisburg, Pa.; Fulton, N. Y.; McKeesport, Pa.; Burlington, Vt.; Lexington, Va.; Brocton, Mass.; Minneapolis; New Orleans; Baton Rouge, La.; Indianapolis; Nashville; Kansas City, Mo.; Denver; Worcester, Mass.; Providence; Canton, Ohio; Cleveland; Battle Creek, Mich.; Omaha; Rochester, N. Y.; Kallspell, Mont.; Fort Dodge, Ia.; Newport, R. I.; Iowa City, Ia.; Marinette, Wis.; Jamestown, N. Y.; Lawton, Okla.

WWRL Program Expanded

Afternoon Swing Session, daily record program on WWRL beamed toward the Negro market, has been expanded for the third time in recent weeks because of increased business, the station reports. The program will now be heard from 3:05 to 5:30 p.m., Monday through Friday and from 4:05 to 5:30 on Saturdays.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



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TEN CENTS

RADIO-TV DIRECTORS STRIKE AVERTED

FCC Nixes Examiner, Grants Texas Station

Washington Bureau of RADIO DAILY
Washington — The FCC decided yesterday, by a 4-3 decision, to grant the Texas Star Broadcasting Company a new station in Dallas, Texas, on the 740 band with five kilowatts of power, ten kilowatts day, unlimited. Turned down was KTRH, Houston, which had sought to expand its service area on the 740 band by transmitter changes. KTRH operates with 5 kilowatts.

The Commission decision reverses an examiner's decision of December, (Continued on Page 6)

Social Air Promotion Set For F.B.I. Program

A novel promotion for ABC affiliates in connection with "This Is Your F.B.I." will be instituted next week when the affiliates start airing a series of five-minute programs designed to ballyhoo the next "... FBI" show to be broadcast.

Transcribed five-minute programs, of which there are four, will consist of a two-and-one-half minute dramatic segment in the "This Is Your (Continued on Page 2)

Shurick Joining CBS In Market Research Post

Edward Shurick has been named market research counsel for the CBS radio network effective March 1, it was announced by J. L. Van Volkenburg, CBS vice-president in charge of network sales. Arthur Duram's appointment as market research counsel for CBS television was announced yesterday.

Shurick comes to CBS from Free (Continued on Page 6)

Mutual Board Meets; MGM Deal Revived

Washington—The meeting of the Mutual Broadcasting System's board of directors which got under way yesterday at the Carleton Hotel here has revived rumors that Metro-Goldwyn-Mayer is still negotiating with a view of consummating a deal for operations of the network facilities. It is known that the MGM proposal is on the agenda of the board for discussion during the three-day session.

Transit Radio Issues Will Be Discussed

Washington Bureau of RADIO DAILY
Washington—While it is reported here that the FCC is rapidly approaching a decision to order public hearing on the whole question of transit radio and similar schemes to reach "captive audiences," it was learned this week that the matter will receive attention from the NAB board as it meets in Phoenix, Arizona, next week. President Justin (Continued on Page 3)

Lee Hart Takes Leave As Executive Of BAB

Lee Hart, BAB retail specialist, has taken an extended leave of absence, Maurice B. Mitchell, BAB director announced yesterday. The position will be filled immediately and it is also hoped, Mitchell added, to increase the retail field staff. The additions will depend on the approval (Continued on Page 2)

Mitchell: Villain And Hero Of All-Industry Picture

By FRANK BURKE
Editor, RADIO DAILY
Photogenic Maurice D. Mitchell, director of Broadcast Advertising Bureau, is both the villain and the hero of the all radio movie presentation, "Lightning That Talks" which was previewed by the press at the Johnny Victor theater in the RCA Exhibit Hall yesterday afternoon. He's the villain when he verbally picks out the shortcomings

Webs, Stations Negotiate Differences On Employment Contracts With Aid Of State Mediators

Future Of Facsimile Forecast By Speakers

FCC approval of proposed rules governing the transmission of multiplex will be a go-ahead signal for widespread public use of facsimile, J. V. L. Hogan, president of Hogan Laboratories declared yesterday at a facsimile conference held at the Winter general meeting of the American Institute of Electrical Engineers in the Hotel Statler.

Hogan reviewed the history of facsimile before and after the war and cited the development of multiplex (Continued on Page 6)

Status Of FM Stations Subject Of NAB Report

Washington Bureau of RADIO DAILY
Washington—There were 33 more FM stations on the air at the end of last year than at the end of 1948, NAB said last week in a special study of 1949 deletions as reported (Continued on Page 6)

Top Twenty Programs Listed By Nielsen

The "Top Twenty" programs got a thorough "shaking-up" during the Christmas week with broadcasts of December 25 and 26 taking a severe (Continued on Page 4)

A strike against the major networks and WOR-TV, by the New York chapter of the Radio & Television Directors Guild (AF of L) was averted at 6 a. m. yesterday morning following 20 straight hours of mediation and negotiation between web representatives, the Guild, and Mabel Leslie, (Continued on Page 3)

Emerson Sales Up 100% First Quarter

Emerson Radio & Phonograph Corp. showed a 100 per cent increase in sales during the three months ending January 31—the first quarter of the current fiscal year, Benjamin Abrams, president, announced yesterday at the company's annual meeting.

He said that profit for the period will show a substantial gain over a (Continued on Page 8)

Section Planners Named For NBC Dept.; Operations

The appointment of section supervisors for NBC's newly created radio sales planning and research department was announced yesterday by George P. Wallace, department manager.

They are: Howard Gardner, sales (Continued on Page 6)

Complimentary

The New York Herald-Tribune Wednesday printed, in toto, the transcript of the Bert Andrews Saturday p.m. news analysis over ABC during which Andrews interviewed Whittaker Chambers. Rare enough it is that a newspaper prints on entire broadcast word-for-word, but to make it more interesting, the Trib printed this one on its editorial page.

Conscience

Elliott Lawrence, Chicago band-leader, appeared on WNBT's "We the People" last Friday to request the return of vital medical films on polio treatment stolen the day before. Yesterday he received from the thief a package containing the films, and the cryptic statement "Remember your promise." Lawrence's promise was "No Questions Asked."



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

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FINANCIAL

(February 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	87 3/8	85 3/8	83 3/4	...
Admiral Corp.	24 1/4	22 3/4	24	+ 1 1/2
Am. Tel. & Tel.	149 1/2	149	149 1/2	+ 1/2
CBS A	30 3/4	30 1/4	30 3/4	+ 1/2
CBS B	30 1/2	30 1/4	30 1/4	- 1/2
Philco	37 3/8	37	37 1/4	...
RCA Common	14 3/4	13 3/8	14 5/8	+ 5/8
RCA 1st pfd.	75	75	75	...
Stewart-Warner	14 5/8	14	14 5/8	+ 5/8
Westinghouse	33	32	33	+ 7/8
Westinghouse pfd.	105	105	105	...
Zenith Radio	41	39 3/8	40 7/8	+ 1 1/2

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	17 3/4	18 3/4
Stromberg-Carlson	14 1/2	15 3/4

Special Air Promotion Set For F.B.I. Program

(Continued from Page 1)
 F.B.I." format followed by a one-and-three-quarter minute address by Woody Woodson, "... F.B.I." narrator, and some prominent civil official. J. Edgar Hoover will be presented on the first transcription.

Lincoln Story On CBS

Hollywood—A story on the attempted assassination of Abraham Lincoln in Baltimore in 1861 will be told on the CBS Hallmark Playhouse, on Thursday, February 9 at 10 p.m. (EST). The tale is based on the records of the Pinkerton Detective Agency and was prepared and edited by the Huntington Library, San Marino, California, where it was discovered by author-narrator James Hilton.

★ COMING AND GOING ★

ARTHUR GODFREY is forsaking his CBS chores to leave over the week-end for a vacation in Miami.

HUBBELL ROBINSON, JR., vice-president of CBS in charge of network programs, and **SIG MICKELSON**, director of public affairs, in Washington on business and to attend the Radio Correspondents Dinner, which will be held tomorrow.

GENE AUTRY and the members of his program company now on tour will appear today in Rochester, N. Y., and tomorrow will entertain in Erie, Pa.

CLYDE COOMBS, vice-president and general manager of **KROY**, Columbia network outlet in Sacramento, Cal., is spending a few days in Gotham on business.

LES HILLIARD, manager of **KOLT**, Scotts Bluff, Nebr., paid a call yesterday at the headquarters of CBS, with which the station is affiliated.

T. J. MacWILLIAMS, founder and president of the Pittsburgh Radio and Television Club, and **AL MARSICO**, musical director of **KDKA's** Thursday "Memory Time," will take part in the television convention to be held in New York Monday, Tuesday and Wednesday at the Hotel New Yorker.

GORDON ANDERSON, formerly of Greensboro and Forest City, has arrived in Columbia, S. C., to take over his new duties on the staff of **WKIX**.

HORACE HEIDT and program personnel will broadcast Sunday's show from the Butler Field House in Indianapolis.

JAMES HICKS, manager of **WCOS**, affiliate of **ABC** in Columbia, S. C., is in town on station and network business.

NEAL WELCH is in town. The commercial manager of **WSBT**, South Bend, Ind., is here for talks with officials of CBS, of which the station is an affiliate.

Lee Hart Takes Leave As Executive Of BAB

(Continued from Page 1)

priation given **BAB** by **NAB** at its board meeting in Phoenix next week.

Miss Hart, who is Mrs. John Shields, has returned to her Washington home. She will do researching and make special studies on radio and television advertising techniques during her leave. She has served as assistant director of **BAB** since its inception last Summer, having served in a similar capacity with **BAB's** predecessor organization.



LEE HART

Debating Series on WVNJ

An inter-collegiate series of debate on controversial issues will be aired weekly by **WVNJ** in Newark in cooperation with Rutgers University, beginning Sunday, February 5 from 11 to 11:15 a.m.

Young Expands Staff For Canadian Clients

Adam J. Young Jr., president of the firm which bears his name, announced to his directors at their recent annual meeting, several changes in departmental alignment made necessary by the overall expansion of the firm's business. The chief adjustments were in the Canadian department where increased business from the U.S. plus the inauguration of an institutional campaign on the newly formed **Trans-Quebec Network**, made additions to the staff desirable.

In keeping with company policy of maintaining separate and distinct sales departments for each operation, **John Carter**, long identified with the U.S. AM department will move into N. Y.-Canadian sales as assistant to **Tom F. Malone**, the department's sales director. The **T-Q network**, an independent, provides coverage of all principal cities in the province thru **CKAC-Montreal**, **CHRC-Quebec City** and **CKRS-Jonquiere** as basic stations and **CHMC-New Carlisle**, **CKBL-Matane** and **CFJB-Riviere-Du-Loop** which are affiliates.



Here's looking at you!

No matter how you look at this picture those steely eyes of the puma are still looking right straight at you.

And no matter how you look at the radio picture in Baltimore, **W-I-T-H** gives you the most for your money.

W-I-T-H delivers more home listeners-per-dollar than any other station in town. And in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in grocery stores, 42.3% were tuned to **W-I-T-H**.

That means that just a little money goes a long way on **W-I-T-H**. Get **W-I-T-H** on your schedule fast! Call in your Headley-Reed man for the whole story today!

AM **FM**

W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
 Represented by Headley-Reed

50,000 watts at 800kc.

Now covering a 17,000,000 population area at the lowest rate of any major station in the Detroit Area!

CKLW

Detroit and Windsor
 J. E. Campeau, President

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

Radio-TV Directors In Pact With Webs

(Continued from Page 1)

N. Y. State mediator. It was at 6 a.m. yesterday that CBS, ABC, and NBC reps, and the Guild agreed on the wage and hour provisions of the 1950 contract. Wage and hour details between the Guild and Mutual and WOR-TV are still being worked out.

Minimum \$145 Per Week

According to a spokesman for the State Board of Mediation, the webs and Guild set minimum wages for directors at \$145 per week for AM directors, and \$125 per week in hiring for TV directors. In addition, it was agreed that TV directors would automatically be advanced over a six months period to \$145 per week. Associate directors were pegged at a minimum of \$100 per week, and TV floor managers, the Guild agreed, would start at \$85 per week with a automatic advance to \$100 per week at the end of six months. Local directors, it was agreed, would receive a minimum salary of \$75 per week.

Working hours for directors, associate directors and floor managers in both AM and TV will remain the same. Having reached an agreement on wages and hours there is little possibility that the Guild will now strike, qualified observers believe.

Negotiations Continue

Most important aspect of the further negotiations will be the discussions on commercial fees, however, the negotiators will also explore severance notice and severance pay provisions of the new contract.

Statement by NBC Spokesman

An NBC spokesman revealed that the Guild has asked for a separate conference between its negotiators and representatives of the web to arrange details of these "fringe" agreements. He added that information regarding this request has been given negotiating representatives of NBC and CBS and they have been invited to attend and participate in the meeting which, it was said, will take place today at NBC headquarters starting at 10 a.m.

Mabel Leslie, State Mediator, was generally credited with having brought the agreement to pass. Her efforts in the contract dispute were lauded extensively by both parties. Under the terms of the 1949 contract, directors received a minimum of \$130 per week after nine months service, and associates and floor managers received \$95 per week.

Entering negotiations the Guild had demanded a \$200 minimum for AM directors, and \$150 per week for associates. The Guild had demanded \$300 per week for TV directors, and a minimum of \$250 for TV floor managers and associates. Also, the Guild sought an increase in commercial fees to \$500 per half-hour TV show, and \$210 minimum for a commercial half-hour radio program. In addition, the Guild was demanding the refunding of 25 per cent of all

★ AGENCY NEWSCAST ★

SIDNEY ASCHER ASSOCIATES

has been appointed to handle the publicity and promotion of Kleen-Mitz, a mitten-shaped vinylite and chamois cloth item used for cleaning and polishing furniture, autos, etc. Eugene L. Friedman, president of Manhattan Advertising Company, has named the Ascher organization as public relations consultants for the agency. Admiral Records, Inc., has engaged Ascher to do special promotion on its kiddie records starring Arnold Stange and Sheriff Bob Dixon.

FREDERICK BOWES, JR. has been named director of public relations and advertising of Pitney-Bowes, Inc.

ARTHUR FLYNN of Art Flynn Associates, has announced that Richard A. Bergstrom has joined that organization as an account executive, effective January 30th. Bergstrom was formerly account executive in charge of the New York office for Durk Advertising Agency.

commercial fees over \$65 be discontinued.

The strike, which originally was set for midnight Dec. 31, was averted when Frederick Bullen, executive secretary of the New York State Board of Mediation, prevailed upon network officials to grant the Guild recognition as bargaining agent for the floor managers. Bullen also prevailed on both parties to continue new contract negotiations beyond the December 31 deadline to midnight January 1 with the understanding that any advantages granted the Guild would be retroactive to the Dec. 31 date.

Miss Leslie, who relieved Bullen as Mediator, then prevailed on the principals to continue negotiations for an additional 24-hours past the Jan. 31st deadline.

Networks, anticipating a strike, had warned all agencies to be prepared and announced that all regularly scheduled programs would be broadcast as usual, strike or no strike.

Representing the Guild in the 1950 contract negotiations were: Walter Hart, CBS, chairman of the negotiations committee; Ernie Ricker, freelance, president of the New York chapter; Nicki Burnett, executive secretary of the New York chapter; Don Gillias, NBC; Ralph Warren, freelance; and Ben Meyers, the Guild's legal counsel.

On hand for the networks were: Ernest de la Ossa, NBC personnel director; Edward Souhami, NBC director of labor relations; for CBS, I. S. Becker in charge of program operations, and Howard Hausman, personnel relations director; for ABC, Frederick Lynch, Jr., personnel director; for MBS, Adolph Opfinger, personnel director; and for WOR-TV, Richard Connell, personnel director.

P. LORILLARD COMPANY has named Fred G. Robbe as assistant advertising manager, Claude W. Berkley as media director and George Whitmore, supervisor of advertising control and analysis. Robbe was an account executive with Young & Rubicam, Berkley was formerly in the Lorillard sales department, while Whitmore was business manager of Burke Dowling Adams Agency in Montclair, N. J.

WLIO, East Liverpool, Ohio, announces the appointment of the William G. Rambeau Company as national representative, effective immediately. WLIO operates on 1570 kilocycles with 1000 watts power daytime.

PARKER PEN COMPANY has named Tatham-Laird, Inc., to handle the advertising of a test campaign on a new product. J. Walter Thompson Company continues to handle all other advertising of the Parker Pen Company.

JOSEPH R. ROLLINS is joining the executive staff of Benjamin Eshleman Company of Philadelphia. He was advertising manager of Atlantic Refining Company.

Transit Radio Issues Will Be Discussed

(Continued from Page 1)

Miller has notified the local transit riders association that he has queried board members in advance to determine whether they wish to declare themselves on the matter.


Miller's letter to Claude N. Palmer, head of the transit riders group, was in reply to a letter from Palmer in which the latter argued that forced listening runs counter to NAB's historic position in support of freedom of the air. Great stress was laid upon NAB's frequent reference in public pronouncements regarding the American system of broadcasting to the freedom of listeners to shift programs or even to use the off-switch on their receivers.

Manual Released Recently

There was no accurate figure regarding the number of NAB member stations participating in such projects as transit radio, although it is known that a number of FM stations are either already in the picture or contemplating going into it. NAB recently put out a manual for member stations in which it told pros and cons of the transit arrangement from the standpoint of management and outlined the steps to be taken to get into the field.

• faces • facts • figures • wins •

faces • facts • figures • wins •



FFV

Charlie Starke

wins • facts • figures • wins •

FIRST FOR VALUE in N. Y. radio, the Charlie Starke MUSIC SHOPPE (10 a.m. to 12 noon), increased its audience by 69%* in its first year on the air.

\$25 now buys you 60,000 radio homes on the MUSIC SHOPPE.

* The PULSE INC.

WINS
50KW NEW YORK

CROSBY BROADCASTING CORPORATION

LOS ANGELES

By ALLEN KUSHNER

GOODYEAR TIRE & RUBBER CO. INC. Akron, Ohio, will sponsor a 52-week series of six weekly spot announcements on KNX beginning Sunday February 5. The announcements will be for the Goodyear shoe products division. Compton Advertising, Inc New York advertising agency, placed the order.

The Bakersfield Press has requested TV station KTTV, Hollywood, to supply weekly station logs. He reported that the paper had made a survey and discovered that there were enough TV sets in Bakersfield to warrant Los Angeles Teevee logs. Bakersfield is over 100 miles from L.A.

Station Sponsoring Radio Week Tieup

Gloversville, N. Y.—A department store window became the center of all operations of WENT during Radio Week which was held here from January 30 to February 3. The "glass" studio gave the people a chance to watch the station in action and see their favorite friends. The department store, Martin and Naylor, is supporting the promotion in the local paper and WENT is campaigning on the air.

Hollywood's New

COUNTRY CLUB HOTEL

• The Country Club Hotel occupies a magnificent location in the heart of the exclusive Wilshire residential district . . . adjacent to Wilshire Country Club and overlooking the expanse of its gorgeous 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



By SID WHITE

Man About Manhattan. . . !

• • • **FRIDAY-DREAMING:** Don't be surprised if some of the old line veeps bow out of NBC during the current year. The new blue print for 'efficient operation' is reported to call for five vice presidents. . . . Walt Disney has nixed an offer of a million bux for TV rights to some of his shorts. Reason: He feels movie exhibs may be hurt by the compeish. . . . Amos 'n Andy have finally latched on to an actor to play 'Andy' in their TV show. Lad's name is Spencer Williams, from the mid-west. . . . CBS and Hopalong Cassidy getting closer than a tie game. . . . Ted Lewis thinks that Arthur Godfrey's Lipton show is one of the best on Tea-V. . . . Genial Gene Hamilton taking a brief Florida vacation after his Tuesday nite show at Carnegie Hall (starring Margaret Truman). . . . Martha Stewart and the Blackburn Twins will make their video debut on "Toast of the Town" Feb. 19th. Martha, ex-wife of Joe E. Lewis, joins the Twins next week to replace Janet Blair who is joining the road company of "So. Pacific." . . . It was no surprise to learn in an AP dispatch yesterday that Ole Olsen and Chic Johnson had an audience with the Pope in Rome Wed. While neither of the boys are Catholics, their number one fan is Father Ed Wagner, a Milwaukee priest. . . . A quiz program emcee, sez Herb Sheldon, is a guy who's discovered that success is his for the asking. . . . NBC's cocktail party for Phil Harris and Alice Faye last night a big success with plenty of web brass and name talent on hand to say Hello to the West Coast visitors. Among those present, as they say in the social columns were: Niles Trammell, Dave Garroway, Charlie Denny, BBD&O prexy Ben Duffy, Judy Canova, Tom McCray and Gordon MacRae.

☆ ☆ ☆ ☆

• • • **THE MORNING MAIL:** "Dear Sid," writes Jimmy Blair, production manager at WOIC, Washington, D. C. "I would like to correct your line about WMGM's Buddy Greenspan, at 23, is the country's youngest sports director. We have a boy here named Jim Simpson as our sports head. His birthday was Dec. 20th at which time he was 22." All right, kids, slug it out.

☆ ☆ ☆ ☆

• • • **Tip to "We the People":** Here's a suggestion for an interview—and you're welcome to it: E. F. Hannan, "The Shakespeare of the Sticks." Most prolific playwright of all time. Writes exclusively for tent-rep shows and other troupers in the hinterlands. Has written 310 plays, 320 vaude sketches, 500 burlesque skits, etc., more stuff than any other playwright, living or dead. The big boff, however, is that he's totally unknown to B'way, altho' his annual audience is twice as big as B'way and all the legit put together. Nor has he ever had a play panned. He has the biggest script library in the world, mostly old 10-20-30 type drammers (by the way, it would make a great series for television since all are short-cast plays and very funny rustic stuff, even some sassiety dramas). His address is Box 1622, Boston 5, Mass.

☆ ☆ ☆ ☆

• • • How much realism can you get? Last week, John Hamilton was playing the part of a Bowery bum on "The Plainclothesman." While waiting in the hall for the show to start, an exec from an agency passed by, took one look at John and tossed him a quarter.

☆ ☆ ☆ ☆

• • • **APPLAUSE DEPT:** Ray Heatherton's sockeroo, "Looka Here," via ABC-TV. . . . Bob Monroe's NBChiller, "High Adventure." . . . Margaret Whiting's thrushing of "Sorry," her dad's tune, on the Jack Smith show. . . . Hank Sylvern's musical job on "This is Show Biz." . . . Gene Williams' Mercury treatment of the oldie, "Button Up Your Overcoat." . . . Ving Merlin's "Tournament of Music" on WPIX.

PROMOTION

Children's Contest

Announcement of the inauguration of an eight-week, \$25,000 first-prize contest on behalf of the National Kids Foundation was made by the commentator on the "Jimmy Fidler Show" over ABC Sunday, January 22. Weekly prizes aggregating \$3,000 in cash were also offered by the Hollywood reporter on this program which was sponsored by Carter Products, Inc.

Entitled "The Mystery Star Contest," the gimmick will be the identification by the listener of a different mystery screen star who will appear with his or her family on Fidler's program each week. The listener will also be asked to submit a ten-word slogan for "National Kids Day."

Top Twenty Programs Listed By Nielsen

(Continued from Page 1)

lacing, a Nielsen extra-week report released yesterday showed.

A typical example of the holiday effect was the Jack Benny show of Sunday, December 25 which lost 7.9 points from the rating for the broadcast of December 19 and dropped from first to 12th slot. Another extreme was the Fat Man program of Friday, December 30 which increased 5.0 points over the previous week and jumped from 64th position to 10th.

Other December 25 shows taking similar nose-dives and out of the top twenty were: Charlie McCarthy, off 7.3 points from the previous week; Walter Winchell, minus 7.0; Red Skelton, down 6.8 points; and Amos 'n' Andy, minus 4.0.

Monday Analyzed

The Monday, December 26 broadcasts dropping points were: My Friend Irma, 5.1; Lux Radio Theater, 2.5; and Godfrey's Talent Scouts, 2.0.

Of the more or less regular top twenty programs, Lux Radio Theater moved into first position for the week from second place on the previous week. Mystery Theater moved from 15 to two; Mr. Keen from 22 to 3; Arthur Godfrey's Talent Scouts from five to four; Fibber McGee and Molly from six to five.

Sixth spot on the holiday week rankings was held by Mr. Chameleon coming from 14th spot the week before. Seventh was Bing Crosby from 10th; eighth, F.B.I. in Peace & War from 17th; People are Funny in ninth slot from 20th; and Fat Man from 64th to 10th.

The twenty was filled out by: Mr. District Attorney from 30th to 11th; Jack Benny from first to 12th; This is Your FBI from 47th to 13th; My Friend Irma from third to 14th; Crime Photographer from 46th to 15th; Beulah, 16th; Dr. Christian from 21st to 17th; My Favorite Husband from 29th to 18th; Suspense from 42nd to 19th; and You Bet Your Life, from 11th to 20th.

EQUIPMENT

AM TV

FM FAX

Section of RADIO DAILY, Friday, Feb. 3, 1950

Armed Forces Hosted By Philco Engrs.

Dayton, O. — Philco Corporation conducted a two-day meeting here this week at the Hotel Miami at which high ranking officials and top civilian personnel of the Air Materiel Command and local representatives of the aircraft industry gathered. In addition, several hundred Air Force personnel and other groups attended to view exhibits of the worldwide activities of Philco electronics field engineers serving with the Armed Forces, and of the company's research, development and production of new radar, radio and electronic equipment.

Robert F. Herr, vice-president of Philco, pointed out that Philco field engineers are specialists in installing and repairing radio, radar, navigation, identification and other types of electronic equipment. For instance, the "Tech Reps" were praised for their aid in keeping the Berlin airlift going through all kinds of weather. They serve along the faring networks of the Airways and Air Communications Service, aboard the Navy's aircraft carriers and submarines, in shipyards and shore bases.

Herr explained that Philco is also conducting advanced research on new types of radar, radio and other electronic devices for the services, and is developing and manufacturing new apparatus in cooperation with service technical personnel. Details of this work cannot be disclosed for security reasons.

WGN-TV Opens Floating Studio

A revolutionary studio in both design and construction was opened this week by WGN-TV, Chicago, in Tribune Square. This studio (6A) boasts the finest equipment yet developed in the industry, according to Carl J. Meyers, director of engineering for WGN, Inc. The 24 by 50 by 22 foot studio actually floats on air. An air cushion on all sides and special shock absorbers make it completely sound proof and insulate the "room within a room" from all outside vibrations. The floor is raised one-quarter inch on rubber bags inflated with compressed air. In addition to its special mounting, the studio is completely air-conditioned and contains a fully equipped kitchen that has been permanently installed for the cooking shows. The kitchen equipment includes an electric stove, deep freeze unit, refrigerator, double sink, and lighted cabinets.

Low Budget TV Lighting To Be Discussed

A lighting system, whereby newly opening TV stations may reduce their lighting budget below \$3,500 and still have adequate equipment for at least the first six months of their operation, will be explained in detail by George Gill of Kliegl Brothers, at the Television Institute, Hotel New Yorker, N. Y., on Monday. Gill will discuss the low budget lighting plan and explain how additional equipment might then be added at later dates, as the occasion arises and the budget permits. Heretofore it has been considered impossible to properly light a video studio with equipment costing less than \$8,000 to \$10,000. The latest lighting equipment of all types will be on display at the Television Institute's exhibit through February 8.

Campus Bldg. To Expand ARF Physics Research

Chicago—Armour Research Foundation of Illinois Institute of Technology recently acquired a modern brick building on the college campus and has named it the "Physics Research Building." The Foundation plans to use the more than 20,000 square feet of space in the newly acquired structure for offices and laboratories of research departments with projects in the fields of physics and electrical engineering. Extensive remodeling of the building is taking place.

"The new structure will give us the needed space for presently expanding programs in physics and closely related fields," said Christopher E. Barthel, chairman of physics research at the Armour Research Foundation.

PRODUCTION PARADE

Tripod For RCA Equipment

A new rugged, light-weight tripod for mounting microwave relay receivers or transmitters, or field or studio TV cameras has been announced by the Broadcast Section of RCA Engineering Products Dept. The new tripod, RCA Type TD-11, is an all-metal structure of aluminum castings and tubular steel, finished in deep umber gray wrinkle and hard chrome. Three-point leg bracing with individual tie rods and a sturdy center post insure rigidity and stability. When folded for carrying, the unit measures only 31-5/8 inches high by 10-inches in overall diameter.

Mini-Volt Features Line Voltage Scale

A new model of the famous Mini-Volt Voltmeter manufactured by Industrial Devices, Inc., Edgewater, N. J., features an expanded scale centered on the common 110 and 220 line voltages.

This new adaptation of the Mini-Volt is known as Model 410A and is accurate to within 2 volts at 110 volts ac.

All features that have made the Model 400B Mini-Volt famous are retained in this new model.

GE Receiving Tube Announced

A new miniature receiving tube (type 6CB6), for use as a wideband amplifier in the intermediate-frequency or radio-frequency stages of TV and FM receivers, has been announced by the tube divisions of the General Electric Company, Schenectady, N. Y. The new tube is a sharp cut-off pentode of miniature construction and is designed for use in applications where very high transconductance and low capacitance values are required.

New Gray Equalizer

The Model 603 Equalizer, announced by Gray Research & Development Co., Inc., supplements the features of the widely accepted and popular Model 602 by providing a greater range of response curves and additional compensation to accommodate pick-ups of different characteristics. The HF characteristics obtainable with the Model 603 Equalizer comprise 5 steps, ranging from flat response to a heavy roll-off for worn records. An auxiliary knob permits instant adaptation to the use of either the Pickering cartridge, which has a flat response, or the GE Variable Reluctance Pick-up.

TV Inst. & Trade Show Will Open Monday

Leading representatives of networks, independent stations, advertising agencies, film companies, program organizations, schools and universities, etc., will gather in New York City on Monday, February 6, at the Hotel New Yorker to participate in what is expected to be one of the most important television conferences ever held in the United States, The 1950 Television Institute & Industry Trade Show.

A partial list of exhibitors who will participate follows:

Garod Television; Majestic Television (Thru Bell Electronics Corporation); National-Simplex-Bludworth, Inc.; Century Lighting; Kliegl Bros. Lighting; Snyder Manufacturing Company; TV Development Corp.; Industrial Television Corp.; Alexander Film Co.; Muntz TV; Televista Corporation of America; Arvin Television—Noblit-Sparks Industries; Sparton Television—Sparks-Withington Co.; Air King Television; Mattison Television & Radio Corp.; Sightmaster Television Corp.; Atwater Television—Zenith Home Appliance Corp.; Television Magazine; Television Workshop of N. Y.

First 19-Inch Magnavox

The Magnavox Company's first TV receiver with a full 19-inch picture tube was featured in the company's recent exhibit at last month's Market in Chicago. Named the Shoreham "200," this newest addition to the company's line is a larger edition of the Shoreham, which was presented at the turn of the year with a 16-inch tube. Retail price for the new receiver is \$495 in either mahogany or maple finish.

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A. R. BITTER
Consulting Radio Engineers
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Tel.: Kingswood 7631

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WASHINGTON 6, D. C.

Future Of Facsimile Forecast By Speakers

(Continued from Page 1)

plex which allows an FM broadcaster to transmit regular programs at the same time that facsimile is being sent. Present standards covering speed, definition, compatibility and quality, he said, were worked out before the development of multiplex and covered only the simplex system.

Acceptance Delayed

When regular AM programs were released to FM stations, all attractive transmission hours were taken away from facsimile causing a delay in its acceptance by the public, Hogan stated. The need for simultaneous transmission of sound and facsimile became imperative and such a system was developed in the early part of 1949.

Multiplex, he continued, required revision of FCC rules and a hearing was held on December 12 by the Commission. He hoped that when the Commission would hand down a decision within a "year or two" and thus make the industry the fifth broadcasting media.

Others heard on the panel were: Russell Hammond of RCA Communications, Inc., speaking of radiophoto practices and problems; A. G. Cooley of the Times Facsimile Corp., speaking on an 1800 cycle synchronous motor; A. W. Breyfogel, J. H. Hackenbush and F. G. Hallden of the Western Union Telegraph Co. on telegraph office desk-fax concentrator, and Frank Chapman of Acme on transmission of newspaper pictures.

Navy Spokesman Heard

The conference also heard Captain Alvin C. Becker, assistant chief of the Navy's Bureau of Ships speaking on military uses of facsimile. Facsimile was worth its "weight in gold," Becker said, in wartime to send drawings of ships from one point to another and aided the Navy in getting damaged ships back into action during the war.

Becker said the Department of Navy has been assigned all responsibility for research and development of facsimile under unification and he pledged his support to the industry to assist its development. Facsimile "is necessary—it has no satisfactory substitute," Becker said.

In wartime the medium "means life to us, means certainty to us," the Navy officer added. Its use in transmission of weather information and maps, photos and sketches was highly important, Becker said.

Present manufacturing facilities were "woefully inadequate," he went on to say. The Navy is "doing everything it can to push facsimile," he concluded.

Finch Presided

Presiding over the conference was W. G. H. Finch of Finch Telecommunications, Inc., and WGHF in New York. Finch also spoke on electronic flat scanning facsimile and its uses for business.

The flat scanner, Finch said, is

WINDY CITY WORDAGE

By HERB KRAUS

● ● ● A big cookie with four little candles marked the fourth anniversary of ABC's Junior Junction, Saturday, (28). Mary Hartline, the only remaining member of the original cast, provided the musical setting. . . . Martin Zitz, formerly advertising manager for Elgin American, joined Henri, Hurst, and McDonald as an account executive February 1. . . . Horace Heidt swung into the middle west last week, doing his January 29th broadcast from Cleveland and does February 5th show from Indianapolis. . . . Pat Flanagan, the WENR-TV sports commentator, is doing a series of driving safety lectures at the local high schools.

★ ★ ★

● ● ● Richard Von Albrecht, one of Chicago's better known television producers, leaves for Cincinnati this weekend to take over as program manager of WCRK-TV. . . . Warren Middleton, sales promotion manager of KMOX, St. Louis, returns to Chicago this week to take over his old job as assistant to John Drake, director of sales promotion for WLS. . . . Rose Dunn and Fran Weigle proving that people DO look at afternoon television with their "Stop the Record" show over WGN-TV for DuMont. . . . Sylvia Kelsey back at "Coffee with the Kelseys" on WGN after a brief illness. . . . Lynn Bari and Sam Levene, legit stars of "Light Up The Sky," will appear on "Backstage," a new behind-the-scenes entertainment show over WMOR, Sunday at 6:30 p.m.

Section Planners Named For NBC Dept.: Operations

(Continued from Page 1)

planning supervisor in charge of broadcast statistics, competitive media and market research information; Kenneth E. Greene, circulation supervisor in charge of station and network audience measurements including BMB; Raymond K. Maneval, program research supervisor in charge of the Schwerin testing operation and general program analysis; Dwayne Moore, ratings supervisor in charge of program audience measurements including Hooper and Nielsen.

All supervisors are former members of the NBC research department.

completely automatic and allows concerns to transmit facts without rolling the data. The device will work at high speeds and does away with limitations of electro-mechanical recorders, he continued.

A number of the flat scanners are now being used by a government agency, Finch revealed, but it has not yet been publicized to industry. Commercial applications of the device are possible within a year as the scanner is fully developed, Finch reported.

A morning session on broadcasting facilities at the AIEE meeting heard Charles Singer of WOR-TV discuss the problems involved in the construction of a television station. Other speakers whose talks were on technical matters were: L. F. Deise and L. W. Gregory of Westinghouse Electric Corp.; J. H. Sweeney and C. E. Torsch of General Electric, and S. Doba, Jr., and J. W. Rieke of Bell Telephone Laboratories, Inc.

The meeting of the engineers will come to a close today.

Shurick Joining CBS In Market Research Post

(Continued from Page 1)

& Peters, station representatives, where he was promotion manager and director of research from 1947 - 50. Previously he was sales promotion manager for KMBC, CBS affiliate in Kansas City, sales manager for the Intermountain Network and radio director of Addison Lewis advertising agency in Minneapolis. He also is the author of "The First Quarter Century of American Broadcasting."



SHURICK

Nominations To NBFU For 'Prevention' Awards

Nominations for awards by the National Board of Fire Underwriters given to radio stations and newspapers for outstanding public service in fire prevention are now being accepted, the group has announced.

A gold medal and \$500 in cash will be awarded to a daily newspaper, a weekly newspaper and a radio station which have contributed most to improving fire safety in their own communities. Others will receive honorable mention citations.

A February 28 deadline has been set for the nominations. Fire chiefs, city officials, officers of local business and civic organizations, fire safety council, and other individuals or groups are asked to submit nominations.

FCC Nixes Examiner, Grants Texas Station

(Continued from Page 1)

1948, which had granted the KTRH application and turned down that of Texas Star, which is licensee of KTHH, Houston, as well as of powerful stations in Harlingen, Texas, and New Orleans and holds a controlling interest in a station in Birmingham, Ala. Partners in this station are W. N. Hooper and Roy Hofheinz. The latter was first president of FMA.

KTRH is controlled by the Houston Chronicle, of which the dominant stockholder is former Commerce Secretary Jesse Jones.

The Commission elected to grant the Hofheinz-Hooper application, the Commission said. The Commission decision was taken also in recognition that there will be interference with KSEO, which operates on the 750 band in Durant, Okla.

Commissioners Walker, Jones and Sterling dissented, claiming that:

"Texas Star has not satisfied its burden of proving that the grant to it is warranted despite the great interference to KSEO. When the case is viewed in its basic terms, it is found that the substantial deletion of KSEO is being made solely to provide a full-time service to a city that already has three such services. In addition, as recognized by the majority, since the hearing the Commission has authorized full-time operation with one kilowatt power for KLIF, Oak Cliff, within the Dallas metropolitan district. Thus, the Dallas area has, in fact, four full-time stations. Authorizing a large deletion for such a reason does not, in our opinion, give sufficient recognition to the equities of an existing licensee which is by this action being deprived of a service area to which it is entitled under the Commission's rules and standards."

Status Of FM Stations Subject Of NAB Report

(Continued from Page 1)

by the FCC. In a member service study compiled by Ed Sellers, former FMA director now with NAB, the association said the FCC's annual report for the fiscal year ended in June of last year had been given "erroneous interpretations" on the matter of FM.

"The FM situation is not so critical as widespread accounts would indicate, insofar as deletions are concerned," the report said. Of 217 FM deletions in 1949, it was pointed out, only ten were full licensed stations and only 35 were construction permits or conditional grants with special temporary authority to operate with low power and antenna height. Of the 14 conditional grants included above, only two were actually on the air.

Thus, NAB pointed out, 79.2 per cent of the deletions (172) were for stations not on the air or under construction.

TELEVISION DAILY

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

FCC NOD TO ZENITH PHONEVISION

TELE TOPICS

COMPARED BY standards set by TV's "Amateur Hour" and the "Teen Age Club," Tiny Ruffner's "Talent Parade" on WOR-TV Wednesday night lacked the timing, entertainment value and production polish of the other amateur offerings. Ruffner as the emcee appeared tense and lacked the informality which characterizes his radio personality. The artists presented were amateurs chosen in elimination contests in Skouras neighborhood theaters. Two tap dancers got the full presentation off to a fast start and the program then lapsed into an alternating pattern of presenting vocalists and impersonators. The show will undoubtedly improve as the weeks go by and WOR-TV, the Skouras theaters, and the Journal-American will be praised for creating another opportunity for ambitious artists. Ruffner, too, will recover from first night TV jitters and should turn in more relaxed performances. Nat Rudich staged and directed the package for Gainsborough Associates and Sylan Levin's orchestra gave excellent musical support to the contestants.

WITH 16 SPEAKERS to be heard during the TBA clinic at the Waldorf Wednesday, a rigid schedule of timing has been developed by ABC Veepee Dudley, chairman of the sessions. In order to keep all speakers on schedule, a special cueing device, developed by TBA jockey Jack Poppele and WOR engineers, will be used. The gadget consists of three lights—two red and one green. When a speaker takes the floor, a green light, visible only to him is turned on. As he reaches the time limit allotted to him, a red light, visible again only to him, is turned on to warn him that his time for speaking has elapsed. One minute later, if the speaker is still on his feet, a large cushion's light begins flashing red atop the device—in full view of the audience. At the TBA clinic in 1948 when the device was introduced, the sessions were scheduled to conclude at 5:30 p.m. At 5:29:30, the chairman adjourned the meeting—all speakers having been heard.

MRS. ELEANOR ROOSEVELT will appear on "Author Meets The Critics" over ABC Feb. 9 to discuss her book, "This I Remember," with Judge Samuel Rosenman, of CBS counsel, and Henry Morgenthau, Jr. . . . Richard Linkroom, CBS director, will preside over a course in TV production at Fordham University this spring. Don L. Kearney, account exec. for the Joseph Katz agency, will give a course in sales and sales promotion. . . . Cedric Belfrage, known as the Arthur Godfrey of lincolnton, will sub for the Godfrey of veryplace else as emcee of "Talent Scouts" Monday while the redhead is vacationing in Miami.

CBS, World Video Set Booth, Winckler TV Drama Contest In ABC Coast Shift

A nation-wide collegiate writing competition for original TV dramas which have never been produced on the air or published has been launched by CBS and World Video, Inc., package firm.

Will Offer Four Prizes

Known as the CBS Awards, the competition is open to students in U.S. colleges and universities. It will offer four prizes, the first to be awarded Mar. 31, and the others at monthly intervals during the rest of the spring academic semester. Prize will be \$500 for an hour-long script and \$250 for a half-hour play. Winning entries will become the property of CBS.

Entries will be screened by a board of editors and final selections will be made by a three-man board comprising Charles Underhill, web program director; John Steinbeck, a vice-president of World Video, and Donald Davis, producer of World Video's "Actors' Studio" on CBS.

DuMont Announces Sales Dept. Changes

Halsey Barrett has shifted from the DuMont spot sales department to the web's network sales staff as an account executive, sales chief Tom Gallery announced. In other changes, Arthur C. Elliot, formerly local sales service manager, takes Barratt's vacated post and William Walters was named to Elliot's previous position.

West Coast Bureau of RADIO DAILY

Los Angeles—Philip Booth, director of programs for ABC's KECA-TV, has been relieved of his administrative duties to devote full time to actively directing shows and E. Carlton Winckler, production manager, takes over as program head, it was announced by Richard A. Moore, director of TV operations of ABC's western division, and John I. Edwards, program director.

Moore said the move "is designed to better accommodate the increasing volume of live commercial programming added to the KECA-TV schedule since Jan. 1."

Booth's first new assignment will be a new western series, "The Marshal of Gunsight Pass," sponsored locally by Kern Food Co. and offered for sale in other cities.

New WAAM Traffic Mgr.

Baltimore — Katharine Cary Iglehart has been promoted to traffic manager of WAAM according to program manager Herbert B. Cahan. Miss Iglehart was formerly operations assistant and has been with WAAM since October, 1948.

WGN-TV Sells Carson

Chicago — Amuro Products has signed with WGN-TV to bankroll "Carson's Corral," weekly children's show with Whitey Carson, beginning Feb. 9. Jones-Frankel Company is the agency and Cosmo Genovese will direct the series.

Say Commission Okays Trial Run Of 'Billed' TV

Washington Bureau of RADIO DAILY

Washington—The FCC has decided informally to permit Zenith to proceed with its dry run of Phonevision, it was reliably learned here yesterday. Announcement is due shortly that the company will be permitted to test the pay-as-you-go video system in some 300 Chicago homes.

The Zenith petition for the trial had originally been turned down when the Commission set for prior hearing the question of whether it could properly permit paid programming over licensed airways. At that time a Commission minority felt it would be better to let Zenith go ahead first and demonstrate the workability of its scheme. Later the FCC reversed itself in part by calling off the hearing and explaining that it will reconsider the Zenith petition to experiment. It is now learned that the Zenith petition is to be granted.

Zenith advances its system as holding possibilities for superior programming, with subscribers being billed monthly on the basis of the number of programs they have tuned in. To tune in a program the subscriber must notify his telephone operator he desires a particular program. A supersonic signal will then operate to make it possible for his home receiver to bring in the programming.

Sponsorless dramatic and musical shows and first-run feature-length films are mentioned by Zenith as programming which might be provided by such a system.

Press-Time Paragraphs

Esso To Sponsor Alan Young Show

Esso Standard Oil has signed with CBS to sponsor the new Alan Young show beginning in mid-March, it was announced yesterday by Jack Van Volkenburg, web vice-president in charge of sales. Time and starting date are to be announced. Program will originate at KTTV, Hollywood, under supervision of Harry Ackerman. Marschalk & Pratt is the agency.

Griffin Signs Half Of Whiteman Show

Griffin Company, major shoe polish firm, will enter TV Mar. 4 when it begins sponsorship of a half-hour of ABC's "Paul Whiteman's TV Teen Club," Saturdays, 8:30-9 p.m. Eleven stations are included in the 26-week contract which was placed through the Birmingham, Castleman & Pierce agency.

DuM Polio Show To Top \$200,000

National Foundation for Infantile Paralysis yesterday announced that a special two-hour March of Dimes program on DuMont last Sunday has brought in a total of \$148,332.22, with returns still being tabulated. Officials said that final total take from the show will pass the goal of \$200,000 set by the program.

Producer And Engineer Join Staff Of WKRC-TV

Cincinnati — Two veteran television men have been added to the WKRC-TV staff, Hulbert Taft Jr., executive vice-president of Radio Cincinnati, Inc., announced this week.

Richard von Albrecht, 36, outstanding Chicago producer was appointed program director while F. C. Lambert, former assistant to the director of engineering for the DuMont network, was named head of WKRC's television operation.

Taft explained the appointments a "part of WKRC-TV's general expansion policy in 1950." Two weeks previously Joe Bolles, former program director was promoted to sales executive while Syd Cornell became commercial production manager.

Mitchell Villain, Hero Of All-Industry Film

(Continued from Page 1)

dence of the documentary power of radio as a sales force are actors too. The producers take you into a department store in Georgia and show you radio's dynamic selling power in the retailing of diamonds; you visit the "Me Too" grocery in Cedar Rapids and watch the Iowans rush a store that is offering a bargain in canning peaches and you learn how a San Francisco dairy has been using radio advantageously for a long time in merchandising dairy products.

Victor Ratner, former CBS executive and now advertising director of Macy's, New York, is credited as the producer of the film. The direction, camera work and actual assembly of the film was done by the International Movie Production Service, experts in the commercial and documentary field. Ben Gradus was the technical director.

Surpasses NAB Film

"Lightning that Talks" is far better than the other NAB movie, "Air-force and the Retailer" which was produced a few years ago. It effectively presents radio as a potent sales force and is produced on the advertiser and consumer levels.

In his opening remarks Mitchell indicated that some cuts would be made in the film before it is given national distribution. Probably the cutting will be done on some of the shots on radio listening and an effort will be made to build up a more climatic finish. The tempo seems to drop as the picture nears the end there is need for a punch finish.

Bookings on the picture are reported to be nearing the 500 mark with schedules completely taken up for the next three months. It will be available on both 16mm and 35mm film and may be shown to almost any sized business, educational, church or convention group.

Edwards Succeeding Hollenbeck On News Spot

Don Hollenbeck, CBS newscaster, has been replaced as commentator by Douglas Edwards on "CBS Views The Press," it was announced on last Saturday's program. Hollenbeck asked to be relieved because of the heavy pressure of his other radio commitments.

Edwards, who assumes responsibility for the "CBS Views The Press" commentary effective February 11, is also a member of the CBS news staff and is currently heard on the network's "Wendy Warren and The News."

Hollenbeck's latest assignment is that of moderator of CBS' new semantics program "We Take Your Word," which is heard on Sundays at 10:30 p.m. Also with Hollenbeck on his show are Lyman Bryson and Abe Burrows.

COAST-TO-COAST

WHLI Aids Polio Campaign

Hempstead, L. I.—Bedside interviews with polio patients in iron lungs was one of several public service programs on behalf of the 1950 March of Dimes broadcast by WHLI-FM. The interviews were made at Meadowbrook Hospital here, by announcer George Ball, and aired Monday, January 23rd. WHLI and WHLI-FM broadcast frequent spot announcements plugging the local campaign, including appeals by stars of radio, stage and screen.

Lewis Subs For Godfrey

Phoenix, Ariz.—Robert Q. Lewis, who filled in for Arthur Godfrey during Godfrey's summer vacation, will fill the same gap while Godfrey is relaxing at Miami Beach starting this week-end. Lewis will take over beginning Monday, February 6 and will fill out the week. Godfrey will return on the 13th. The show is carried by KOOL, across-the-board, from 8:15 a.m. until 9:30.

WHDH Airs Phone Conversation

Boston, Mass.—When WHDH recording equipment broke down at the South Station recently, it looked for a while as if the New Haven Railroad-sponsored delayed broadcast was washed out for the day, until program emcee, Fred B. Cole, who five times a week interviews passengers about to board the Yankee Clipper, brainwaved it back to the studios. Picking up a phone he connected with the Clipper's telephone lounge car, recording his conversations in comfort.

WAJR Neighbors Help Youngster

Morgantown, W. Va.—Nick Basso, WAJR "Rise and Shine" emcee, read a news item on the 7:45 news broadcast about the misfortune of nine-year-old Dean Adkins. He mentioned, after he had gone back into the musical part of the "Rise and Shine" program, that it would be swell if listeners could contribute to a drive for providing continued medical care for the youngster. Before the program was off the air \$130.05 had been received from some one hundred contributors.

Special 'Tide Of Toys' Program Set On ABC

George N. Craig, American Legion National Commander, and Drew Pearson, ABC commentator, will participate in a special "Tide Of Toys" program over ABC on Tuesday, Feb. 7 at 4:15 p.m. (EST), on the eve of the departure of the first boat-load of toys from American children to the children of Europe. Other participants on the special show will be two children, one representing the children of American, and the other European children.

KCMO's Jackson Honored
Kansas City, Mo.—C. W. "Jack" Jackson, director of agriculture for KCMO, has been elected unanimously as an honorary member of the State's Association of Soil Districts. In the two years that the association has been organized, there have been only two other honorary members named.

Leaves WKBZ, Joins WTAM

Cleveland, O.—Newest member member of the WTAM announcing staff is Kenneth Armstrong, formerly of WKBZ, Muskegon, Michigan. Armstrong replaces Robert Shelley, who has resigned to join the WMRC staff in Greenville, S. C.

Yale Prof. On WDRC

Hartford, Conn.—Prof. John Lindbeck of Yale University will speak on American foreign policy in a broadcast over WDRC, Monday, February 6 at 6:30 p.m. The program is being arranged by the Foreign Policy Association, which Prof. Lindbeck will address later in the evening.

Radio Newsreel On WCUE

Akron, O.—Tim Elliot, news director of WCUE, announced recently that the station is scheduling a morning news roundup that will run for one hour. From 7:30 to 8:30 Monday through Saturday, nothing but the latest local, state and worldwide news will be heard. Elliot explained the show will be broken up into 20-minute segments, each to contain a complete news picture. The newsreel idea comes in because the second and third segments will be repeats of the roundup heard from 7:30 to 7:50 a.m.

'Kids Dental Health Day' In N. Y.

Albany, N. Y.—More than 50 AM and FM stations in this state will cooperate with State Department of Health to promote "Children's Dental Health Day," Monday, Feb. 6, according to Miles Heberer, director of the state radio bureau. At various times during that week, these stations will broadcast a 15-minute transcribed program in which commentator Adelaide Hawley and two youngsters review dental habits through the ages.

WGBB's Bank Campaign Garners New Clients

A campaign to interest Long Island banking and savings & loan institutions in radio as a sales and institutional medium is paying off at station WGBB, Freeport, L. I., says Murray C. Evans, sales manager. This campaign was launched early in January and began to pay dividends several days ago when the new accounts signed were the Meadow Brook Bank, and the Freeport Federal Savings & Loan Association, Freeport.

Emerson Sales Up 100% First Quarter

(Continued from Page 1)

year ago when earnings were \$805,845, equal to \$1.01 per common share.

Emerson, according to Abrams, is aiming at a \$65 million sales goal this year. Last year's sales were \$40,543,000.

Pointing out that he saw "no reason" why the \$65 million figure could not be reached, he said that the company, who is now negotiating for 450,000 square feet of space in another building, would have to expand. He said that Emerson would probably shift much of its production to the new quarters.

Volume Production Started

He announced that the company is starting volume production of a 235 square-inch projection type TV receiver to retail at \$329.50. Abrams expects to soon be producing this receiver at the rate of 200 to 250 per day.

Abrams said the public is now showing a decided preference for the larger screen TV receivers, and, as a result, Emerson has discontinued making the 7 inch model but is devoting its facilities to the manufacture of 12½ and 16 inch sets.

Abrams told the meeting that color TV "is coming," but is "still in the laboratory stage now. It's our opinion that it will be four or five years before color TV becomes a commercial reality," he said.

Send Birthday Greetings To—

- February 3
 - Martin Block Mary Carlisle
 - Nelson Case Charles J. Correll
 - Nick Kenny Jack Weldon
 - A. B. Chamberlain
- February 4
 - John G. Fraser Alice Hill
 - Jack R. Poppele Paul Ruhle
 - A. Walter Socolow Jane West
- February 5
 - Ed Abbott Thor Ericson
 - Eddie Stanley Rupe Werling
 - Elwood Hoffman
- February 6
 - Haven Gillespie Louis Nizer
 - Thurl Ravenscraft Ray Katz
 - Dorothy De Rosa Steve Ellis
 - Joseph Rogers Kay Reed
- February 7
 - Dorothy M. Smith Jerome Sill
 - Bill Johnstone Frank Weltmer
 - Alexander McQueen
- February 8
 - Don Ball Roscoe Beach
 - Truman Bradley Ed Fitzgerald
 - Irving Kaufman Henry King
 - Frank E. Mason Charles Sears
 - Fred Thoms Jack Rourke
- February 9
 - Charles Marshall James Rich
 - Herb Sheldon Walter Preston
 - Charlotte Holland

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 25

NEW YORK, MONDAY, FEBRUARY 6, 1950

TEN CENTS

DUMONT CRUSADING TO LIFT TV FREEZE

TV Tube Production Shows Big Increase

Washington Bureau of RADIO DAILY
Washington—The dollar volume of picture tubes for new sets last year was almost triple that for 1948, RMA said Friday.

The value of TV receiver type cathode ray tubes rose 197 per cent to \$92,402,520, compared with \$31,18,194 in 1948. In units the increase was 170 per cent or from 1,225,419 to 305,673 tubes, RMA said.

Indicating a sharp trend toward larger TV set screens, more than 43 per cent of the TV picture tubes sold by set manufacturers in 1949 were

(Continued on Page 7)

New Production Firm In Equipment Field

Western Electric Company will copy its line of broadcasting equipment and will be replaced in the field by a new company, the Standard Electronics Corporation of Providence, Rhode Island, it has been announced by George F. Hessler, vice-president of Graybar Electric Company, distributors for both companies.

A spokesman for Western says Government and Bell System requirements for electronics equipment have forced their withdrawal;

(Continued on Page 2)

No Comment' From White On Report Of MGM Deal

Washington Bureau of RADIO DAILY
Washington — MBS President Frank White said Friday following a meeting of the network's board of directors that he has "no comment" on reports that Metro-Goldwyn-Mayer has proposed an agree-

(Continued on Page 8)

Anniversary

Swift & Co. will begin its tenth year of sponsorship of Don McNeill's "Breakfast Club" on Feb. 6, an occasion which will mark the oldest continuous sponsorship of an hour-long program in radio history. Swift was the program's initial sponsor, having commenced picking up the check on Feb. 8, 1941. Swift sponsors across-the-board.

TV Receiver Tax Proposed By Snyder

Washington — Treasury Secretary John Snyder asked the House Ways and Means Committee Friday to extend the present manufacturers excise tax on radios and parts to television sets. He estimated that the ten per cent levy on video sets would bring in an additional \$40,000,000.

Snyder did not launch into any justification for this request, beyond saying that the extension of the tax should be voted in the interest of equitable treatment. His reasoning obviously was that video sets would now be taxable but for a loophole—the loophole being the failure of Congress to include the word television in the law which first set up this particular tax.

N. Y. Sales Liaison For Westinghouse

Eldon Campbell, sales manager of KEX, Portland, Ore., has been promoted to a newly created post of national sales co-ordinator in New York City for all Westinghouse radio and television properties, J. B. Conley, general manager of Westinghouse Radio Stations, Inc., announced on Friday. Campbell will establish New York headquarters on February 15 and will report to Conley at the group's national headquarters in Philadelphia.

Robert H. Prigmore, a veteran of 15 years in the broadcasting business and on the KEX sales staff the last

(Continued on Page 6)

NAB Releases Nominations For Election To Directorate

Washington Bureau of RADIO DAILY
Washington—Nominations of eligible broadcasters for election to the NAB board of directors, to represent even-numbered districts, and stations in the large, medium, small, FM and television categories, were announced Friday by secretary-treasurer C. E. Arney, Jr. The list was made up of results from a mail nominating procedure begun Jan. 10 and completed Jan. 26. Broadcasters

Video Manufacturer Seeks Legislative Assistance In Breaking Freeze In Television Industry

Trend In News Cover Noted By ABC Web

A shift in emphasis since the War on news coverage by radio away from the international scene to national and local events has been reported by ABC's news and special events department following a comparative analysis of the "Esso Reporter" broadcasts in 1945 and 1950 by the network's news editors.

According to a spokesman for ABC news, the editors studied "Esso Reporter" broadcasts of six days in

(Continued on Page 6)

Transfer Of WNEW Effected On Friday

Ownership of WNEW changed hands officially on Friday, February 3 from the Greater New York Broadcasting Corp. to WNEW, Inc., whose principal stockholders are Miss Bernice Judis, WNEW v-p and

(Continued on Page 2)

Rawlins Named Mgr. Of KYW In Philadelphia

L. B. Rawlins, manager of industrial relations for Westinghouse Radio Stations, Inc., has been named manager of KYW, Walter E. Benoit,

(Continued on Page 4)

Congressional action to break the FCC freeze on new television stations will be requested tomorrow by Dr. Allen B. Du Mont in a meeting with the New Jersey delegation to Congress at the Mayflower Hotel in Washington. This was revealed by Du Mont at a press conference Friday;

(Continued on Page 7)

Religious AM Group Appeals To Comm.

The licenses of all religious radio stations and all religious programs are threatened by several cases pending before the FCC, Edward J. Heffron, president of the Religious Radio Association contended in a letter to Wayne Coy, FCC chairman. The association, Heffron said, urged the Commission not to use the First Amendment (Congress shall make no law respecting an establishment

(Continued on Page 6)

ABC Names Trevarthen As Successor To Milne

William H. Trevarthen has been appointed director of technical operations of ABC to succeed the late George O. Milne, it was announced Friday by Frank Marx, vice-president in charge of engineering with ABC. Trevarthen was previously a

(Continued on Page 2)

Name Attractions

Jack Benny and Arthur Godfrey will be guest speakers at upcoming meetings of the Radio Executives Club of New York luncheon, it was announced Friday by John Karol, REC president. Benny will speak on Feb. 9, and Godfrey has been marked in for Feb. 23. The luncheons, as usual will be held at the Hotel Roosevelt.



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

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FINANCIAL
(February 3)

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

Joins NBC-TV In Chicago

Chicago—Ben Park, well-known radio documentary producer, whose programs "Its Your Life" and "Report Uncensored," have won him national recognition, has joined the television department of the NBC-TV, Chicago, in charge of creating and directing new programs, it has been announced. Park now will be assisted by Dan Petrie, formerly assistant professor of speech and radio at Creighton University and program director of WOW and WOW-TV, Omaha.

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

★ COMING AND GOING ★

G. W. "Johnny" JOHNSTONE, radio and TV director of the National Assn. of Manufacturers, spent the week-end in Washington, where he attended the Radio Correspondents Assn. dinner given in honor of President Truman.

GAINES KELLEY, manager of WFMY-TV, Greensboro, N. C., conferred Friday at the New York offices of the American network.

BILL MICHAELS, commercial manager and station director of KABC, affiliate of ABC in San Antonio, Tex., in New York Friday on business.

LOUELLA PARSONS returned to New York last Thursday from Florida, where she had spent the previous week visiting with her husband.

BOB THOMAS, of Associated Press, in Los Angeles to join four other newspaper men as guests tomorrow on "Gentlemen of the Press" over the American network.

GEORGE B. STORER, head of the Fort Industry Co., in town from Fort Wayne for conferences at the New York offices of the organization, paid a call Friday at the headquarters of CBS.

ODIN S. RAMSLAND, commercial manager and station director of KDAL, Duluth, Minn., was welcomed Friday at the New York headquarters of CBS, with which the station is affiliated.

ANASUIA NADKARNI, of Bombay, India, who has been placed with NBC by the U. S. State Department as a student observer in the public affairs and education field, will leave this week for the West Coast, where she will spend two months at the University of California before making the return trip to her native land.

OTTO BRANDT, national station relations director of ABC, will return today from a short business trip to Lancaster, Pa., and Philadelphia.

New Production Firm In Equipment Field

(Continued from Page 1)

Western Electric, which has made AM and FM transmitters, studio equipment and other parts for more than 25 years, has entered into an agreement with Standard under the terms of which the new company will provide maintenance parts and service to all users of Western Electric equipment with Western supplying necessary information to make this possible.

Graybar, which was originally set up as a distributor for Western Electric, now distributes for General Electric and other companies in addition to Standard Kessler, reports that Graybar has no financial interest in the new company but will act as distributor of its products on a nationwide basis.

Standard Electronics will begin operations about March 1 in its plant which was acquired from the Standard Machinery Company of Providence. Though Western Electric never manufactured television transmitters, the new company will expand its lines in this field and others.

President and board chairman of Standard will be Edward M. Martin, former chairman of the board of the American Bosch Corporation. Martin also served as a director of Farnsworth Radio and Television Corporation.

Robert F. Moyer, president of the Standard Machinery Company of Providence, will be vice-president and treasurer.

Standard's engineering staff will be supplemented by the service of Hazeltine Electronics Corporation, Hessler said. He disclosed that under an agreement, Hazeltine will make available to Standard the results of its radio and television research.

Other Standard board members are: David G. Baird, financier; Sylvester Muldowney, president of Security Bank Note Company; Wesley Peoples, president of United States Radiator Company, and Daniel Schaffer, of the Pennsylvania Railroad, Curtis Wright and Universal Pictures.

Transfer Of WNEW Effected On Friday

(Continued from Page 1)

general manager, Ira M. Herbert, station v-p in charge of sales and William S. Cherry, Jr., president of the new corporation.

Sale of WNEW by Arde Bulova and Martin Biow was approved last week by the FCC. Other owners in addition to Cherry, Miss Judis and Herbert are: Charles W. Knowles, Harold B. Tanner, Albert H. Baer, George V. Meehan, Godfrey B. Simonds, Alfred Buckley, Russell Smith, Clem J. Randau and Harry Playford.

The new owners have emphasized that no changes in personnel, programming and operating policies will be made.

ABC Names Trevarthen As Successor To Milne

(Continued from Page 1)

supervisor of ABC engineering operations.

George F. Fisher, Jr., has been named to succeed Trevarthen. Fisher has been engineering maintenance supervisor for the network.

Norman T. Olsen, who has been associated with the engineering department of the network since 1940, will continue as assistant director of technical operations.

WHOM Participating

WHOM, New York, foreign language station, has been permitted by the FCC to participate as amicus curiae in the hearing this morning on an examiner's decision awarding a Boston frequency to the Pilgrim Broadcasting Company and turning down, among other applicants, Joseph A. Solimene. Other issues are involved, but general interest centers upon the issue of the value of foreign language broadcasting.

Hugh Hutchinson, FCC examiner, took a healthy swipe at foreign-language programs in his initial decision, and both WHOM and the FCC General Counsel have filed exceptions to this portion of the examiner's decision.



"Hey, Mom, we're hungry!"

These new-born robins want just one thing — food. And they're doing all they know how to satisfy their hunger by letting their mama hear about it.

Lots of advertisers are getting a little hungry these days, too — hungry for profitable sales. And lots of them are doing the smartest thing they can in Baltimore by telling their story on W-I-T-H, the BIG independent with the BIG audience.

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

You ought to hear the whole W-I-T-H story. Call in your Headley-Reed man and let him tell it to you today.

AM WITH FM
Baltimore 3, Maryland
TOM TINSLEY, President
Represented by Headley-Reed

AGAIN

BMB

WILL SHOW

THAT

WOR

—AND ONLY WOR—

HAS THE LARGEST

SINGLE DAYTIME

AND NIGHTTIME

AUDIENCE IN

AMERICA!

LITTLE WONDER THAT WOR SELLS MORE, MORE OFTEN, FOR MORE PEOPLE, TO MORE PEOPLE . . . THAN ANY OTHER STATION IN THE UNITED STATES!

ASK US FOR MORE FACTS. OUR ADDRESS IS

WOR — THAT POWER-FULL STATION AT
1440 BROADWAY, IN NEW YORK

CHICAGO

By HERB KRAUS

THE initial sponsor of ABC's "Breakfast Club, Swift and Company," celebrates its ninth consecutive year with the program on Wednesday. It's the longest continuous sponsorship of an hour-long daytime variety program.

Jesse Owens, recently selected as "The Track Star of the Half Century," did a guest spot on "Woman's Magazine of the Air" over WGN-TV last Wednesday afternoon. Viewers were very much surprised to learn that the youthful looking Owens has a seventeen-year-old daughter attending his alma mater, Ohio State University.



"the Hollywood"

fly

UNITED

DC-6 Mainliner 300s,
1 1/2 hrs. onestop to

LOS ANGELES

2 other DC-6 Mainliner 300s
daily to Los Angeles



By SID WHITE

Man About Manhattan. . . !

● ● ● WEEK-END CUFF NOTES: Alan Young's new show for Esso tees off on CBS March 21st at 9 p.m. It'll be kinescoped from the coast for the first two weeks after which he'll do it from here. . . Negotiations are under way between Edwin Silverman (owner of the S & S theater chain in Chi.) and Wm. Gargan for a series of independent feature films based on his "Martin Kane" series. . . Don Gillene is off for the coast where he'll take over as editor of the H'wood Reporter. . . Brian Donlevy's "Dangerous Assignment" replaces Martin & Lewis on NBC starting tonite. . . If you've been missing Paul Gardner along the Radio Row haunts lately (as we have) he's been busy pounding out articles for Nation's Business, True mag, Magazine Digest, Sport Life plus a baseball anthology, all of which will break within the next six weeks. . . Leo Chul's "Show Business," which started out in '41 as a 2-page mimeographed sheet, celebrated its 9th ann'y this week with a 64-page layout, all full of congrats. . . Leo De Lyon opens at the Hotel New Yorker Thurs. nite. This young madcap, a Godfrey grad, has come along faster than any comic since Danny's Kaye-o.

★ ★ ★ ★

● ● ● Harry Hershfield was chatting with an actor in front of the Lambs Club the other ayem and asked him how he liked working in television. The fellow shrugged his shoulders disgustedly. "I don't like it at all," he complained. "It's irritating and uncertain." "In what way?" Harry wanted to know. "Well," was the crusher, "two weeks ago, my grandfather left me \$60,000. Last week my aunt left me \$15,000. This week NOTHING!"

★ ★ ★ ★

● ● ● Buddy Rogers, who holds the all-time attendance record at the Paramount theater set in 1930, is proving the drawing power of radio and TV by the tremendous number of new fans jamming the theater. The oldtimers have fond memories of "America's Boy Friend," but the young 'uns only know Buddy from his "Pick a Date" program and TV appearances. Incidentally, any agency or network exec who still isn't convinced that Buddy is the hottest TV property around ought to catch his current Paramount show. On stage for a full hour, Buddy leaves 'em yelling for more. Spicing his fast-moving revue with three band numbers and a sock double piano rendition of "Warsaw Concerto," he climaxes the show with his unique and well-known routine of playing all the instruments in the deck. Winding up out of breath on one knee, a la Jolie, after playing a dozen different instruments, Buddy brings down the house every time. It's a tremendous tribute to a great performer coming back to B'way after 20 long years. We have a hunch he'll be back a lot sooner next time. In fact, we got a hunch he's gonna be around here for quite a spell now.

★ ★ ★ ★

● ● ● FAMILY AFFAIR: Justine Ranson Schachter is having her first 'one-man' show of gouache paintings, pen and ink drawings and illustrations at the Argent Galleries on W. 57th Street starting today through the 18th. She's the wife of Scott A. Schachter, NBC television engineer. Her dad is Jo Ranson, WMGM's popular publicity chief. Her mom, Nancy Ranson, recently had her own 'one-man' show at the Binet Gallery.

★ ★ ★ ★

● ● ● Isabel Leighton, a member of the Board of Trustees of the National Congress for Mental Hygiene (plus being author of a best-seller and a top radio and TV personality) has been called down to Washington today to testify before the Federal Security Committee of the House of Representatives on mental health. We might add that the lovely Isabel is one of the very few kaymen ever called on to testify on this subject.

AGENCIES

FREDERICK W. REYNOLDS, JR. has been appointed vice-president in charge of copy of Lennen & Mitchell, Inc. He has served as copy supervisor of the agency for the past two years.

HOWARD S. JOHNSON has been named manager of public relations by Cunningham and Walsh, Inc.

MISS BESS WILLIAMS has been named an account executive for Verne Burnett Associates. She was formerly with Federal Advertising Agency.

CHARLES H. RAMSEY has joined Birmingham, Castleman & Pierce, Inc. as director of the copy and creative departments. He was previously with Newell-Emmett Co.

HELEN T. BROOK CHOCOLATES to A. B. Landau, Inc. Newspapers and radio will be used.

C. J. LAROCHE AND CO., INC., has been named advertising and public relations counsel for Oliver Iron and Steel Company, Oliver Building, and Jonasson's department store, all in Pittsburgh.

LAWRENCE C. BARLOW has been appointed vice-president of Brooke, Smith, French & Dorrance, Inc. He has been an account exec for seven years with the agency and is a member of the plans board.

MARLIN E. SMYTHE, national sales manager of the Arrowhead Network, Minnesota and Wisconsin, announces the appointment of Ra-Tel Representatives, Inc., as representatives in the national spot field.

Rawlins Named Mgr. Of KYW In Philadelphia

(Continued from Page 1)

vice-president of the Westinghouse group, announced on Friday. Rawlins will succeed Robert E. White, who is being transferred to KDKA in Pittsburgh.

Announced at the same time by Rawlins was the resignation of two KYW executives—James P. Begley, program manager and Harvey McCall, Jr., sales manager. Begley will be succeeded by Franklin Tookus who has been with KDKA in Pittsburgh in a similar position since 1942. Robert H. Teter, a member of the KYW sales staff since 1947, will replace McCall as sales manager.

STATION MANAGERS

HAVE HOT ITEM FOR PROFITABLE P. I. RADIO. STATIONS INTERESTED, PLEASE WRITE IMMEDIATELY TO

TERESA ROBERTS
551 FIFTH AVE. NEW YORK CITY



It's still bargain day at WLW

The number of radio stations competing for listening within the WLW Merchandise-Able Area has increased from 153 in 1946 to 258 in 1949 . . . an increase of 69 percent.*

Nevertheless, during February-March, 1949, WLW received 20,046,400 Home Hours of Listening per week—compared to 20,315,137 during the same period in 1946 . . . a decrease of only 1.3 percent.*

Further, on a cost-per-thousand basis, WLW delivers advertising impressions at slightly more than half the cost of using a combination of the best local stations in each of the 21 major markets of WLW-Land.

And that's why we repeat . . . it's still *Bargain Day* at The Nation's Station!

**Nielsen Radio Index*



CROSLY BROADCASTING CORPORATION

N. Y. Sales Liaison For Westinghouse

(Continued from Page 1)

five years, will succeed Campbell as sales manager of the Portland station.

In announcing the Campbell appointment, Conley explained:

"Mr. Campbell will be responsible for coordination of all Westinghouse radio and television commercial contacts in the New York area. This work, which is becoming increasingly more important, will include a close liaison with both Free and Peters and NBC spot sales, our representatives for broadcasting and television respectively; and with advertisers and advertising agencies."

Campbell, a native of Alert, Ind., joined Westinghouse in 1938 at WOWO, Ft. Wayne, serving first as an announcer and later as program director. When Westinghouse acquired KEX in 1945, Campbell went to Portland as program manager, a position he relinquished shortly thereafter to take on responsibility for all station sales.

Trend In News Cover Noted By ABC Web

(Continued from Page 1)

January, 1950, with the same six days of January, 1945.

The study showed, says ABC, that the January '45 broadcasts showed 62.6 per cent of total news covered had to do with international affairs as compared with only 12.8 per cent of total news covered in the same 1950 period.

In addition, the study revealed that local items, which totaled only 17.9 per cent of all news in '45, had climbed to 40.5 per cent in 1950.

National news coverage, which amounted to only 19.6 per cent in 1945, climbed to 46.7 per cent in the intervening five years to 1950.

ABC editors said they chose the "Esso Reporter" newscasts because of its strict policy of excluding all material of an editorial nature, and because, being broadcast four times daily, it offered a comprehensive cross-section.

Named Y & R Supervisor

Karl Schullinger has been named radio and television supervisor of Young & Rubicam, Inc., Everard Meade, agency v-p in charge of radio and television, announced on Saturday. Schullinger will report to the New York office on February 15. He was formerly associated with Pedlar & Ryan in Hollywood, CBS and Foote, Cone & Belding.

 * Jingles & Jingle-Cartoons for
 * **RADIO & TV SPOTS**
 * **KISSINGER**
 * **PRODUCTIONS**
 * **JU 6-5572 1650 B'way, N. Y. C.**
 *

NAB Releases Nominations For Election To Directorate

(Continued from Page 1)

rectors-at-large receiving the highest number of votes in each classification, elected in this mail balloting process will take office for the two-year term beginning after the 1950 NAB convention, to be held in Chicago, April 12-19.

By-Laws To Be Changed

The remaining directors-at-large elected this year will have one-year terms, because of a transition period while term-limiting amendments to the by-laws are being effected.

Two additional nominations in the director-at-large classification for television stations will be made by the district director members of the NAB board at its meeting in Chandler, Ariz., on Wednesday.

The financial plight of the industry organization due to a decline in membership and the 12½ per cent discount in dues which has been effective since last June makes it almost imperative for the board to vote an increase in dues at the Arizona session. It is believed that the board may increase the dues in some of the low income brackets and to also hike the dues of television broadcasters.

Board Will Consider BAB

Broadcast Advertising Bureau is expected to get the green light and an increased budget for operations during the coming year from the board. The consensus seems to be that BAB is most important in the service structure of NAB at this time and that its development is needed to retain the membership of the organization.

It is expected too that the Second Study of Broadcast Measurement Bureau, just released, will be discussed by the board but no action will be taken at this time to set up another organization to function as an audience measurement service.

Only two nominations were received in the television category. The NAB by-laws require the nomination of at least four eligible broadcasters in each classification. The NAB directors representing the 17 districts will constitute, under the by-laws, a nominating committee which will fill out the slate in the television classification.

Nominees Listed

Following is the list of broadcasters nominated for board seats in the even-numbered districts and the at-large classification:

District 2: William Fay, WHAM, Rochester, N. Y.; Gunnar Wiig, WHEC, Rochester, N. Y.

District 4: Harold Essex, WSJS, Winston-Salem, N. C.; E. J. Gluck, WSOC, Charlotte, N. C.; Ray P. Jordan, WDBJ, Roanoke, Va.

District 6: H. Wheelahan, WSMB, New Orleans, La.

District 8: H. M. Bitner, Jr., WFBM, Indianapolis, Ind.; George J. Higgins, WISH, Indianapolis, Ind.

District 10: William B. Quarton, WMT, Cedar Rapids, Ia.

District 12: Jack Todd, KAKE, Wichita, Kans.

District 14: William C. Grove, KFBC, Cheyenne, Wyo.; J. P. Wilkins, KFBB, Great Falls, Mont.

District 16: Calvin J. Smith, KFAC, Los Angeles, Calif.

Large: Paul W. Morency, WTIC, Hartford, Conn.; John F. Patt, WGAR, Cleveland, Ohio; William B. Ryan, KFI, Los Angeles, Calif. Victor A. Sholis, WHAS, Louisville, Ky.; James D. Shouse, WLW, Cincinnati, Ohio; Lloyd E. Yoder, KOA, Denver, Colo.

Medium: Kenyon Brown, KWFT, Wichita Falls, Texas; Charles C. Caley, WMBD, Peoria, Ill.; H. Quenton Cox, KGW, Portland, Ore.; John Esau, KTUL, Tulsa, Okla.; F. E. Fitzsimonds, KFYR, Bismarck, N. D.; Rex Howell, KFXJ, Grand Junction, Colo.; Leonard Kapner, WCAE, Pittsburgh, Pa.; James H. Moore, WSLs, Roanoke, Va.; J. Arch Morton, KJR, Seattle, Wash.; Robert Tincher, WNAX, Yankton, S. D.; O. F. Uridge, WQAM, Miami, Fla.; F. Van Kinynenburg, WTCN, Minneapolis, Minn.; A. D. Willard, Jr., Augusta, Ga.

Kobak Included

Small: Burton Bishop, KTEM, Temple, Texas; Edward Breen, KVFD, Fort Dodge, Ia.; Simon Goldman, WJTN, Jamestown, N. Y.; M. L. Greenebaum, WSAM, Saginaw, Mich.; Hugh M. P. Higgins, WMOA, Marietta, O.; Edgar Kobak, WTTA, Thomson, Ga.; Merrill Lindsay, WSOY, Decatur, Ill.; Frank Loggan, KBND, Bend, Ore.; R. T. Mason, WMRN, Marion, O.; Patt McDonald, WHHM, Memphis, Tenn.; Harry McTigue, WINN, Louisville, Ky.; Marshall Pengra, WATO, Oak Ridge, Tenn.

FM: Leonard Asch, WBCA, Schenectady, N. Y.; Victor C. Diehm, WAZL-FM, Hazelton, Pa.; Willard D. Egolf, WBCC-FM, Bethesda, Md.; Frank U. Fletcher, WARRL-FM, Arlington, Va.; Gerald S. Harrison, WMAS-FM, Springfield, Mass.; W. Z. Jones, WBBB-FM, Burlington, N. C.; Craig Lawrence, WCOP-FM, Boston, Mass.; Martin L. Leich, WMLL, Evansville, Ind.; Ben Strouse, WWDC-FM, Washington, D. C.

Television: Robert D. Swezey, WDSU-TV, New Orleans, La.; Eugene S. Thomas, WOIC, Washington, D. C.

Photoplay Awards Dinner To Be Broadcast On ABC

The Annual Photoplay Awards Dinner, which has been presented regionally by ABC over the past five years, will be aired over the full network this year for the first time, Monday, Feb. 13 from 11:30 p.m. to 12 midnight, it was announced last week. The Photoplay Awards are the oldest motion picture awards for "best pictures."

Religious AM Group Appeals To Comm.

(Continued from Page 1)

of religion, or prohibiting the free exercise thereof) to outlaw religious radio stations.

One of the cases cited was a petition by a religious group asking the FCC to reserve a ban of radio frequencies for religious stations. The constitutionality in the case has been raised by the Commission, Heffron reported.

Another instance was the denial of a church application for a standard broadcasting license by an FCC examiner, the association claimed. The basis of the decision was that the Commission had not yet decided whether religious broadcast stations were constitutional.

"A new and ominous extension of the McCollum decision" is threatened, Heffron told Coy. In this case, he said, the Supreme Court declared that the government may not aid any religion or all religions, "that public property may not be used for private (by which the Court meant religious) purposes."

Calls Bands "Public Property"

Heffron said the Commission regards all radio frequencies as public property under the Communications Act.

The letter argued that in the granting of a radio license, the FCC was not meant by Congress to aid any person or institution; that its powers were limited to passing on citizenship and character of applicants for a license.

It was pointed out by Heffron that he had authority from the members of his association to speak only on the constitutional question involved in the two pending cases—the petition of the Radio Commission of the Southern Baptist Convention and the application of the Reorganized Church of Jesus Christ of Latter Day Saints and any similar cases.

Heffron said the following stations among others would be affected: WWL, New Orleans; WFUV, New York; WEW and KFUV, St. Louis; WCBF, WMBI and WCTF, Chicago; KPOF, Denver; WBBR, Brooklyn; WBBL, Richmond; KTW, Seattle; WPTL, and WDOM, Providence; WMRP, Flint; WTAQ, Green Bay; WSOU, South Orange; WHBY, Appleton, Wisconsin; WCAL, Northfield, Minnesota; KWLC, Decorah Iowa; KFGQ, Boone, Iowa, and WAWZ, Zarephath, N. J.

New Thesaurus Series

Two transcribed radio shows—"Music By Roth" and "Ray McKinley and his Orchestra"—have just been released simultaneously to station subscribers of Thesaurus, RCA's recently acquired library service. Products of the "new era" in Thesaurus, both were pre-sold in many markets well in advance of their release, according to Donald J. Mercer, manager of RCA Recorded Program Services.

TELEVISION DAILY

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

DUM BIDS GOV'T ACT ON FREEZE

TELE TOPICS

DuMont Labs Prexy To Meet With N. J. Delegation; Sees Continued Freeze Threatening Industry, Cites Standstill In Station Equipment Output

(Continued from Page 1)

the president of the Allen B. DuMont Laboratories, Inc., which employs several thousand workers in New Jersey plants, said he did not know just what form the hoped-for Congressional action would assume, but that he hoped a plan would come out of his discussions tomorrow.

DuMont said also that his firm's distributor groups around the country are contacting their representatives in Congress to ask for action on the freeze and that similar requests have been made by the Chicago Civic Council, the Pittsburgh Chamber of Commerce and other groups.

RMA should be pressing for a quick end to the freeze, DuMont said, but is not pursuing a vigorous course in the matter.

Pointing out that manufacture of transmitting and pickup equipment is already at a standstill because of the year-and-a-half-old freeze, DuMont warned that it is only a question of time before makers of kinescopes and receivers will be affected. He said that if the freeze were lifted it would create about 100,000 additional jobs around the country.

"The delay of the Commission is directly responsible, and if the freeze drags on as it now threatens to do, its adverse economical effects can be tremendous. The big fellows can probably survive but the hundreds of little companies now in television are going to experience

some very tough going. The long delay has opened the door to monopoly in both broadcasting and manufacturing and we at DuMont are not interested in monopoly," he said.

"Why then do we avoid the real issue of utilizing the ultra high frequencies to increase the number of television stations the country can operate; create a road block in the path of normal expansion of a great new industry, and threaten the economic stability of thousands of skilled workers in this and other states?" DuMont asked. "We in DuMont will be ready for color television when color television is ready for the public, but we see no reason except personal opinions of a very small minority in and outside of the Commission to hold back the further progress of black and white television which is ready, is accepted by the general public where it has been permitted to start operations, and is offering employment to thousands and adding greatly to the country's economic welfare."

No practical commercial color system has yet been developed, DuMont said, and will not be for perhaps ten years. In the DuMont labs, he said, color has been developed that is superior to the systems proposed to the FCC, but it is too expensive to be commercially practicable. His firm is experimenting with both mechanical and electronic color, but believes that the ultimate color system will be all electronic.

TV Tube Production Shows Big Increase

(Continued from Page 1)

from 12 through 13.9 inches in size, compared with six per cent in 1948. Tubes from nine through 11.9 inches accounted for 34 per cent and tubes over 14 inches accounted for 16 per cent of manufacturers' purchases. The remaining sales were of tubes smaller than 8.9 inches and projection tubes.

Total television type cathode ray tubes sold during the year including those for new sets, renewals, to the government, and for export totalled 3,513,050 units valued at \$98,136,591 as against 1,309,176 units valued at \$33,459,554 in 1948. All types of cathode ray tube sales, including oscillographs, camera pick-up tubes etc., totalled 3,577,063 units valued at \$101,884,679 in 1949.

Sales of picture tubes to set manufacturers totalled 418,491 units valued at \$11,055,483 in December, which when combined with replacements, government sales and exports amounted to 442,153 units valued at \$11,661,378. Total sales of cathode ray tubes, including oscillographs, camera pick-up tubes, etc. during the month amounted to 448,797 units valued at \$11,968,132.

TV Advertisers Hosted By Coast ABC Officials

West Coast Bureau of RADIO DAILY
Hollywood—More than 250 advertisers and advertising agency and press representatives got a glimpse of television operations at a special demonstration staged last week by KECA-TV at the ABC television center. The event featured comments by key men of the station together with film presentations of the facilities.

Co-hosts were Charlie Ruggles, star of the ABC-TV program. The Ruggles, and Owen James. The demonstration was produced by George M. Cahan, KECA-TV senior producer.

KFI-TV Ups Anthony

Los Angeles—W. B. Ryan, general manager of KFI and KFI-TV, has announced the appointment of Kelly Anthony to the newly created post of assistant to the general manager. Kelly Anthony has been with KFI-TV for the past year and one-half as a director. In his new position he will be active in administrative and developmental work in connection with the three Anthony stations.

NBC Signs 19 Stations To Air Saturday Night Show Block

Nineteen of a possible 22 stations have been lined-up by NBC to carry, in whole or part, its two and one half hour Saturday night variety-comedy program block, it was announced Friday by James Nelson, director of advertising and promotion for the web.

Participating sponsors, of whom there will be 15, are expected to be announced soon.

Sponsors will pay a maximum of \$6,020 for one one-minute commercial per Saturday night. Commercials will be aired at the rate of three per half-hour on a rotating time basis so that "all participants will receive the advantage of prime commercial positions over a fifteen-week cycle."

NBC has already signed comics Sid Caesar and Imogene Coco to star in the program block, and NBC spokesmen say the web "can tap," for Saturday night appearances, a long list of Hollywood and Broadway "name talent."

NBC according to web officials, has thus far refused to sell Saturday night commercial time pending the final detailing of the block programming effort which, they believe, will result in the top Saturday night variety line-up in video. The first hour and a half of the block will originate in New York with the final hour coming out of Chicago.

Sponsorship of the two and one half hour period will be limited to non-competitive advertisers.

ED GARDNER of Duffy's Tavern fame is expected to go into production on social TV movies in Puerto Rico during the next few weeks . . . according to reports Gardner is committed to spend around \$250,000 in producing a series of pictures in his deal with the island's government. . . . How to use television for public service is subject of a series of talks being given in the Baltimore area by Ruth Crane, director of women's activities for both WMAL and WMAL-TV. . . . The wedding of Margo Whiteman to Thomas Haas, assistant TV director of WFIL, Philadelphia, is a romance of the video studios . . . couple met when her father, Paul Whiteman, started production of the TV Teen Timers in the city of brotherly love. . . . There are over 10,000 home receivers operating in metropolitan Washington, the Washington television circulation committee, announced Friday . . . the exact figure is 10,100—an increase of 10,100 since January 1.

THE U. S. ARMY'S first attempt to use tele for the training of reservists will be aired by CBS, so the public can pick in, in the 8-9 p.m. Tuesday spot booking Berle, beginning Feb. 14. Ten cities will carry the eight-week series, which will originate at the Navy's Special Drives Center studios at Sands Point. Jim Dillon will direct the series, which will be titled "Command Post." . . . Parents in the Clifton, N. J., area have been commended for regulating the TV viewing habits of their school children in a letter sent out by Charles N. Sheehan, principal of School No. 5 . . . He indicates grades have improved since his first use of caution to the parents.

CAPITAL CHORUS of high ranking Army, Navy and Congress will participate in the "V.I.P. Edition" of the original Amateur Hour" during the part Fund telecast on the NBC network tomorrow at 10 p.m. . . . As a postlude to the show, NBC-TV will present a special hour-long show with Broadway stars and government officials participating from the net's International Theater. . . . Carlo Lewis, producer of "Toast Of The Town," will speak before the TV Association of Philadelphia at the Poor Richard Club Tuesday night. It will be a dinner meeting starting at 6:30 p.m.

HAZEL SCOTT, celebrated pianist and song stylist, will be sponsored in her new show on WABD, Friday, 7:45-8 p.m., beginning Feb. 24, by Sitroux, Inc., makers facial tissues. Franklin Bruck is the agency. . . . Kingman T. Moore, NBC director, has been chosen to produce "Ann darsdotter," drama by Hans Wiersnssen, for New York's Equity Library theater next month.

COAST-TO-COAST

Rodman Polio Plea On WEIM

Fitchburg, Mass.—Over 300 telephone calls and more than a thousand dollars in March Dimes pledges were accepted by Dave Rodman on January 26 and 27 as a result of his having devoted his regular 3:00-5:00 p.m. "Rhythm With Rodman" broadcasts on those days to that cause. Rodman is a staff member of WEIM.

Staff Changes At WIKY

Evansville, Ind. — John Engelbrecht, president of the South Central Broadcasting Corp. and general manager of WIKY, has announced an increase in personnel. John E. Barrett has been promoted from sales manager to manager of operations. Succeeding Barrett as sales and promotional manager is Al Tyler, who comes to Evansville from Bloomington where he was general manager of WSUA. Tyler brings with him to WIKY Betty Sparkman, former woman's director and continuity writer at WSUA, and Wes Hensley, commercial representative also from that station.

Joins WSAM Sales Staff

Saginaw, Mich.—Blaine Swart has joined the sales staff of WSAM. He was formerly with KROS, Clinton, Iowa, and WFRP, Savannah, Georgia.

Celebrity Party In Durham

Charlotte, N. C. — Grady Cole, known as Chesterfields' "Mr. Southland," joined Bob Hope, Arthur Godfrey and Perry Como in Durham recently for broadcast ceremonies officially dedicating Liggett & Myers new cigarette factory and research laboratory. Grocers who handle Southern Biscuit Company products are being saluted daily on Grady's broadcast for that sponsor over WBT. The Quaker Oats Co. now stars Grady with the singing Johnson Family in a series over the CBS Southern network of 32 stations.

Rutgers Forum On Two Stations

New Brunswick, N. J.—The farm outlook for New Jersey in 1950 was discussed when Nathan Koenig, executive assistant to the U. S. Secretary of Agriculture, appeared on the Rutgers University Forum broadcast. The program was broadcast over WAAT in Newark and WCTC here on January 31.

Warm Support

Washington — Sen. Tom Connally of Texas inserted in Friday's issue of the Congressional Record resolutions by the Texas Sheep and Goat Raisers Association and the National Wool Growers' Association opposing any move to break down clear channels. The latter group described radio as "an important source of needed information."

★ THE WEEK IN RADIO ★

... Directors Strike Averted

By BILL SILAG

THE Radio and Television Directors strike threat was averted last week when network officials and Guild negotiators, through the intercession of Mabel Leslie, New York State labor mediator, agreed on the minimum wage and hour provisions of the directors' 1950 contract with the networks.

As things stand now, and with further negotiation on "fringe" aspects of the 1950 contract still going on, the directors have accepted what amounts to about a \$15 per week increase to a minimum of \$145 weekly wage. Nets had reported the directors seeking increase of between 150 and 200 per cent.

The BMB's long awaited and much delayed "Second Study" was finally released. Estimated cost of the study was better than a million and a quarter dollars. Six hundred thirty subscribers were serviced by the study and Dr. Ken Baker, acting prexy for the BMB, announced at the time the study was released that NAB had given the measurement bureau a new lease on life till July 1.

The American Institute of Electrical Engineers, meeting in New York, mulled future radio, TV and facsimile prospects, and awarded an honorary life membership in the organization to Dr. Vannevar Bush.

A RADIO DAILY study revealed that network night-time sponsorship has declined steadily over the past three years from the excess profits tax sponsorship peak at the close of the war. In 1947, Hooper reported 66 1/4 hours of sponsor evening programming on the nets, 1948 showed 66 hours, and, 1949, only 57 sponsored hours were reported.

Five Philadelphia radio stations filed briefs in defense against separate \$50,000 libel suits in which the stations argued that Sec. 315 of the Communications Act of 1934 forbade censorship of political broadcasts thereby relieving them of any responsibility for slander or libel mouthed by a politician over the station facilities. Since four of the five stations are defending their cases in the U.S. District Court, the ruling may well set a federal court precedent. Nearest decision to date, handed down by the FCC some time ago was the Port Huron decision.

Boggs Named Vice-Pres. Of WMCA In New York

Norman Boggs, general manager of WMCA, has been elected executive vice-president and member of the board of directors, Nathan Straus, president has announced. Boggs was formerly president and general manager of WLOL, Minneapolis, and was associated with WGN, Chicago as general sales manager and director of its New York office.

Also elected to the board was Helen S. Straus, vice-president.

An RMA study of radio and video receiver sales revealed that business increased by about \$100 million during 1949 as compared with 1948 sales. TV sets accounted for about \$560 million of about an \$850 million sales volume. Emerson radio reported a 100 per cent increase in sales in the first quarter of the current fiscal year as compared with the same period a year ago. Emerson also reported "substantial gains in profits during the first quarter fiscal period.

The BAB's much ballyhooed sales hypo film "Lightning That Talks" was press previewed in New York and the Bureau set plans for an industry premiere on March 1 at the Waldorf. General press reaction was filed under the "not bad, but could have been better" department. BMB execs say considerable editing will be done before the premiere. Bookings were reported near the 500 mark.

Two RADIO DAILY advance reports — the appointment of Edward Madden as assistant to NBC prexy Joseph McConnell, and Margaret Truman's exclusive recording deal with RCA Victor Red Seal — were confirmed.

CBS signed Alan Young to an exclusive 5-year AM-TV pact. . . . Edward Shurick was named CBS market research counsel . . . ABC ex-George Milne died. . . . Lee Hart took an extended leave from BAB. . . . John Boler announced plans for a Virgin Islands club house radio station. . . . and Barry Gray got into an on-the-air brawl which resulted in his conking a Miami publisher over the head with a table mike.

New business and new show activity around the major webs was slow with only a couple of deals reported consummated. . . . but reports of negotiations between MGM and Mutual for the sale of MBS facilities were revived and publisher Dorothy Schiff reported the sale of KYA, San Francisco to J. Elroy McCaw. McCaw already owns KELA, Centralia, Wash., and has stock in KLZ, Denver, and KPOA, Honolulu. Also in station sale activity, James D. Shouse, Crosley board chairman, denied that any negotiations for the sale of WINS, New York, were under way.

Radio Listening In P. R. Is Comparable To States

Radio listening habits in Puerto Rico still follow the general state-side pattern, according to a survey made by Thomas W. Hughes, v-p of National Export Advertising Service, Inc. Hughes spent some seven weeks on the island and initiated a survey covering all major and secondary cities and a full scale market study by income groups on the San Juan area.

A strong preference for soap operas was noted.

BEHIND THE MIKE

GUY LOMBARDO will be interviewed (in English) on WHOM the foreign language indie, this week.

Marc Daniels finally persuaded Margaret Wycherly to leave H'wood and come to N. Y. to play the lead in "The Royal Family" for the Fort Television Theater.

Hint to TV directors: If you're looking for someone young, talent and with plenty of dramatic talent, cast your eye on Peggy Nelson, who's in town now from Chicago.

Hal Keith, WNBT director, starring a trained pigeon for "Light Out."

A new twist for TV was used in "The Hands of Murder" when the camera faced a fighter in the ring and absorbed all the blows up to the knockout.

ABC's "Green Hornet" very close to a bankroller.

Postcard from our Tenn. gumshoe reports that Harry Nides, musical director of WROL, Knoxville, Tenn is doing a terrific job down there and rates a little bouquet from the press.

Unusual for television were the shots used by director Dick Sanwick on "Inside Detective" when one camera was used to televise a lion in three separate rooms in one single screen.

Geo. Shearing brought his quintet into San Francisco's new Coronet Club opening the place on Feb. 27.

'No Comment' From White On Report Of MGM Deal

(Continued from Page 1)

ment whereby the company would take over responsibility for network programs. He declared there has been no firm offer, and also had no comment when asked if the matter was discussed by the board Friday. Instead he remarked that no important matters were taken up during the Friday session.

The board visited President Truman at the White House and lunched with Secretary of Commerce Charles Sawyer. In the evening members of the FCC and a group of Commission staff people were dinner guests of the board at the Carlton Hotel.

Pioneer Recruits

Seventeen members of the staff of WJR, Detroit, were discovered to be eligible for membership in the Radio Pioneers, Harry Wiener, general manager of the station, revealed in a letter to Carl Haverlin, president of BMI, and chairman of the Pioneers membership committee. The 17 WJR veterans have been enrolled in the club, which expects to have a membership of 1,000 before the next annual banquet in April.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 50, NO. 26

NEW YORK, TUESDAY, FEBRUARY 7, 1950

TEN CENTS

HIGH COURT UPHOLDS GA. STATE AWARD

Production Record Reported In Canada

Montreal—The Canadian radio industry chalked up new 1949 records in the production of automobile and portable radios, it was announced yesterday.

Estimated production of all types of radios for the year was 770,000 units, a full 30 per cent higher than 1948 production, but down from the all-time record of 808,000 receivers in 1947. But the gains in auto and portable models were impressive.

Sales of motor car radios by member companies of the Radio Manufacturers Association were reported to be up 25 per cent over 1948.

Aronow Named President Of Montana Broadcasters

Butte, Mont.—Cedror Aronow of KYT, Shelby, has been elected president of the newly organized Montana Radio Stations, Inc., it was announced yesterday. Other officers include Paul McAdam of KRPK, Livingston, vice-president and Marion E. Johnson of KOVO, Missoula, secretary-treasurer. Twenty-two of the 24 operating stations in Montana are members of the association.

Hall Of Fame' Rules Suggested By Woods

Requirements and rules governing the proposed "Radio Pioneers Hall Of Fame" have been suggested by the current officers by Mark Woods, chairman, and other members of the Annual Awards Committee, it has been announced.

According to the proposals of the Annual Awards Committee, to be printed in full in the Feb. 1 issue of Radio Daily.

About Luckman

Neither confirmation nor denial of the UP report which had President Truman naming Charles Luckman, late of Lever Brothers, as head of the Atomic Energy Commission, was forthcoming late last night. The President would make no comment on the wire service report, and Luckman's press representatives "don't know."

New TV Center?

Rumors in the trade yesterday were that the Rockefeller interests are considering the erection of a Television Center on the property adjoining the RCA Building and presently occupied by a garage, RCA Exhibition Hall and the Center Theater. Plan, according to reports, calls for dismantling of present buildings and the erection of a new building covering the whole block and devoted exclusively to television.

Mutual Consummates Amer. League Deal

MBS and the American League of professional ball clubs yesterday signed an agreement which gives the network "broadcast privileges" of "The Games Of The Day" in the American League, it was jointly announced by Frank White, Mutual president, and Will Harridge, president of the American League. The network will feed "The Games Of The Day" to 350 Mutual stations in 31 states.

According to the agreement, "The Games Of The Day" will be broadcast on Mutual stations in 31 states.

Asbury Park Stations Plan To Consolidate

Asbury Park, N. J.—Operators of WJLK-FM and WCAP in Asbury Park have announced jointly that a merger contract has been made and forwarded for approval to the FCC. The contract provides for the outright sale of WCAP and equipment to WJLK-FM.

According to the agreement, "The Games Of The Day" will be broadcast on Mutual stations in 31 states.

DuMont Continues Campaign For Lifting Of TV Freeze

Dr. Allen B. DuMont continued his crusade for an immediate lifting of the TV freeze yesterday when he loosed a strongly-worded broadside at Sen. Edwin C. Johnson, chairman of the Senate Interstate and Foreign Commerce Committee, and FCC Commissioner Robert F. Jones. Their "refusal to face reality has mired television in a rainbow-hued swamp that can soon have our

Turns Down FCC; Approves Damages To SBS From University Regents; May Affect "Port Huron" Edict

300 Register At TBA For Annual TV Clinic

Advance reservations indicate 300 TV broadcasters, agency executives and others will be on hand for the annual one-day Television Broadcasters Association Clinic which will be held tomorrow at the Waldorf-Astoria Hotel in New York City, Charles C. Barry, ABC vice-president, and chairman of the clinic announced last night.

The clinic will be held in the Starline Hotel in New York City.

Pillsbury Will Sponsor Godfrey Show Segment

Pillsbury Mills, Inc., Minneapolis, has signed with CBS to sponsor the 10:15 to 10:30 a.m. quarter-hour segment (on alternate days) of the "Arthur Godfrey Time" program over the full web, it was announced yesterday.

Series On Industry Spots Distrib. By Brand Names

"Telling Your Story," a second series of 26 spot announcements, is now being distributed to the major webs and affiliated stations by the Brand Names Foundation, it was announced yesterday.

Washington Bureau of RADIO DAILY
Washington—The FCC took a legal shellacking from the Supreme Court yesterday as the high tribunal, by a unanimous vote of seven justices, upheld the Georgia State court award of damages to Southern Broadcasting Stations, Inc., from the Regents of the University System of Georgia, it was announced yesterday.

FM Tests Being Made For New Radio Net

Baltimore—Seven FM stations in New Jersey, Pennsylvania and Maryland, are conducting rebroadcast tests anticipating a new FM network, it was learned here.

During the past week WMCP, Baltimore, has been feeding test programs between 8 and 9 p.m. daily to WFLN, Philadelphia; WRZA, York; WEEW, Easton; WPPA, Pottsville; and WLAB, Lebanon, all in Pennsylvania.

Citizens Committee To Aid Chicago FM

Chicago—An overflow crowd of more than 500 FM music lovers gathered at the Knickerbocker Hotel Friday evening, to organize the Citizens Committee for Better Music in Chicago. A goal of 5,000 members and \$50,000 was set as a first year objective.

Harried Commuter

ABC time salesman Peter Soutter was featured Sunday in a picture feature article in "This Week" magazine as a harried commuter. Idea behind piece was to portray the frantic timetable the average commuter must always keep in mind. Thus far, Soutter has received no movie offers as a result of the widely-circulated story.



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FINANCIAL

(February 6)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Series On Industry Spots
Distrib. By Brand Names

(Continued from Page 1)

nounced yesterday. The first series was used by more than 1,200 stations during a 13-week period.

The current announcements, like the first series is institutional in nature, and explain how brand competition and advertising contribute to "the good life in America." They were prepared by the Foundation.

Massce-Barnett Co. Inc.

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Agents in all parts of the world.

Citizens Committee To Aid Chicago FM

(Continued from Page 1)

goal with which to promote good music.

FM station WXRT, an all-classical music station, was chosen as the first recipient of benefits in the form of purchase of commercial time to sponsor classical music. Robert Miller, WXRT program director explained to the group how WXRT has had to curtail its schedule (from 3:00 to 11:00 p.m.) since November as a result of continuing losses. The station formerly programmed from 7:45 a.m. to midnight daily. It has been an all-classical station since June, 1949, when it parted company with the Jewel Food Stores in-store broadcasting account.

Sydney Harris, Daily News columnist, was elected chairman, Judge George Quilici, treasurer, and Miss Vera Reine, executive secretary of the Chicago Coal Dealers Association, secretary. These three comprise the board of directors and will determine policy between meetings.

The committee's broad objectives include help to all Chicago FM stations providing good music as well as support for symphonies and recitals which offer the interest of good music. Eventual establishment of scholarships for music students is also contemplated.

Miller has offered to sell the committee time at the lowest possible discounted rate, which would probably require a minimum of \$5,000 to buy one hour of classical music across-the-board for 52 weeks. If the utopian goal of \$50,000 were reached, it would probably pay for from 10 to 16 hours per day of good music on WXRT.

Other FM station managers in attendance included Bernard Jacobs of WOAK and Bernard Miller of WMOR, who programs many classical shows, and who wondered when the committee's largess would be extended to their stations.

Sterling Drug Co. Buys Segment Of 'Sing It Again'

Sterling Drug Company has purchased the final quarter-hour segment of CBS' hour-long quiz show "Sing It Again" effective March 11, it was announced last week. The final quarter-hour segment is now under the sponsorship of Luden's Cough Drops who will drop it on March 4.

Sterling was previously reported as having purchased a fifteen-minute portion of ABC's "Stop The Music" but, according to ABC spokesmen, the deal fell through as the result of other commitments previously undertaken by the emcee, Bert Parks. Other reports concerning the ABC-Sterling deal say that the drug company had only optioned the "Stop The Music" time but dropped the option when the "Sing It Again" segment was reported available.

Dancer, Fitzgerald & Sample is Sterling's agency and the product to be pushed has not been identified.

'Hall Of Fame' Rules Suggested By Woods

(Continued from Page 1)

"The Radio Pioneer," the Hall of Fame will be located in New York. Proposal calls for the election of fifty hall of famers by 2,000 A.D.

The nominations of the first candidate must be in the office of the current president of the pioneers by March 15. The Committee of Judges will meet soon thereafter prior to the Radio Pioneers annual meeting to consider the nominations.

Mrs. Hal Burdick

San Francisco—Mrs. Hal Burdick, known in radio as "Dr. Kate," died at the Palo Alto Hospital Feb. 1. She was 53, wife of Hal Burdick, the actor scriptwriter, whose "Night Editor" series dates back to early day radio, and now currently running on CBS, was doing a regular show on KEEN until last Tuesday when she became ill. That program on the San Jose station was known as "Corrie Burdick Calling."

Mrs. Agnes V. Foster

Lawrence, Mass.—Mrs. Agnes V. (Gilchrist) Foster, wife of Albert E. Foster, manager of WLAW and former director of media for Lever Brothers Company, died suddenly February 6 at the Carney Hospital, Boston.

FM Tests Being Made For New Radio Net

(Continued from Page 1)

sylvania, and to WSNJ, Bridgeton, WFLN and WRZA are exclusive FM stations whereas the others are affiliated with AM stations.

This week WFLN will feed a program daily to the six other stations and next week another station may provide the program.

Although Thomas F. McNulty, president of WMCP, admitted the tests are under way and that so far reproduction has been excellent, he declined to comment on a report that the seven stations will be the nucleus of a new FM network.

Within the group it is understood that broadcasters already are referring to the "Fine Music Network." Virtually all of the stations involved in the tests emphasize good music.

Name Featured Program

Los Angeles—The Southern California Association For Better Radio and Television has selected "Pioneers Of Music" and "Meet Your World" for special promotion during February, it has been announced. "Pioneers Of Music" is an NBC show and "Meet Your World" is heard over KFI-TV.

Wrong bailiwick



Somehow this duck is all balled up. She shouldn't be messing around with those baby cockers—she's got herself in the wrong place.

How about your radio advertising in Baltimore? Is it planned right? If it's on W-I-T-H, you're all set for profitable sales.

Because W-I-T-H is the big bargain buy in this rich to W-I-T-H delivers its big audience to you at the lowest cost per-listener on any station in town. It covers 92.3% of all radio homes in the Baltimore trading area.

So make sure your radio advertising is in the right bailiwick. Call in your Headley-Reed man and get the full W-I-T-H story today.

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

Mutual Consummates Amer. League Deal

(Continued from Page 1)

ames Of The Day" will be selected among all American League games to be played. In the event the game scheduled for broadcast is cancelled, the web will air another League game. "Games Of The Day" will be broadcast live.

The agreement marks the first such extensive coverage of regular season ball games by any network, according to network spokesmen. Games will be broadcast on a Monday through Saturday schedule with a minimum of ten originations per season from the home field of each of the eight League teams guaranteed. Air time for the broadcast will coincide with the scheduled game time in all instances.

In addition to the actual game play-by-play, Mutual plans, as part of the broadcast, to air interviews with players, managers and major league coaches.

Names of announcing staffs have not yet been released.

Janet MacRorie

Miss Janet MacRorie, pioneer in setting standards for radio scripts, died in New York's Wickersham Hospital on Sunday, February 5 following a long illness. Miss MacRorie joined NBC in 1934 and was made head of the newly formed continuity department shortly afterward. She had previously worked in the fields of publicity, advertising, the theater and journalism.

While at NBC she established standards and policies for commercial radio programs which were adopted by commercial users of radio. She remained at NBC until 1944 and then served with OWI in New York. She later worked with the Canadian Broadcasting Corp. in Ottawa.

Roger M. Wise

Roger M. Wise, special consultant in vacuum tubes to Philco and recipient of a certificate of merit from President Truman for wartime work in the proximity fuse, died on Sunday, February 5 at Temple University Hospital in Philadelphia. He was 59 years old.

Wise had held down engineering positions with Ramler Manufacturing Company, E. T. Cunningham and Irvania Products, Inc. before organizing his own firm in 1947. He later sold the company to the Philco Corporation. He made many contributions to the development of tubes for autos and portable sets.

High Court Okays Ga. Award To SBS; Rejects FCC Plea

(Continued from Page 1)

licensee of WGST, Atlanta. The Commission was slapped down after having filed an *Amicus Curiae* brief and appearing in the oral argument on behalf of the state. Lawyers were studying the opinion yesterday with an eye to its effect on the Port Huron decision.

Renewal Had Been Held Up

The case arose when the Commission insisted that an operating contract between the state and Southern represented a surrender of responsibility and had to be abrogated. Renewal was held up until the state could negotiate to slip out of the contract. A deal was finally completed whereby Southern was to receive 15 per cent of the WGST operating revenues for the life of the contract, which would expire in 1950. When it learned of this, the Commission again refused to renew unless WGST agreed not to pay on this new contract, holding that its burden would be too heavy and the ability of the station to operate in the public interest would be jeopardized. The Commission pointed out that it would become difficult for the station to enter FM and TV, and added incidentally that the price agreed upon for the buying of the contract was excessive.

Pickard Chief Stockholder

Chief stockholder of Southern is Sam Pickard, onetime Federal radio Commissioner and later a vice-president of CBS. (Failure of WOKO, Albany, N. Y., to report Pickard's ownership of a quarter of its stock resulted in revocation of the WOKO license.)

Southern went into court in Atlanta and won an award in June, 1947, of amounts due it on the contract between August, 1945, and August, 1947—some \$145,000. A much larger amount will probably be sought now. The Atlanta decision, holding that the FCC "was without jurisdiction to nullify, change or otherwise modify the duties or obligations of the parties to the contract," was later upheld by the State Supreme Court and appealed to Washington.

The high court made it plain yesterday that it felt the Commission could have denied WGST a renewal of license "because the price promised respondents (Southern) under the stock purchase contract permitted them to profit from their prior invalid agreement."

Reed Writes Opinion

Justice Stanley Reed—author of the opinion, said the court's "inquiry is narrowed to the point of whether, in the light of the supremacy clause of the Constitution, a state may enter a judgment that grants respondents on the very stock purchase contract that justified the Commission's refusal of a license."

Reed held to be unsound the argument that WGST has authority to

break off the contract because the Commission has authority to prescribe conditions necessary to the carrying out of the provisions of the Communications Act by licensees. He observed that "the Commission may impose on an applicant conditions which it must meet before it will be granted a license, but the imposition of the conditions cannot directly affect the applicant's responsibilities to a third party dealing with the applicant."

Admits "Difficult Choice"

He admitted that the Commission was faced with a difficult choice—that it had either to deny renewal or to condone the improper past conduct of the licensee. Reed wrote that when the management contract was superseded by a purchase contract, after the Commission refused to sanction continuance of the management agreement, "the Commission insisted that petitioner could not be a suitable licensee unless the latter contract were given no effect.

"For some reason which has not been explained to us, the Commission was satisfied that the contract was of no effect when the petitioner made a unilateral disaffirmance, and it did not think it necessary to require that Southern agree to the cancellation before a license would issue.

Says FCC Can Pick Method

"The choice of method lay within the Commission's power. Considerations unknown to us may have dictated this procedure. Before issuing a license in similar cases, however, the Commission has successfully obtained from both parties to a contract clear and unequivocal assent to its cancellation. Indeed, the Commission might refuse to issue a license until the applicant has demonstrated that it has been freed by the state courts from the obnoxious contract.

"But if the Commission was placed in a dilemma from which it had no escape, the dilemma was the inevitable result of the statutory scheme of licensing. The Commission, itself, has indicated to Congress that it is embarrassed by its inability to issue cease-and-desist orders, that it has at its disposal only the cumbersome weapons of criminal penalties and license refusal and revocation.

Commission Not "Bankruptcy Court"

"But, so far as we are aware, the Commission request did not go beyond asking for power to issue a cease-and-desist order against a licensee. No power was sought against a third party. Under the present statute, the Commission could make a choice only within the scope of its licensing power, i.e., to grant or deny the license on the basis of the situation of the applicant. It could insist that the applicant change its situation before it granted a license, but it

Production Record Reported In Canada

(Continued from Page 1)

facturers' Association of Canada totalled 131,758 units, as compared to the record 1947 volume of 75,895 receivers. The previous record for portables was set in 1948 when 34,287 units were sold, but 1949 sales numbered 53,722 receivers.

Twelve Canadian manufacturers are now producing sets and two more expect to go into production this year. Sales last year numbered 8,212 units with a retail value of \$3,418,500. The pattern of distribution, governed by reception conditions to a large extent, is an unusual one.

Asbury Park Stations Plan To Consolidate

(Continued from Page 1)

to WJLK-FM. WCAP was formed in Asbury Park in 1927. Its most recent operator is Charms Candy Co.

Thomas B. Tighe, WJLK station manager, said that upon receipt of FCC approval the stations will be consolidated under the WJLK call letters. He added that the station would broadcast over 1310 kilocycles AM and 94.3 megacycles FM. WJLK, he said, would be taking over the AM frequency owned by WCAP and the WCAP-FM transmission at 107.1 megacycles will be surrendered.

Station headquarters will continue in the Asbury Park Press Building in downtown Asbury Park.

WJLK, owned by the Asbury Park Press, went on the air two years ago after the erection of one of the most modern broadcasting plants in New Jersey. Its FM power is 1,000 watts with the facilities of WCAP, the Asbury Park Press station will also operate at 250 watts AM.

Pillsbury Will Sponsor Godfrey Show Segment

(Continued from Page 1)

yesterday. Sponsorship will become effective April 10.

Wildroot Co., Inc. will share the time with Pillsbury on alternate days.

Three other CBS radio shows also are sponsored by Pillsbury. These are "Grand Central Station," "House Party," and Cedric Adams.

Agency for Pillsbury Mills, Inc. is Leo Burnett Co., Inc., Chicago

could not act as a bankruptcy court to change that situation for the applicant. The public interest, after all, is in the effective use of the available channels, and only to that extent in what particular applicant receives a license. The Commission has said frequently that controversies as to rights between licensees and others are outside the ambit of its powers. We do not read the Communications Act to give authority to the Commission to determine the validity of contracts between licensees and others."

Thought for Today

A REAL human heart with divine love in it beats with the same glow under all the patterns of all earth's thousand tribes.

—O. W. HOLMES





The

GOAL

is built-in

There are two pictures on this page: the one you are looking at; and the one they are looking at (which you can't see).

To you the important picture is the people *in front of the television screen*. It is a picture of the special impact achieved only by this medium, yet which goes far beyond the novelty of television.

But we are equally concerned with the picture *on the screen*. For it is the result of creative programming which alone can *sustain* this kind of impact...building into every program the magic that holds the largest audiences week in and week out.

It is now clear that CBS is the richest source of such programming in television today; that CBS consistently has more of the most popular programs than any other network; and that most of these programs have been created or produced by the Columbia Broadcasting System.

This picture of television's impact is a picture any advertiser can create— but he needs the magic of CBS to hold it.

CBS TELEVISION

CHICAGO

By HERB KRAUS

HENRI, HURST, & McDONALD are hosting the press and the trade in their new quarters on the 24th, 34th, and 35th floors of the La Salle Wacker Building Friday (10) between 3:00 and 6:00 p.m.

Larry Kurtze's Service Unlimited has taken over production of the "Fair Teens" show on WGN-TV, Friday, 5:30-6:00 p.m. Ivan Hill, Inc. handles the advertising account. Kurtze is also moving his "Shopping is Fun" program from a morning WBKB spot to 1:30-2:00 p.m. Friday over WGN-TV. It's a co-op sponsored show bankrolled by Midwest Grocers, Swifts, Gerber, Wilson, Carstens, and McCormick Tea Co.

The Chicago Symphony has come up with a novel program idea called "Your Symphony Scrapbook" over WMAQ and WMAQ-FM each Saturday at 1:30 p.m. Each week manager George Kuyper, publicist Len Arnold, and a different member of the orchestra will participate in a musical discussion principally concerning the major work to be performed at the following concert. The orchestra member will play portions of the piece for illustration.

The Beulah Karney-Kay Morrow show bows over WENR-TV, Wednesday (15) at 3:30 p.m. An hour long, it will feature Miss Karney's food specialties and Miss Morrow's fashion hints the last half.

Sylvia and Moulton Kelsey are infatigating — therefore, they are guesting Dr. August F. Daro, their obstetrician, on their morning show at 9:15 a.m. over WGN Thursday (9).

Richard Von Albrecht, formerly one of Chicago's best known television producers, began this week as program manager of WCRK-TV.

Hal Totten, the former sports announcer and more recently WGN farm editor, made a successful debut as a variety show mc on "Songs We Sing," over WGN Thursday. The program also features Frank Sweeney and Nancy Wright as vocal soloists and Robert Trendler's orchestra. Sweeney is a WGN announcer who suddenly found his singing voice.

Italian Movie Star Accepts WOV Radio Offer

Lamberto Maggiorani, star of the Italian movie, *The Bicycle Thief*, has accepted an offer made by WOV to record a series of soap operas in the station's Rome studios, the station announced yesterday. The actor who gained national attention when he was out of work following his starring role, will take part in a show, *The Way Ahead*. The daily series will be flown to the United States for re-broadcast on WOV. The programs are to be written by Vera Fontanella and produced by George Cueto.



By SID WHITE

Man About Manhattan. . . !

● ● ● **BIGTOWN SMALL TALK:** Eddie Cantor will do four "Take It Or Leave It" live sessions in N. Y. as a departure from his taped shows. (His sponsors insisted on live). . . MGM is trying to get Maurice Chevalier for "American In Paris," which they're shooting over there. Several of Geo. Gershwin's unpublished tunes were just bought for the pic. . . Jack Benny, Rochester and Dennis Day are mulling over a one-nite stand on percentage basis in Carnegie Hall this June. . . The new Friday nite Kate Smith Variety Hour on Mutual has proved so terrific that Ted Collins is considering offers to revive the old Smith-Collins Variety Hour on television. (In the old days it was as tough to get tickets to Kate's show as it was to see a Hammerstein-Rodgers opus). . . ABC's Ted Oberfelder really hits the gab circuit when he travels down to Huntsville, Ala., on March 10th to address the annual meeting of the Alabama Broadcasting Ass'n and follows this up three days later with a talk before the Syracuse Advertising and Sales Club. . . The Joe Franklin Record shop on WJZ is winning Joe more imitators than there are recipes for rice in Carolina. But none of them has Joe's casual "Crosby" manner—or record collection either, for that matter.

☆ ☆ ☆ ☆

● ● ● We've just received from Jack Perlis, via mule train, a copy of an article John Crosby did on WPIX's John Tillman in the Herald-Trib. We'd like to quote a few lines on latter's analysis of video's requirements, if John doesn't object. "Schizophrenia is not an absolute requisite," sez Tillman grimly, "but it helps. Man needs the physical makeup of an octopus. Come to think of it, a television announcer could use two heads very nicely. While on camera, a video announcer is expected to be more familiar with the sponsor's product than its chief chemist. The supreme test, however, is the product demonstration—something we never had to put up with in radio. And all the while worrying if my tie is on straight—or if it's too loud—or if those lights have pushed my hairline back another two inches. Last week my wife said I looked great. The head cameraman said I was all washed out. Who can you trust?"

☆ ☆ ☆ ☆

● ● ● Bob Hope was presented the first annual "Champion Sportsman of the Year" award by Harry Wismer, ABC director of sports, during the latter's coast-to-coast broadcast from Washington Sat. nite. Hope, chosen by a nationwide poll of ABC sportscasters, won over such stars as Doak Walker, Joe DiMaggio, Bud Wilkinson, Jackie Robinson, Leon Hart and Joe Page. In selecting Hope, Wismer stated that the award was being presented to the star "as much for his sportsmanship as for his actual sports participation."

☆ ☆ ☆ ☆

Warren Resigns Sales Post With WNBC To Enter Biz

John C. Warren, sales manager of WNBC and WNBT, has resigned from that position, effective February 15, it was announced yesterday by Thomas B. McFadden, station manager. He plans to assume active direction of the J. C. Warren Corporation, a New York company devoted to the research, development and manufacture of new devices in the magnetic recording field. No successor to Warren in the sales managerial post at WNBC-WNBT has yet been announced.

SAN FRANCISCO

By NOEL CORBETT

When Hope and Crosby got together at the Marine Memorial and cut a Crosby show the other week, the jam-up that ensued was so great that most of the ticket-holders found themselves just that—ticket-holders (and on the outside). Grant Holcomb, KCBS head of publicity, special events and other things at the station opined that people literally slid in the place from out of the walls. When Crosby cut the Fred Allen and Al Jolson shows last week, things were different. Holcomb had his whole crew there. Some watched the back door, others covered the front entrance, and Holcomb had still another gang on the inside—watching the walls!

Mel Venter and his KFRC "Breakfast Gang" will do their February 18 show from San Luis Obispo. Program will emanate from local theater through the Mutual affiliate KVEC.

Sheldon F. Sackett, owner of KROW, Oakland, was married last week to Elizabeth Worthington of Berkeley. Sackett also owns KVAN Vancouver, Washington, and KRSC Seattle, the Coos Bay, Oregon Times, the Illustrated Press, Alameda, and the old Seattle Star, renamed the World.

"Jolly Bill" Steinke, who airs Monday through Friday on KNTV at 5:15 p.m., is covering San Francisco's 143 grammar schools with his "Safety Show." Bill features a 10 minute film on safety, after which he brings out his sketchboard and does a couple of cartoons of kid giving a safety angle. He's covered 62 schools so far.

The Hoffman Radio Corporation manufacturers of Hoffman television sets, has purchased two hours a week on KPIX's afternoon D Courtney disc show.

"Filming for Fun" is a new KL noonday feature. Information gathered from the Northern California Council of Amateur Movie Clubs, narrated by Clyde Evans, president of the Bay Empire Movie Club.

Don Gilmore, local Chevrolet dealer, has renewed his contract with KPIX's "Share-A-Charade" for another 52 weeks. Program features Ruby Hunter, who is heard on Sunday at 6.

Just Completed — Acclaimed by Our Subscribers!

Our Survey: FILMS & TELEVISION

Stations' Use of Film—prices, buyers, distribs, trends
Films Made for TV—analyses, costs, techniques, kines
Hollywood & TV—examination, studio by studio

Offered at \$5 per copy. Free with a 3 Month Trial
of our regular weekly & monthly service.

Ross Reports on television programming

our new address — 551 Fifth Ave., N. Y. 17 • MU. 2-5910

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, February 7, 1950 — TELEVISION DAILY is fully protected by register and copyright

DUMONT BLASTS JOHNSON, JONES

TELE TOPICS

ANY DOUBTS about Ken Murray's qualifications to produce an entertaining full hour variety show were dispelled on CBS-TV Saturday night when Murray, his regulars and some guest stars turned in a well paced video performance. The latest Murray show, unlike the shaky first offering of a few weeks ago, benefited from good writing, fine camera work and some expert assists from name guests. . . . Raymond Massey in the role of Abraham Lincoln bidding farewell to his Springfield, Ill., friends on his departure to assume the Presidency, was a forceful dramatic interlude in Murray's hodgepodge of variety buffoonery. Massey, noted for his Lincoln portrayals, gave character to the whole performance. . . . Murray went western when he introduced Jimmy Wakely, guitar playing recording artist, and became expansive about his sponsor's product, Budweiser, when he chatted with pianist Toney and Roland Young of the movies. Darla Hood, telegenic young singing star of the Murray show, was delighted in her rendition of "Sioux City Sue." Other performers who helped pace the Murray fun-making were "Oswald," Fred Embo and a movie dog called, "Daisie."

OUT IN HOLLYWOOD, our Coast operative informs us, they're still vying about a sales record chalked up last month by KECA-TV. Eight new accounts were landed by the station for a total of 385 minutes of commercial time last week. Programs sold were "Hollywood Mel," "Mama Rosa," "Marshall Of Gunshot Pass," "Premium Quiz," "Deadletter Office," "Crusade In Europe," a two-and-a-half-hour wrestling pickup and a series of John Wayne features. ABC veep Hank Samuels and staff are beaming and justifiably so. . . . Bert Wheeler and Jackie Miles will take over as guest emcees of "Cavalcade Of Stars," on DuMont, Feb. 18 and 25, replacing Jack Carter. Jerry Lester takes up the regular assignment beginning March 4.

JOEY FAYE, Broadway comic, has been signed as comic star of CBS-TV's "54th Street Revue," replacing Billy Vine. Faye will make his first appearance on the show Feb. 11. . . . Paul MacAlister, who conducts WGN-TV's "Plan-A-Room" series, has been elected chairman of the board of the Chicago chapter of the American Designer's Institute. . . . Three awards will be presented to The Court Of Current Issues when the discussion program celebrates its second anniversary tonight. Presentations will be made to producer Irvin Paul Sulds by the Veterans of Foreign Wars, United Parents of New York City and Televiser Magazine. . . . Dennis James will record an album of poetry readings and anecdotes for Decca to be released in time for Mother's Day.

Scores "Arbitrary And Uninformed Opinion" Of Senator And Commissioner; Urges Quick Action To Lift Freeze With Color Decision To Follow

(Continued from Page 1)

in 89 cities of more than 100,000 population currently without TV service, and the 46 cities with only one or two stations.

Stating that the industry is "being stifled by the arbitrary and uninformed opinion" of Jones and Johnson, DuMont called the freeze a "17-month old millstone" kept in effect by "the insistence by these two laymen that we standardize on a color system now before new channels for regular black and white television are allocated."

Johnson's committee, DuMont said, "exercises supervisory responsibility over the FCC, and hence the Commission has seemed all too willing to follow his lead in the all-important matter of television, while Commissioner Jones . . . has no eye nor ear for anything that doesn't look or sound like color." "These two men, he said, are "the greatest problem we face in television today."

Johnson's background in politics and previously the produce business constitutes "an outstanding career in the best American tradition," DuMont said, "but hardly one that qualifies him as an electric expert dictating to these who have spent their lives developing television." The Senator, he added, "turns right—then left, blows hot—then cold . . . with no regard for technical difficulties involved. . . ."

Jones' experience in the field prior to his appointment to the FCC in 1947, DuMont continued, was "negligible." He scored the Commissioner's warnings of "prosecution under anti-trust laws because the industry has not yet been able to rub a magic lamp and produce a compatible color system which we can adopt immediately."

"I would like to assure both Sen-

ator Johnson and Commissioner Jones," DuMont added, "that television broadcasters and manufacturers of receivers alike will reap tremendous benefits from a really good system of color television transmission and reception. If there were such a system in existence, every industry spokesman would be camped on the Commission's doorstep urging and pleading for the immediate adoption of standards. That we are not so doing is the most definite proof that present systems are not ready for commercialization."

Dr. Zworykin Agrees

Dr. Vladimir K. Zworykin, vice-president of RCA Laboratories, told reporters after the session that he agrees with DuMont's position that the lifting of the freeze should take precedence over a decision on color standards, but he had "no comment" on further questions about color. Zworykin addressed the luncheon meeting on "The Social Significance of Television."

Mrs. Clara Burke, Pleasantville, N. Y., housewife, was the third speaker at the luncheon at which consultant Dr. A. N. Goldsmith was toastmaster.

Speakers Listed

Speakers at the various panel sessions included Henry White, World Video; Horace Schwerin; Mark Goodson; Bert Gold, WKTV, Utica; Wallace Ross; Stanley McCandless, Century Lighting; George Gill, Kliegl; W. D. Buckingham, Western Union; Theodore Streibert, WOR-TV; C. E. Hooper; Charles Batson, BAB; Myron Kirk, Kudner agency; George Foley, Cecil & Presbrey; Bob Jawer, WPTZ, Philadelphia; John Boyle, Starch & Associates; Paul Adanti, WHEN-TV, Syracuse, N. Y.

300 Register At TBA For Annual TV Clinic

(Continued from Page 1)

Light Ballroom of the Waldorf-Astoria. The day's session will include the annual meeting of members at 10 a.m.; first clinic session from 11 a.m. to 12:30 p.m.; luncheon in the ballroom with Milton Berle as guest speaker plus a program of entertainment by the cast of "Stop the Music" and an afternoon clinic session from 2:45 to 5:30 p.m.

A special feature of the day will be a display of murals and photographic blow-ups of programming activity at the nation's four television networks—NBC, CBS, ABC and DuMont.

The morning clinic session will be devoted to program production, buying and selling of TV time and the problems of servicing interconnected and non-interconnected network stations with programs. Participants to be heard include Roland Gillette, vice-president of Young & Rubicam; Klaus Landsberg, west coast director of Paramount Television Productions; Kenneth W. Stowman, TV sales manager at WFIL-TV; Linnea Nelson, radio-TV time buyer at J. Walter Thompson; Paul Adanti, general manager of WHEN and Jack Boyle, studio production manager, WAVE-TV. Mr. Barry will preside at the clinic sessions.

J. R. Poppele, TBA president, is to serve as toastmaster at the luncheon. Milton Berle will offer his views on the state of television programming today. Prizes are to be awarded during the "Stop the Music" quiz.

When the clinic sessions resume in the afternoon, five topics will be covered: profitable affiliated stations; local television packages, jurisdictional problems of TV and the future of sports in television. A roundtable discussion in which all networks will participate will conclude the day's activities.

Those to be heard are: Russ Johnson, vice-president, Jerry Fairbanks, Inc.; Ralph Cohn, manager, TV department, Screen Gems, Inc.; Maurice Rifkin, an executive of Frederic Ziv Television Productions; Ernest de la Ossa, NBC director of personnel and labor and Ned Irish, executive vice-president of Madison Square Garden.

Gnagy Switches To CBS

Jon Gnagy's "You Are An Artist," weekly quarter hour series has been switched by Doubleday & Co. from NBC to CBS. Show will be seen on the CBS web Mondays, 11 p.m.

SONGS WITH THE LARGEST TV AUDIENCES Survey Week Of Jan. 27-Feb. 2, 1950

THE TOP 5 SONGS OF THE WEEK

- Dear Hearts And Gentle People E. H. Morris
- Dearie Laurel
- Johnson Rag Miller
- Maria E. B. Marks
- Wedding Samba Duchess

THE 5 FAVORITE STANDARDS OF THE WEEK

- Fascinatin' Rhythm Harms
- It Had To Be You Remick
- K-K-K-Katy Feist
- Margie Mills
- Sweet Georgia Brown Remick

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COAST-TO-COAST

Voices From The Past On WERE

Cleveland, O.—George Hantelman, who has been making and collecting records for 35 years, has amassed an amazing library of some thirty-five thousand recordings. It includes reproductions of such things from the sound of the bugle that was used at the battle of Waterloo, to Caruso singing to the piano accompaniment of the composer Leoncavallo. Hantelman will present these records to listeners on his new Past Is Present program at 10:00 a.m. Monday through Thursday over WERE.

KCBQ Adds Announcer, Secretary

San Diego, Calif.—Red Blanchard has been added to the announcing staff at KCBQ. Blanchard's assignment will be general with accent on turntable work. He premiered "The Red Blanchard Show" at 11:00 p.m. January 28th. Also new at KCBQ is Grace Sodano, who has been added as secretary to the program director.

New Morning Man At WCUE

Akron, O.—A new personality for WCUE's early-morning listeners is Rick Reighard, who soon will be heard at 5:30 a.m. He will direct his music shows and newscasts to early-rising listeners, injecting humor and information for yawners preparing to go to work and farmers in the outlying districts.

Ad Writer In WCUE Post

Akron, O.—Kitty Brown, local advertising copywriter, has joined the staff of WCUE as continuity director. Kitty began her writing career as copywriter and fashion co-ordinator for the advertising department of one of the large department stores here. She resigned that position to write a radio series "Listen To A Legend." She also performed before the microphone, doing a daily club news broadcast and a children's series, and will be on the air for WCUE.

New WSM Singer Joins 'Opry'

Nashville, Tenn.—Bob Eaton, new WSM singing find has joined the Grand Ole Opry program. His first releases for Decca records in 1950 were "Second Hand Heart" and "I Wish I Could Write a Love Song."

BBC Series On WCOP

Boston, Mass.—Tales of mystery, suspense, and the supernatural will highlight the new "Man in Black" series, to be aired over WCOP in cooperation with the British Broadcasting Corporation. Programs are now heard Tuesday nights, from 10:30-11:00 p.m. The first broadcast, definitely not aimed at the youngsters' audience, was a suspense-thriller titled "The Judge's House," by Bram Stoker. The narrator of the series, who also portrays the role of the "man in black," is Valentine Dyll.

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 January 27 - February 2, 1950

TITLE	PUBLISHER
A Dream Is A Wish Your Heart Makes.....	Walt Disney
A Dreamer's Holiday.....	Shapiro-Bernstein
All The Bees Are Buzzin' 'Round My Honey.....	Santly-Joy
Bibbidi Bobbidi Boo.....	Walt Disney
Big Movie Show In The Sky.....	Chappell
Bye Bye Baby.....	J. J. Robbins & Sons
Copper Canyon.....	Famous
Crazy She Calls Me.....	Massey
Dear Hearts And Gentle People.....	E. H. Morris
Dearie.....	Laurel
Don't Do Something To Someone Else.....	Fred Fisher
Echoes.....	Laurel
Enjoy Yourself.....	E. H. Morris
Everything They Said Came True.....	Johnstone-Montei
Fairy Tales.....	Miller
Festival of Roses.....	Witmark
Happy Times.....	Harms
Have I Told You Lately That I Love You.....	Duchess
I Can Dream Can't I.....	Chappell
I Said My Pajamas.....	Leeds
I Wanna Go Home.....	Paxton
I've Got A Lovely Bunch Of Coconuts.....	Cornell
Johnson Rag.....	Miller
Maria.....	E. B. Marks
Old Master Painter.....	Robbins
River Seine.....	Remick
Sitting By The Window.....	Shapiro-Bernstein
Sorry.....	Henry Spitzer
Stay Well.....	Chappell
There's No Tomorrow.....	Paxton
Way Back Home.....	Bregman-Vocco-Conn
Why Remind Me.....	Barton
You're Always There.....	Bregman-Vocco-Conn
You're Wonderful.....	Famous

Second Group

A Thousand Violins.....	Paramount
Candy And Cake.....	Oxford
Charley My Boy.....	Bourne
Chattanooga Shoe Shine Boy.....	Aculf & Rose
Daddy's Little Girl.....	Beacon
Envy.....	Encore
Half A Heart.....	Hill & Range
Home Town Band.....	Duchess
I Gotta Have My Baby Back.....	Peer
I Never See Maggie Alone.....	Bourne
Just A Kiss Apart.....	J. J. Robbins & Sons
Leave It To Love.....	Broadcast Music
Let's Go West Again.....	Berlin
Lost In A Dream.....	Triangle
My Foolish Heart.....	Santly-Joy
O. Katharina.....	Feist
Out Of A Clear Blue Sky.....	Dryer
Quick Silver.....	E. H. Morris
Rain Or Shine.....	Lombardo
She Wore A Yellow Ribbon.....	Regent
Sweetest Words I Know.....	Life Music
Too-Whit Too-Whoo.....	Gallico
We'll Build A Bungalow.....	Mellin
You Missed The Boat.....	Advanced

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AGENCIES

ELAINE WALL BROWN, formerly of the MBS press department has been named director of radio publicity and promotion for Dancer Fitzgerald-Sample, Inc., succeeding Pat Sweeney who resigned to open his own firm.

NEWTON O. WASSON, formerly of Naxon Utilities Corp., and J.C. Roach, formerly sales promotion manager of Hotpoint, Inc., have joined Tatham-Laird, Inc., in the merchandising and copy departments respectively.

JOHN H. LEONARD has joined the copy department of BBD&O. He was formerly promotion manager of Macfadden Women's group.

A. WILLIAM LEE has been named to the radio sales staff of The Katz Agency, Inc., in its Chicago office. He was formerly manager of the Chicago office of The Walker Co.

WILLIAM J. McKENNA, JR., formerly with Young & Rubicam and McCann-Erickson, Inc., has been appointed to the copy staff of Duane Jones Co., Inc.

NICHOLAS F. PENSIERO has been appointed employee sales manager of the RCA Victor division.

PREVECOL, INC. of Albany has named Hoffman Advertising, Inc. as radio, newspapers and trade journal.

RAYLITE ELECTRIC COMPANY, manufacturer of Christmas light products, to Gordon & Rudwick, Radio, television and other media will be used.

EARL S. PEED has opened publicity offices at 1476 Broadway under the name of Earl S. Peed Associates.

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

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 50, NO. 27

NEW YORK, WEDNESDAY, FEBRUARY 8, 1950

TEN CENTS

TELE DEALERS INCREASE USE OF RADIO

Coast Talent 'Racket' Draws MPIC Action

West Coast Bureau of RADIO DAILY
Hollywood — Warning that "a widespread talent racket is preying on the gullibility of thousands of most citizens in the Los Angeles area," Motion Picture Industry Council, representing management and labor organizations in the film industry, yesterday invited city and state officials, as well as leaders of business organizations to meet and

(Continued on Page 2)

Ford Dealers Sponsoring Two One-Shots On CBS

Ford Dealers of America will sponsor one-time airings of two regular CBS programs. "Escape" and "Lum and Abner" on Feb. 14 and 15, it was announced yesterday. Agency is J. Walter Thompson, and programs will ballyhoo the 1950 Ford. "Escape," which originates in Hollywood, is heard Tuesdays from 10 to 10 p.m. (EST). "Lum and Abner" is heard Wednesday from 30 to 11 p.m. (EST).

New ET Musical Series Bought For 40 Stations

A new transcribed musical series "The Meredith Willson Show," has been purchased by the Falstaff Publishing Corporation for presentation over a special market of 40 stations covering some twenty southern and midwestern states beginning Monday, April 3, it was announced yesterday. Dancer-Fitzgerald-Same, Inc. is the agency. The show will originate in Hollywood.

Good News

Reporting an increase of 50 per cent in contract business for January, 1950, over the same month a year ago, F. C. Sowell, manager of Nashville's WLAC and president of the Tennessee Association of Broadcasters, is optimistic about the radio sales outlook this year. Sowell's report is in line with association's "Let's Sell Optimism" campaign.

NAB Board Meeting

The board of directors of NAB meets today at the San Marcos Hotel, Chandler, Arizona, to discuss the new operational budget, Broadcast Advertising Bureau, TV and to hold a post mortem over Broadcast Measurement Bureau. Action of the board at this meeting will affect the deliberations of the April NAB convention at the Hotel Stevens in Chicago.

Public Interest Topic Of Indies' Meeting

The role of radio in promoting issues of public interest was emphasized by actions taken by the NAB independent stations executive committee at their meeting in Washington last week. The committee also laid plans for the second "Independents Day" on April 16 at the NAB convention.

The indie group chaired by WNEW's Ted Cott, who will now become consultant to the committee following the withdrawal of WNEW from NAB, went on record as favor-

(Continued on Page 15)

WEAM Joining Mutual As Washington Outlet

Washington area affiliate of MBS will be WEAM, Arlington, Va., after February 20. On that date the present operators of WWDC, one kilowatt independent, will take over the studios and assignment of WOL, present Mutual affiliate and original-

(Continued on Page 2)

Radio Giving Assistance To Annual Boy Scout Drive

The 40th anniversary of the Boy Scouts of America being observed this week by some 2,500,000 Scouts throughout the nation is being hailed by more than 70 network radio and television programs and more than 1,000 stations from coast-to-coast. Highlight of the week was a message from President Truman released last night on the eve of their birthday. All networks have shows sched-

Survey Of New York Stations Indicates Competing TV Companies Use 125 Hours Of Time

AM-TV Forces Seek Chi. City Council Cover

Chicago—Another battle to permit radio and television stations to broadcast proceedings of the Chicago city council and the local courts is shaping up here with station WMAQ in the vanguard of the attack.

After the mayor's public relations representative turned down a petition

(Continued on Page 15)

Thomas Named Vice-Pres. Of WOIC, Washington

Eugene S. Thomas has been appointed vice-president of WOIC, Washington, it was announced yesterday by Theodore Streibert, president of WOR, parent outlet of WOIC. Thomas has been general manager of the CBS Washington affiliate since it went on the air Jan. 16, 1949.

Venard Succeeds Allison With Taylor Co., In N. Y.

The Taylor Co., Inc., station representatives, have announced the appointment of Lloyd George Venard as vice-president and eastern sales manager, succeeding John D. Allison

(Continued on Page 16)

Television dealers and manufacturers are now buying a total of 125 hours of radio time weekly on Metropolitan New York stations, a RADIO DAILY survey revealed yesterday. An indication of the highly competitive market which has developed in recent weeks is given by the fact that prac-

(Continued on Page 15)

Plan Spring Meeting Of Ala. Broadcasters

Montgomery—The annual Spring meeting of the Alabama Broadcasters Association will be held in Huntsville on Friday and Saturday, March 10 and 11, it was announced here by Howard E. Pill, president of the ABA. Convention headquarters will be at the Russel Erskine Hotel and Jack Langhorne, of WHBS,

(Continued on Page 15)

New York FM Station Signs Zenith As Sponsor

WABF-FM has now lined up the Zenith Radio Corporation, Columbia Records, Inc. and Emerson Radio & Phonograph Corp. for full evening sponsorships. Zenith took over the 6 p.m. to midnight spot last week on Saturday. Columbia has renewed its contract for another year on Tuesday nights while Emerson continues to hold down the Wednesday slot.

President To Speak

The four major networks will carry President Harry Truman's Jefferson-Jackson Day Dinner speech from the National Guard Armory in Washington, Thursday, February 16 from 10:30 to 11:00 p.m. (EST). It was announced yesterday. The annual Jefferson-Jackson Day Dinner is sponsored by the Democratic Party at this time each year.

uled carrying salutes to the Scouts and in addition, several special programs have been prepared. Among the latter is Scout Jamboree to be heard on NBC at 1:30 p.m., Saturday, February 11. Included in the cast for the show are: James Stewart, Hopalong Cassidy, Amory Houghton and Arthur A. Schuck.

Scout officials say that at least five network television shows and

(Continued on Page 15)



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Dallas, Texas

Phone: RiverSide 3518-9

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FINANCIAL

(February 7)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, RCA Common, RCA 1st pf., 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.

Alexander Nicholson

Alexander McLean Nicholson, 69-year-old inventor of many radio and television accessories, died in his New York home on February 2. Nicholson served with Atwater Kent, Magnavox, A.T.&T. and Western Electric during his long career and was consulting engineer with International Business Machines Corporation at the time of his death.

Nicholson held one of the first patents on television and was a leader in the development of radio and television, holding some 180 patents.

Advertisement for KGW, Portland, Oregon, affiliated with NBC. Includes logo and text: 'THIS IS KGW'S BANNER YEAR', 'KGW-FM', 'PORTLAND, OREGON', 'AFFILIATED WITH NBC', 'REPRESENTED NATIONALLY BY EDWARD PERRY CO., INC.'

Benny Guest Speaker

CBS comedy star Jack Benny will be featured speaker at the Radio Executives Club of New York luncheon to be held tomorrow, February 9, at the Hotel Roosevelt. Lunch will be served at 12:30 p.m.

WEAM Joining Mutual As Washington Outlet

(Continued from Page 1) ting point of many network shows. WWDC's new power will be five kilowatts on the 1260 band, while the Ohio Farm Bureau takes over its present 1450 kc spot with 250 watts and begins to use the WOL call letters.

WEAM, across the Potomac River in Arlington, operates with 5,000 watts on the 1390 band. It is three years old, and operated by the Arlington-Fairfax Broadcasting Company. President is Harold H. Thoms, who has other broadcast interests in the Carolinas, and Howard Stanley is general manager and promotion and publicity head. Stanley was formerly with WINX here and with CBS.

The contract is the usual two-year deal, WEAM will open studios in downtown Washington shortly, and it is anticipated that it will ask the FCC to okay a move soon so that it can become a Washington station rather than an Arlington station.

Coast Talent 'Racket' Draws MPIC Action

(Continued from Page 1)

devise a program to drive from the community the accused organizations which have penetrated deep into television as well as the movie field.

The letter of invitation said that numerous firms "purporting to operate as legitimate television or film production companies" but actually having "no connection with the television or motion picture industries" are "stealing from between \$5,000 and \$20,000 a week from citizens of L. A."

Committee Named

The letter was signed by Ronald Reagan, president of the Screen Actors Guild, in his capacity as chairman of MPIC, which organization has appointed a committee to carry out a campaign to drive the "rackets" from Los Angeles.

Roger M. Wise

Philadelphia—Roger M. Wise, nationally-known authority on electronic tubes, died February 4 in Temple University Hospital following a short illness. His age was 52. For the past year since his company, Roger M. Wise, Inc. was acquired by Philco, Wise had served as a special consultant on vacuum tubes for Philco Corporation. He was widely known throughout the radio and television industry with which he was connected for 29 years.



Bring on the feed bag!

Those upturned noses will turn down fast when the food appears. For these two pups are all set for a big meal.

Are you all set for big, profitable sales in Baltimore? One thing is sure—if you're using W-I-T-H you are indeed! W-I-T-H is famous for producing low-cost results.

You see, this BIG independent with the BIG audience regularly delivers more listeners-per-dollar than any other station in town. And that means that a LITTLE money will do BIG things for W-I-T-H.

So get set for the tough, competitive days ahead. Get W-I-T-H on your schedule fast. Call your Headley-Reed man and get the full story today.

Advertisement for W-I-T-H Baltimore 3, Maryland. Includes logo with a stylized face and text: 'AM WITH W-I-T-H Baltimore 3, Maryland', 'TOM TINSLEY, President', 'Represented by Headley-Reed'.

Up To 80.2

We've just made a county-by-county analysis of a 56,000-piece sample of new KYW audience mail. Man, what results! County totals reach up to 80.2 letters per thousand radio homes. And in addition to blanketing the heart of the Middle Atlantic market-area, KYW programs drew response from a "bonus area" including 335 communities in 31 states. For availabilities, check KYW or Free & Peters.

PHILADELPHIA 50,000 WATTS NBC AFFILIATE KYW

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

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, February 8, 1950—TELEVISION DAILY is fully protected by register and copyright

TBA TABLES PAID PREXY PLANS

Movies And Radio Hit By TV, Survey Reveals

Washington Check Revealed By Alldredge

Washington Bureau of RADIO DAILY
Washington — Television has had a catastrophic effect upon both motion picture attendance and radio listening in Washington, judging from a survey of 400 TV families in the area released this morning by Charles Alldredge, public relations and opinion consultant. Alldredge's survey

(Continued on Page 4)

Half TV Spot Drive To Plug New Movie

A national TV spot campaign, said to be the first for the promotion of feature motion picture, will be inaugurated by Selznick Releasing Organization in behalf of Sir Alexander Korda's "The Third Man," it was revealed yesterday by Robert Gilam, advertising director of SRO.

The campaign is expected to encompass all 58 video markets, and is

(Continued on Page 4)

Mrs. Roosevelt's Program Premieres On TV, Feb. 12

"Today with Mrs. Roosevelt," a half-hour TV program featuring Mrs. Eleanor Roosevelt and distinguished guests will debut on NBC-TV, Sunday, February 12, from 4 to 4:30 p.m., EST. Prof. Albert Einstein, presented on film, will discuss the H-Bomb, while David Lilienthal,

(Continued on Page 4)

Color Showing

While TV broadcasters gather in New York today for the annual TVA clinic, RCA will be staging a press showing of their improved electronic color television in Washington. The RCA demonstration is expected to reveal that the company has made considerable progress in color separation and definition. Experts will also discuss color picture tube.

Dr. DuMont's Prescription

... anti-freeze tonic for FCC

By FRANK BURKE

DR. ALLEN B. DuMONT, TBA's first president, has donned his electronic armor, and has dared to criticize Government for the 17-month enforcement of the television construction freeze. The doctor's courageous stand has already brought him industry prestige and the support of many whose livelihood is dependent on the progress of the TV industry.

THE DOCTOR'S ANTI-FREEZE PRESCRIPTION is simple. It calls for the FCC to give the green light to 346 applications for television stations and to let the color TV development fall into the orderly pattern of industry expansion. It basically is an appeal to the Commission to unshackle video and give many cities throughout the country the TV service enjoyed by other sections of the land.

JUST HOW FAR Dr. DuMont's crusade will go is dependent a great deal on the support he receives from fellow members of TBA. The support calls for more than lip service. It calls for strong resolutions of protest against the delays; laymen letters to congressmen and senators asking their support in the fight and the active co-operation of such allied organizations as NAB and RMA.

United Fruit Announces TV Schedule On NBC Net

Signing of United Fruit Company as the first participating sponsor on the NBC-TV web two-and-a-half-hour variety show which will start on Saturday, February 25, 8:00 to 10:30 p.m., EST, was announced yesterday. Top name talent has been engaged by United for their 10-minute participating period. Among the stars who will be presented on a rotating schedule by "Chiquita Banana" are Sid Caesar, the Ritz Brothers, Ray Bolger, Robert Montgomery, Fred Allen, Charles Laughton, Henry Morgan and Abbott and Costello. BBD&O is the agency.

Don Lee TV Invites New Clients To Video

Hollywood — Sustaining network shows on Don Lee Television are now open to participating sponsorship as a convenience for advertisers limited by the current paucity of spot availabilities, and to encourage the introduction to TV of uninitiated firms eager to try it. This announcement was made by Bob Hoag, sales manager of Don Lee Television.

Effective immediately, Channel Two is opening up its tele-transcribed DuMont programs, "Famous Jury Trials," "The Plainclothes Man"

(Continued on Page 4)

Stations Proving Ground For Web Personnel—Miner

Network television's greatest need—trained creative personnel—can best be filled by the nation's local stations, Tony Miner, CBS manager of program development said yesterday at the second day of the Television Institute at the Hotel New Yorker.

Only at local outlets, Miner said, can production staffers receive thoroughly rounded training. Because station staffs are usually held to a minimum, a director will get the opportunity to handle all types of programming and this versatility will

enhance his value to network operations, he said.

The producer of "Studio One" and "The Goldbergs" said also that experimental programming can best be handled by local stations because they "haven't as much to lose" as the webs.

J. R. Poppele, president of TBA, was toastmaster at the luncheon at which Miner spoke. Other speakers were Charles Holden, of ABC; Bob Cochrane, WMAR-TV, Baltimore; Dick Jackson, WAVE-TV, Louisville,

(Continued on Page 12)

Poppele Stated To Continue As Pres.

With the re-election of president J. R. Poppele at today's annual meeting seen as a virtual certainty, the Television Broadcasters Association apparently has dropped all plans for a full-time paid president. The paid-presidency post was reportedly given serious consideration by the organization

(Continued on Page 12)

Seeks Congressional Aid In TV Freeze Fight

Washington Bureau of RADIO DAILY
Washington—A strong pitch for Congressional aid to break up the freeze on TV was voiced yesterday by Dr. Allen B. DuMont at a breakfast meeting of more than half the New Jersey Congressional delegation. Rep. Charles Wolverton, chairman of the House Interstate Commerce Committee when the House was under GOP control, was extremely sympathetic and promised

(Continued on Page 12)

WJZ-TV Completes Move To Empire State Bldg.

WJZ-TV, first station to join WNBT atop the Empire State Building, begins full power transmission from the tower tomorrow, it was announced yesterday by ABC prexy Robert Kintner.

The station's 5-kw. transmitter has been moved 26 blocks from the

(Continued on Page 4)

One Man Committee

Will Ballin, who has served TBA as its secretary treasurer, since the organization's inception, has been a one-man committee operation in looking after the planning and details for today's clinic. Ballin, a youthful pioneer in the TV field, will probably be re-elected without opposition to carry on the TBA office affairs for another year.

Movies And Radio Hit By TV, Survey Shows

(Continued from Page 3)

was undertaken for the motion picture theater owners of metropolitan Washington and other local trade groups.

Even though there was "general complaint as to character and quality of (TV) programs," Aldredge said his study revealed that in the TV families night time listening to AM or FM radio has fallen off from an average of three hours and 42 minutes to only 24 minutes. In addition, he found, daytime listening—when there is no TV in Washington—has also fallen off. The drop is from an average of three hours and 36 minutes to two hours and 54 minutes.

To the question "do you use radio in preference to television when both are available," 17 per cent responded in the affirmative. Among these 17 per cent many spoke of "the superiority of news programs on radio."

Adult Drop Is Greatest

Attendance at motion pictures dropped off 72 per cent for adults and 46 per cent for children, according to the survey, while reading and attendance at sports events showed a similar falling off.

Aldredge found "there is no question but that television is keeping families together at home. This may have considerable social significance; it certainly has economic significance to those businesses based on the fact that families and their individual members do go out. . . . A number of families volunteered that during the course of a year they saved enough money by the simple expedient of staying at home to more than pay for their television sets."

All members of the families reported spending more time at home when TV is available—wives 39.7 per cent more, husbands 42.8 per cent more and children 41.3 per cent more.

The study revealed that the novelty of TV is slow in wearing off—if it does. Among adults and children of families who have owned their TV sets more than two years, the drop in attendance at movies is even more marked than among those who have more recently acquired video sets.

"Before television they used their radios an average of two hours and 30 minutes during the day and three hours and 30 minutes at night. Now they use their radios one hour and 55 minutes during the day and 15 minutes at night. . . if anything, the habit of witnessing television becomes more ingrained with practiced ownership."

Big Interest In Clinic

Advance registrations for TBA Television Clinic reveal that television broadcasters, agency executives and others engaged in TV, from 18 states and the District of Columbia will be in attendance.

Greetings To TBA Clinic

By CHARLES BARRY

(Vice-President, American Broadcasting Company, and Chairman of the Clinic)

Television programming today is the crux of successful TV station operations. With the power of video transmitters in metropolitan areas limited by government regulation, programming has become the key to success and the touchstone to the entire TV problem.

It was with this factor in mind that planning for the TBA Television Clinic was undertaken. The net result is a well-rounded program of eight vital subjects to be covered by competent speakers during the daylong sessions at the Waldorf-Astoria.

Related to successful programming are the buying and selling of TV time; problems of networks in servicing inter-connected stations via coaxial cable and relay and non-interconnected stations with film transcriptions, and the production of local station shows.

Furthermore, affiliated stations are confronted with the task of budgeting carefully to operate profitably; jurisdictional matters confronting broadcasters are manifold; the availability of good program material from program packagers is increasing and the future of sports in TV is of vital concern to station operators.

In all, the TBA Television Clinic provides an excellent sounding board for the television broadcasting industry, and today's meeting should prove beneficial to all engaged in the field. It is with great pleasure that I extend greetings to those who will join with us to discuss, review and comment upon the problems that must be faced in building an important new broadcasting service for the American public.



BARRY

Don Lee TV Invites New Clients To Video

(Continued from Page 3) and "Front Row Center" to spot participations, affording prospective advertisers the distinct advantage of association with high caliber shows now being broadcast over the full DuMont Network.

Precedental step is believed to be the first time that programs of this type have been made accessible to local advertisers on a cooperative basis, and a moderate premium rate applies.

Mrs. Roosevelt's Program Premieres On TV, Feb. 12

(Continued from Page 3) Senator Brian McMahon and J. Robert Oppenheim, will make personal appearances and will participate in the discussion. The program will originate weekly at a tea in the Colonial Room of the Hotel Park Sheraton with Ben Grauer introducing Mrs. Roosevelt. Elliot Roosevelt is producer.

WCAU-TV Names Lamb

Philadelphia—Appointment of Hal Lamb as commercial representative for WCAU-TV has been announced by Alex Rosenman, vice-president in charge of sales. Lamb is former director of radio and tele for Geare-Marston, Inc., and is currently serving as vice-president of the Television Association of Philadelphia.

Nat'l TV Spot Drive To Plug New Movies

(Continued from Page 3) being handled by the Charles Schlaifer ad agency.

Unique feature of the drive is the use of a specially-prepared one-minute film, produced by Motion Picture Stages, Inc., studio subsidiary of Hafner-Vetter. It was emphasized that the film is not a trailer, but a commercial spot made solely for video.

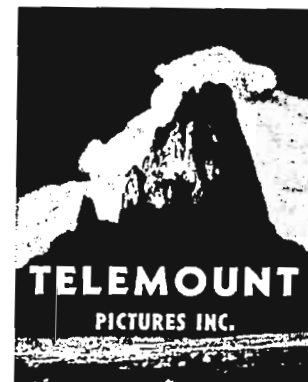
"The Third Man" was directed by Carol Reed and stars Joseph Cotten, Valli and Orson Welles.

WJZ-TV Completes Move To Empire State Bldg

(Continued from Page 3) Hotel Pierre to the Empire State and installed in the 3200 square feet of space the web has leased from the building on the 95th floor.

Since Jan. 26, WJZ-TV has been testing from its new transmitter location with temporary equipment and began tests with its 5-kw. transmitter on Monday. The move was made with no interruption in program service.

A 199-foot master antenna mast is to be constructed atop the Empire State and it is expected that WAB and WPIX will join WJZ-TV and WNBT in sharing the location.



PRODUCERS AND PACKAGERS
of
LIVE AND TV PROGRAMS
COMMERCIAL FILM DIVISION

MAGIC LADY AND BOKO
TV FILM SERIES

13 Completed
Coast to Coast

TELEMOUNT PICTURES, INC.
California Studios

650 N. Bronson Ave.

Los Angeles 4, Calif.

3 great ABC-TV shows for sale

Your TBA chairman, Charles "Bud" Barry (ABC's VP in Charge of Programs), developed the shows on this page. They're all good examples of the kind of entertainment-wise, budget-wise programs that Bud and his Boys are coming up with for ABC's television clients.



Super Circus... a fabulous, thrill-packed full hour under the Big Top. The biggest thing for small fry on television! (First half-hour sponsored by Canada Dry). Every Sunday afternoon at 5:00 pm (EST).



That Wonderful Guy. Here's lively, likable comedy for all the family, featuring a brand-new, sure-fire television star, Jack Lemmon. He's great! With Cynthia Stone, Neil Hamilton. Wednesdays, 9:00 pm (EST).



Paul Whiteman TV Teen Club offers an unbeatable combination: a full hour of sock entertainment... a real public service to youth. Saturdays, 8:00 pm (EST) (Second half-hour to be sponsored by Griffin Mfg. Co.).

ABC's GROWING LIST OF TOP TELEVISION ADVERTISERS

CANADA DRY
KELLOGG
THE GOODYEAR TIRE & RUBBER CO.
GENERAL MILLS
ADMIRAL
LIBBY, McNEILL & LIBBY
PACKARD

B. F. GOODRICH
CHESEBROUGH MFG. CO.
BLATZ
CHEVROLET
P. LORILLARD
GRIFFIN MFG. CO.
ESQUIRE BOOT POLISH
AMERICAN BAKERIES CO.

ABC - TELEVISION

American Broadcasting Company

Musical Director Cited By AFM On Coast

West Coast Bureau of RADIO DAILY
Hollywood—Edward Paul, musical director at Jerry Fairbanks Productions for more than 12 years and a member of the American Federation of Musicians since 1915, last week became the film capital's first casualty in the "cold war" between James C. Petrillo and Hollywood television film producers.

The veteran conductor was notified in a letter from Leo Cluesmann, national secretary of the AFM executive board, that his membership has been suspended six months and that he will be required to pay a fine of \$1,000 for "alleged violation of the regulations of the AFM regarding services for television."

Can't Play for TV-Films

Although Petrillo permits members of his union to play for "live" and "kinescoped" video shows, he has banned the recording of any type of music for filmed television programs. "Major" studio contracts with the AFM for the past five years have included clauses preventing the showing of pictures made for theatrical release on video.

Paul, former musical director at the New York Paramount and Roxy Theaters and musical director of the Sealtest radio show for seven years, has headed the Fairbanks music department since 1937.

TBA Progress Report

By J. R. POPPELE

(President, Television Broadcasters Association, Inc.)

On the eve of the TBA Television Clinic, it is well to pause and reflect upon the tremendous progress television has made since the first conclave of the Television Broadcasters Association in December, 1944.

At that time the nation was still gravely involved in the worst war in its history, but there were indications victory was in sight. Over 1,000 persons attended the first meeting and were told that some day soon television would achieve greatness. There was optimism and enthusiasm for the new industry—despite the fact that only nine stations were licensed to operate and less than 10,000 receivers were in the hands of the public



POPPELE

Today even predictions of the most over-zealous prophets are being exceeded. Within the past year alone nearly 3,000,000 receivers were manufactured—production reaching 100,000 a week in the latter months. Today 98 television stations in 59 cities are bringing happiness, entertainment, information and education to an audience that numbers well over 12,000,000 persons. Today television stations are connected via networks from the eastern seaboard to the Mississippi. Today—less than five years after the

end of the war—television has become one of the most important industries in the United States.

Those who gather at the Waldorf-Astoria today to participate in the interesting sessions planned at the TBA Television Clinic are still pioneering this new field, since the problems facing the industry are plentiful and difficulty to resolve. I take this means of extending the welcome of the Television Broadcasters Association to the hundreds of guests who will be with us for this important occasion.

WENR Business Up; Many New Accounts

Chicago—WENR-TV, ABC owned and operated Chicago video outlet, has just completed the most successful month in the station's history, according to John M. Norton, Jr., vice-president in charge of the ABC central division.

Billings for the full month totaled over \$150,000, with many national accounts being added to an already imposing array of local sponsors.

Year Looks Encouraging

Viewing the new business, Roy McLaughlin, manager of WENR-TV said, "The rest of 1950 looks very encouraging as more and more leading advertisers are looking toward television as a vital sales media. The high standard of programs over WENR-TV has been matched by an equally high standard of sponsorship during the month of January."

New business for the past month includes the French Sardine Company's sponsorship of a quarter-hour Sunday afternoon film; Hundir Dairy Company's sponsorship of another Sunday film; Slavin Motor Sales sponsorship of a Monday night film; and Felt and Tarrant bankrolling a five-minute Sunday show entitled, "A Job Looking For You." The documentary series, "Crusade in Europe," was sold to Happiness Tours, Inc.

"THE LIFE OF RILEY"

Is Proud To Have Been Selected

"Best Film Made For TV"

an

Irving Brecher Production

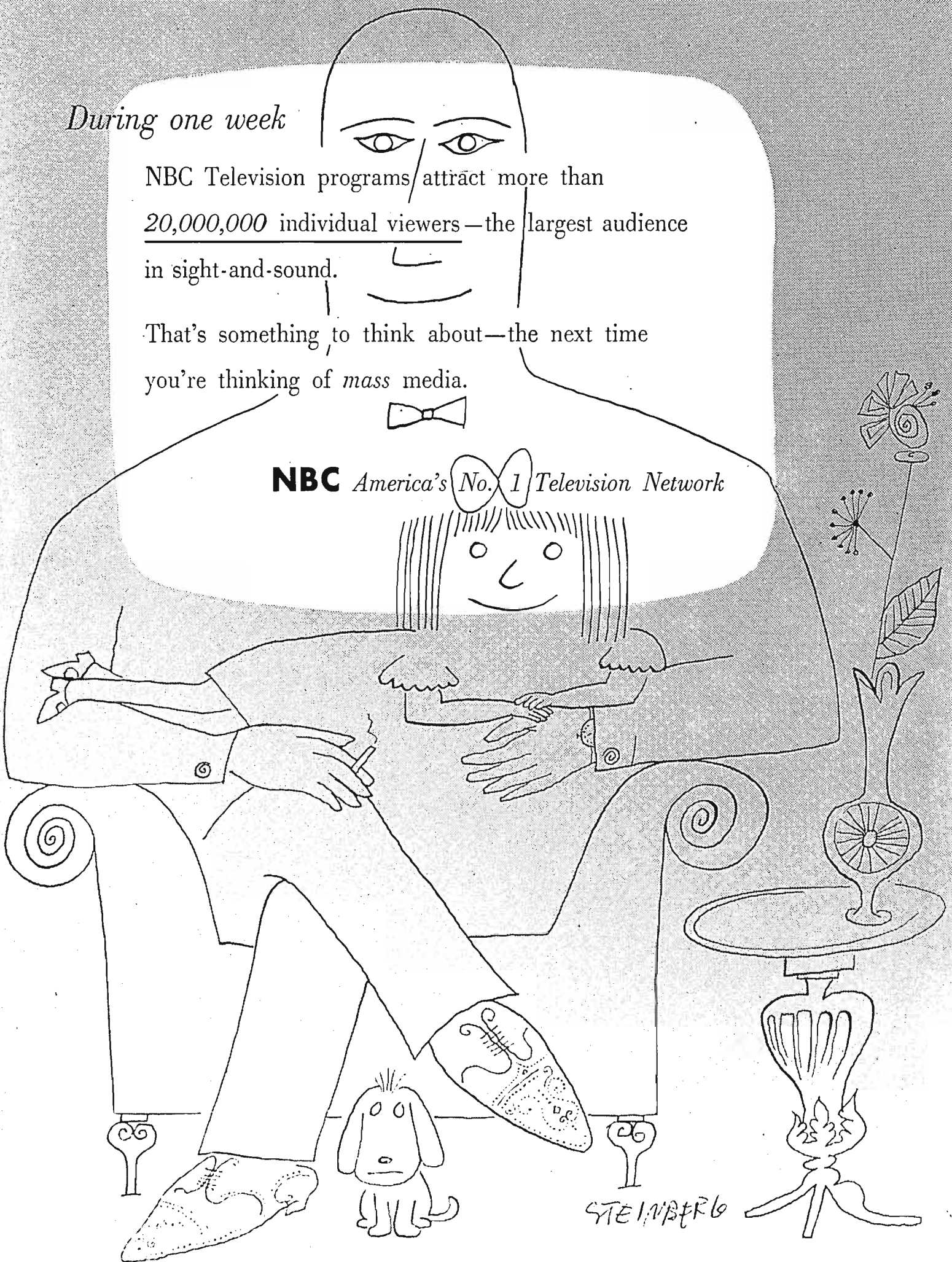


During one week

NBC Television programs attract more than
20,000,000 individual viewers—the largest audience
in sight-and-sound.

That's something to think about—the next time
you're thinking of *mass media*.

NBC America's No. 1 Television Network



ADVANCE RESERVATIONS OF TBA CLINIC

Advance list of registrants for the TBA Television Clinic, representing 18 states of the Union, follow:

-A-

Trevor Adams, DuMont TV Network, N. Y. C.; Mary Ahearn, ABC, Albany; Francis E. Almstead, N. Y. State Tech. Inst., Albany; Doris M. Almstead, N. Y. State Tech. Inst., Albany; Julian Armstrong, DuMont TV Network, N. Y. C.; Leslie G. Arries, DuMont TV Network, N. Y. C.; John B. Atherton, Atherton & Currier, N. Y. C.; David Anderson, Standard Oil Co. of N. J., N. Y. C.

-B-

Anne Bachner, N. W. Ayer & Son, N. Y. C.; Lynn Barnard, Barnard & Thompson, Bloomington, Ind.; Charles C. Barry, ABC, N. Y. C.; Robert L. Benedick, CBS, N. Y. C.; Herbert Bloomberg, DuMont Labs., Clifton, N. J.; Hendrik Booream, Jr., McCann-Erickson, N. Y. C.; R. A. Borel, WBNS-TV, Columbus, Ohio; Hugh N. Boyd, Home News Publishing Co., New Brunswick; E. S. Bragdon, RCA, New York; Jeanne Bridson, Jack A. Partington TV Prod., N. Y. C.; Ed Bronson, WBNS-TV, Columbus, Ohio; Thad H. Brown, Roberts & McInnes, Washington; Jules Bundgus, Kastor, Farrel, Chesley & Clifford, N. Y. C.; Kenneth G. Bartlett, Syracuse University, Syracuse; George Brett, Katz Agency, N. Y. C.; John W. Brooke, Free & Peters, Inc., N. Y. C.

-C-

James Caddigan, DuMont TV Network, N. Y. C.; Daniel W. Casey, Central N. Y. B'casting Corp., Syracuse; Slocum Chapin, ABC, N. Y. C.; A. D. Cloud, Fitzgerald Adv. Agency, New Orleans; Lee Cooley, McCann-Erickson, N. Y. C.; Mrs. Elizabeth Correll, The Traveling Gourmet, N. Y. C.; Burke Crotty, ABC, N. Y. C.; Edward Codel, Katz Agency, N. Y. C.

-D-

Dr. Allen B. DuMont, DuMont Television, Clifton, N. J.; Alex W. Dannenbaum, Jr., Philco TV B'casting Co., Phila. Pa.; R. W. Davis, WELI, New Haven, Conn.; Ralph Dennis, ABC, N. Y. C.; James Dolan, NBC, N. Y. C.; S. Donahue, WPIX, N. Y. C.; Arthur Donegan, ABC, N. Y. C.; Jarry Danzig, CBS, N. Y. C.; Clarence Doty, ABC, N. Y. C.; Arthur Duram, CBS, N. Y. C.

-E-

Rae B. Elbroch, Emil Mogul Co., N. Y. C.; R. N. Ekstrum, WCTN-TV, Minneapolis; Bob Emery, DuMont TV Network, N. Y. C.; Katherine Emery, DuMont TV Network, N. Y. C.; Paul Eshleman, DuMont Labs., E. Paterson, N. J.

-F-

Alexander Fisher, Com'l. Radio Sound Corp., N. Y. C.; Rudy Frank, WELI, New Haven, Conn.; O. Freeman, WPIX, N. Y. C.; James N. Furness, School of Radio Technique, N. Y. C.; Dean Fitzer, WDAF-TV, Kansas City, Mo.; C. D. Ford, E. I. DuPont, Wilmington; Robert W. Ferguson, WTRF and WTRF-FM, Bel-

laire, Ohio; George Frey, NBC, N. Y. C.

-G-

Thomas Gallery, DuMont TV Network, N. Y. C.; Harry Geyelin, DuMont TV Network, N. Y. C.; Nevin H. Gehman, Amos Parrish & Co., N. Y. C.; Bernard Goodwin, Paramount TV Productions, N. Y. C.; Murray Grabhorn, ABC, N. Y. C.; George H. Gordon, Eastman-Kodak Co., N. Y. C.; Miss Jan Gilbert, Harold Cabot & Co., Boston; John F. Gilbert, School of Radio Technique, N. Y. C.; R. H. Gordon, Jr., World Video, Inc., N. Y. C.

-H-

Thos. H. Hutchinson, School of Radio Technique, N. Y. C.; D. E. Hyndman, Eastman-Kodak, N. Y. C.; Thomas Howard, WPIX, N. Y. C.; Carl Haverlin, Broadcast Music, Inc., N. Y. C.; Roy Harlow, Broadcast Music, Inc., N. Y. C.; Gordon A. Hellman, CBS, N. Y. C.; Kingsley Horton, CBS, N. Y. C.; D. B. Hanson, NBC, N. Y. C.; Frank Harting, Kuder Agency, Inc., N. Y. C.; Richard Hodgson, Paramount TV Productions, N. Y. C.; Sheldon Hickox, NBC, N. Y. C.; A. R. Hopkins, RCA Victor Division, Camden, N. J.; Joseph Herold, WOW-TV, Omaha.

E. K. Jett, WMAR-TV, Baltimore; Peter B. James, Weed & Co., N. Y. C.; Arthur H. Jones, Gray Research Dev. Co., Hartford, Conn.

-K-

James Kane, CBS, N. Y. C.; Arthur A. Kron, Gotham Advertising Co., N. Y. C.; Noran Kersta, Wm. H. Weintraub Agency, N. Y. C.; Ira Kamen, Com'l. Radio Sound Corp., N. Y. C.; Fred H. Kenkel, C. E. Hooper, Inc., N. Y. C.; Henry Katzman, Broadcast Music, Inc., N. Y. C.; Eugene Katz, Katz Company, N. Y. C.; Don L. Kearney, Katz Company, N. Y. C.

-L-

Tom Lane, McCann-Erickson, N. Y. C.; U. A. Latham, WKRC-TV, Columbus, Ohio; C. J. Lanphier, WFOX, Milwaukee; Norman J. Livingston, General Teleradio Corp., N. Y. C.; G. B. Larson, WPIX, N. Y. C.; Klaus Landsberg, Paramount TV Productions; Hollywood; Ernest B. Loveman, Philco TV Broadcasting, Phila. Pa.; Lawrence W. Lowman, CBS, N. Y. C.; C. M. Lewis, RCA, N. Y. C.; Don W. Lyon, Syracuse University, Syracuse.

-Mc-

Don McClure, N. W. Ayer & Son, N. Y. C.; James D. McLean, Philco Corp., Philadelphia, Pa.; Edward J. McGrossin, DuMont TV Network, N. Y. C.; William McAndrew, NBC, Washington.

-M-

William Morris, Wm. Morris Agency, N. Y. C.; James N. Manilla, Cunningham & Walsh, N. Y. C.; Dorothy Murphy, WKRC-TV, Cincinnati; T. E. Mitchell, WPIX, N. Y. C.; Paul Mowrey, ABC, N. Y. C.; Harold Morgan, ABC, N. Y. C.; Earl Mullin, ABC, N. Y. C.; Robert C. Mayo, WOR, N. Y. C.; Mary Mahoney, Paramount TV Productions, N.

Y. C.; Oscar Morgan, Paramount TV Productions, N. Y. C.; Harold H. Meyer, WPOR, Portland, Maine; Myron Mahler, Emil Mogul Co., N. Y. C.; Ernest A. Marx, DuMont TV Network, Clifton, N. J.; Joseph Merkle, DuMont TV Network, N. Y. C.; M. A. Mills, New York Telephone Co., N. Y. C.

-N-

August Nelson, A.A.A.A., N. Y. C.; Arnold Nocks, DuMont TV, N. Y. C.; Karl Norton, Abbott, Kimball Co., N. Y. C.

-O-

Robert J. O'Connor, WOR, N. Y. C.

-P-

J. R. Poppele, WOR, N. Y. C.; Jack A. Partington, Jack A. Partington Television Productions, N. Y. C.; Lewis E. Pett, DuMont Labs., Clifton, N. J.; Jack Peters, Kastor, Farrel, Chesley & Clifford, Inc., N. Y. C.; Paul B. Phillips, Aitkin-Kynett Advertising, Philadelphia; John Porterfield, Paul H. Raymer Co., N. Y. C.

-R-

W. H. Rivers, Eastman-Kodak, N. Y. C.; Richard B. Rawls, ABC, N. Y. C.; E. H. Rietzke, Capitol Radio Eng. Inst., Washington; M. J. Rifkin, Ziv TV Programs, N. Y. C.; Lewis C. Radford, DuMont Labs., Clifton, N. J.; Robert H. Reid, Int'l. News Service, N. Y. C.; Stephen R. Rintoul, WXXW, Albany; Wallace A. Ross, Ross Reports, N. Y. C.; John F. Rayel, DuMont TV Network, N. Y. C.; Paul Raibourn, Paramount TV Productions, N. Y. C.; Chris Rashbaum, Paramount TV Productions, N. Y. C.; Ralph Rockafellow, Paramount TV Productions, N. Y. C.; Wilson Royer, Eastman Kodak Co., Rochester, N. Y.; F. M. Russell, NBC Television, Washington; Leonard Reeg, ABC, N. Y. C.; Herb Rikles, Television Guide, N. Y. C.; Lee Ruwitch, WTVJ, Miami, Fla.; Gene Reichert, G. M. Basford Co., N. Y. C.; William A. Roberts, Roberts & McInnes, Washington; Jason Rabinovitz, WBKB, Chicago.

-S-

Theodore Streibert, WOR, N. Y. C.; Al Scapone, McCann-Erickson, N. Y. C.; Walter Stichel, DuMont Television, Clifton, N. J.; Donald A. Stewart, WDTV, Pittsburgh; George Shupert, Paramount TV Productions, N. Y. C.; Ernie Sanders, Central Broadcasting Co., Davenport, Iowa; Robert Shelby, NBC, N. Y. C.; Carleton Smith, NBC, N. Y. C.; Alex. Stronach, ABC, N. Y. C.; Earl Salmon, ABC, N. Y. C.; Richard Swift, CBS, N. Y. C.

-T-

Hulbert Taft, Jr., WKRC-TV, Cincinnati; Miss Miriam Traeger, Abbott Kimball Co., N. Y. C.; James B. Tharpe, Du Mont Labs, Clifton, N. J.; Rolland V. Tooke, Philco TV Broadcasting Corp., Phila., Pa.; Herminio Traviesas, CBS, N. Y. C.; Ed. Thompson, Barnard & Thompson, Bloomington, Ind.; M. A. Trainer, RCA, N. Y. C.; James L. Tabor, Richard A. Foley Advertising Agency, Philadelphia.

-U-

Charles Underhill, CBS, New York

-V-

Thomas Velotta, ABC, New York; Charles Vanda, WCAU-TV, Philadelphia; C. E. Van Dusen, New York Telephone Co., N. Y. C.

-W-

Hugh Wagon, The Easton Express, Easton, Pa.; Sylvester L. Weaver, NBC, N. Y. C.; Frederic Wile, NBC, N. Y. C.; Mark Woods, ABC, N. Y. C.; Chris J. Witting, DuMont TV Network, N. Y. C.; Joe Wiegans, Television Guide, N. Y. C.; H. Edward White, Eastman Kodak, N. Y. C.; Arthur L. Whiteside, School of Radio Technique, N. Y. C.; Annie Laurie Williams, Annie Laurie Williams, Inc., N. Y. C.; Lyle Warrick, WTTV, Bloomington, Ind.; Henry S. White, World Video, Inc., N. Y. C.

-X Y Z-

Emerson Yorke, Emerson Yorke Studio, N. Y. C.; Frank Young, WPIX, N. Y. C.

Motorola V-P Predicts Continuing TV Boom

"With nearly four million television sets in use and demand for the more popular models still outstripping supply, no slackening of America's amazing postwar video boom is in sight as we start a year which promises to break all records," Walter H. Stellner, Motorola vice president, has revealed.

"A tremendous market remains to be tapped despite manufacturers' efforts to keep pace with growing demands," Stellner said. Nearly 65 per cent of America's families live within range of television broadcasts today and the number is rising rapidly as new stations are opened. Only 10 per cent of the families in TV service areas have receivers, a recent survey showed, leaving a vast number of homes where the miracle of television is yet to be enjoyed.

"I believe the television industry will enjoy an expanding market for several years to come, with competition increasing and prices gradually lowering."

Ilka Chase Sponsored

"Glamour-Go-Round," new quarter-hour interview series starring Ilka Chase, bows on CBS Feb. 10, 9:30 p.m., under sponsorship of Harriet Hubbard Ayer, Inc., through Federal Agency. Featured on the show will be emcee Durward Kirby and pianist Bill Nalle.

New Treacher Series

Screen actor Arthur Treacher has been signed by Wilbur Stark-Jerr Layton, Inc., to star with Pat Harrington in a situation comedy series "Hi-Neighbor Grill." Kirby Hawke will script and Jack Hurdle will direct.

ADVERTISERS: Now, you can buy Hollywood-produced, audience-tested, high-Hooperated TV shows on a spot basis at prices you can afford!



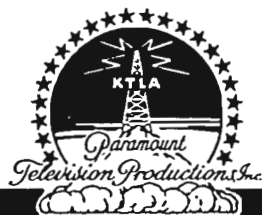
One of *Paramount's* TRANSCRIBED SHOWS: 15 minutes, five-times-weekly, open-ended for commercials. Film-recorded as broadcast over KTLA, Los Angeles, since January 1949. Syndicated throughout U.S....with some good markets still open.

RATINGS: Oct.-Nov. Hooper for Los Angeles—27.4 average weekly Telerating, with 60.2% average share-of-TV-audience. Rated far above all other shows as TV Program liked most by Los Angeles children in Woodbury College's November 1949 TV Survey. Voted "Top Children's Show"—both Hollywood and Coast-to-Coast—in 1949 Tele-Views Program Popularity Poll.

FORMAT: The whimsical adventures of a high-spirited youngster called Beany, usually aboard the "Leakin' Lena." The cast (all unusual plastic hand puppets) includes those pictured above: Hopalong Wong, a cheerful Chinese cook; Beany; Uncle-Captain Horatio

Huffanpuff; Honey, a friendly bear cub; Cecil, a versatile but frequently seasick sea serpent and Mr. Nobody, a chatterbox invisible to everyone. Also, Dishonest John, sly trouble-maker, and Clownie, a circus stray.

Paramount transcribed programs offer a wide range of tested top-rated popular entertainment: An unusual mystery thriller, charade quiz for movie stars, several big name bands, wrestling, children's variety and others... at a fraction of initial production costs. Programs are available to advertisers in one or all TV markets on a spot basis. Also available to TV stations with privilege of resale to local advertisers.



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A SERVICE OF THE PARAMOUNT TELEVISION NETWORK

TELE TOPICS

BEBE DANIELS, who with her husband, Ben Lyon, have been BBC-TV favorites in London for a long time, is an interested observer at the television conferences being held in New York this week. . . . Bebe subscribes to the thinking that realism and naturalness is needed in TV programming and points to its acceptance in England and on the Continent. . . . Pilot Radio Corporation joined the ranks of 16-inch table model set producers this week, by announcing a new model listed to sell for \$319.50. . . . John Cameron Swayze reverses his usual role of panel member to become guest emcee on "Who Said That?" next Monday on NBC. He will replace vacationing Bob Trout. . . . Jimmy Powers, N. Y. News sports editor, who is seen frequently doing fight commentaries on New York TV stations, has been asked if he slept in the roped arenas.

EMILIO AZCARRAGA, Mr. Television in Mexico, is due in New York this month to complete plans for his TV station installation in Mexico City. . . . International Movie Producers' Service has produced for Columbia Records a 50-second spot commercial describing the value of LP records. . . . Doubleday, the book publishers, are reported satisfied with their TV test programming and may expand their station coverage. . . . Sale of five full hours weekly to the Detroit distributors of the Admiral line was reported by James G. Riddell, station manager of WXYZ-TV. . . . Use of television to promote the sale and service of fluorescent lighting has been introduced on WDSU-TV, New Orleans. . . . WLW-D, the Crosley TV station in Dayton, Ohio, is promoting its own wrestling show with the audience admitted free. . . . Jerry Fairbanks plans to carry the suspension of Edward Paul, musical director, to the AFM executive board this week. . . . Ten TV representatives of the Canadian Broadcasting Corporation are in New York this week for a look-see.

NBC REPORTED purchasing a Chicago theater to originate WNBQ's hour-long portion of the web's Saturday nite extravaganza. . . . CBS auditioning 30-minute series this week based on Thorne Smith's popular "Topper" stories. Set for Mr. and Mrs. Topper leads are Jack Sheehan and Carol Goodner. Tony Miner will produce the series which is a John Love-ton package. Date for premiere has not yet been set. . . . National Biscuit Co. will sponsor the Westminster Kennel Club dog show from Madison Square Garden on WOR-TV next week. Mrs. Sherman R. Hoyt and Mel Allen will describe the judging, with Edward Everett Horton interviewing owners and handlers. . . . "Famous Women Of History," new quarter-hour series, has been packaged by World Video starring screen actress Ilona Massey.

HAPPINESS TOURS, INC., of Chicago, has signed with ABC's WENR-TV in that city to sponsor "Crusade In Europe," to sell out the second run of the 26-week film series on the web's five owned and operated stations. Total of 31 stations are airing the film, of which 17 have landed sponsors.

Today's TBA Agenda

A.M.

9:30—Registration for Clinic and Luncheon (Until 1 p.m.) **Starlight Ballroom Corridor.**

10:00—Annual Meeting of the Members of Television Broadcasters Association, Inc. (Open only to official representatives of TBA members.) **Palm Room.**

11:00—**TBA TELEVISION CLINIC.** Charles C. Barry, vice president, American Broadcasting Company, presiding. **Starlight Ballroom.**

I. PROGRAMMING:

A. Program Production Problems—Agency Style: Mr. Roland Gillette, Young & Rubicam.

B. Local Station Production Problems: Mr. Klaus Landsberg, KTLA, Los Angeles, Calif.

II. BUYING AND SELLING:

A. Local Station Viewpoint: Mr. Kenneth Stowman, WFIL-TV, Philadelphia, Pa.

B. Agency Viewpoint—Miss Linnea Nelson, J. Walter Thompson Company.

III. INTERCONNECTED VS. NON-INTERCONNECTED STATIONS:

A. Mr. Paul Adanti, WHEN-TV, Syracuse, N. Y.

B. Mr. Jack Boyle, WAVE-TV, Louisville, Ky.

IV. QUESTION AND ANSWER PERIOD.

(Adjournment at 12:30 p.m. for luncheon)

P.M.

1:00—**ANNUAL TBA LUNCHEON:** J. R. Poppele, Toastmaster. **Starlight Ballroom.**

Guest Speaker: Milton Berle. Entertainment: "Stop the Music" quiz especially arranged for TBA Luncheon, Starring Bert Parks. Prizes.

2:30—Reorganization Meeting, Board of Directors, Television Broadcasters Association, Inc. **Palm Room.**

2:45—**TBA TELEVISION CLINIC.** (Afternoon Session) Charles C. Barry, presiding. **Starlight Ballroom.**

I. **PROFITABLE AFFILIATED STATIONS:** Ed-Lamb, WICU, Erie, Pa.

II. LOCAL TELEVISION PACKAGES:

A. Russ Johnston, Jerry Fairbanks Productions.

B. Maurice Rifkin, Frederic Ziv, Inc.

C. Ralph Cohn, Screen Gems, Inc.

— 10 Minute Intermission —

III. **ROUNDTABLE DISCUSSION:** Mr. Paul Mowrey, ABC, moderator.

National Broadcasting Company
American Broadcasting Company
Du Mont Television Network
Columbia Broadcasting System

IV. **THE JURISDICTIONAL PROBLEMS IN TELEVISION:** Ernest de la Ossa, National Broadcasting Company.

V. **THE FUTURE OF SPORTS IN TELEVISION:** Ned Irish, Madison Square Garden Corporation.

5:30—Adjournment.

DID YOU KNOW THAT!

TELEVISION operates on a standard of 525-lines in the United States. Britain has a standard of 405-lines.

Image orthicon cameras used in television are sensitive to infra-red rays and can virtually "see" in the dark.

First principles of scanning an image in television were developed by a German scientist, Paul Nipkow in 1879.

Ex-President Herbert Hoover was the first Chief Executive to be televised. He participated in an experimental telecast in 1929.

New York and Los Angeles are the only two cities in the United States to be assigned seven channels for television stations. Other cities have six or less.

First television announcer on WABD, Channel 5, was a woman, Mrs. Dorothy Wootton.

The average medium-priced television receiver has over 2,000 wired parts in excess of 20 tubes.

Industry sources estimate TV sets are being installed in the metropolitan area at the rate of several thousand daily.

The theory that television images are limited to line of sight distances has been dispelled in actual practice. Viewers 100 miles or more from transmitters have reported continuously reliable reception.

New York City Police Department was one of the first law enforcement groups to utilize television. It transmitted missing persons bulletins and pictures weekly via WABD in 1943.

Television was completely blacked out in Great Britain during World War II. It was found that televised signals served as guiding beams for enemy fliers.

Airborne television missiles, which could be directed to their target by electronic control, were developed during the latter days of World War II.

The first television network existed in 1941 between New York, Philadelphia, Pa. and Schenectady, N. Y.

Rate Cards Ready

All persons attending the TBA Television Clinic will receive copies of the Sample TV Rate Card, recently approved by the Board of Directors of the Association. The rate card form is the first of its kind to be issued, embodying the best features of existing cards now in use from coast to coast.

FOR THE
PROCTER & GAMBLE
"Fireside Theatre"

Frank Wisbar

PRODUCER-DIRECTOR

Sid Smith

ASSOCIATE PRODUCER

PRODUCERS OF "TIME BOMB"

PRODUCTIONS STARTED JANUARY 30, 1950

HIRED GIRL

OPERATION MONA LISA

THE BUNKER

THE CANTERVILLE GHOST

A MAN WITHOUT A COUNTRY

BOYS WILL BE MEN

THE FRIENDS

NO STRINGS ATTACHED

TANGLED WEB

THE LEATHER HEART

BING CROSBY ENTERPRISES, INC.

HOLLYWOOD, CALIFORNIA

Local TV Stations Provide Personnel

(Continued from Page 3)
and Don Stewart, WDTV, Pittsburgh.

Speakers at the day's panel sessions included Ely A. Landau, Moss agency; Ewing R. Philbin, Philbin, Brandon & Sargent; T. J. McWilliams, Smith-Taylor-Jenkins; John Brooke, Free & Peters; Arthur Schofield, DuMont; Dr. T. T. Goldsmith, DuMont; Mordí Gassner, consultant; Bert Gold, WKTU, Utica.

Seeks Congressional Aid In Video Freeze Fight

(Continued from Page 3)
to see what can be done about a Congressional committee inquiry into the freeze.

Such an inquiry has already been promised by Rep. George Sadowski, D., Mich., who is acting chairman of the Communications Subcommittee of the Interstate Commerce Committee. Sadowski has announced hearings beginning February 20, with the TV situation to be gone into in detail along with legislative proposals for amendments in the Communications Act.

Dr. DuMont pleaded for aid from the Congressional group on the basis of employment for New Jersey residents. He said over 40,000 workers are employed directly or indirectly in TV set production in New Jersey, but that the transmitter departments of the New Jersey companies are at a standstill. Were the FCC issuing permits for new TV stations, he said, there would be employment for another 20,000 workers in transmitter departments of the manufacturers.

Sees Set-Making Affected

He forecast, too, that employment in receiver manufacture will slacken if more stations are not permitted to go on the air. He said a good 18 months will pass between the time of the end of the freeze and the time new stations can get on the air—which means that it will be at least 18 months before TV can become available in some 89 cities and centers of population where there are 100,000 or more people within a listening area.

Available by Day, Week or Month

MODERN SOUND STUDIOS

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Viceroy Cigarettes, Barbasol

Don Lee Station Observes 18th TV Anniversary

By WILLET H. BROWN
(President of Don Lee Broadcasting System)

OVER 18 years ago (Dec. 23, 1931) the Don Lee organization demonstrated its interest and belief in television by establishing and continuously operating on an announced program schedule that has earned the distinction of being the nation's first television broadcasting station, as such stations are known today. We deeply appreciate the opportunity to reaffirm that steadfast belief in the so-called "new" medium, while also reasserting our equally strong faith in the future of standard radio broadcasting which contributed so much in the development and support of its newer sister industry.



BROWN

But lest we be misunderstood, television is not "old hat" to Don Lee Television-Channel Two. Television is not merely a matter of looking at the record; to us television remains a challenging future. We look ahead to new advances, to constant improvement, to renewed effort and unstinting increased investment, all toward the day we fervently hope is no longer the distant future when our pioneer work and pioneer believing shall be rewarded in the realization of television's fullest potential and attendant benefits to all. We enjoy the satisfactions of an already successful operation, according to today's standards and yardstick, but now we are gauging and getting geared for the tomorrows.

Says "Pioneering" Continues

Neither, however, is the day of the pioneer past. Don Lee continues to set a pace by projecting its combined effort into the future of television. The time is past when, as until 1939, we were obliged to manufacture all of our equipment, including receivers, to carry on. Difficult, too, was the weathering of a serious depression. However, we managed to continue leading the way, albeit scarcely more than a "baby" ourselves in a then truly "baby industry." Now, during television's similarly trying introduction to commercial operation, Don Lee seeks further progress. What we enjoy today in TV is not the ultimate; there's more to come. Don Lee humbly hopes to be among those in the honored vanguard.

The list of Don Lee's technical and program contributions and "firsts" is historically significant and impressive—and has continued since the inauguration of other stations.

But, typically, Don Lee is not resting on past achievements nor previous laurels. We are oblivious to the past, except for the knowledge and experience gained, and we look forward only. To this end were created the country's first combined television and radio studios, our Hollywood home, built expressly for simultaneous operations in both mediums. For the same reasons Don Lee also brought to television the first out-and-out motion picture executives, vice president in charge Charles L. Glett, and as executive producer (introducing this title to TV) Cecil Barker to inject needed motion picture thinking into television. Similarly, Don Lee is alone in having its own—and so titled—Director of Television Research in charge of color, Harry R. Lubcke. Recently Don Lee also participated in the development of the new "Electra-Zoom" lens for TV cameras now in exclusive use at Don Lee. And so it goes, Don Lee continues seeking the proverbial "better mousetrap," content only with the most and best possible since the days when we built the first structure ever erected specifically for television atop Mt. Lee.

Hopes to Use Mt. Wilson

Soon, with the approval of the Federal Communications Commission, we hope to be broadcasting from Mt. Wilson. Our transmitter and staff housing buildings are already completed there. Then, after installing the latest and finest equipment available, we believe we will have the best television station, as well as the first, continuing as always second to none and buttressed with our 18 years of operating know-how that has helped set the pattern for all. For this reason we like to feel that our mistakes are now behind us.

Like seasoned miners, we are not being stampeded in the tenderfoot gold rush of just today. The same time and thought that has always characterized the Don Lee operation is being slowly but thoroughly woven in programming and production toward the integrated whole of our long-range planning.

Don Lee has been engaged in TV research and operation for a longer period than any other network. Don Lee is proud that it developed and demonstrated successfully the first all-electronic television system known west of the Mississippi, and possibly in the U. S., and is honored for having assisted in the formation of present-day approved standards. This projection goes on in the now developing TV film recording system Don Lee will use.

In conclusion, we eagerly await the day when the dream of our visionary and public-spirited founder, Don Lee, reach fulfillment. We are proud of the slogan, "Don Lee is synonymous with TV."

Paid TBA Prexy Plan Reported Tabled

(Continued from Page 3)
several months ago. It was said at that time that the job would be offered to FCC Chairman Wayne Coy, with salary rumored between \$35,000 and \$50,000 a year.

Poppele, who is vice-president and chief engineer of WOR-TV, probably will be re-elected today to his sixth consecutive term. Will Baltin is seen as a sure thing for re-election as secretary-treasurer, and Paul Raibourn probably will be re-named as assistant secretary-treasurer. The office of vice-president, vacant since the resignation last August of G. Emerson Markham, now TV director of NAB, also will be filled.

Six directors of TBA are to be elected at the annual membership meeting this morning. Expiring today are the three-year terms of Raibourn, Frank M. Russell, of NBC, and Ernest B. Loveman, Philco; also the two-year term left vacant by Markham's resignation and two one-year terms.

The newly-organized board will meet this afternoon following the annual luncheon to elect officers.

About 300 Attending

About 300 industry representatives from all parts of the country are expected to attend today's one-day clinic, which is under the chairmanship of Charles C. Barry, ABC vice-president. Panel speakers include Roland Gillette, of Young & Rubicam; Klaus Landsberg, KTLA; Kenneth Stowman, WFIL-TV; Lina Nelson, J. Walter Thompson; Paul Adanti, WHEN-TV; Jack Boyle, WAVE-TV; Edward Lamb, WICU; Russ Johnston, Jerry Fairbanks, Inc.; Maurice Rifkin, Frederic Ziv, Inc.; Ralph Cohn, Screen Gems; Paul Mowrey, ABC; Ernest de la Ossa, NBC; Ned Irish, Madison Square Garden.

Milton Berle will speak at the luncheon, which will feature a presentation of "Stop The Music."

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When is a dot not a dot?

Look carefully at the pictures on this page, to see how television creates an image

No. 2 in a series outlining high points in television history

Photos from the historical collection of RCA

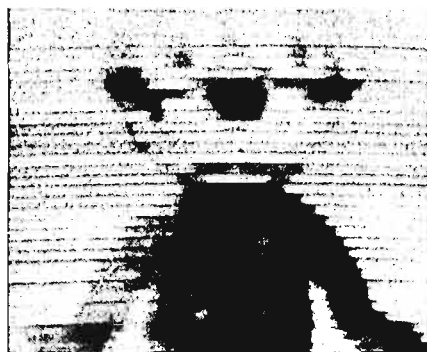
● As parlor magicians say: "The hand is quicker than the eye!" But modernize the statement so that it becomes: *Television magic is quicker than the eye*—and that's why you see a photographic image in motion . . . where actually there is only a series of moving dots!

To explain this to laymen, ask them to examine a newspaper picture through a magnifying glass.

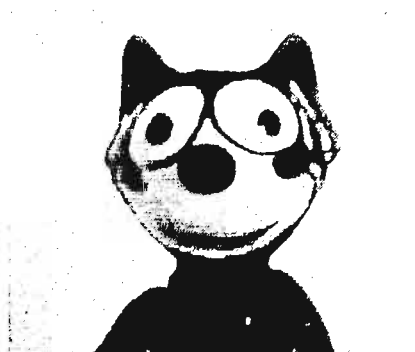
Surprisingly, few people know that newspaper pictures are masses of tiny dots "mixed" by the eye to make an image. Even fewer know that the same principle creates a television picture . . . and, when picture after picture comes in rapid succession, the eye sees motion.

Devising a successful way to "scan" an image—to break it into dots which could be transmitted as electrical impulses—was one of television's first basic problems. Most of the methods dreamed up were *mechanical*, since electronics was then a baby science. You may remember some of the crude results transmitted mechanically.

Television as we now know it, brilliant images on home receivers, begins with the invention of the *iconoscope* tube by Dr. V. K. Zworykin of RCA Laboratories. First all-electronic "eye" of the television camera, this amazing tube scans an image—"sees" it even in very dim light—translates it into thousands of electrical impulses which are telecast, received,



Felix the Cat was the "stand-in" when this 60-line image was made *mechanically* in tests at NBC's first experimental television station.



Improved definition is obvious to anyone in this *all-electronic* 120-line image of Felix—transmitted in the early days of NBC television.



By **increasing** the number of scanning lines to 441 lines in each picture frame, RCA scientists gave us a sharper, clearer television image.



And here you see the deep blacks, clear whites, and subtle halftones as transmitted by NBC with our present 525-line scanning system.

and re-created as sharp, clear pictures in black-and-white—on the phosphorescent screens of today's home television receivers.

And, just as the first flickering "30-line" pictures—produced mechanically—eventually became our present sharp 525-line images, so the iconoscope itself was improved until it became today's super-sensitive RCA image orthicon television camera. All-electronic, the image orthicon peers deep into shadows, needs only the light of a candle to see and transmit dramatic action.

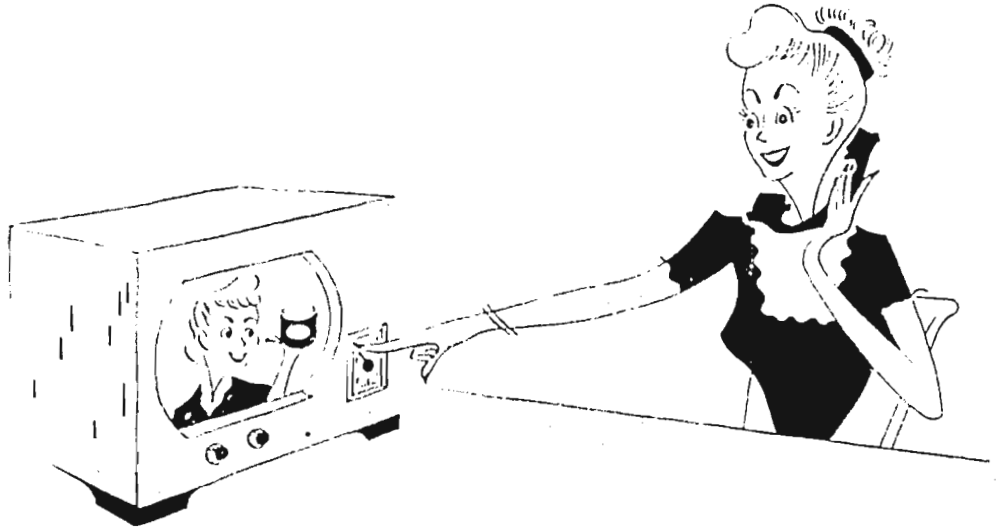
But every single television development made by scientists at RCA Laboratories depends, in the end, on a basic physiological fact: When the human eye sees a series of swift-moving dots on a television screen, it automatically "mixes" them into a moving photographic image!



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selling programs, on a wide variety of products, that have paid their cost
many times over in direct phone and mail sales.

low time costs!
low talent costs!
big sales results!



America's Window on the World

515 Madison Avenue, New York 22, N. Y.

Webs And Stations Help Boy Scout Week

(Continued from Page 1)
many radio programs will carry the tributes. They point out that others have added salutes without notifying the Scout headquarters, thus making the total well above the minimum of seventy.

The national headquarters, to assist stations, prepared a series of releases which were distributed to all stations. Data on the week, spots, interviews and suggested programs were contained. Post card replies noting that the material is being used, have been received from more than 1,000 stations, the office reports.

As part of the Boy Scouts Anniversary, WJZ will air a special fifteen-minute "Boy Scouts Anniversary" program on Wednesday, Feb. 8 at 1:45 p.m. from the Ballroom of the Hotel Commodore. Lanny Ross and sportscaster Mel Allen will be heard. In addition, Eric Johnson, president of the Motion Picture Association will deliver an address entitled "The Future is Yours."

Radio-TV Forces Seek Chi. City Council Cover

(Continued from Page 1)
tion for a local TV station to film proceedings of the city council's transportation committee, WMAQ newsman Len O'Connor was similarly treated when he tried to record proceedings for his "News on the Spot."

O'Connor contacted Alderman Nicholas Bohling, who has been sympathetic to the efforts of stations to gain entry to city proceedings. Bohling was rebuffed by the transportation committee who told him "perhaps the city architect had refused permission." Bohling has promised however, to introduce a resolution at the next full council meeting seeking permission for all stations to cover council proceedings, and to accord them the same rights as are enjoyed by local newspapers.

Cinetel Taking Over Foreign TV Films

Cinetel Corporation of New York has been named distributor of all television film properties of Richardson-Hubbell, Television Networks, Ltd. of London. W. T. Richardson, managing director of the English firm has announced. The films were previously handled by Hubbell Television, Inc. of New York.

In making the announcement Richardson said, "We appreciate your past patronage and wish to assure you that our plan for future distribution will guarantee you better service and a more harmonious business relationship."

It is reported that the London firm will change its name in the near future.

Video Competition Aiding Sales Of N.Y. Radio Time

(Continued from Page 1)
tically all firms are now engaged in sponsorship of programs. Leading the field is Muntz with a total of more than 25 hours being purchased weekly. A close second is Dynamic Electronics stores which are buying more than 20 hours of air time each week.

Trial demonstrations at no cost and with no obligation to the potential customer are being featured on many of the shows which are being run across the board at all hours of the day and night. In addition, some concerns are running spots, and in some instances, regular programs are being purchased.

Extent of the saturation buying is revealed by several stations which are carrying in the neighborhood of 100 programs each week under television sponsorship. WVNJ in Newark, for example, has signed with the Admiral Corporation for 59 quarter-hours weekly and a two-hour Sunday show. Winston Television Stores of Brooklyn have bought 12 quarter-hours weekly and the Tele King Corporation, 12 hours every seven days. Davega Stores, Zenith Radio and Television Corporation and Bressner Stores of Brooklyn are each buying six quarter-hours—all on WVNJ.

On WMCA, Bressner has signed for 18 shows a week, Dynamic for 52 and Muntz for 42. The latter two have increased their time continually since first buying last year.

Another upper-bracket station is WINS with 13 weekly half-hour shows for Republic TV stores, 36 fifteen-minute programs for Muntz and 24 quarter-hours for Frost Stores. Pilot radio is also on WINS with spots.

WMGM Has Five Lines
WMGM is another fully loaded station with Muntz, Dynamic, Motorola, DuMont and Capehart all buying time. Transvision has also bought the regular MGM Theater of the Air—one hour each week. Dynamic, in addition, is one of five

Plan Spring Meeting Of Ala. Broadcasters

(Continued from Page 1)
Huntsville, was appointed general convention chairman.

The Spring ABA convention will open with registration Friday morning and will conclude with the annual banquet on Saturday evening. In between there will be luncheon meetings on both Friday and Saturday; and business sessions on Friday afternoon and Saturday morning. Golf, fishing and other entertainment features are planned for Saturday afternoon for broadcasters and their wives.

Among the several important matters on the agenda for the ABA Spring convention is the election of new officers for the fiscal year which commences in March.

sponsors of the basketball games carried by WMGM.

RCA-Victor through four of its dealers—Frost, Dynamic, Bedford and Sunset—is buying quarter-hour segments on WNEW. WOV is carrying six programs for Dynamic and a like number for Muntz.

Also, Muntz is carrying 20 spots weekly on WLNB and 27 five-minute portions of WBNX time.

Muntz Using MBS Web
On WOR and Mutual, Muntz has bought Rebuttal, a 9:15 to 9:30 program. Pilot Television is another WOR sponsor, buying the nightly newscast of Lyle Van on Monday, Wednesday and Friday.

WQXR has scheduled a total of 34 weekly programs in addition to spots. Dynamic is using three fifteen-minute shows plus spots; Hallicrafters, ten quarter-hours; Liberty Music stores, two 25-minute programs; RCA-Victor, a 55-minute and a 25-minute show; Times Columbia Distributors, Inc., seven 15-minute segments and ten 25-minute shows, and Vim, two 25-minute programs.

Added together, television dealers are sponsoring some 600 programs weekly plus spots.

Public Interest Topic Of Indies' Meeting

(Continued from Page 1)
ing that stations bill all time given to public interest programming requests, and that the bills be marked paid. Duplicates would be sent to NAB for year-end tabulation.

The committee also favored that public interest ET's be made with open ends to allow broadcasters to secure sponsors. A similar method used by newspapers in securing local sponsorship for public interest ads was noted.

Name Jacobs Chairman
Named as program chairman for the indie day at the convention was Lee Jacobs of WKBR, Baker, Oregon. Included on the program for their day will be: Dr. Sydney Roslow of Pulse, who will discuss Out-of-Home Listening Audience; a panel on How to Promote, Programs and Sell the Out-of-Home Audience, chaired by Patt MacDonald of WHHM, Memphis; a sports panel chaired by William B. McGrath, WHDH, Boston; a panel on the pro and con of the mail order and P. I. business; a panel on The Development of New Program Material.

A foreign language clinic on April 17 will be directed by Ralph Weil and Arnold Hartley of WOV, New York, the committee decided.

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YORK
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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



COAST-TO-COAST

WMMW Polio Drive

Meriden, Conn. — The annual March of Dimes program once again got an opening kickoff from WMMW with an hour and a half of local entertainers and speakers. Mayor Howard E. Houston, was the master of ceremonies, doing the honors in introducing both the talent and speakers on the program. The annual radio March of Dimes auction over the station also met with success and the entire afternoon from 1:30 to 5:00 was devoted to the auction. Seven hundred dollars was taken in for the drive.

Joe Cummiskey On WPAT

Paterson, N. J.—Joe Cummiskey, noted sportscaster heard for three years on the Mutual network program "Inside Sports," is now featured on WPAT at 7:45 p.m. Monday through Friday in a "Sports Revue." In addition to his sports broadcast, Cummiskey will serve as director of news, sports and special events for WPAT, and he will supervise the news announcing staff which was expanded December 23 when WPAT went into full-time 24-hour operations.

WBRC Promotes Smith

Birmingham, Ala.—Announcement has been made by Eloise Smith Hanna, president and general manager of WBRC and WBRC-TV, of the appointment of Davenport Smith as program director and production manager for AM operations. Davenport came with WBRC in October, 1946, and has served as staff announcer, newscaster and director of special events.

WCOP Wins Schick Award

Boston, Mass.—WCOP has been selected as one of the three radio stations to win the 1949 Schick Electric Shaver merchandising award. The other two winning stations were in Cincinnati and San Francisco. During the fall of 1949 Schick used 105 radio stations, 35 TV stations, and 46 newspapers in a total of 40 markets, from which WCOP was finally selected as one of the stations offering the most effective job of merchandising.

Sponsoring Cubs

Chicago, Ill.—The Chrysler dealers of Chicago and Atlas Prager Beer will be joint sponsors of Cubs baseball on WBKB. The games will be reported by Joe Wilson. Agency for both sponsors is Olian Advertising Co.

Thought for Today

CONVICTION brings a silent indefinable beauty into faces of the commonest human clay.

—BALZAC



By SID WHITE

Man About Manhattan. . . !

● ● ● Most-talked-about-gabber in radio right now is Mutual's Sid Walton, who started his "Inside News" sessions only five months ago. The guy packs vocal dynamite in either tonsil and other nets are starting to bid for his services. His secret is simple. It's merely getting the news—and getting it first. Watch this lad Walton. He's come a long way—but he's gonna go much further. He's on fire right now! . . . New York these past 3 days has been pretty much of a television capitol, with TV taking stock of its accomplishments and planning for the future. . . . Bing's oldest tax exemption, Gary, being set for his own radio series. He guests on Bob Hope's show shortly. . . . Revlon readying a tremendous campaign to push across the "touch and glow" look. . . . New publicity director of Dancer, Fitzgerald and Sample is Elaine Wall Brown, wife of Roger Brown. . . . John Crosby putting the finishing touches to a novel. P. S. It's not about radio or TV.

★ ★ ★ ★

● ● ● Ben Gross has decided against that 6-times-a-week TV session on WPIX because it conflicted with his columning deadline. In spite of no rehearsal time, Ben put over a socko session—but the time conflict made a regular setup like that impractical. . . . Sid Caesar's recent interview appearances with Wendy Barrie, Faye Emerson and Bill Slater have helped him considerably in gaining poise and self-assurance. His opening tomorrow nite at the Waldorf's Wedgwood Room promises to be one of the biggest they've had in years. . . . Sid Paul wound up his WMCA documentary, "New Blood," with last nite's stanza. . . . Kay Roberts flying to H'wood to arrange for series of kiddie shows for radio and TV. . . . Lisa Kirk's click at the Macombo won her 3 screen offers.

★ ★ ★ ★

Venard Succeeds Allison With Taylor Co., In N. Y.

(Continued from Page 1)

son, who has resigned. Venard was with Edward Petry & Co. for more than a decade prior to joining The Taylor Co., Inc.

The company which was previously known as Taylor-Boroff & Co. has also announced plans for expansion. Additional persons will be added to the staff and larger offices acquired, according to O. L. Taylor, president.

Edward R. Boroff, who resigned from the company, has taken over the management of KPHO in Phoenix. Allison's future plans have not been disclosed.

General Mills To Sponsor Salute To Baseball Season

"Welcome Back, Baseball," General Mills second annual salute to the national pastime, will be aired by CBS from 10 to 10:30 p.m. (EST) Saturday, April 15 in behalf of Wheaties, it was announced yesterday. Bing Crosby has been signed to star on the program. Agency is Knox Reeves Advertising, Minneapolis.

Jewish Musical Festival Launched By WLIB

The Jewish Music Festival and a new series of educational programs, It's Hebrew to Me, were launched over WLIB on Sunday, February 5.

The Hebrew series is designed to interest listeners in the language and will carry dramatic sketches interspersed with Hebrew words which will be translated by the performers. The shows are being written by Heidy Mayer, formerly of Here's Heidy on MBS program. Air time is 5:15 to 5:45 p.m.

The festival, a nation-wide effort sponsored by the National Jewish Music Council, was started by a program presented by the station and the Brooklyn Jewish Community Council at 5:45 p.m. Heard was the Brooklyn Jewish Center choral group, Victoria Yousha, alto soloist and Sally Faskow, pianist.

Wedding Bells

Wedding bells will ring for two WINS employees on Saturday, February 18 when Art Scanlon, station disc jockey and Betty O'Connor of the publicity and promotion department are married at the Blessed Sacrament Church in Manhattan.

AGENCIES

WAMSUTTA MILLS, INC., of New Bedford, Mass., has appointed McCann-Erickson, Inc., effective immediately, as advertising agency for its "Supercalc" sheet and pillow case line and for Wamsutta combed-yarn cotton fabrics.

HAROLD M. MITCHELL has been named a vice-president and member of the merchandising board of Alfred J. Silberstein, Bert Goldsmith Inc. He joined the agency in 1939 as an account executive.

JOSEPH R. WALLACE has been named to the staff of Harold Cabot and Co., Inc. of Boston. He was formerly chief analyst in the market research department of Lever Brothers Co.

LEWIS G. KAY, a sales executive with WJAS for the past 18 years and William B. Phillips, have become members of the firm of Pete Wasser Co., Pittsburgh advertising agency.

RADIO-TELEVISION GROUP of American Marketing Association will present at its next meeting Eugene Gilbert, director of Gilbert Youth Research & Gilbert Television Research.

EDWARD B. (EDDIE) GREEN, for the past five years account executive with Bozell & Jacobs Inc., advertising agency, Omaha, has joined the sales staff of KFAB. He will handle both regional and retail accounts.

PENNSYLVANIA WEEK, October 16 to 22, in the southeastern area of the state, to Gray & Rogers, Philadelphia.

ROSS ROY, INC. of Detroit has acquired Zeder-Talbott advertising agency of Los Angeles. The Roy agency recently acquired controlling interest in C. C. Fogarty Company of Chicago. Zeder-Talbott accounts include: Amplex Manufacturing Company, a Chrysler subsidiary; Norge Heat Division of Borg-Warner Corporation; and Altes Brewing Company of San Diego.

BURRY BISCUIT COMPANY of Elizabeth, N. J. to the Clements Company, Inc. of Philadelphia.

SWEDGAL RADIO, INC. to A. D. Adams Advertising.

NBC Claims News Beat

NBC News and Special Events claims a "beat" on the story, from London, of the arrest of Dr. Emil Julius Fuchs Friday for having allegedly given the atomic bomb secret to the Russians. Fuchs recently returned to England from the United States where he had been doing highly secret work at the Los Alamos atomic bomb center.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 28

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TEN CENTS

TBA OPPOSES CONTINUANCE OF FREEZE

New Sales Concept Offered By ABC Web

Continuing its new concept of merchandising air time to agencies and sponsors, ABC this week distributed to potential time buyers its presentation of "ABC's 4 x 5 Plan," a brainchild of ABC sales vice-president Fred Thrower. Previously the web announced that it was selling sponsors special networks of selected stations to hypo acceptance of regionally distributed products.

Under the "4 x 5 Plan," ABC is offering two non-competing sponsors an opportunity to buy four fifteen-minute shows per day Monday through Friday on a cooperating (Continued on Page 5)

Wayne Coy To Address Oklahoma Meeting

Norman, Okla. — FCC chairman Wayne Coy and NAB director of employee relations Richard P. Doherty will be top speakers at the annual radio conference of the University of Oklahoma March 12 to 14, Sherman P. Lawton, confo director has announced.

Other speakers for the occasion have also been announced by Lawton. Sessions on sales and market problems will hear from R. B. McAlester of KICA, Clovis, N. M.; James R. Curtis of KFRO, Longview, (Continued on Page 2)

CBS Declares Dividend Of 40 Cents On A, B Stocks

The board of directors of CBS yesterday declared a stock dividend of 40 cents per share on Class A and Class B stock payable March 10 to stockholders of record on February 24.

Lassie Bowling Out

Los Angeles—John Morrell & Company, makers of Red Heart Dog Food, will not renew the "Lassie Show" at the end of the season (May 27) after three years of sponsoring the famous pooch on NBC. George A. Morrell, vice-president, revealed in a letter to Les Peterson of MGM and Frank Ferrin, producer of the sponsored program.

FCC Declines

Washington—The FCC notified Dr. W. R. G. Baker, chairman of the new RMA national television standards committee, that it is still unwilling to participate directly or indirectly in committee activities. Restating its position of five weeks ago against any involvement with the group, lest the industry group thereby gain improper prestige as an advisory body, Commission declined an invitation from Baker for participation as members or observers in committee deliberations.

DuMont Stand Gets TV Clinic Support

Dr. Allen B. DuMont's crusade for lifting of the FCC "freeze" on TV station construction has wide-spread support among TV broadcasters, it was revealed yesterday following a RADIO DAILY survey at the TBA clinic in New York. Most outspoken in favor of lifting the construction "freeze" were independent station operators, independent TV package producers, and agency TV personnel.

Dr. DuMont has called on the FCC (Continued on Page 7)

Record Sales Reported By WJR In Detroit

Detroit—WJR gross sales in new business reached over one million dollars in a record breaking two and one-half-month period between November 15th and January 31st, Harry Wismer, general manager (Continued on Page 4)

Improved Electronic Color Shown In RCA Demonstration

Washington Bureau of RADIO DAILY
Washington—RCA will urge the FCC to set basic standards for color TV when the hearings on color resume later this month, Dr. Elmer Engstrom said yesterday at a demonstration of greatly improved electronic color-TV. The laboratory research director told a press review group yesterday after a demonstration of recent advances in the

Poppele As Spokesman For The Group Calls TV Freeze "Protracted And Costly Impasse"

CTI Color System Reported Ready

An all-electronic color television system which is completely compatible with present black and white sets and uses a single tube at the camera and receiver ends was revealed by Arthur S. Matthews, president of Color Television, Inc. yesterday. Matthews added that such a system could be ready for public use within a year of FCC approval. The CTI system, Matthews said, is (Continued on Page 7)

Dowling To Be Featured In New Series On WNBC

"To Ricky, With Pride," a new drama-documentary series starring Eddie Dowling will premiere over WNBC, New York, on Tuesday, February 14 from 7:30 to 8 p.m., it was announced yesterday by Harvey J. (Continued on Page 2)

TV-Web Affiliates Meet At Headquarters In N. Y.

Broadcaster members of the DuMont television network met at an affiliates meeting held at the network's headquarters in New York on Monday and Tuesday. Mortimer C. Watters, vice-presi- (Continued on Page 4)

TBA "will do its utmost" to bring to an end the FCC freeze on new stations, president J. R. Poppele said yesterday at the organization's annual meeting at the Waldorf-Astoria. In his annual report, Poppele called the freeze a "protracted and costly impasse," and said it "must be (Continued on Page 7)

Contest Winners To Be Heard On CBS

One of the winners of the "Voice of Democracy" High School script contest, which was inaugurated last October as part of National Radio and Television Week under the sponsorship of the NAB, the RMA, and the U.S. Junior Chamber of Commerce, will appear on a special half-hour program over CBS on Monday, Feb. 27 at 5 to 5:30 p.m. (EST), except WCBS, it was an- (Continued on Page 5)

Track Meet Features Set For ABC Coverage

The Baxter Mile and the Tousand Two-Mile, both feature races at Madison Square Gardens, New York AC Track Meet, will be described over ABC on Saturday, Feb. 11 from 10:30 to 11 p.m. (EST), (Continued on Page 2)

Arty Musicians

New York's Laurel Gallery will unveil a special two-week exhibit of paintings Feb. 11 under the inclusive title of "Quintet." What makes this show interesting radio-wise is the fact that the five artists to be shown are Aldo Ricci, Felix Giobbe, Thomas Kay, Emanuel Vardi, and George Wetting. All five are ABC musicians.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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FINANCIAL

(February 8)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Company Name, Bid, Asked. Includes Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Company Name, Bid, Asked. Includes DuMont Lab., Stromberg-Carlson.

Track Meet Features Set For ABC Coverage

(Continued from Page 1)

it was announced yesterday. Joe Hassel, ABC sportscaster will be assisted by the New York AC's John Condon, in the description.

RCA INSTITUTES, INC.

A Service of Radio Corporation of America One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Our graduates have 1st Class Telephone License. Address inquiries to Placement Director RCA INSTITUTES, INC. 550 W. 4th St., New York 14, N. Y.

★ COMING AND GOING ★

E. L. JARVIS, manager of the Melbourne (Australia) office of J. Walter Thompson Company (Pty.) Limited, has arrived in New York from Down Under. En route East he visited the agency's offices on the West Coast and in Chicago.

DEAN FITZER, manager of WDAF, Kansas City, Mo., is in town for conferences at the station relations department of NBC.

HOWARD MEIGHAN, Columbia network vice-president and general executive, has left for Hollywood on business.

ROBERT E. KINTNER, president of ABC; FRED THROWER, vice-president in charge of sales, and ROBERT SAUDEK, vice-president in charge of public affairs, in Chicago Monday to participate in the celebration starting Swift & Company's tenth year of sponsoring the "Breakfast Club" program.

CARL BURKLAND, general sales manager of CBS Radio Sales, has arrived in Hollywood on a short business trip.

ROGER UNDERHILL, manager of WICU, Erie, Pa., was a visitor this week at the station relations department of NBC, of which WICU is an affiliate.

FREDERICK N. POLANGIN, vice-president of Buchanan & Co., in charge of the Los Angeles office, is in New York for confabs with home-office officials of the agency, also with sales and advertising executives of United Artists.

BOB TROUT, commentator on NBC, left yesterday for two weeks in Cuba. He is accompanied by MRS. TROUT.

FRANK V. BREMER, vice-president in charge of engineering at WAAT and WAAT-TV, back this week from Miami, Fla., where he spent a three-week vacation.

MAURICE D. MITCHELL, director of BAB, now in Chandler, Ariz., for the NAB board meeting, will go on from there to Los Angeles, Eugene, Ore., and Spokane.

EDGAR BERGEN and CHARLIE McCARTHY are back in Hollywood following three weeks in the East, during which they visited New York and Atlanta.

JOHN P. HOPKINS, manager and chief engineer of WJAX, Jacksonville, Fla., and J. DILLON KENNEDY, commissioner of the city, which owns the station, an NBC outlet, are in Gotham on business.

JAMES H. CONNALLY, of the ABC stations department, has left on a trip to Chicago, Milwaukee and Minneapolis.

FRANK KING, general manager of WMBR, Columbia network affiliate in Jacksonville, Fla., is in New York for conferences at the headquarters of the web.

TED OBERFELDER, American network director of advertising, promotion and research, on Saturday will leave on a business trip to Detroit, Chicago and Minneapolis. He'll be back Monday.

MORRIS NOVIK, radio consultant, is in Miami Beach attending a meeting of A. F. of L. committeemen. From there, he plans to go to Puc-to-Rico and take a side trip to the Virgin Islands.

JASON S. GRAY, general manager of WCED, Du Bois, Pa., spending a few days in New York. The station is an affiliate of the Columbia network.

S. ROJAS, staff engineer at NBC, and J. G. STRANG, construction superintendent, left Tuesday for Chicago to handle television installations at the plant of the Studebaker company.

Dowling To Be Featured In New Series On WNBC

(Continued from Page 1)

Gannon, WNBC's program manager. The program will be presented by WNBC in cooperation with the Coordinating Committee of Catholic Lay Organizations. Scripts will be written by Richard McDonagh and Scott Buckley will direct.

KLAC-TV Gets Baseball

Hollywood — KLAC-TV, Hollywood, will televise exclusively all of the Hollywood Stars home baseball games, starting March 28th. Each game will be telecast in its entirety, with Sam Balter at the mike. KLAC radio will broadcast all of the Hollywood Stars home and road games with Oscar Reichow doing the sportscasting.

New Series On KFOX

Hollywood—Robert Arden, internationally known news analyst and commentator, is starting a new series on station KFOX, Long Beach, California, entitled "America Looks Abroad." He appears under the sponsorship of Dr. Smulson.

Renew Amsterdam Show

Hollywood—DuMont has renewed the "Morey Amsterdam Show" on Don Lee-KTSL-TV for 52 weeks. New contract, for the Thursday night, a half-hour teletranscribed program, becomes effective April 27th.

Coy Will Address Oklahoma Meeting

(Continued from Page 1) Texas; Bill Hoover of KADA, Ada, Oklahoma; and George Tartar of KCRC, Enid, Oklahoma.

Television problems will be discussed by Roy Bacus of WBAP-TV, Fort Worth; Dave Pasternak of KSD-TV, St. Louis; Hoyt Andres of WKY-TV, Oklahoma City; F. M. Randolph of KOTV, Tulsa.

Matthew Bonebrake of KOCY, Oklahoma City, will head up a session on the future of FM.

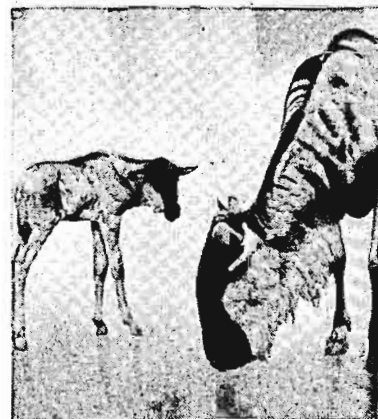
Other speakers for the occasion include: William Morgan and Jack Payne of KNOR, Norman, Oklahoma; Herb True of Carter Advertising Agency, Kansas City; Ernest Noth, formerly of the Voice of America; Paul Brawner of WKY, Oklahoma City; T. M. Raburn, KGYN, Guymon, Oklahoma; Albert W. Capuder of Southwest Louisiana Institute; and Forest Whan of the University of Wichita.

The theme of this year's conference will be Great Expectations.

Signed For WAPA

San Juan, P. R.—Sports Commentator Pedro Vazquez has been signed by the Gillette Safety Razor Company for a series of daily broadcasts, over station WAPA, San Juan.

New Gnu



Mother Gnu poses for her first picture with her brand new baby girl. It was a big event in the Washington Zoo.

There's something new in the Baltimore radio market, too. It's about the big plus audience that W-I-T-H delivers.

You probably know that W-I-T-H produces more regular home listeners-per-dollar than any other station in town. Now a recent survey made under the supervision of the Johns Hopkins University shows that, in addition, 34.6% of all the radios playing in drug stores were tuned to W-I-T-H!

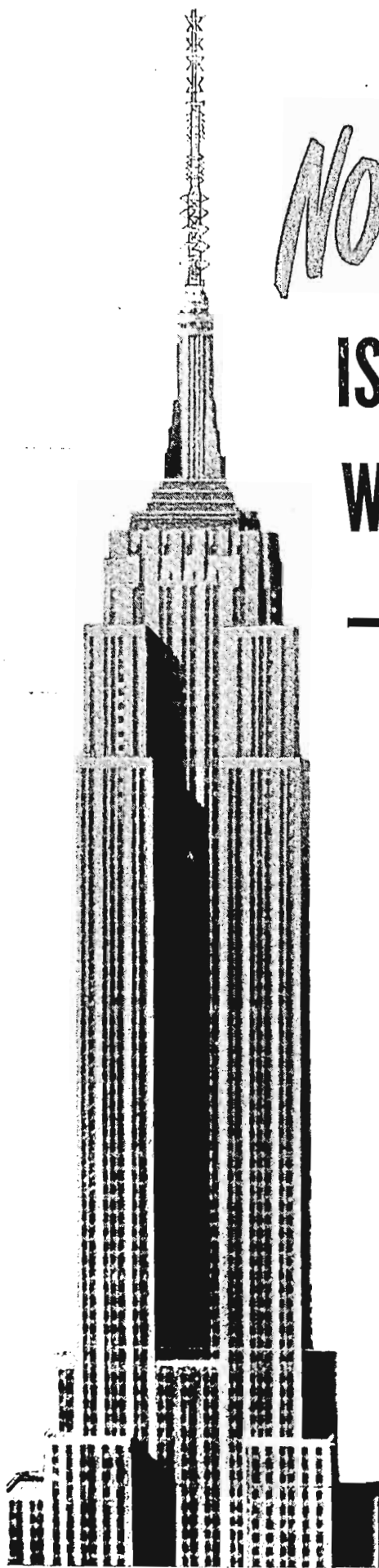
This means that a little money goes a long way on W-I-T-H. It means that from W-I-T-H you get real low-cost results. So call in your Headley-Reed man and get the whole story today.



W I T H

BALTIMORE, MARYLAND

Tom Tinsley, President - Represented by Headley-Reed



Now! WJZ-TV

IS TELECASTING FROM THE WORLD'S TALLEST BUILDING —THE EMPIRE STATE!

WJZ-TV now transmits from the Empire State Building . . . the highest building in the world . . . the ONE best-of-all television antenna location in New York that covers the vast Metropolitan area. It's the same location as used by NBC for WNBT.

For advertisers, this is important news: it means a brighter, clearer, sharper television picture on WJZ-TV for programs and products. AND, it means a larger television audience in the world's Number One market. It means that you now get more viewers for your television dollar on brighter, clearer, sharper Channel 7.

And it is less expensive to put your television program on WJZ-TV—because WJZ-TV offers advertisers the finest studio facilities in the East. The gigantic new ABC Television Center on West 66th Street has the best modern equipment, spacious prop-storage rooms, scene-painting shops, carpentry shop, etc.—*everything* under one huge roof to save you time and money in television production!

WJZ-TV CHANNEL 7
NEW YORK

American Broadcasting Company

SAN FRANCISCO

By NOEL CORBETT

THOSE dogs from the San Francisco SPCA that are hamming it up on Les Malloy's show on KGO-TV in an effort to find homes for themselves and other pooches at the Animal Shelter are causing quite a stir. As soon as Charley Friedrichs, secretary-manager of the SPCA brings them before the TV cameras, and Malloy starts "interviewing" them, the SPCA and KGO switchboards light up like Christmas trees. All the dogs are finding new homes, and from Great Danes down to Pekes, the mutts all agree television is a success and has at last rounded the corner.

Bob Hendricks, who was manager of NBC's Guest Relations in Hollywood till he did a hitch in the service, is now singing at the Blue Angel. He recently finished a 42-week engagement at the Blue Note.

Maurice Baker is resuming his "Bob Franklin" column in the Examiner, Chronicle and Oakland Tribune. A paid ad, it is promotion for KGO and KGO-TV.

TV-Web Affiliates Meet At Headquarters In N. Y.

(Continued from Page 1)

dent and general manager of the Scripps Howard station, WCPO-TV, Cincinnati, served as chairman of the affiliates gathering with Kenneth Stowman of WFIL-TV, Philadelphia, acting as vice-chairman.

Commander Mortimer W. Loewi, network director, and Chris J. Witting, assistant network director, addressed the affiliates at a Twenty-One Club dinner on Tuesday night.

Attending the conference were: Vernon Brooks, WGN-TV, Chicago, Ill.; Paul Adanti, WHEN, Syracuse, New York; Aldo DeDominicis, WNHC-TV, New Haven, Conn.; Franklin Snyder, WXEL, Cleveland, Ohio; John Rossiter, WTVN, Columbus, Ohio, and William Fay, WHAM-TV, Rochester, New York.

WRITER, RADIO COMMERCIALS

If your clients are tired of "nonsense" commercials, give 'em my stuff: it really makes a lot of "cents." Freelance. New York City, vicinity.

Box 110

RADIO DAILY, 1501 Broadway, N. Y. C.

WBAL
means business
in Baltimore



By SID WHITE

Man About Manhattan. . . !

● ● ● **BIGTOWN SMALL TALK:** The "Voice of America" has asked and received (natch) permission to rebroadcast Walter Klernan's zingy five-minute ABC strip. Incidentally, after hitting a 3.8 daily rating, Walter was shifted a second time in a new game he calls "hiding from Hooper." . . . Rob't Q. Lewis will be one of the narrators of the full-length March of Time documentary, "The Golden Twenties," due for release shortly. . . . Ed Fitzgerald, of the beloved FltzG's ailing and forced to stay off both his radio and TV stanzas this week. He promises he'll resume again Monday. (Incidentally, happy birthday, Ed). . . . CBS considering a weekly evening comedy series with Garry Moore. . . . Eleanor Roosevelt's "This I Remember" will be the subject of tonight's ABC telecast of "Author Meets Critics." In the discussion will be Henry Morgenthau, Sec'y of the Treasury under FDR, and Judge Sam'l I. Rosenman, one of the wartime President's chief advisers.

★ ★ ★ ★

● ● ● Jim Boles is the triple-threat man of radio and TV. Tomorrow he'll be playing the devil in "Hands of Murder" via DuMont at 8 p.m.—at 10:15 p.m. he'll be heard as Doc Long, the Texan, on WOR's "I Love a Mystery"—and all day long he can be seen on the Palace screen in "The Tattooed Stranger." . . . Harry Wismer will be the personal guest of Air Sec'y W. Stuart Symington, who was the principal speaker at the Baseball Writers' Dinner at the Waldorf Sunday. . . . Dennis James and Aaron Steiner flying down to Port au Prince today to be guests of the Haitian Minister of Finance at the International Exposition there. . . . Tip to the disc jocks: The most provocative and enticing waxing of the season (Jerry Wayne's Columbia platter of "No, No, No") will be released within the next few weeks. This one oughta wind up as the record hit of the year.

★ ★ ★ ★

● ● ● Radie Harris starts a new weekly 15-minute gab session on Mutual Feb. 25th from 5:30 to 5:45 for Dairi-Rich. Radie, who really comes up with the top-drawer names, may have Jack Benny on for the opener. . . . Paul Weston readying a semi-classical type of disc-spinner. . . . Frank Cooper Associates negotiating for the exclusive rights to represent "Secret Missions," starring Admiral Ellis M. Zacharias. . . . Mae West readying a radio series. . . . Berry Kroeger, currently starred in "Young Dr. Malone," will have a featured role in the forthcoming Rodgers & Hammerstein production of Graham Green's "The Heart of the Matter," due on B'way next month. . . . Sanford Bickart, one of the busiest lads around (Counterspy, Gangbusters, Modern Romance, etc.) narrating a new Mort Friedland show, "Your Love Song." . . . Charles Heston, who was on "Studio One" for the first time recently, landed himself a H'wood contract from Hal Wallis.

★ ★ ★ ★

● ● ● N. Y. State Commission against Discrimination film, "An Equal Chance," was previewed yesterday afternoon at WHOM's studios before the Mayor's Committee on Unity. . . . It's a boy (their 2nd) at the Martin Wolmans. He's the well-known Radio Row CPA. . . . Joyce Matthews signed for her first television commercial to start March 15th on CBS for Sunset Appliances. It'll be a half-hour opus called "Joyce Matthews Houseparty" and will be produced by Geo. Sheck and Art Franklin. . . . Best job of integrating commercials right into the story line on TV is done on Wm. Gargan's "Martin Kane" series—a sugar-coated commercial if we ever tasted one. . . . Andy Russell and his wife, Della, readying their own TV series. . . . Abe Burrows ran into Lucy Monroe the other day and said: "Hey, Lucy, when are you gonna start plugging one of MY songs!"

AGENCIES

SHERMAN & MARQUETTE, Chicago and New York, announced that, effective at once, L. D. Griffith is account executive on the Oscar Mayer & Co. account and all television activities in the Chicago office will be handled by Louis E. Tilden, present director of radio. Carl Brown will handle television contracts in the New York office.

JESSE J. HAIGHT has been elected president of Wilson, Haight & Welch, Inc. Harlan C. Judd was elected treasurer and Arvin J. Welch, first vice-president.

ADELE GODNICK has been named advertising manager of the Starrett Television Corp. She was formerly with DeJur Amsco Corp.

TED A. RAMSEY, formerly with Carl Boyer & Associates, Inc., has been named general manager of Allied Syndicates, Inc.

Record Sales Reported By WJR In Detroit

(Continued from Page 1)
and assistant to the president, revealed yesterday.

The exact figures on the WJR books read \$1,015,128.25, a new station sales record for the period. The year 1949 was the highest sales year in the 24-year history of the Goodwill Station and December, 1949, set a new monthly record in gross sales.

Soap Company Buys Time!

Hollywood—Manhattan Soap Co. will sponsor the three available periods of the Columbia Pacific Network's 7:30-7:45 a.m. PST news program as Frank Goss takes over the broadcasts beginning Monday, Feb. 13th. Goss has been a top CBS newscaster and announcer since he joined the network in 1941.

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

New Sales Concept Offered By ABC Web

(Continued from Page 1)

sis. Shows being offered thusly include four programming categories: drama, audience participation, mystery and comedy. Actual shows on the block under the plan include "Modern Romances" at 11:15 a.m.; "Pick A Date" at 2:45 p.m.; "Hannibal Cobb" at 3:45 p.m.; and "Jack Armstrong" at 4:45 p.m.

ABC's plan works this way. The network gets two non-competing sponsors to agree to participate in the plan. The sponsors are then divided into "A" and "B" sponsor groups. The plan is then divided into weekly periods.

Here's what happens: in the first week, "A" sponsors 14 minutes of shows on Mondays, Wednesdays and Fridays. "B" sponsors 14 minutes of the same shows on Tuesdays and Thursdays. Then each sponsor gives the other a 30-second "ride" on the show he is the 14-minute sponsor.

At the same time during the first week, "B" sponsors 14 minutes of shows on Monday, Wednesday and Friday while "A" sponsors the 14 minutes on Tuesdays and Thursdays. Again the 30-second "ride" applies each

at the end of the first week "A" and "B" reverse positions with "B" sponsoring the Monday, Wednesday and Friday 11:15 and 3:45 shows for 14 minutes and "A" sponsoring the 11:15 and 4:45 shows for 14 minutes on Monday, Wednesday and Friday. Tuesday, Thursday sponsorship reverses. In all instances "A" will be giving "B" a 30-second plug on his minute sponsorship while "B" is giving "A" a 30-second plug on his minute sponsored show.

Improved Electronic Color Shown In RCA Demonstration

(Continued from Page 1)

technic but which would not require important changes in the future.

Vast Improvement Noted

The color demonstration itself was a vast improvement over RCA demonstrations here last fall. There was a color stability lacking in the October demonstration, a uniformity of color among the various receivers which was ludicrously absent in October and much improvement in definition. The picture on the 16-inch set was fuzzy compared with the 10-inch sets flanking it on either side, but it was learned that there had been trouble with the set prior to the demonstration.

On the other hand, observers here were impressed by the fact that four color receivers were tuned in for the special show, which ran about 45 minutes, and not once did any of the sets need adjustment of any sort. The show, emceed by Hank Ladd, included numbers by Lois Andrews, Johnny Faust, Gene Archer and Earl Godwin.

New Color Tube Coming

After the demonstration Engstrom promised that the RCA multicolor tube will be available for showing soon, but said it is not yet ready even though he has seen color on it. He spoke at some length on RCA aims insisting that "less than what we have in black and white plus color, is good enough for the American people." The reference was obviously to the lower definition picture of competing color systems.

What RCA has done in its winter research, Engstrom said, is make certain that color can be introduced

with no loss of picture quality and no disruption to the present black and white system. He stressed the complete compatibility feature of the RCA system, and said that so far as allocations are concerned color as transmitted on the RCA system can go out on UHF channels just as well as black and white can.

He said he thinks the path ahead is now clear for the FCC—that it can set basic standards for color and lift the freeze. Under questioning, he said he would be willing to have the FCC permit competition among the three, or between two, competing systems, with the public to decide its preference. But he made it plain that he was not advocating such a solution.

Receivers Smaller

It was observed also that the RCA receivers have been trimmed down considerably in size, although they are still large. Perfection of the single tube will make it possible to turn out much smaller receivers, Engstrom said, although the tube will not be designed to fit interchangeably into the commercial black and white set on the market today. RCA technicians are today rebuilding the black and white receiver around the three-color tube, Dr. Engstrom said.

Contest Winners To Be Heard On CBS

(Continued from Page 1)

nounced yesterday. Also on the program will be John D. Rockefeller III and Gen. George C. Marshall.

Originating from the historic House of Burgesses at Williamsburg, Va., the program will be aired over WCBS at 11:15 p.m. the same day.

After addresses by Gen. Marshall and Mr. Rockefeller, one of the four winners of the contest also will be heard on the CBS broadcast, which will be routed via WRVA, Richmond, Va., and specially recorded for broadcast by WTOP, Washington, D. C.

Bob Richards Chairman

The chairman of the Voice of Democracy Committee is Robert K. Richards, public affairs director of NAB.

The four young winners, chosen from among school, community, state and regional contestants totaling over a million, are Richard L. Chapman, 17, of Brookings, S. D.; Gloria Chomiak, 17, of Wilmington, Del.; Anne Pinkney, 17, of Trinidad, Colo.; and Robert Shanks, 17, of Lebanon, Ind.

NAB announced yesterday that a meeting with the Supreme Court has been added to the Washington awards week schedule prepared in honor of the Voice of Democracy winners.

The stars of today and tomorrow are

Yours for more Sales

... with the new era in

Thesaurus

"The Tex Beneke Show"



The new Thesaurus brings you bigger and better programming packages with top sponsor-appeal... top name artists! You get comprehensive programming, promotion, publicity... a steady flow of current tunes and material... network-quality production. Wire or write today for full details!



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A BIT OF PARIS IN NEW YORK SINCE 1906

Henri RESTAURANT

HENRI'S LUNCHEON SPECIALTIES

LOBSTER CUTLETS, lobster sauce, green peas, mashed potatoes.....	\$1.75
BOILED BEEF MENAGERE, cabbage, carrots, turnips, onions, horseradish sauce.....	\$1.65
FRIED LONG ISLAND SCALLOPS, tartare sauce, green peas, mashed potatoes.....	\$1.75
TRIPES A LA MODE de Caen, boiled potato, green peas.....	\$1.65
BRAISED BEEF PARISIENNE, small vegetables, mashed potatoes.....	\$1.75
CREAMED HALIBUT au gratin, creamed onions and carrots, mashed potatoes.....	\$1.65
BEEF AND KIDNEY STEW, buttered noodles, French fried potatoes.....	\$1.75
SALMON HOLLANDAISE, creamed onions and peas, mashed potatoes.....	\$1.65
BOUILLABAISSSE MARSEILLAISE, boiled potato.....	\$1.75
CHEESE OMELETTE, creamed spinach, mashed potatoes.....	\$1.65
CHOPPED SIRLOIN OF BEEF, smothered onions, celery and eggplant creole.....	\$1.75
SWEETBREAD AND MUSHROOMS PATTY, green peas, French fried potatoes.....	\$1.75

MONDAY • •

TUESDAY • •

WEDNESDAY • •

THURSDAY • •

FRIDAY • •

SATURDAY • •

OPEN FROM NOON TO 10 P. M.

15 EAST 52nd ST. PL. 3-7130

Complete LUNCHEON from \$2.00	Complete DINNER from \$3.00	We Invite Your PERSONAL OR BUSINESS CHARGE ACCOUNTS
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from Superb Wines & Liquors

New Books

THE STRANGE LAND, a novel by Ned Calmer. 327 pp. New York; Charles Scribners Sons. \$3.

Without sentimentality, a Hollywood-type ending, or mock heroics, CBS correspondent, Ned Calmer in "The Strange Land," has written a unique and compelling novel of war.

With rare insight into the minds and hearts of men and women exposed to the realities of a seemingly fruitless battle, Calmer has vividly portrayed the frustrations of all soldiers, individually and collectively. He has caught the sights, and sounds, and even the stench of an army advance.

Concerned with the several days an early winter Allied offensive in the late European war, the story of "The Strange Land" is told via the stream of consciousness technique through the eyes and minds of no less than twelve central characters. It will be more easily understood and believed, I think, by those of us who experienced the shooting war.

All war novels must have their faults as must other novels. And the fault of this one is purely technical in that the reader, constantly exposed to the workings of individual minds, finds himself being treated to the same pace of thought throughout.

Calmer's novel is not of the stature, say, of "All Quiet On The Western Front" but as a novel of war "The Strange Land" is an honest, sincere, and mostly successful attempt to tell the stories of men exposed to the rigors of thankless battle, and of their highly individual reactions.

—SILAG

KYA Sale Confirmed

San Francisco—The sale of KYA here was confirmed February 4 by J. G. Paltridge, general manager of the station for the sum of \$200,000.

NEED TV SPORTS INSURANCE?

Experienced TV duo Producer and Announcer wants a change. Producer has 3 years Radio, 2 years TV; Announcer has 2 years Radio, 500 TV hours on camera, plus 800 staff hours. Each commercially experienced on all sports.

Write Box 109
RADIO DAILY

1501 Broadway, New York City

Herbert Joining TV Staff Of ABC Western Division

Hollywood—Charles Herbert will be added to the ABC western division director staff of ABC-TV March 1, replacing Clair Weidenaar, it was disclosed by John I. "Bud" Edwards, program director of ABC western division. Weidenaar has resigned after four years with ABC to become program director of KULA, Honolulu, Hawaii, ABC affiliate and the most powerful station in the islands.

Pew Leaves Maxon, Inc.

Marlen E. Pew, Jr., for the last eight years director of public relations of Maxon, Inc., national advertising agency, has resigned in order to establish a public relations organization.

Smith To Head KNBC's Advertising, Promotion

San Francisco—Randy Smith will head KNBC's Advertising and Promotion department beginning Mar. 1, it was announced today by John W. Elwood, KNBC general manager. Smith comes from KOA, Denver, where he worked in the same capacity. He succeeds Ethel Gilchrist, who is resigning as KNBC Ad and Promotion manager. She will move to Los Angeles, but has announced no new connections.

Clothier Signs KNX Show

Hollywood—The House of Nine, Los Angeles women's clothing firm, will sponsor a quarter-hour segment of the Saturday "Steve Allen Times" series on KNX beginning February 4 for 13 weeks.

BEHIND THE MIKE

THE MARINERS QUARTET discuss "family songs" on Weiner's "Once Over Nightly" series Friday.

Lot of heartbreak over at Mu on the untimely passing of trombonist Nat Lobovsky. They'll say it's contributions to the Mark Hellin Heart Fund.

Lenny Kent's click with his "Tody, Buddy" and Texas routine at Latin Quarter has won him three offers for his own stanza.

Engineers have been testing acoustics at the swank Ted L. home in anticipation of the Mr. Mrs. program on TV featuring and his lovely Adah.

Where The Best Are In Production:

St. Maur

"THE FASHION BALLET"

presenting in color
the creations of
Dior, Fath & Molyneaux

David O. Selznick

TV COMMERCIALS—"THE 3rd MAN"

by arrangement with
Charles Schlaifer & Robert Gillham for
The Selznick Releasing Organization

J. D. Trop's

"STORYLAND TALES"

the adventures in color
of Pete, The Lazy Pelican and other
friends in the animal kingdom.

It's—"Hollywood In New York"

at

MOTION PICTURE STAGES INC.

3 EAST 57TH STREET

PLAZA 3-4840

a HAFNER-VETTER subsidiary

TELEVISION DAILY

Continuation of RADIO DAILY, Thursday, February 9, 1950 — TELEVISION DAILY is fully protected by register and copyright

TBA TO PRESS FOR END TO FREEZE

TELE TOPICS

PAUL RAYMER, the suave and affable station rep., has been cramming on this week . . . Paul was seen at the Television Institute at the New Yorker Monday and bobbed up again at the TV clinic at the Waldorf yesterday. . . . Scoop Russell, NBC vee, and Ted Albert, president of WOR, huddled in the corner at the TBA session . . . could they have been discussing TV? . . . Len Warner, general manager of the DuMont station at Passaic, talked dogs and pedigreed breeds while waiting for the luncheon . . . was joined by Jack Poppele and O. B. Benson. . . . George Shupert of Paramount shepherded his staff into the session to sit with them at the Starlight roof luncheon. . . . Wally Duncan, one of radio's best known salesmen, revealed yesterday he had joined up with Ben Larsen of WPIX, the Daily News station, and will use his sales talents to sight and sound. . . . Lou Cowan, who gave the TBA luncheon a tabloid edition of his show, "Stop The Music," greeted many friends in the corridors. . . . ABC executives turned out in force headed by Marks Woods in tribute to their associate, Charles "Bud" Barry who was chairman of the day's doings. . . . turnout for the luncheon exceeded Will Baltin's expectations and he couldn't find a seat for his brother, Charles, program director of WHOM. . . . Many TV broadcasters when pressed said prosperity was around the corner but hesitated to admit they were about in the black . . . after all, as one put it, who's pants on the local unions on your neck.

THE ANNOUNCING ABILITY of Bud Barry was given a thorough going-over by Bert Parks and Milton Berle at the luncheon. Barry, who did an outstanding job as chairman of the day-long clinic, missed a cue during the luncheon presentation of "Stop The Music," and neither Parks nor Berle would allow his slip to be forgotten. . . . After giving out with his usually high quota of laughs, Berle became serious in discussing the problems the performer faces in TV. The actor must be willing to subordinate himself to the split-second timing of video, he said, with no cut-outs and no retakes. He paid tribute to the work of the technical crews and urged management to work more closely with the talent. Management must make the performer a part of the team, he said, adding that the performer is only as great as the people who work with him. Berle asked at all concerned be patient with shows. "You can't bat 1,000," he said, adding that at the averages at the end of the year is what count. . . . Betty Ann Grove, Lorraine Loring, Jimmy Blaine and several talented dancers joined Parks in the musical quiz, in which Frank Snyder, of WXL, Cleveland, won an Admiral television receiver.

Annual Meeting Re-Elects Poppele, Baltin And Raibourn; Loveman Chosen Vice-Pres.; Proposed Excise Tax On Receivers Opposed

(Continued from Page 1)

resolved in the very near future if we are to avoid reaching a point of stagnation."

Poppele was re-elected president of TBA for his sixth consecutive term. Other officers re-elected were Will Baltin, secretary-treasurer, and Paul Raibourn, assistant secretary-treasurer. Ernest Loveman, of Philco's WPTZ, Philadelphia, was elected vice-president, replacing G. Emerson Markham, who resigned from the organization last August.

Raibourn, Loveman and F. M. Russell, of NBC, Washington, were re-elected to three-year terms on the board of directors. George Storer, of Fort Industry, Detroit, was elected for a two-year term, replacing Markham. Joseph A. McDonald, of ABC, was elected to the board for a year, replacing web proxy Robert Kintner, and Richard A. Borel, of WBNS-TV, Columbus, also was elected for a year, replacing Curtis Mason, of KFI-TV, Los Angeles, who resigned.

Protest Excise Tax

TBA also unanimously adopted a resolution opposing the proposed 10 per cent excise tax on receivers. Such a levy, the resolution said, is "unwarranted, and would be injurious to the sale of television receivers and would seriously retard the progress of the television industry." Copy of the resolution will be sent to the Chairman of the House Ways and Means Committee.

In his report, Poppele urged every station operator in the country to join TBA and said that if lower dues

were indicated to accomplish a larger enrollment of broadcasters, he favored such revision. He pointed out, however, that responsibility for support of TBA rests not only with stations, but with receiver manufacturers, who depend on a continued broadcast service for their markets.

Poppele said also that "it is now strikingly clear that the broadcasting side of the business is nudging ever closer to the line where profits will depress and eliminate the deficits which have kept this phase of the video industry in the red. Already reports are being received from scattered sections of the country indicating many stations have 'turned the corner' and are beginning to move toward goals of substantial profits."

The meeting featured a day-long TV clinic, with ABC vice-president Charles C. Barry presiding.

Edward Lamb, owner of WICU, Erie, and WTVN, Columbus, reported that both stations "have been in the black since they opened." He continued, "There is nothing unusual about this, I say that any television station in the United States can be operated at a profit."

His formula: Low overhead and emphasis on local programming. Each station has 17 employees and only the minimum necessary equipment. One station's income, he said, "is roughly \$30,000 a month, but is rapidly increasing . . . as we go into more and more afternoon programming." Expenses at this outlet, he said, are about \$17,500 a month.

All-Electronic Color System Of CTI Is Reported Ready

(Continued from Page 1)

line sequential as opposed to RCA color television using dot sequential. He went on to say that the pictures have no flickers, can be produced in large sizes and are highly defined.

Direct view color tubes have not as yet been perfected for the CTI system, the official continued, and their system now uses a projection tube. However, this is not holdback for CTI, he said.

Estimated Conversion Cost

Estimated costs for color projection sets should not be higher than regular black and white sets, Matthews estimated. On the transmission end of color broadcasting, a cost

of about \$5,000 for converting present cameras was given by the CTI president.

Present black and white sets can receive color broadcasts under the CTI system very clearly, Matthews disclosed. He said no adapters were required.

The new video is scheduled for demonstration before the FCC in Washington on February 20 and 23. WMAL-TV will transmit on February 20 for a single telecast and on February 23, the CTI system will be compared with those of RCA and CBS. The shows will be the first of CTI before the Commission.

DuMont Stand Gets TV Clinic Support

(Continued from Page 1)

to lift the construction ban, and has openly criticized the Government's 17-month enforcement of the television construction "freeze."

Of more than 20 top TV "names" contacted not one came out openly in opposition to Dr. DuMont's stand. Some network spokesman who declined to be quoted, however, said that "off the record" they were "quite satisfied" with the current state of affairs.

Lee Ruwitch of WTVJ-TV, Miami, agreed with DuMont that the ban should be lifted. His main argument in supporting DuMont was that the entire medium would progress much further and much faster if a number of stations were experimenting (he said "pioneering") at the same time. Regarding color TV, Ruwitch said that its development could be worked into overall industry problem.

Reflecting the opinion of a number of agency people, Linnea Nelson of J. Walter Thompson said, "I'm glad someone is taking that position" (she referred to DuMont's statements). "After all," she continued, "where are we going, all tied in knots."

Alan Kent, an independent producer, said that DuMont was "absolutely right." Kent pointed out that more TV stations would mean greater markets for producers, advertisers and, in general, greater opportunities for everyone in the industry.

Charles Barry, ABC vice-president, and Klaus Landsburg of Paramount TV in Los Angeles declined to comment. "However," said Barry "when the freeze is lifted TV will expand."

E. K. Jett, WMAR-TV, Baltimore, and a former FCC Commissioner, said he would like to see the ban lifted at the earliest "practicable" date. He said the networks may be in favor of the status quo because they fear a sudden upsurge of TV stations might cause a dip in AM radio listenership.

F. M. Russel, NBC-TV, Washington vee-pee, said that it was a "question of time." He said that once the Commission has fulfilled its hearing obligations he could see "no reason why the 'freeze' can't be lifted."

G. B. Larson, WPIX, New York, said DuMont was "100 per cent right," and Paul Mowrey of ABC said that in his personal opinion the freeze should be lifted as fast as possible. He said ABC had not yet, to his knowledge, taken a stand.

PLUG TUNES

a hit — A Hit — A HIT
"TWO-FACED HEART"

Recorded by Eddie (Piano) Miller
 ON RAINBOW RECORDS

MICHAEL MUSIC CO., INC.

1619 Broadway
 New York City

Jerry Johnson
 Gen. Mgr.

getting **BIG!**
IT'S THE LITTLE THINGS

REGENT MUSIC CORP.

1619 BROADWAY

N. Y. C.

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.

On Records & Transcriptions

Billy Reid's Latest

"TOO WHIT TOO WHOO"

AL GALICO MUSIC CO., INC.
 501 Madison Ave. New York, N. Y.

**I DON'T KNOW WHETHER TO
 LAUGH OR CRY OVER YOU**

Columbia Record — by
 JANETTE DAVIS—MARINERS
 & ARCHIE BLEYER ORCH.

PORGIE MUSIC CORP.

1619 Broadway

N. Y. C.

FAIRY TALES

recorded and featured by

OWEN BRADLEY & QUINTET

Coral

SALLY & MARVIN CLARK

London

ELLA FITZGERALD & MILLS BROS.

Decca

FONTANE SISTERS

RCA Victor

RED KIRK & JUDY PERKINS

Mercury

RUSTY WELLINGTON

Belle

P. WESTON-JUD CONLON SINGERS

Capitol

CECIL BAILEY

Bullet

MILLER MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● HEART TO HEART HOOK UP:—Tuesday nite we enjoyed what can easily be termed one of the best television programs ever produced. . . . we refer to the special program put on (and put over with a bang) for the American Heart Fund by Ted Mack and Dennis James on the Old Gold Amateur Hour over WNBT. . . . the array of talent included the top brass of America's Armed Forces, Generals, Admirals, Captains and the backbone of the services, namely privates and AB Seamen, U. S. Senators and Representatives and also top Broadway personalities. . . . such an undertaking by its very nature might have resulted in an understandably unco-ordinated hodge-podge production, yet so sincere were the principals, so unusual their respective talents and so apt the producers and assistants, that the show glistened for sheer spontaneity and color. . . . the Human side of our Lawmakers also was refreshingly presented and if Congressmen are as smart as they want us to believe they'll pledge a vote of thanks to NBT, Old Gold Execs, Ted Mack, Dennis James and the Heart Fund executives for having been given the opportunity to prove that they are real, live, talented and gracious citizens.

☆ ☆ ☆ ☆

● ● ● Leo Feist will handle the score of the new 20th Century-Fox musical "Wabash Avenue." . . . ditties, written by Mack Gordon and Joseph Myrow, include "Baby, Won't You Say You Love Me?" and "Wilhelmine." . . . ● Songpluggers like to contact Emil Coleman's Ork featured in the Wedgewood Room of the Waldorf-Astoria Hotel. . . . Adolph Coleman, who makes up the radio programs, greets each one cordially whether the songman represents a large or small firm. . . . ● The tuneful "Oh Marguerite," recently introduced by Bill Lawrence on the "Arthur Godfrey" CBS show, was clefted by Mal West, CBStaff engineer. . . . number will be published by Hollybrook Music, Inc. . . . ● Howcome TV solons don't spot chantootsie Vera Massey on a series. . . . this lovely and talented songstress' Sunday ABCasts used to be a MUST with this and millions of other listeners. . . . ● Al Gallico Music, starting to spread around another novelty, "The Canasta Song," written by Clyde McCoy, Cliff Parman, Saxie Dowell and Jimmy Krum. . . . Clyde's Mercury platter will help this a lot. . . . ● BMI Canada Ltd. has a cute novelty song, "Eatin' Time," written by Lige McKelvey and Ozzie Williams. . . . Ozzie is an Ork Pilot and Lige is Art Mooney's manager. . . . ● Newest pubbery to hang out its shingle, Robin-Styne Music Corp., will tee off with "The Birthday Song," by Julie Styne and Sol Meyer. . . . ● Will Rossiter, who celebrates sixty years as a songwriter (W. R. Williams) penned his first number, "Sweet Nellie Bawn" back in 1890. . . . his latest is titled, "You Haven't Changed."

☆ ☆ ☆ ☆

● ● ● ON AND OFF THE RECORD:—New harmony team of Bradford & Romano makes an auspicious bow via a bang-up Victor disk, pairing "Rag Mop" with "Chattanooga Shoe Shine Boy." . . . here's a platter that deejays will find right up their alley. . . . ● 13-year-old Bobby White, Irish tenor, makes his debut on wax with heart-warming renditions of two ballads on the new Metro Label. . . . the ditties are "Roses For You" and "Going Home To Ireland." 4 D'Lovellies and Hal Graham's Ork, offer choral and instrumental background. . . . ● Jack Eigen and other deejays, in spinning platters of the revived hit, "It Isn't Fair," repeatedly mentioned the fact that the number was theme song of Joey Nash. . . . so Happiness Records wisely called Joey and had him cut it yesterday . . . the former Dick Himber vocalad can still warble with the best and we'd like to see this waxing again zoom him into the big time. . . . ● As we predicted, Eddie Miller's Rainbow pancake of "Two-Faced Heart," is already on the best sellers lists. . . . Larry Taylor and Jerry Johnstone rate a hand for expert picking and ditto exploitation. . . . ● And while handing out bouquets we'll toss one at Eddy Howard for a great rendition of "Till Dance You," his latest Mercury release.

PLUG TUNES

Our Latest HIT

"ECHOES"

LAUREL MUSIC CO.

1619 BROADWAY NEW YORK CITY

Open Door - Open Arms

LEEDS MUSIC CORPORATION

Revival of a Million Copy Hit!

**"AM I WASTING
 MY TIME ON YOU"**

STASNY MUSIC CORP.

1619 Broadway New York City

A Beautiful Ballad!

TWILIGHT

BEN BLOOM MUSIC CORP.

1619 BROADWAY N. Y. C.

I WISH I KNEW

Should step right out in front—
 Just recorded for RCA-VICTOR

by DOLPH HEWITT

ADAMS, YEE & ABBOTT, Inc.
 216 S. Wabash Ave. Chicago 4, Ill.

The Panic Is On For!

(Put Another Nickel In
MUSIC! MUSIC! MUSIC!)

CROMWELL MUSIC, Inc.

119 West 57th Street N. Y. C.

IT ISN'T FAIR

recorded by

BILL FARRELL M-G

BENNY GOODMAN Cap

BILL HARRINGTON Cor

SAMMY KAYE Vic

FRED WARING Decc

Words & Music, Inc.

1619 Broadway N. Y. C.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 50, NO. 29

NEW YORK, FRIDAY, FEBRUARY 10, 1950

TEN CENTS

SIX AM-STATION DEALS OKAYED BY FCC

Commission Permits Test Of Phonevision

Washington Bureau of RADIO DAILY Washington—The FCC yesterday reversed itself and decided to permit Zenith to proceed with a 90-day commercial test of its Phonevision system. Commissioner Edward Webster vigorously persisted in his dissent, but Commissioners Robert F. Jones and Frieda Henneck switched their votes to favor the okay. Commissioner Rosel Hyde did not participate.

Just about as the announcement was being made, Trueman T. Rembusch, chairman of the TV committee. (Continued on Page 7)

Miller Accepts Chair Of New Radio Committee

NAB prexy Justin Miller has assumed the chairmanship of the Radio Committee of the Citizens Committee for the Hoover Report, Dr. Robert L. Johnson, national chairman and president of Temple University has announced.

Johnson, commenting on the acceptance said: "He is a most fortunate choice for this important post and we are delighted that he has ex- (Continued on Page 4)

Jencke Is Leaving NAB To Join CBS Law Dept.

Washington—Richard W. Jencke has resigned from the NAB legal staff to join the CBS law department. He came to NAB in November, 1948, from the Stanford University law school, of which he is a graduate. He is 28, a native of California and a veteran of active naval service, leaving the service as a lieutenant commander.

Receive Awards

Philadelphia — Philadelphia city officials, civic leaders, and businessmen joined Tuesday in honoring Roger W. Clipp, general manager of The Philadelphia Inquirer stations, for the "Silly Willie" community safety campaign conducted by WFIL and WFIL-TV last fall. He received the "Traffic Safety Man of the Year" award.

No Paper Monday

Lincoln's Birthday, which falls this year on Sunday, will be celebrated on Monday in most of the states of the Union. In observance, RADIO DAILY will not be published.

Plans Completed For Chi. TV Clinic

Chicago — Plans for the Second National Television Conference conducted by the Chicago Television Council to be held March 6, 7 & 8 in the Palmer House are now nearing completion with some 42 speakers already scheduled to participate. The council has also lined up a television cast of Kukla, Fran and Ollie, Dave Garroway and his show, Super Circus and Ernie Simon for a two-hour program which will be part of a Gridiron Dinner on the first evening. Mortimer Loewi of the DuMont network and Fred Thrower of ABC (Continued on Page 5)

BMB Study Mailings Reported Completed

Mailing of transcripts of the second BMB survey to all subscribing stations has now been completed and printed reports of the survey are being sent out at the rate of 30 or 40 a day, Dr. Kenneth Baker, acting president reported yesterday. Some comments ranging from "highly favorable to unfavorable" have already been received, Baker added.

Networks are now getting their (Continued on Page 5)

Tip To Jack Benny's Writers: Take Notes On His Adlibbing

If Jack Benny's writers were not taking notes during the comic's appearance before the Radio Executives Club at the Hotel Roosevelt yesterday they missed some sure-fire material, for the old master in the parlance of the Palace—wowed them with his adlibbing.

Benny, who some have said isn't funny without a script, proved it was an understatement and left 500

Controlling Interest Shifts In WFUR, WFEC, KCNY, WYVE, WTXC And WABI; First Brings Best Price

Ohio Radio Listeners Tell Preferences

Readers of the Times-Leader, Martin's Ferry, Ohio daily, were asked to submit letters in a contest titled, "If I Were The Czar of Radio," and their responses resulted in assorted gripes and suggestions, Earl Vacariu, radio-TV editor of the paper revealed yesterday.

The letters came from 23 Ohio Valley communities and women wrote 75 per cent of them. Among (Continued on Page 2)

Moore Named President Of Transradio Company

Transradio Press Service board of directors have named Robert E. Lee Moore as president, succeeding Dixon Stewart, Herbert Moore, board chairman has announced. The board has re-elected Rex R. Goad as vice- (Continued on Page 2)

Increase In Sponsors Reported By Transit

Cincinnati—Sponsors using radio on transportation coaches and buses have increased by 22 per cent in a period of two months, Transit Radio, Inc. has reported. The report for the (Continued on Page 4)

Washington Bureau of RADIO DAILY Washington—The FCC yesterday okayed the sale of controlling interests in six AM stations, with the top price \$60,300. Top price was paid by William Kuiper and Harold R. Brinks to Simon W. Oppenhuizen and six others for control of WFUR, Grand Rapids, Mich. A \$50,000 price (Continued on Page 5)

Tea Association To Spend Million

A fund of more than one million dollars has been raised to promote tea in national media, Robert B. Smallwood, president of the Tea Association of the United States has announced. The money was contributed by importers, packers and distributors in the U.S. and by growers in foreign countries where tea is raised, Smallwood said.

The campaign will be administered (Continued on Page 5)

ET Series Offered To Radio Stations

A series of six transcribed 15-minute programs titled "Operation Good Samaritan" will be released today to broadcasting stations all over the country by Church World Service in connection with its "One (Continued on Page 2)

Toscanini Returning

Arturo Toscanini will return to the podium of the NBC Symphony Orchestra for his second series of concerts of the current season on Saturday, Feb. 18 (NBC, 6:30 p.m., EST). He will conduct the orchestra and the Robert Shaw Chorus in the infrequently performed "Requiem Mass in C Minor" by Luigi Cherubini.

RADIO DAILY



Vol. 50, No. 29 Friday, Feb. 10, 1950 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

Allen Kuehner, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

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

CHICAGO BUREAU

Herbert M. Kraus
188 West Randolph St.
Phone: ANdover 3-6050

SOUTHWEST BUREAU

Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL

(February 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 7/8	8 1/2	8 3/4	+ 1/8
Admiral Corp.	25	24 1/2	24 1/2	+ 1/2
Am. Tel. & Tel.	149 1/2	149 1/2	149 1/2	- 1/8
CBS A	31	30 5/8	31	+ 1/8
CBS B	31	30 3/4	31	+ 1/4
Philco	37 3/4	36 5/8	37 3/4	+ 1 3/8
RCA Common	15	14 5/8	14 7/8	+ 1/8
RCA 1st pfd.	75 1/4	75 1/4	75 1/4	+ 3/8
Stewart-Warner	14 1/2	14 1/4	14 1/2	+ 3/8
Westinghouse	32 7/8	32	32 3/4	+ 3/8
Zenith Radio	43 1/2	40 7/8	43 1/2	+ 3/8

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	18 3/8	19 3/8
Stromberg-Carlson	14 1/2	15 3/4

Moore Named President Of Transradio Company

(Continued from Page 1)

president in charge of news operations, Moore also said.

Robert Moore has served as vice-president of the company since 1945. He joined Transradio Press in 1934 and was bureau chief in Washington until 1934. Later, he was named southern division manager.

Stewart has been given a new assignment in the field of visual news dissemination, the company board chairman disclosed.

Stork News

Hollywood—Ed Conklin, day news editor in Columbia's Hollywood bureau, passed out cigars Monday to celebrate the birth of a daughter, Laurel Ann, Friday (3) at the Good Samaritan Hospital.

★ COMING AND GOING ★

HOWARD S. MEIGHAN, vice-president and general executive of CBS, is in town from Hollywood for conferences with officials of the network.

LEE WAILES, Fort Industry Co. executive, in town this week on business. Visited for a while at CBS.

CHARLES COLLINGWOOD, chairman of the "People's Platform" and CBS White House correspondent, arrived in New York yesterday to preside over the debate between Norman Thomas and Henry J. Taylor.

JACK GAINES, chief of production for "Voice of America," is back at his desk following two weeks at Lake Placid, N. Y., during which he shortwaved the ski-jumping championships.

NAT RUDICH, partner in Gainesborough Associates, is in Pawling, N. Y., to conduct a radio-television seminar at the Textile Union Convention.

WILLIAM RIPLE, general manager of WTRY, Columbia network outlet in Troy, N. Y., was in town yesterday.

DAVID McKAY, general manager of KOLO, Reno affiliate of CBS, has arrived from Nevada on business.

JIM GAINES, director of owned-and-operated stations for NBC, spending three days in Chicago.

TAD REEVES is in town. He's the promotion manager and publicity director of WBNS, the Columbia network outlet in Columbus, Ohio.

MRS. ELOISE SMITH HANNA, president of WBRC, Birmingham, has arrived from Alabama for conferences at NBC.

KLAUS LANDSBERG, general manager of KTLA, Los Angeles, who was in New York this week for the television meetings, left by plane last night for the Coast.

CAROLINE BURKE, television writer, next Tuesday will go out to Park Ridge, N. J., where she will address the Parent-Teachers Association of the town.

ARTHUR LUBIN, Universal-International director, is in New York, and tomorrow will guest on ABC's "Hollywood Screen Test," emceed by Neil Hamilton, who did many films under Lubin's direction.

CATHY MASTICE, vocalist, has arrived in New York from Chicago, thus completing her latest veterans-hospital tour.

HORACE HEIDT and the members of his CBS program company will broadcast Sunday's program from the Sports Arena in Toledo.

GENE HAMILTON, musical commentator on the "Carnegie Hall" program over ABC, left yesterday for Sarasota, Fla., where he is spending five days with his son.

COL. HARRY C. WILDER, president of WSYR, Syracuse, N. Y., a visitor this week at the offices of NBC.

FRED RIPLEY, general manager of WPTR, Albany, N. Y., yesterday made a number of calls here in New York.

FRANKLIN DOOLITTLE, president of WDRC, Hartford, Conn., paid a call this week at the New York headquarters of CBS, with which the station is affiliated.

WENDELL CAMPBELL, general manager, and GENE WILKEY, program director, of WCCO, Columbia's O & O station in Minneapolis, are in New York.

Ohio Radio Listeners Tell Preferences

(Continued from Page 1)

the suggestions offered, these were the most prevalent:

1. Leave radio as it is.
2. Eliminate commercials in the middle of half-hour dramatic programs.
3. Fire give-away announcers that shout, talk fast and sound breathless.
4. Don't eliminate singing commercials, but let's have them a little less moronic.
5. Hillbilly programs are OK, but don't give us an overdose.
6. Less crime and horror shows and none on Sunday.

One of the letters, written by Mrs. Brony Tylka, St. Clairsville, Ohio, which was among those forwarded to NAB in Washington, read:

"I would adopt a hands-off policy. "Living in a rural community, I have become a lady-in-waiting for my husband who works away, thus I discovered radio and lively, liberal programs.

"I hear movies dramatized and name bands play without paying admission or cover charges. I live and love who-dun-its which I do not think as corruptive to youngsters as those action adventures which leave kids pop-eyed, yet I would not eliminate them because they enjoy them so much. I get up-to-the-minute, world-wide news coverage and learn from the forums, cooking sessions and household hints. I get a bang out of Bing and a howl out of Hope. I even benefit from quizzes as they sharpen my wits. I happily wield a

ET Series Offered To Radio Stations

(Continued from Page 1)

Great Hour of Sharing" which will take place in more than 100,000 Protestant and Eastern Orthodox churches at 11 a.m., Sunday, March 12.

More than 25,000,000 persons are expected to participate in the hour of sharing during which funds will be raised for overseas relief of war victims. Twenty-three major Protestant and Eastern Orthodox denominations and four interdenominational agencies are participating in the event in co-operation with Church World Service.

Based on experiences with previous transcriptions issued by Church World Service, it is anticipated that "Operation Good Samaritan" will be used on at least 800 broadcasting stations.

Heads Mimeograph Dept.

Los Angeles—Walter Dundon has been named manager of the CBS-Hollywood mimeograph department, effective immediately, it was announced by Edith Todesca, director of personnel.

broom to hillbilly music, soak up some of Ma Perkins' homey philosophy and enjoy church services at home.

"If I do not like one program, a flick of the dial brings another.

"Therefore, I would leave radio as it is because it speaks the language of variety and personifies America as it is."



Mother's Little Helper

This pretty little fawn seems to have lost its mother. So the friendly dog helps out with the all-important bottle of milk.

Some advertising campaigns in tough competitive markets need a little help these days, too. In Baltimore the answer is easy. You just buy W-I-T-H, the BIG independent with the BIG audience.

This will really be a help to your sales effort. For W-I-T-H provides you with more listeners-per-dollar than any other station in town. That means you get BIG results from a LITTLE bit of money on W-I-T-H.

So don't put it off another day. If you're not already using W-I-T-H, call in your Headley-Reed man and get the whole story right away.

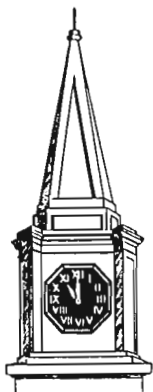


WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

A GREAT PUBLIC SERVICE



MARCH 12, 1950

needs *Your* help

Six GREAT transcription shows now
ready for one GREAT cause backed
by 25,000,000 concerned people

ONE GREAT HOUR OF SHARING

At exactly 11 a.m. on Sunday morning, March 12, over 100,000 congregations across the nation will gather for one great purpose — to help suffering people all over the world. When 25,000,000 members of the churches unite in this "One Great Hour of Sharing" it makes an extraordinary event. The needs are tremendous. They must be met if democracy is to be the victor in Asia and Europe.

Here is our great public service opportunity. Let's get behind this united appeal for the needs of the world.

To every radio station in the country there is being offered right now, without charge, six great transcriptions to be used up to March 12, 1950. The titles* are: 1) CRISIS IN ASIA; 2) CHRIST IN RED CHINA; 3) EXODUS 1950; 4) MY BROTHER'S KEEPER; 5) MEN WITHOUT A COUNTRY; 6) MY NAME ON A MAILBOX. . . . These are yours for the asking. Send in your request TODAY.

* The over-all title for the series is OPERATION GOOD SAMARITAN. The individual transcriptions deal with the general relief needs in Asia, the problem of China, the Palestine refugee situation, and the entire DP immigration program.

These transcriptions may be secured immediately through . . .
CHURCH WORLD SERVICE, 214 E. 21 ST., NEW YORK 10, N. Y.

Increase In Sponsors Reported By Transit

(Continued from Page 1)

month of December shows 459 sponsors on 14 stations compared to a total of 376 sponsors on 13 stations in October.

The "music-as-you-ride medium" says the largest gains are among appliance and furniture dealers, clothing and department stores, florists and jewelers. No classification has shown a decrease, Transit revealed.

The service uses an FM station in a community as a medium for transmitting the programs and commercials into the transportation facilities.

Miller Accepts Chair Of New Radio Committee

(Continued from Page 1)

pressed his willingness to serve." In accepting, Judge Miller declared that he was "heartily in sympathy with the aims of the Citizens Committee for the Hoover Report."

Signed For TV Role

Hollywood — Wendell Niles, announcer on the CBS radio show, "My Friend Irma," has been signed by Hal Wallis to play a television announcer in "My Friend Irma Goes West," currently shooting at Paramount.

Hollywood's New

COUNTRY CLUB HOTEL

• The Country Club Hotel occupies a magnificent location in the heart of the exclusive Wilshire residential district . . . adjacent to Wilshire Country Club and overlooking the expanse of its gorgeous 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



By SID WHITE

Man About Manhattan. . . !

• • • FRIDAY-DREAMING: Ted Husing, who refuses to allow us to mention his activities (unless we get it through Louis Sobol) has been signed to telecast the weekly bouts from St. Nick arena for Pabst. . . Lever Bros. cancelling out on "The Clock" as of March 29th. . . New trend in dep't store merchandising: Starting the last week in Feb., "2nd Honeymoon," with Ralph Paul as emcee, shifts from its WOR studios to McCreery's Dep't Store. . . A top bankroller has reached the talking stage with Elliott Roosevelt for his new commentary program. . . Jack Gifford, of "Alive & Kicking," set for the new Hy Gardner-Bert Bachrach radio show, "Next Week in N. Y.," which tees off Sunday on WJZ. . . Guy Lebow, who's been doing a bang-up job with both the Rovers and Rangers from the Garden, kicks off new bylined sports feature in TV Guido on the 23rd. Jimmy Powers and Mel Allen will also do columns. . . Hoot Gibson's former polo playing pal, Barton Fellowes, has written and packaged a radio series in H'wood starring Hoot, which should answer the question who has the cowboy star for radio. Stuart Reynolds, already here in N. Y. representing deal, hints that they'll saddle and ride very soon.

★ ★ ★ ★

• • • When 30 of the top New York press agents met last week to form an Association, somebody complained that it might have been a unanimous turnout but not enough p.a.'s knew about it. "There's only one thing we can do," one of them ad libbed. "Let's hire a press agent."

★ ★ ★ ★

• • • THEY SAID IT: Harry Wismer is the best when it comes to describing a football game. Never fails to give a clear and truthful picture of what is happening down on the field.—Al Buck. . . Charles Chaplin is so disappointed in television shows that he won't permit his children to look at any.—Leonard Lyons. . . Milton Berle's show is the one that sold the most video sets during the past year.—Ben Gross. . . H'wood is a place where everybody is chasing rainbows, looking for a part of gold.—Johnny Thompson. . . How can anyone yammer about 'progress' in teevee when its most popular stuff includes vodevil shows, stale film Westerns, wrasslers and roller-skaters?—Walter Winchell.

★ ★ ★ ★

• • • APPLAUSE DEPT: Marion Hutton and Jack Douglas' wonderfooling at the Capitol Theater. . . Bill Marceau's deft handling of DuMont's "Plainclothesman." . . Allen Prescott's WJZing nitely chatter. . . Margo Lee's TVersatility, ranging from comedy with Berle to horror stuff with Karloff. . . Dave Kerman's big-time emoting on "The Big Story." . . J. Dorsey's ork at the Statler. . . Pupi Campo's wax sizzler, "How High the Moon," a rhumbop special. . . ABC's "Challenge of Yukon."

★ ★ ★ ★

• • • IN ONE EAR: Bill Williams, disc jock on WOV's 1280 Club, starting a new show called "Bill Williams' Welcome Mat" via DuMont. . . Ann Thomas set with the Phil Harris-Alice Faye opus while it's in town. . . Alan Neuman, WNBT director, assigned to Menasha Skulnick's new show. . . Alfred Drake auditioned a new Private Eye series for NBC called "The Affairs of Peter Chambers." . . Nancy Moore, Ford Theater writer, taking a month's vacation in the Bahamas. . . Tim Marks has sold Red Book the idea of carrying a regular monthly feature tagged "Tim Marks Sez." . . Cathy Mastice set for the lead in musical to be produced by Marty Cohen, who produced the film, "Catskill Honeymoon." . . There'll soon be on the market a combination phono-radio-TV set with a built-in tape-recorder. What, no bar?

Benny, Sans Script, Big Hit Before REC

(Continued from Page 1)

presidents on the west coast were different than those in the east. "They are different because if you ask a question out there they have to wire the home office in New York before you can get an answer."

Turning serious, Benny said he saw no conflict between radio and television. He feels that a comedian cannot do both radio and TV shows and keep up the quality of his per-

Good News For J. B.

Pacific Program Hooperatings in January find Jack Benny at 42.7, Charlie McCarthy with 36.3 and Bing Crosby rating 26.4 holding down the top three positions, it was revealed yesterday. Fibber McGee and Molly at 24.7 and Walter Winchell with 24.5 complete the first five.

formance from week to week. He also thinks that it would be impossible to produce a good half-hour TV show every week and that if he entered video he would like a half-hour every other week or a full hour hour once a month.

Discussing ratings, Benny spoke of the car radios in the Los Angeles area and those who hear his program while out for a Sunday drive. Seeing C. E. Hooper in his audience he said: "Mr. Hooper what are you doing about that?" Hoop smiled and shook his head.

The success of yesterday's "name attraction" luncheon proved that John Karol, CBS executive, and president of the club has a formula for packing the Henrik Hudson Room of the Roosevelt Hotel. Arthur Godfrey, in person, will be the attraction two weeks hence.

Buys KNBH Program

Hollywood—Southern California Hudson Dealers' Association has signed to sponsor Tex Williams' Western Caravan on KNBH, beginning February 24th. According to Williams' manager, Cliff Carling, show will be kinescoped at same time and shipped east as an "open end" deal. Until it goes commercial, Western Caravan will continue sustaining Tuesday night on KNBH.

Triple Threat Man

Henry Morgan's versatility grows apace. The commentator-racounteur last night was drafted by NBC to SING on the 7:15 news show. Seems the newscaster was trying to explain the sudden popularity of "Rag Mop," new hill-billy tune and felt the opus had to be heard to be appreciated. With no other singers around, Morgan volunteered—and sang.

Tea Association To Spend Million

(Continued from Page 1)

ered by a newly-formed group, the Tea Association and the Tea Bureau. Smallwood has been named chairman of the council and Anthony Lyde, managing director of the Tea Bureau, vice-chairman.

The council will set policy for the expenditure of funds, Smallwood disclosed. The campaign will be run over a 12-month period.

"The council will be composed of men thoroughly versed in all phases of the advertising, merchandising and promotion of tea," Smallwood said.

BMB Study Mailings Reported Completed

(Continued from Page 1)

ate-by-state reports of their affiliates and the full reports are expected to be finished by the end of February. Agencies have received some copies of the report from individual stations, Baker said, but their complete reports will not be ready for some time.

Send Birthday Greetings To—

February 9

Charlotte Holland James Rich
Charles Marshall Herb Sheldon
Walter Preston

February 10

Milton Robertson Jack Lenard
James Monks Geo. Hessberger
Edwin S. Reynolds
G. Stanley McAllister

February 11

Barry Drew Sam Rothsteln
George Kerr Leo Steinbach
Josh White Nancy M. Halson

February 12

Bob Cotton Ruth Hamlin
Lee Grant George Griffin
Pat Hurley Raymond Knight
Kathryn R. Leeds Curt Peterson
Barry Wood Philip G. Lasky
Joe Kearns Tex Beneke

Newton E. Meltzer

February 13

Hal Michael Russell O. Stewart
Joan Edwards Alex Leftwich
George A. Hazlewood

February 14

Peggy Allenby Jack Benny
Talbot Johns Carlton Moss
Art Hernes Mel Allen

Jessica Dragonette

February 15

E. W. Jones Charles Sulton
Howard Harris William Janney
C. E. Midgeley, Jr.
Hugh Wedlock, Jr.

February 16

Patty Andrews Douglas Arthur
Mildred Bailey Edgar Bergen
Bert Kalmar Wayne King
Jerry Lester Dell Sharbutt

Second Nat'l TV Conference In Chicago Lists 42 Speakers

(Continued from Page 1)

will be top speakers on a Wednesday luncheon.

The first of six panel discussions will feature Robert Swezey, general manager of WDSU-TV, New Orleans, Harry Bannister, general manager of WWJ-TV, Detroit, and Winn Case, v-p in charge of television for Campbell-Ewald. James Stinton of ABC will moderate. Time buying and selling will be the topic.

New Slants on Creating, Writing and Directing is the subject of one of the second day's panels. Beulah Zachary, producer of the Kukla, Fran and Ollie show, Ted Mills, program director of WNBQ, Chicago, Steve Hatos, manager of the Chicago office of James Saphier and Company and Fred Bolton, art director of J. Walter Thompson in Chicago have accepted speakers' roles. Moderator is Fred Killian of WENR-TV, Chicago.

Sales Session On Tuesday

Another Tuesday session on the 1950 Approach in Sales and Management will be led by E. Y. Flanagan of WSPD, Toledo, Gene Thomas of WOIC in Washington, P. A. Sugg of WKY in Oklahoma City, F. Van Konyenberg of WTCN in Minneapolis and Sarkes Tarzian of WTTV in Bloomington, Indiana. John H. Mitchell of WBKB in Chicago will moderate.

The color television problem is to be discussed in one of the Tuesday afternoon sessions, council president George W. Harvey disclosed. Clifton Utley, NBC commentator, will moderate the meeting, Harvey said, but no speakers have been announced as yet.

TV Pays Off—Or Does It? will be

the panel topic which is to be talked over by Bud Gore of Marshall Field's in Chicago, Phil Creedon of Hines Lumber Company in Chicago, L. E. Waddington of Miles Laboratories, Reed White of Canada Dry, Bill Fisher of Young & Rubicam and A. G. Whitmer of Kelvinator. Moderator will be P. H. Faust of Schwimmer and Scott agency.

The panel, What Research Can Contribute to TV in 1950, on Wednesday, March 8, the final day of the conference, will feature Mal Beville, NBC research director, and other speakers yet to be announced, with Robert Salk of the Katz Agency moderating.

Theater Men To Speak

H. C. Bonfig, Zenith veep, and Robert O'Brien, secretary-treasurer of the United Paramount Theaters, will offer their views on theater television and phonevision. A third individual address will be made by F. J. Moch, president of Chicago's Television Installation Service Association on the subject, Installation and Service Problems. The meeting moderator is Ralph Liddle of Commonwealth Edison, Chicago.

Final conference session will be devoted to program problems. Norm Hanie of Ruthrauff & Ryan in Chicago, Don Cook of WGN-TV, Joe Betzer of Sarra Films, Jerry Campbell of Campbell-Cahill Films, Norm Lindquist of Atlas Films, Bob Knapp of Schwimmer & Scott and Carl Haverlin, BMI president, will take part with Art Holland, meeting chairman.

Keynote speaker for the opening dinner and other speakers for panels will be named later.

Cultural FM Station Sponsored By Library

Louisville, Ky. — The Louisville Free Public Library will open an FM-station, WFPL, on February 18 to bring cultural programs to the city. Some 45 thousand FM set owners in the area will be served seven days a week with programs on books, music, the theater and other arts by the 10-watter.

A three-day "cultural buffet" with the library as host has been scheduled for the opening of the station. None of the programs will be "high brow" with all efforts being concentrated on purpose to "help make culture fun."

Studios will be located in the main library.

Heading East

Hollywood—Cy Howard, creator-producer of CBS' "Life With Luigi" series, will leave for Chicago on February 15 for conferences with H. Leslie Atlass, CBS vice-president, and executives of the William Wrigley, Jr. Company, sponsors of the

Six AM Station Deals OK'd By Commission

(Continued from Page 1)

tag for WFEC, Miami, was okayed, the station passing from the Florida East Coast Broadcasting Company to Howard D. Steere. Edward C. James paid \$33,625 for 67.25 per cent of the stock of KCNY, San Marcos, Texas, buying from Charles L. Cain.

Buyer Becomes Sole Owner

Robert H. Epperson sold his half interest in WYVE, Wytheville, Va., to A. M. Gates for \$14,673, Gates thereby becoming sole owner. Ten thousand dollars was the price for WTXC, Big Spring, Texas, and for WABI, Bangor, Me. The first station passed from Leonard R. Lyon to Big State Broadcasting Corp., and the second from Fred B. Simpson to Horace Hildreth and Murray Carpenter. Hildreth is a former Governor of Maine, and Carpenter was formerly manager of WPOR, Portland.

NBC Staffers Named As Columbia Instructors

Josef C. Dine, press director at NBC, and Caroline Burke, NBC TV producer, have been added to the faculty at Columbia University's School of General Studies for the Spring semester, it was announced yesterday.

Dine will teach a basic course in broadcasting, and Miss Burke a laboratory course in TV production problems, starting this week.

The course which Dine and Miss Burke will teach are among 13 professional training courses in radio to be offered by the University in cooperation with NBC. The teaching staff is largely recruited from NBC personnel, and the greater portion of the courses offered are given under working conditions in the NBC studios in New York.

Spring semester courses include dramatic writing for radio and television, script writing for radio and video, radio and video publicity, speech for radio, radio and TV announcing, acting in radio, sound effects, producing and directing radio drama, and a documentary workshop.

Instructors include Sydney H. Eiges, NBC vice-president in charge of press and information; Adolph Schneider, NBC manager of operations, television news and special events; Wade Arnold, head of NBC's announcing staff; Frederick G. Knopfke, manager of the NBC sound effects division, and James Harvey and Frank Papp, NBC directors.

WATV Schedules Dinner

Newark — WATV broadcast the fourth annual Human Rights dinner of the National Conference of Christians and Jews held at the Essex House, Newark, Thursday, Feb. 9th from 9:00 to 10:00 p.m. Principal speakers were Gene Tunney and Gov. Alfred E. Driscoll.

UPA Will Produce New Ford Commercials

United Productions of America this week was signed by J. Walter Thompson to produce cartoon portions of a combined animated-live film series for the Ford Motor Co. Consisting of ten one-minute pictures, the newest UPA series will be produced in technicolor for theater release in 16 mm. black and white for use on Ford television programs.

The contract with JWT-Ford was a direct result of UPA's recent expansion adding New York offices at 521 Fifth Ave. It was set by Ed. Gershman, vice-president in charge of UPA's eastern division.

Crosby Returning To CBS

Bob Crosby will return as "head man" on CBS' "Club 15" starting March 27, it was announced yesterday. Dick Haymes, soon to be enroute to New York to fulfill film commitments, is currently emcee of the across-the-board ailer.

In addition to Crosby, the program features Evelyn Knight, the Modernaires and Jerry Gray's Orchestra.

AGENCIES

JOHN L. ANDERSON, vice-president and treasurer of McCann-Erickson, Inc. has been named chairman of the advertising and public relations division of the 1950 New York Heart Campaign.

FRANK E. FEHLMAN has been named director of the research department of S. Duane Lyon, Inc. He was formerly with Blackett-Sample-Hummert.

WHAM AND WHAM-TV of Rochester, N. Y. to Charles L. Rumrill & Co., Inc.

JOHN MONSARRAT, formerly of Platt-Forbes, Inc., has joined Geyer, Newell & Ganger, Inc. as an account executive.

JOE HOLTON has joined the Kenneth Later Agency in charge of motion picture and television casting. He is formerly of 20th Century Fox.

WEST HOOKER announces the reorganization of West Hooker Tele-features, Inc. into a new corporation to be known as West Hooker-Fredrick Productions Corp., with West Hooker as president and Frederick Klein as vice-president and treasurer.

LAWRENCE MULHEARN has joined the copy department of Federal Advertising Agency, Inc. He was formerly with McCann-Erickson.

THE PHARMA-CRAFT CORPORATION has appointed Ruthrauff & Ryan, Inc., to handle the advertising of Heed and Sprite, their new plastic bottle spray deodorants. The appointment becomes effective April 1.

KENNETH H. WARD has joined Pollyea, Inc., Terre Haute, Ind., as account executive. He was previously with Schoenfeld, Huber & Green, Ltd., Chicago, in the same capacity.

MISS MERRE K. NORTHRUP has joined J. M. Mathes, Inc. as assistant to the director of radio and television. She was formerly with Crutenden & Eger.

GUY R. DEW has been elected vice-president of Burnham Associates, Inc. in Jamaica, L. I.

Lincoln's Descendant

John Lincoln, a lineal descendant of Abraham Lincoln and a CBS-TV cameraman, will be on the other side of a video camera on Sunday when the Mr. I. Magination program marks the Great Emancipator's birthday. Lincoln will join the cast in honoring Lincoln.

California Commentary

By ALLEN KUSHNER

● ● ● Robert Armbruster, veteran conductor and pianist, takes over the post of Musical Director for NBC's Western Division February 12th, announced Homer Canfield, NBC program manager. Armbruster will fill the job vacated by Henry Russell who is leaving to participate in an advertising agency. Russell, however, will continue as musical director of the Halls of Ivy show. . . . Station KGER, Long Beach, California, received congratulations from all sports fans for their excellent exclusive coverage of the Long Beach Open Golf Tournament which had national recognition. . . . Don Lee's twice-a-day newscaster, Frank Hemingway, will be speaker at the Annual Sales Meeting of the J. A. Folger Co., in San Francisco. Fulton Lewis, noted commentator, will originate six broadcasts from KHL, Don Lee Network in Hollywood, when he visits the West Coast this week. . . . Brown & Williamson Tobacco Corporation, Louisville, have renewed their six weekly spot announcements for Kool Cigarettes on KNX, Hollywood for 52 weeks beginning Monday February 16th. The agency for the account is Ted Bates & Company, New York. . . . Radio Station KFJI, Klamath Falls, Wash.; KION, Portland, Oregon; KUAN, Vancouver, Washington, and KWLK, Longview, Washington, have renewed their World Broadcasting System library services.

Hollywood

★ ★ ★

● ● ● Don Fedderson, general manager of KLAC-TV has announced that Robert W. Conner, for the past eight years with RCA as Broadcast Field Engineering Representative for the western region, will join KLAC-TV as director of engineering, effective immediately. . . . KGFI, the original 24-hour station of the nation, has resumed its all night operation again on February 1st with "The Lamplighter Club," to be conducted by Bob Campbell. . . . Elmer J. Holmberg of the staff of Radio Station KGY in Olympia, Washington, has just been elected president of the Olympia Chamber of Commerce. . . . Wally Seidler has been named manager of KSMA, Santa Maria, California, replacing Lawrence W. Harry, resigned. . . . James L. Fallon, former vice president of Davis & Company, has joined the Los Angeles office of Erwin, Wasey & Company. Mr. Fallon will serve on both the contact and creative staffs of Erwin-Wasey. . . . KSLM, Salem, Oregon, has been rendering a real public service up in the Northwest during the present severe storms. Both daily newspapers in Salem are using the facilities of KSLM for emergency information broadcasts. This is a case where newspapers and radio are working hand-in-hand to render a most important public service.

★ ★ ★

● ● ● A new television production firm has started business, Rogers-Seelig Productions. They will produce complete vaudeville units geared for television and theater bookings, musicals and road shows. Associated in the new enterprise will be Vern Trimbley and Eddie Levins, who will handle the roadshows and vaudeville circuits, and the Jack Kurtze Agency. . . . The Louella Parsons broadcast, which featured as guests author Anita Loos and stage star Carol Channing, marked Louella's 500th program on the air. . . . Look for Fibber McGee and Molly to do their first TV show sometime this spring. Scripts and sets are ready and have been approved by Jim Marion Jordan and the sponsor. . . . Frankie Laine may become a permanent fixture on Ed Sullivan's TV show in New York. . . . Ann Sheridan, first of Hollywood's top-bracket stars to plunge whole-heartedly into teevee via Hal Sawyer's "I'll Buy That" program on a Los Angeles station, is going big league when she appears as guest on the Ed Wynn show February 11th.

★ ★ ★

COAST-TO-COAST

WISN Salutes YWCA
Milwaukee, Wis.—The work of the organization of the Young Men's Christian Association will be the theme for WISN's "Your Question, Please" on Saturday, February 11th at 3:30 p.m. Mrs. Bernard Churchill, president, will be the guest. Gertrude Puelicher will moderate the panel discussion of such questions as "What attractions do the YWCA and YMCA hold for teen-agers?" and "Do teen-agers have a civic responsibility other than just behaving themselves?"

New Dramatic Series On WBAL
Baltimore, Md.—WBAL is now presenting the series "Crime Does Not Pay," every Monday, 7:30 to 8:00 p.m. The program is directed by Marx Loeb, with Edgar Small assistant director. Ira Marion is the script writer. Musical director is John Gart and Raymond Katz is the producer.

WTIC Sets Anniversary Schedule
Hartford, Conn.—WTIC will celebrate its 25th anniversary today, February 10. All of the locally originated programs on that day will have special birthday formats, and network programs will give anniversary salutes to the station, which was one of the six charter affiliates of NBC. Among the many network personalities who will hail WTIC on their programs are Bob Hope, Jimmy Durante, Don Ameche, William Bendix, Walter O'Keefe, Torrey Bartlett and Morgan Beatty.

Wedding Bells
Newark, N. J.—Ivan Izenberg, staff engineer of WNJR, was married February 4th to Edith Leven in New York.

Joins WRNL Announcing Staff
Richmond, Va.—Fred P. Haselbe, disc jockey formerly with WIC, Durham, N. C., has joined the announcing staff of WRNL. Haselbe will handle the station's early morning disc jockey show, "The Alarm Clock Club." During his four years at WDNC, his duties included studio quiz shows and audience participants, announcing feeds to the BS network, and a morning disc jockey show.

Personalized Greetings Phone
Worcester, Mass.—Giving its 15th day and anniversary greetings a personal touch is the idea behind the new "Party Line" feature on WAG and WTAG-FM's "Julie 'N' Johnny" show. Previously, co-stars Julie Chase and Johnny Dowell would send a bouquet to oldest person given a birthday greeting on each day's broadcast, or to the latest married couple to receive an anniversary congratulation. Now, the studio "Party Line," Julie and Johnny telephone the person during the broadcast to extend their personal congrats.

TELEVISION DAILY

Section of RADIO DAILY, Friday, February 10, 1950 — TELEVISION DAILY is fully protected by register and copyright

FCC OKAYS PHONEVISION TEST

TELE TOPICS

TALENTED NAMES of the Army, Navy and Congress turned in creditable performances during the "V.I.P." edition of the Original Amateur Hour on NBC-TV Wednesday night for the benefit of the New York Heart Fund. Among the best were the Navy Trio, two pianos and a guitar, featuring Admiral DeWitt Ramsey and Captain John A. Waters, pianists; Beverly Farrington, daughter of the Hawaiian delegate to Congress offering interpretative island dances; Rep. Frank Helf, the harmonica playing Congressman Jim Kentucky; Rep. Dewey Short as an impressionist; Rep. Frances P. Bolton of Ohio, soprano, and the square dancing of congressional couples from Texas. While Ed Mack, the emcee, and Dennis James, commentator, stressed that the program had eliminated the usual commercials the dancing Old Gold cigarette package gave its usual performance. All in all the program indicated that the Washington "amateurs" were having fun and were happy to contribute their talents to the support of the Heart Fund. Professionals followed with an afterpiece with Morey Amsterdam singing the merrymaking.

AN UNUSUAL PROGRAM titled "TV and Child Vision" will be sponsored by the Illinois Optometric Association in conjunction with their 42nd annual convention on WGN-TV, Chicago, Monday. Dr. Carl F. Shepard, noted authority in optometric research, will demonstrate proper use of a TV set in the home. How TV can be used in visual training. Several children will take part in the demonstration and Dr. Shepard will answer such questions as: How many hours a day should children watch TV? What is the proper lighting and tuning of a set? What position in relation to the receiver is best? Booklet titled "Rules for Watching Television" will be offered free of charge by the Association.

MARK WOODS and Murray Grabhorn made one of their rare appearances in front of the cameras yesterday when, Acting Mayor Impellitteri, they kicked off the first WJZ-TV full-power transmission from the Empire State Building. ABC has high hopes for the move from what was seen yesterday, it was mainly worth while. Web took an informal poll during the afternoon and about 75 per cent of the set owners reporting the picture had improved. . . . B. DuMont has been elected a life trustee of his alma mater, Rensselaer Tech. . . . CBS, which was reported some time ago to have made a pitch for the Berle show, has settled for his changed wife, Joyce Matthews. She'll do a local interview series for Sunset Alliance Stores starting Mar. 22.

TBA Forms Committee On Pubserv Programs

TBA yesterday announced formation of an active Committee For TV Public Service Programming to act as a clearing house of information on public service telecasts. The group was set yesterday at a conference called by TBA following a study of the needs of both broadcasters and various national public service organizations.

Committee will start at once to survey all stations, networks and public organizations to determine what information on public service material and technical requirements is needed to obtain a closer working relationship between the groups. The body will also serve as an active liaison group between stations and organizations.

Present at the inaugural meeting yesterday were: Edward Stasheff, WPIX; Dr. David E. Weglein, WBAL; Jane T. Wagner, NBC; Mary Ahern, ABC; Edythe Meserand, WOR; Leon Levine, CBS; F. E. Almstead, State University of New York; Rudy Bretz, Protestant Radio Commission; Natalie Flatow, Girl Scouts of America; Henriette Harrison, YMCA, YWCA; Barry Mahool, American Heritage Foundation; Betty Dixon, Travelers Aid Society; Harold Franklin, Institute for Democratic Education; Prof. Edward Cole, Yale University; Dean Kenneth Bartlett, Syracuse University; Will Baltin and Richard Ives, TBA.

Two 'Howdy' Premium Offers Draw Million Kid Responses

The most startling evidence to date of TV's amazing impact on children is to be found in the results of premium offers by two sponsors of NBC's "Howdy Doody" series—more than one million units, representing one-quarter of the total number of receivers in the entire country at the present time.

Here are the figures on a 12-week offer (once a week) of Howdy albums and photos made by Poll-Parrot shoe dealers: Total of 768,000 premium units were given away, with each one representing a trip to the dealer. In addition, since the offer was carefully worded to create parent traffic as well, the majority of the children were accompanied by one or both parents.

The result, according to agency

Birthday Present

ABC's first commercial program—Iroquois Wilkor, The Swinging Lady—which completes its first year on the web Sunday, has been renewed by the Kellogg Co. for 52 weeks and expanded to a lineup of 15 stations. Konyon & Eckhardt is the agency for Kellogg.

TV Symposium Set For IRE Membership

A one-day Television Symposium will be staged by the Institute of Radio Engineers tomorrow in the Engineering Societies Building in New York, the institute has announced.

Among the speakers for the occasion are: M. W. Baldwin, Jr., of Bell Telephone Laboratories, Inc. on television picture fidelity; Dr. K. Schlesinger of Motorola on unusual features of a new tele receiver; and W. B. Whalley of Sylvania Electric Products, Inc. on considerations regarding the simplification of TV receivers.

Dr. Goldsmith To Speak

Others on the program include: Dr. T. T. Goldsmith of DuMont Laboratories, Inc. Dr. B. M. Oliver of Bell Telephone Laboratories, R. F. Rollman of DuMont and S. R. Scheiner of Bendix Radio.

Webster Dissents, Sees Threat To Present TV

(Continued from Page 1)

tee of the Allied States Association of Motion Picture Executives and its probable new president, told the Allied board of directors that Phonevision is "the greatest threat to exhibition conceived to date."

In the test, subscribers will pay one dollar per program. Testing will be in 300 Chicago homes, with Zenith transmitter KS2XBS operating on channel 2. The Commission majority said it is satisfied that its planned hearing to determine whether paid broadcasting may be permitted will benefit from the data to be gathered by an actual test to determine whether the public will accept the principle of pay-as-you-go.

Rembusch told the Allied board that Zenith has interested the producers (of motion pictures) to a point where top reissues may be supplied for the test run. Big difficulty yet to be solved, he said, is the problems of sudden heavy loads on telephone exchanges. Breakdown of dialing systems and overloading of personnel taking calls and making billing records can be predicted when thousands of subscribers decide to call in at peak listening hours for program service.

In permitting the test, the FCC stipulated that its move should in no way be considered a commitment that there will be an eventual okay for a pay-as-you-go system.

Webster said this is the first step toward possible introduction of subscription TV and radio, and that "such a momentous change in the American system of broadcasting" should not be taken without full hearing. He said Phonevision is clearly a new service, rather than "an adjunct" to present black and white TV. If authorized on a continuing basis and successful, he said, "I do not believe that very much vision is required to see that. . . . the best evening hours, every day in the week, will be devoted to subscription television rather than to free television programming."

He said the step is so important it should perhaps be taken by Congress rather than by the FCC.

Offer FCC Amateur List

Washington—A list of over 50,000 amateur TV experimenters has been offered the FCC by Transvision, Inc., with the suggestion that the Commission call upon these amateurs for assistance in solving the difficult problems of color TV.

AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, Feb. 10, 1950

WU Engr. Describes TV Uses Of New Lamp

Characteristics and applications of The Western Union Telegraph Company's "Telcoarc," a new type of electric arc light which operates on newly discovered principles to produce a lamp with unusual and useful characteristics, was presented this week in a paper delivered by W. D. Buckingham, research engineer of WU, at the Television Institute and Trade Show in New York.

Buckingham said: "The 'Telcoarc' differs from all (other types of lighting) in that its light is produced from a microscopically thin pool of molten metal." He explained at length the technical construction of the lamp and stated further that "the lamps have been tried in a few of the many fields in which they are expected to be used." Discussing its possible use in television, Buckingham said: "In lighting a television or motion picture set the concentrated source of the 'Telcoarc' produces a type of light which aids in giving the illusion of depth to the resulting picture. Sharply defined shadows and dramatic lighting effects can also be produced with the new lamp. In a television test the (new lamp) was used in a slide projector for back drop projection. It produced a high-intensity picture of good contrast and sharpness of detail that on the screen of the television receiver the projected set could not be distinguished from the actual scene."

TV Tube Book Covers Over 620 Sets

A new 56-page Television Receiver Tube Complement Book which lists the make, model number and type of TV receiver and picture tubes used in more than 620 sets currently being manufactured by leading television manufacturers in the U. S., has been announced by Sylvania Electric Products, Inc., Radio Tube Division, according to H. H. Rainier, manager of distributor sales. The book also contains a chart showing the percentage of each of 136 receiving tube types used in TV sets distributed by 85 manufacturers. Also included in the book is a list of 80 TV set manufacturers and their addresses for use in securing more service information on a particular set. Another section of the book describes modifications required, if any, for 120 TV picture tube replacement types, because of change of dimension, electrical characteristics, socketing and others specifications. Suggestions for safe handling of picture tubes is also included.

GE Cuts Price Of Three Late Model TV Sets

Price reductions on three General Electric late model TV receivers from ten to twenty dollars has been announced by W. M. Skillman, manager of receiver sales of G. E. The three sets, introduced at the national furniture market in Chicago in January all contain a 12½-inch picture tube. The sets reduced in price are the table model, which has been cut ten dollars from \$239.95 to \$229.95 in mahogany; in blonde korina cabinet it now lists for \$239.95, formerly \$259.95. A console has been reduced ten dollars from \$289.95, to \$279.95 in mahogany and from \$309.95 to \$289.95 in the blond cabinet. The third receiver, a console with mahogany cabinet and doors to conceal the picture tube when not in use was cut twenty dollars from \$319.95 to \$299.95.

New Projection TV Set Announced By Emerson

At a recent meeting of Emerson Radio & Phonograph Corporation stockholders in New York, Benjamin Abrams, president, told the stockholders present that the company was releasing to the trade this week a projection receiver with a 235-square inch picture or the equivalent of a 20-inch direct-view tube picture. Abrams said the receiver would retail for \$329.50 or approximately half of the price for a similar type of projection receiver released last year with a 192-square-inch picture. He indicated that Emerson hoped to popularize this type of TV receiver, saying that it was the management's belief that projection TV will take the place of the direct-view type of TV to a large extent in the future.

Say WOR-TV Studio Most Modern In N. Y.

Reflecting the ever-changing and continuous technical improvements that are constantly being made in television, WOR-TV opened its new studios in New York last week. Terming them the most modern in New York, the station's facilities now include three studios, their control rooms, master control, rehearsal and dressing rooms, offices and reception lobby in the Television Center, 20 West 67th Street. At the same time, the station also moved its master control to the Television Center Building from the New Amsterdam Roof Theater.

Design of the new studios has emphasized the importance of TV directors by eliminating as much personnel as possible from the director's booth through the location of all camera control operators at a centralized camera control center.

Latest lighting techniques and equipment have been incorporated to insure optimum quality in the televising of all shows. Slim-line fluorescent lighting has been installed wherever possible in order to minimize the number of hot iron descents required, thereby reducing studio temperatures to a minimum.

Other refinements include the central locations designated for camera control, separate control rooms for each of the studios which overlook the studio floor and announcer booths with full view of studio.

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PRODUCTION PARADE

RCA Battery Container & Cover

The problem of carrying standard "A" and "B" batteries in a separate case has been eliminated through a battery container and cover for the portable RCA Type BN-2A remote amplifier, recently announced by the RCA Engineering Products Dept. The cover and case also serves as a conversion kit to facilitate switching from a-c to battery operation. The new battery-container and cover, which can be mounted on the unit in place of the usual top cover, contains an a-c receptacle, a switch to select a-c or battery operation and a clamp for holding two 6-volt "A" batteries and four 67½-volt B's.

Andrea 19 TV Model

Frank A. D. Andrea, president of the Andrea Radio Corp., has announced the introduction of the company's latest TV receiver—the Normandy, a luxury console with a 19-inch "true-life-size" picture. The new model which is now being delivered to dealers and distributors, has a "filtered light" 19-inch tube including 4 picture IF stages.

New Twin-Driven Yagi

Following the design and development of the Twin-Driven Yagi antenna, Technical Appliance Corp., Sherburne, N. Y., now announces a new Twin-Driven Yagi, Cat. 985-4½, which has performance peaks at both channel 4 and 5. With this new design, it will now be possible to achieve the gain in the antenna heretofore possible on only one channel, says the announcement.

New DuMont Oscillograph

Improved sweep circuit, fast sweep starting time, and high light output characterize the new DuMont Type 250-AH Cathode-ray Oscillograph. Recurrent, single, or driven sweep durations are continuously variable from 5 seconds to 10 microseconds. The cathode-ray beam rests at the left side of the screen, resulting in negligible sweep starting time on driven sweep. On the return cycle the trace is automatically blanked out. A Z-axis input is provided for intensity modulation. The Type 250-AH employs a DuMont Type 5RP-A High Voltage Cathode-ray Tube.

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



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TEN CENTS

NAB BOARD VOTES TO INCREASE DUES

Say Theater-TV Seeks Channels 2, 3, 4, 5, 6

Washington Bureau of RADIO DAILY
Washington—Allied States, association of motion picture exhibitors, will very possibly ask the FCC to assign the present channels two, three, four, five and six for theater television. This was the proposal advanced to the Allied board here last week, on the ground that in the low bands a theater video service can be provided with the wide coverage and low equipment cost to make it within the reach of suburban and rural theaters.

Decline In CBS Net Income Due To Video Expansion

A CBS financial report for the 52-weeks of 1949, to be generally released on April 1, 1950, reveals that the network showed a net income of \$4,184,100 for 1949 as compared with a net income of \$5,041,700 for the similar 1948 period.

According to a CBS spokesman, the report will show \$2.44 earnings per share of stock for 1949 as compared with \$3.00 for 1948.

Quiz Based On Bible Sponsored In Arizona

KTAR, Phoenix, and its six affiliated stations will inaugurate a new program series, "Best Seller," February 16. A quiz show based on the Bible, "Best Seller" is a state junior chamber of commerce project sponsored by the Central Arizona Light and Power Company and the Arizona Edison Company. It will originate in the following cities served by:

Traveling
A checkerboard shift of top-ranking CBS news personnel was announced Friday with the word that Ed Chester, director of news, leaves for Havana for an "extended" NARBA conference; Ted Church leaves for London to cover the upcoming British general elections; and Theodore Kopp, director of CBS' Washington Bureau, comes to New York.

Broker Buys Spots
Bache & Co., investment brokers, have signed for a series of spot announcements over WMCA and WQXR to urge listeners to invest their savings. The company is also offering a free booklet on investments to inquiring listeners. Albert Frank-Guenther Law is the agency.

Doug Day Joins DuM, Witting Net Gen. Mgr.

Appointments of Chris J. Witting as general manager of the DuMont network and Douglas Day as director of advertising of Allen B. DuMont Laboratories, Inc. were announced Friday.

Witting, formerly executive assistant to web director Mortimer W. Loewi, will direct and coordinate activities of the entire network in his new post. He has been with DuMont since June, 1947.

Day, formerly executive vice-president of the network, will be in charge of advertising.

BMI Elects Two Veepees, Plans Anniversary Salute

BMI's board elected two vice-presidents and approved plans for the celebration of its 10th anniversary at its first board meeting in 1950, Sydney M. Kaye, vice-chairman announced yesterday. The new execs are Roy Harlow who has been

RMA Will Give Support To DuMont TV Crusade

Washington Bureau of RADIO DAILY
Washington—The RMA board of directors is expected to throw its full weight behind Dr. Allen B. DuMont's campaign for the lifting of the TV freeze when it meets this week in Chicago. Both the board and the television committee will meet at the mid-winter conference of the association, and they are expected to agree upon all-out anti-freeze operations.

Creates New Post Of General Manager And Fixes Budget For Fiscal Year At \$798,000

NCCJ Radio Awards Announced In N. Y.

The National Conference of Christians and Jews yesterday announced a list of eight radio awards in recognition "for outstanding contributions during the past year in promoting understanding and respect among the different groups comprising American life." The announcement came from Dr. Everett

Upturn In Business Reported By Provost

Baltimore—An upturn in radio business for WBAL was reported yesterday by D. L. Provost, manager, with January commercial sales running ahead of the same month last year.

FCC Asked To Oppose Transit Radio In Capital

Washington Bureau of RADIO DAILY
Washington—The FCC was asked Friday to declare transit radio contrary to the public interest and to "announce and so far as necessary

Chandler, Arizona — Members of the NAB board of directors at their closing session at the San Marcos Hotel on Friday voted to hire a general manager for the industry organization, hike the dues of broadcaster members and fixed the budget for the ensuing year at \$798,000, slightly over the 1949 figure.

IRE Announces Plans For Annual Confab

Plans for the 1950 Institute of Radio Engineers national convention to be held March 6th through 9th at the Hotel Commodore and Grand Central Palace include symposiums on television and technical papers on UHF and color video. Among the speakers to be heard is Allen B. DuMont.

Special events for the entire membership include the annual luncheon and dinner.

500 Entries Reported For Ohio State Awards

Columbus, Ohio—The 14th American Exhibition of Educational Radio Programs conducted by Ohio State University has attracted more than 500 entries, the university has announced. The programs submitted have originated in 33 states, Hawaii, and Puerto Rico.

TV Installations
Six additional New York apartments will install the RCA antenaplex system, it was announced yesterday. The multiple-outlet system for tele and FM/AM will be placed on three Fifth Avenue projects and three suburban apartments. A similar installation has been completed by RCA for Lever Brothers in New York.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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Phone: Wisconsin 3271

CHICAGO BUREAU

Herbert M. Kraus
188 West Randolph St.
Phone: ANdover 3-6050

SOUTHWEST BUREAU

Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: RIVERSIDE 3518-9

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

Prince For Crampton At RCA Exhibition Hall

Richard N. Prince has been named publicity manager of the RCA Exhibition Hall, succeeding Bill Crampton who resigned last month to take a post with an upstate television station. Prince has been with RCA for the past 18 months as a representative of their public relations department at the hall.

The Exhibition Hall also reported a new attendance record set last month with 178,839 visitors passing through the doors. The previous record of October, 1948, was exceeded by 33,000. The big attraction for the month was the showing of the new line of RCA-Victor video receivers.

Heads TV Research Group

Hollywood—Jack Carson has been named head of the Hollywood Committee for Television Research. The committee includes Don Ameche, Dennis Morgan, Oliver "Babe" Hardy and director David Butler. Purpose of the organization is to investigate all angles of television and compile a list of its good points and bad, as they pertain to the careers of the stars.

Massce-Barnett Co. Inc.

Established 1887
723 - 7th Ave., N.Y.C. Tel.: CI. 5-6080
INTERNATIONAL FILM FOR-
WARDERS AND CUSTOMS
BROKERS FOR THE TELEVI-
SION AND MOTION PICTURE
INDUSTRIES.

Agents in all parts of the world.

Aiding Drive

In cooperation with the March of Dimes campaign, station WHOM, New York, is preparing a special series of transcriptions that will be made available free of charge to all stations in the U. S. broadcasting in the Italian language. Featured artist on these transcriptions will be the Metropolitan Opera tenor, Ferruccio Tagliavini.

Quiz Based On Bible Sponsored In Arizona

(Continued from Page 1)

the Arizona Broadcasting System: Phoenix, Tucson, Yuma, Safford, Globe, Prescott, and Douglas. More than 500 boys and girls up to 16 years of age from 87 churches throughout the state will participate in the 13-week series. Sunday schools with a membership from one to 50 may enter one student. Those with a membership of 50 to 100 may enter two students, and those with memberships over 100 may enter three contestants.

Decline In CBS Net Income Due To Video Expansion

(Continued from Page 1)

pared with \$2.94 earnings per share during 1948.

The dip in income, according to the same spokesman, is largely attributable to the web's investments in video.

Miller Heads Pop Division Of Columbia Records, Inc.

Mitchell Miller has been named director of the popular records division of Columbia Records, Inc., Goddard Lieberman, executive vice-president of the company announced Friday. Miller will be in charge of selecting and recording all material released on the Columbia popular label.

Formerly With Mercury

The new director comes to Columbia from the Mercury Record Corporation where he was director of popular music. He has also been a soloist with the CBS symphony and has made records for many companies.

CBS Appointments

Edward Kayin, formerly with NRDC, has been appointed manager of AM sales presentations at CBS and Gordon Hellman, formerly with Kenyon & Eckhardt and ABC, has been named manager of CBS-TV Sales Presentations. George Bristol is director of Network Presentations.

Stork News

Chicago—It's another boy for Robert F. Hurlough, WGN's news director. Steven Lankford, seven pounds, nine ounces, joined the family group Sunday, Jan. 29.

FCC Asked To Oppose Transit Radio In Capital

(Continued from Page 1)

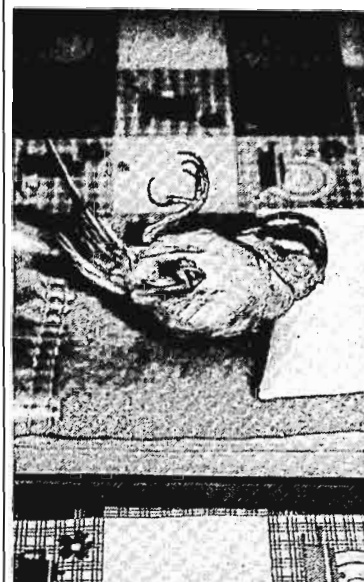
carry out a policy of revocation of station licenses to end transit radio." The petition was filed by attorneys Franklin S. Pollak and Guy Martin on their own behalf. Pollak and Martin have been leaders in the battle here against "forced listening" on the streetcars and buses of the Capital Transit Company. They have asked the local Public Utilities Commission to reconsider its approval of transit radio, voiced in December, and they and others have been active in enlisting Congressional aid. A bill to ban streetcar radio in Washington was introduced earlier last week by Rep. Walter Norblad of Oregon.

WWDC-FM "Violation" Charged

In the Friday petition, a strong point was made that the contracting station—WWDC-FM, in Washington—is in violation of FCC rules and regulations because it committed itself to "unbalanced programming" for the five-year period of the transit radio contract. It is maintained that the licensee "disables himself from making a judgment in the public interest as to what should be broadcast and, in effect, surrenders a major element of control to the transit company." It was argued that the transit radio programming involves "a serious degradation of program content, with major program classifications automatically eliminated."

Kaltenborn In Kansas City

H. V. Kaltenborn last night broadcast a special program at 7:45 p.m. (EST) in conjunction with the Institute of American Poultry Industries from station WDAF, Kansas City to the full NBC network. Following the broadcast, the 'dean of radio commentators' delivered an address entitled "The Dangers of Government Subsidies for Food Producers" at the Kansas City Municipal Auditorium.



Smart Sparrow

Bird experts say that this is not the normal way for a sparrow to take a nap. But this smart little sparrow is happy as a lark on the special bed made for him by the kind lady who adopted him.

If you're a time buyer, you can be happy as a lark about radio advertising in Baltimore. It's so simple! Although there are many stations, there's just ONE BIG BARGAIN BUY.

.. And that buy is W-I-T-H, the big independent with the big audience. W-I-T-H delivers more listeners-per-dollar than any other station in town. That means that just a LITTLE money goes a LONG way on W-I-T-H.

So if you want to be happy as a lark about low-cost radio results in Baltimore, use W-I-T-H. Call in your Headley-Reed man and get the full story today.

A STATEMENT FROM

WGAR



We believe that a radio station has a duty to its advertisers and to its listeners. We believe that, every once in a while, it is a radio station's duty to restate its principles, to review its purpose for being, and to advise its advertisers and listeners of the company they are keeping.

At WGAR, our actions are governed by certain beliefs that we feel are important for the good of listeners and for the benefit of our clients.

1. We have one rate card. All WGAR advertisers pay the same amount of money for similar services. And we do not accept P. I. advertising.

2. We believe that any attempt to buy listening by offering prizes as a reward is a deception not in the public interest. Our high listenership is created and maintained through the exceptional entertainment and informational value of our programs.

3. Every day, Cleveland's Friendly Station is invited into hundreds of thousands of homes in Northeastern Ohio. Therefore we strive to act as a becoming guest. No advertising matter, programs or announcements are accepted which would be offensive, deceptive or injurious to the interests of the public.

4. We believe in fairness to responsible people of all convictions. Those of different religious faiths broadcast freely . . . and free . . . over our

facilities. Balanced controversies are aired regularly without charge. We practice freedom of expression without penalty to those whose opinions differ from our own.

5. We believe that we serve our advertisers more effectively by broadcasting no more than a single announcement between programs.



These are but a few of the principles by which WGAR lives. For more complete information, write for a printed copy of WGAR's code of operating rules and advertising standards. It is a guide that results in listener belief in us . . . and helps us to best serve them and our advertisers.

And there are more of both . . . listeners and advertisers . . . than ever before. In 19 years, we have grown from 500 watts to 50,000 watts. Our business in 1949 set an all-time record.

If you are not advertising on WGAR, we invite you into the good company of those who are.



50,000 WATTS  CLEVELAND

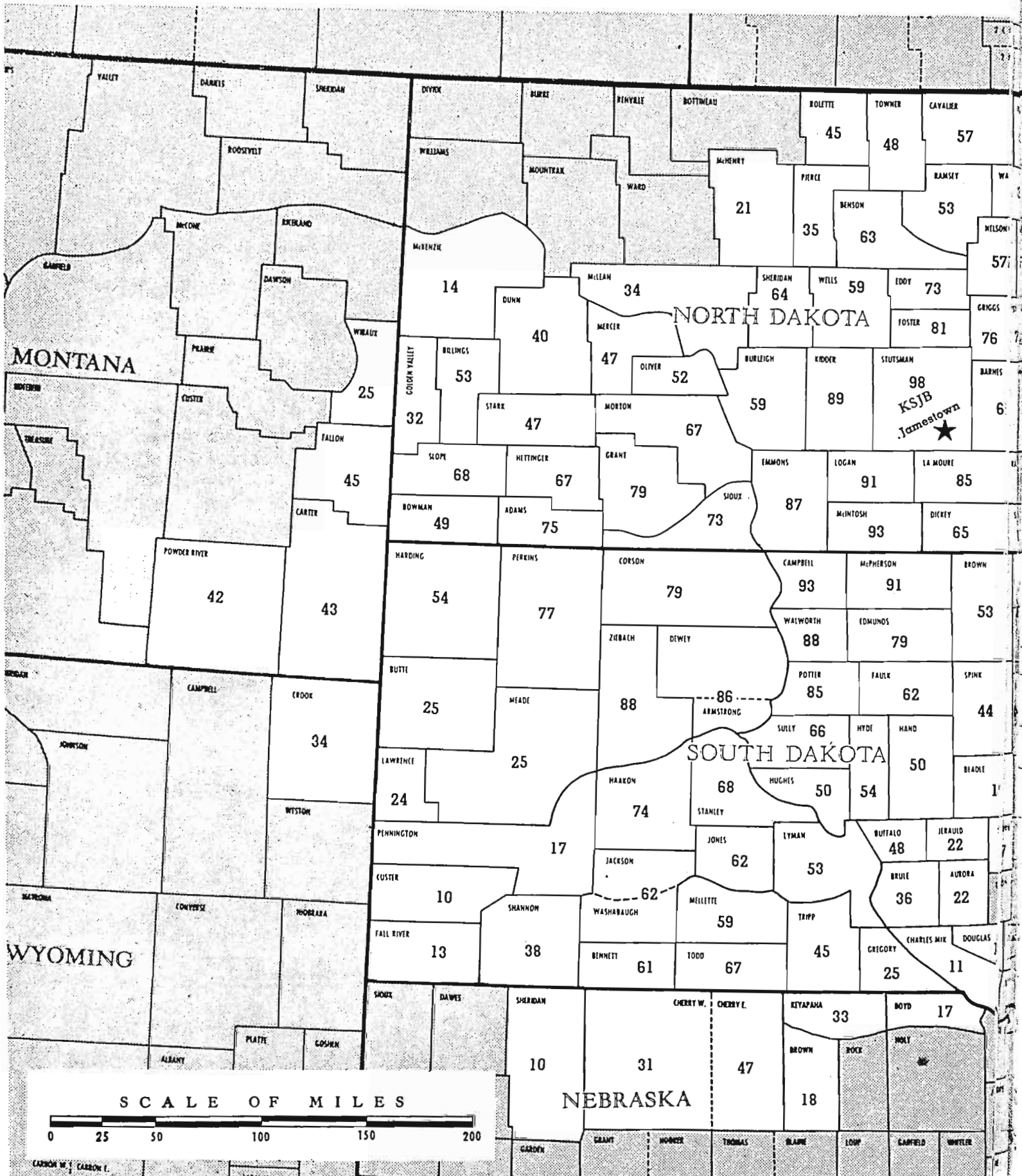
Represented Nationally by

Edward Petry & Co.

Radio—America's Greatest Advertising Medium

WGAR

BMB's New Coverage Map Proves KSJB



BS Affiliate, Covers The Top of The Nation



The
Way We
Interpret
Our
BMB—
KSJB
Delivers More
Radio Homes At Less
Cost Per Listener
Than Any Other Station
In
North or South Dakota

*Write or Wire Collect
for a Copy
and We Believe You
Will Agree*

KSJB

Owned and Operated by the

JAMESTOWN BROADCASTING CO.
JAMESTOWN NORTH DAKOTA

NCCJ Radio Awards Announced In N. Y.

(Continued from Page 1)

R. Clinchy, president of the National Conference.

Hearst outlets in Baltimore had the distinction of receiving two awards. WBAL, the AM station, and WBAL-TV, their television station, were cited by NCCJ.

The receivers of the awards, and the fields in which they were cited are:

NBC's "The Eternal Light" sponsored by the Jewish Theological Seminary in the network series category. "The Eternal Light" previously was similarly honored by the Conference, the only recipient to be so honored in the seven-year history of the NCCJ radio awards. Frank Papp is producer-director.

"Living 1949's" "Crime Without Punishment" stanza over NBC in the network single category, and, in the same classification, CBS' "Neither Free Nor Equal," a documentary; and, also in this category, "Someone You Know," an ABC and the Protestant Radio Commission presentation.

In the Individual Stations Group, WMAQ, Chicago, for "Destination Freedom," a series; WBAL and WBAL-TV, Baltimore, for spot announcements stressing the need of intergroup cooperation.

Elaine Carrington, radio scripter, won the Personality Award for her "Pepper Young's Family" series, and her other radio dramatizations contributing to understanding and good will.

"The Goldbergs" and CBS won a special award for sympathetic treatment on radio and television of a Jewish family group.

The awards will be made during Brotherhood Week to be observed February 19 thru 26.

In announcing the awards, Dr. Clinchy commended the increasing use by webs, stations and writers throughout the country of material and ideas that treat with the problem of improving group relations.

NEED TV SPORTS INSURANCE?

Experienced TV duo Producer and Announcer wants a change. Producer has 3 years Radio, 2 years TV; Announcer has 2 years Radio, 500 TV hours on camera, plus 800 staff hours. Each commercially experienced on all sports.

Write Box 109
RADIO DAILY
1501 Broadway, New York City



By SID WHITE

Man About Manhattan. . . !

● ● ● WEEK-END CUFF NOTES: Rex Harrison and Lill Palmer considering an offer for a Mr. & Mrs. TV show, featuring a repertory theater format co-starring them in a different play each week. . . First to feel new NBC economy moves will be European news bureaus. . . WOR-TV tossing several attractive offers at Faye Emerson. . . Two agencies after Budd Schulberg for radio and TV rights to his biog of fight promoter, Mike Jacobs. . . Lowell Thomas and his son, Lowell, Jr., are doing a series of joint lectures on their adventures in Tibet. . . In less than a month of broadcasting, the town's newest disc jock, Ed Wiener, has come up with 24 commercial spots weekly in his nitely stint from the Hickory House via WINS. . . Betty Reilly, the Irish senorita, is rehearsing a new act with a male trio a la Kay Thompson and her former allies, the Williams brothers. . . New Dean Cameron (Arthur Van Horn) show clicking strongly on WOR and proving a terrific mail-puller. Show's appeal, natch, can be traced to Van Horn, whose warm, intelligent presentation of household facts has the femme trade gaga. . . Ralph Edwards was picked this year by the Custom Tailors Guild of America as the best-dressed man in radio. (Howcum they overlooked our boy, Frank Gallop, on that list?)

☆ ☆ ☆ ☆

● ● ● Leonard Lyons tells the story of a H'wood school where one lad asked another what father he had this year. The other boy told him his new father's name and the first one said: "Oh, he's swell. I had him once."

☆ ☆ ☆ ☆

● ● ● THAWTS WHILE THINKING: Given the right material, Joey Faye could easily be the answer to CBS' long perplexing "54th St. Review" problem. Faye, a vet of the stage, a master of facial takes, is a funny man. Let's have TV keep him that way. . . Mimi Benzellegant is what they should call her. . . If they ever do a teen-age panel show, Ezra Stone has got to be moderator. . . Nobody is as smug as Gene Tunney, unless, of course, it's Clifton Fadiman. . . Ann Sothern sings a good song, at least she did on 'B'way as Harriette Lake years ago, but radio guest shots never give her a chance. Ditto Jane Wyman. . . Dinah Shore is a great wife. Her blouses and sweaters are monogrammed D.M. Hubby's Geo. Montgomery, y'know. . . Wm. Gargan, under scrutiny of our private eye, is a devoted ice cream fan. Add Morton Downey and Lionel Hampton to the list of the daily users of the delicious waist line embellisher.

500 Entries Reported For Ohio State Awards

(Continued from Page 1)

five Canadian provinces and D.C. About one-fifth came from New York state.

Judging of the entries for the awards will be handled by 14 evaluation centers in cities throughout the nation. Award winners will be announced on May 1.

McNeill On Sidelines

Don McNeill, who hasn't missed a show on ABC's "Breakfast Club" for four years because of illness, will be off the program for the next week to ten days following a spinal injury sustained while indulging in morning exercises.

Upturn In Business Reported By Provost

(Continued from Page 1)

year. On Friday the station sold the Schmidt Baking Company, a total of 1,248 spots, one-minute, 30-second and twenty-seconds, for a period of 52 weeks beginning at once.

Sponsors Movie On KECA

Hollywood—J. N. Caezan Co., Los Angeles distributors of Crosley Products, in cooperating with the Four Crosley Dealers, will sponsor "Movietime," full-length feature motion pictures, over KECA-TV, Los Angeles, Sundays, 4:30 to 5:30 p.m., PST, starting February 19, according to an announcement by Bill McDaniel, acting sales manager of KECA-TV.

IRE Announces Plans For Annual Confab

(Continued from Page 1)

meeting of the institute to be held on opening day in the Grand Ballroom of the Commodore. Featured speaker will be Ralph Brown, director of research for Bell Telephone Laboratories, Inc.

President's Luncheon Mar. 7

The President's Luncheon on Tuesday, March 7 in the hotel will be in honor of Raymond F. Guy manager of radio and allocation engineering for NBC and president of IRE. Major General F. L. Ankenbrandt, U. S. Army Signal Corp. director of communication, and Sir Robert Watson-Watt, IRE vice president, will speak.

The IRE annual banquet scheduled for the Grand Ballroom of Wednesday, March 8 will hear Harold B. Richmond, chairman of the board of General Radio Co. Toast master for the occasion will be Donald G. Fink, editor of Electronics.

Schedule 250 Exhibits

Some of the sessions will be held in the Hotel Commodore while others will be in Grand Central Palace, it was announced. Some 25 exhibits will be presented in Grand Central Palace and three floors will be taken over.

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, February 14, 1950 — TELEVISION DAILY is fully protected by register and copyright

JOHNSON GIVES VIEWS ON FREEZE

TELE TOPICS

BECAUSE of a program called "Court of Common Sense" on WMAR-TV, Baltimore traffic courts now know they have been prosecuting motorists for violating a law which does not exist; but also as a result of the show, legislation is now under way to close the loophole. . . . Scripters planning the show last week decided to re-enact the case of a motorist brought into court for "illegally" passing a school bus as it was discharging passengers. Examination of the local code by Traffic Court Magistrate Joseph Kolodny revealed that the law covering the offense applies only to areas of Maryland outside the limits of incorporated towns and cities. For several years, however, urban motorists have been fined for violating this "law." . . . The State Legislature is now working on a bill to amend the code.

ABC is the first TV web to use national magazine advertising. Full page in the Mar. 28 issue of Look uses ABC shows to do an industry public relations job. Copy, prepared under supervision of Ted Oberfelder, reads, in part: "If you're still waiting for television in your city, look at the fun, the glamor, the thrills in store for you!" . . . Plans have been completed for continuance of weekly Saturday night Auto Derby pickups on WNBT following a four-week trial run. Duke Donatson and Herb Sheldon have been assigned to narrate the sports feature for the permanent series. Women drivers recently made their bow in the sport and will be seen each week in the future, in the featured races.

GEORGE W. WILSON, assistant coach of the Detroit Lions, has joined the sports staff of WJBK-TV to team up with Al Nagler and Joe Gentile in the station's expanded sked. Wilson made his debut Friday in a weekly half-hour sports quiz with Gentile presented in cooperation with the Detroit Times. . . . Nelson Case, announcer on "Ford Theater," found himself in two places almost at once Friday night. He signed on the show at 9 from the CBS Grand Central studio and minutes later appeared in a live commercial which was picked up from the web theater at Broadway and 53rd. Then he rushed back to Grand Central to introduce the next act. A police squad car with siren full last did the trick.

CHARL WRIGHTSON, whose singing career was nurtured in Baltimore, returns to the Monument City in the role of local boy who made good tonight when he emceed an amateur hour on WAAM produced by Dennis Kane for the Heart and.

Chi. Theater Leased To NBC For TV Studio

NBC has signed a five-year lease for the Studebaker Theater, Chicago, and will convert the building into a video studio at an initial cost of about \$100,000.

The move is seen as an indication of increased program activity by the web from the Windy City. First show to originate from the 1,300-seat house probably will be WNBQ's hour-long portion of NBC's two-and-a-half-hour Saturday night project.

Jack Carter Emcee

The Chicago Saturday night show will be emceed by Jack Carter.

According to I. E. Showerman, NBC veepee in Chicago, web's studio facilities in the Merchandise Mart are already being taxed to the limit. The Studebaker, which opened in 1898, will be the biggest TV theater in the Middle West, he said.

Contracts for the space were signed Friday by J. J. Shubert, for the Select Lake City Theater Operating Co., and Victor T. Norton, NBC veepee for administration.

CBC Completes Plans For First TV Buildings

Montreal—CBC expects to start construction of TV buildings in Toronto "within a few months." Donald Mason, acting general manager, said in a statement that soil tests are being made at the downtown transmitter site to determine its weight-bearing qualities.

Studio and transmitter buildings, topped by a 500-foot tower and antenna, will be built on CBC property

RMA Group Maps Strategy To Fight Video Excise Tax

Washington Bureau of RADIO DAILY
Washington—The RMA excise tax committee met here Friday to work out strategy for its presentation of the industry's case against the extension of the 10 per cent manufacturers excise tax to TV sets. Vigorous written protests have already been lodged with the House Ways and Means Committee, and the arguments against the levy will be presented orally—probably some time next week.

"RMA, in its presentation to the House Ways and Means Committee and the Senate Finance Committee,

Doug Day Joins DuM, Witting Net Gen. Mgr.

(Continued from Page 1)
president of the Buchanan agency, will coordinate advertising, sales promotion and merchandising of the



DAY

WITTING

DuMont receiver sales division and the broadcasting division.

(The DuMont account recently was shifted from the Buchanan agency to Campbell-Ewald.)

In announcing Witting's appointment, Loewi revealed that the web's gross billing for 1949 exceeded \$3,000,000, more than three times the amount of business signed during 1948.

Henry Geyelin continues as advertising manager of the receiver sales division. Appointment of a new advertising manager for the broadcasting division is to be announced soon.

on Jarvis Street, Toronto. A five kw transmitter has been ordered. A second transmitter has been ordered for a Montreal studio but the Montreal site has not been settled.

will show that the tax proposed by Secretary Snyder is discriminatory and will have a retarding effect on a new and rapidly-expanding industry," said chairman Joseph Gerl of the excise tax committee.

"If imposed, this tax will not only prove an undue hardship on the many small manufacturers and dealers who are in the great majority in our industry," he added, "but by forcing a substantial increase in retail prices on television receivers, this tax will have the effect of depriving low-income groups of television entertainment."

Sees 'Propaganda' Drive To Open Only VHF

Washington Bureau of RADIO DAILY
Washington—Chairman Edwin C. Johnson, of the Senate Interstate Commerce Committee charged over the weekend that "a new propaganda campaign" is under way to bring about a lifting of the freeze at once, without regard to a nationwide channel allocation system.

Johnson's charge was contained in a letter to Jack Gould, radio editor of The New York Times.

"If the FCC believes it has the engineering knowledge to permit it to open up simultaneously both the low and high bands for TV station assignments, by all means it ought to go ahead with that phase," Johnson said.

He emphasized, however, that "to open up the freeze merely for the purpose of making more stations available only on the low band is a short-sighted negative policy which will play into the hands of certain interests and will do irreparable harm even to those licensees who have applications now pending for low band TV stations."

Johnson denied that he was responsible for the freeze or its continuance and said that he had nothing to do with the FCC's decision to place the color question first on its hearings agenda.

Discussing the developments that led up to the freeze, the Senator said: "The truth is that the series of allocations in the VHF band were incorrect, ludicrously incorrect, and no one in the Commission will deny it. The Commission found itself in hot water because of its own injudicious half-baked allocation and the only way out was to clamp on the freeze. . . ."

His sole interest in color, Johnson said, was "to see the public saved the expense of investing in black-and-white if color can be made a reality in a reasonably short time."

Goodrich To CBS
B. F. Goodrich Co., sponsors of "Celebrity Time" on ABC-TV, will switch that show to CBS-TV starting Sunday, April 2. Program will be aired on CBS at 10:00-10:30 p.m., EST.

WKY-TV Extends Sked
Oklahoma City—Regular Saturday night programming has been started by WKY-TV, giving the station a full seven nights a week telecast schedule for the first time since the station went on the air in June, 1949.

THE WEEK IN RADIO

NRDGA Radio Awards Made

By BILL SILAG

THE UNITED STATES SUPREME COURT upheld a Georgia State Court decision which awarded damages to the Southern Broadcasters Association from the Regents of the University System of Georgia, licensee of WGST, Atlanta. The Supreme Court ruling was, in effect, a legal mauling for the FCC, which backed the licensee. Legal eagles in the nation's capital were mulling the decision in an effort to determine its effect on the now famous "Port Huron" decision.

Meanwhile, late last week, the Commission approved the transfers of six AM-stations to new owners. Affected in this action were: WFUR, WFEC, KCMY, WYVE, WTXC and WABI.

The NAB released nominations of eligible broadcasters for election to the association's board of directors. Nominations were made to represent even numbered districts, and stations in small, medium and large FM and TV categories.

J. R. Poppele, president of the TBA, put that organization squarely on record in favor of ending the current FCC "freeze" of TV station permits during the TBA convention in New York. Poppele received strong unofficial backing from individual video broadcasters in attendance at the meeting. Dr. Allen B. DuMont's castigation of the FCC for continuing the "freeze" also received hearty approval from influential individuals in attendance. More than 300 TV broadcasters attended the New York meeting.

MBS pulled the trick-of-the-week with announcement that the web and the American League of professional baseball clubs had reached an agreement on the airing, by the web, of the "Game Of The Day" over 350 Mutual stations throughout the coming season. Several nets, it is generally believed, made pitches to the league in an effort to reach a similar agreement prior to the Mutual announcement. Agreement was signed by Mutual proxy Frank White and American League president Will Harriage.

ABC released the results of a sur-

For SALES MAGIC in the MAGIC CIRCLE Live WIBW

The Voice of Kansas TOPEKA
REN LUDY, General Manager

NAB Board Increases Dues, Votes To Hire General Mgr.

(Continued from Page 1)

ly under the \$800,000 recommended to the board. In announcing the move to establish a general managership for NAB, the board eliminated the radio department under Ralph Hardy, and established a post of assistant general manager to work on memberships alone. The general manager, operating directly under Justin Miller, president, will head up all administrative departments of NAB including Broadcast Advertising Bureau, the TV department and the FM division. The office of secretary-treasurer will also be accountable to him.

Increase in Dues Voted

The board voted to eliminate the 12½ per cent discount on dues and at the same time hiked the dues structure in four station classifications. The dues were increased as follows: Class A, from \$7.50 monthly to \$15; Class B, from \$15 monthly to \$20; Class C, from \$20 monthly to \$25 and Class D, from \$30 to \$35.

BMI Elects Two Veepees, Plans Anniversary Salute

(Continued from Page 1)

BMI director of station relations for the past seven years and Jean Geiringer, former director of foreign relations for the music company. Harlow now becomes veepee in charge of station service and Geiringer, vice-president in charge of foreign relations.

The past nine years of BMI were reviewed by the board and it was reported that AM, FM and TV licenses now total 2,734. The anniversary will be hailed by festivities at the NAB convention in Chicago during the week of April 10.

A luncheon in honor of Renato Tasseli, president of G. Ricordi & Co., was held following the board meeting. Franco Colombo, new rep of the music publisher, was introduced at the occasion.

vey of its "Esso Reporter" newscasts which showed that news emphasis since the War has shifted away from foreign coverage to domestic coverage. The independent stations executive committee of the NAB, meeting in Washington, emphasized radio's role in promoting issues of public interest and laid plans for "Independent's Day" on April 16. Ted Cott, till now chairman of this executive committee, will become its consultant as a result of the withdrawal of Cott's station, WNEW, from the association.

On the business front, ABC sales vee-pee Fred Thrower announced a new network concept of peddling air time with the distribution of presentations of "ABC's 4 x 5 Plan" to ad agencies. The "4 x 5 Plan" as described, offers sponsors both vertical and horizontal programming advantages on a four-program-per-day, five-days-a-week basis.

It was voted to select a committee from the board for the purpose of choosing a general manager and already some of the board membership began speculating on who the general manager might be. C. E. Arney, secretary-treasurer was discussed by some members as one qualified for the post.

Divorcement Unlikely

The action of the board in placing the operations of BAB under the general manager indicates that NAB has no thought at this time of divorcing the operation from the industry organization. To the contrary, the board feels that the functions of BAB will aid considerably in getting renewals and new memberships. BAB, incidentally, will have an operational budget of around \$200,000 for the ensuing year and this amount will come from the overall operational budget of \$798,000 for the NAB organization.

Canada Set-Sales Drop For 2nd Month Running

Montreal, Canada—Sales of radio sets in Canada dropped during October for the second month in succession, the Bureau of Statistics has reported. Sales for the first ten months of 1949, however, are still far above the level for the same period in 1948, it was disclosed.

Andy Hardy Off To Big Start

Hollywood — First Los Angeles Hooper on KFI-MGM Hardy Family transcribed show is 8.1. Rating based on special retabulation by Hooper of first four broadcasts in January.

AGENCIES

FRED E. BAKER has been elected executive vice-president and general manager of W. Earl Bothwell, Inc. He will still serve as treasurer for the agency.

BREVOORT WALDEN has joined Hewitt, Ogilvy, Benson & Mather Inc. as an account executive. He was formerly with Federal Advertising Agency, Inc.

RUSSELL H. BURKE has been added to the creative staff of Marshall Templeton, Inc. He had previously served with McCann-Erickson Inc. and Grant Advertising, Inc.

MAX SAPAN has been named copy director of Emil Mogul Co., Inc.

DEL CAMPO BAKING COMPANY, wholesale baked goods, Wilmington, Del., announces appointment of Kates-Haas Advertising, that city, to handle all advertising and promotion of their product. Current plans call for newspaper and radio, with outdoor and television in the future plans.

Named Sales Manager

Howard Hall has been appointed sales promotion manager of Prize Inc., it was announced last week. Don Barry, president. Hall was formerly associated with the Sterlin Advertising Agency.

Wedding Bells

Hollywood—Jean Sullivan, of KFI continuity acceptance department, became Mrs. Joseph Field Saturday morning, February 4, Our Lady of Loretto Church in Los Angeles.

A BIT OF PARIS IN NEW YORK SINCE 1906

Henri
RESTAURANT

HENRI'S LUNCHEON SPECIALTIES

LOBSTER CUTLETS, lobster sauce, green peas, mashed potatoes.....	\$1.75
BOILED BEEF MENAGERE, cabbage, carrots, turnips, onions, horseradish sauce.....	\$1.65
FRIED LONG ISLAND SCALLOPS, tartare sauce, green peas, mashed potatoes.....	\$1.75
TRIPES A LA MODE de Caen, boiled potato, green peas.....	\$1.65
BRAISED BEEF PARISIENNE, small vegetables, mashed potatoes.....	\$1.75
CREAMED HALIBUT au gratin, creamed onions and carrots, mashed potatoes.....	\$1.65
BEEF AND KIDNEY STEW, buttered noodles, French fried potatoes.....	\$1.75
SALMON HOLLANDAISE, creamed onions and peas, mashed potatoes.....	\$1.65
BOUILLABaisse MARSEILLAISE, boiled potato.....	\$1.75
CHEESE OMELETTE, creamed spinach, mashed potatoes.....	\$1.65
CHOPPED SIRLOIN OF BEEF, smothered onions, celery and eggplant creole.....	\$1.75
SWEETBREAD AND MUSHROOMS PATTY, green peas, French fried potatoes.....	\$1.75

MONDAY
TUESDAY
WEDNESDAY
THURSDAY
FRIDAY
SATURDAY

OPEN FROM NOON TO 10 P. M.

15 EAST 52nd ST. PL - 3 - 7130

Complete LUNCHEON \$2.00 from Superb Wines & Liqueurs	Complete DINNER \$3.00 from	We Invite Your PERSONAL OR BUSINESS CHARG ACCOUNTS
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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 31

NEW YORK, WEDNESDAY, FEBRUARY 15, 1950

TEN CENTS

NAB TO CONSIDER NEW 'MEASUREMENT'

New Business At NBC Totals Over 8-Million

NBC thus far this year has signed more than eight million dollars worth of new business, effective January 1, it was announced yesterday by Harry C. Kopf, NBC sound-sales vee-pee. Actual figure released by Kopf was \$8,575,000.

Included in the new business are contracts with Miles Laboratories, Inc., the Helbros Watch Company, Radio Corporation of America, Schlitz Brewing Co., Doubleday and Company, Inc. and Shulton, Inc.

Sponsors renewing for 52-week periods on the network were: Sun
(Continued on Page 2)

Red Cross Makes Plans For Annual Fund Drive

Special Red Cross transcribed programs and television films are being made available to stations by the Greater New York Red Cross, it was revealed yesterday at a radio and television kickoff luncheon yesterday at the Waldorf-Astoria. The drive will open on the airwaves on Tuesday, February 28 with a broadcast by President Truman, General Marshall, Henry Fonda and others

(Continued on Page 8)

Clyde Beatty Series Gets Don Lee Sponsor

West Coast Bureau of RADIO DAILY Hollywood — "The Clyde Beatty Show," sponsored by Dr. Ross Food Company, debuts on the full Don Lee Network on Thursday, March 2, in the 8:00 to 8:30 p.m., PST time period.

The show will be the serial life
(Continued on Page 6)

Advertising Council To View CBS Color

Frank Stanton, president of CBS, will be host to the board of directors and other top executives of the Advertising Council, at a showing of CBS color television tomorrow morning at the Walker building in Washington. The Council will be in Washington for a White House conference on Wednesday and Thursday and the demonstration was set up by Mr. Stanton at the request of some of the advertising men.

Auto Listeners Jump, Pulse Survey Reveals

Auto radio daily listenership in the first week of November, 1949, averaged 953,700 or 41.2 per cent of the total out-of-home listenership, a WNEW analytical report based on a regular quarterly survey made by Pulse, Inc. released yesterday revealed. The audience surveyed consisted of all persons five years of age or older in ten counties of metropolitan New York and New Jersey.

The report follows a similar survey
(Continued on Page 8)

ASCAP Nominations Set For Board Of Directors

Four writers and four publisher members of the ASCAP board who are automatically re-nominated for their posts and eight writers and four publishers who have also been nominated for the board were announced

(Continued on Page 3)

Assn. Directors Formulate Initial Plan To Be Submitted To Convention Set For April In Chicago

Continental Oil Sets Radio-TV Campaign

An estimated \$350,000 will be spent by the Continental Oil Company on midwestern radio and television stations in 1950 to feature the newly introduced Conoco Super Motor Oil. The promotion budget for the year for all media will be more than \$3-million and is the largest advertising appropriation in the company's history, W. A. Morgan, advertising manager said yesterday.

The radio campaign will include
(Continued on Page 3)

Harris And Faye Sign Contract With NBC Web

Phil Harris and Alice Faye have signed an exclusive three-year contract with NBC for their Sunday night radio program, it was announced late Monday by an NBC spokesman. Contract terms give NBC first

(Continued on Page 3)

AFL Adds 25 Stations To Mutual Coverage

Expansion of the Frank Edwards news program on Mutual, which is sponsored by the American Federation of Labor from 158 stations to

(Continued on Page 2)

Plans to formulate a new audience Measurement in Arizona last Friday, will become one of the important matters for discussion when the NAB convention is held at the Stevens Hotel in Chicago in April. The board action, designed to perpetuate an audience measurement plan for the industry,
(Continued on Page 3)

Headley Resigns Post With Station Rep. Co.

Frank M. Headley, Dwight S. Reed and Paul Weeks have resigned from the Headley-Reed Company, station representatives, it has been announced. They were president, vice-president and account executive, respectively.

New officers of the company, which, incidentally will retain the Headley-Reed name, are Frank W. Miller, president; Sterling Beeson,
(Continued on Page 3)

90% Of Com. Time Sold On Chicago TV Station

Chicago — Business at WBKB, Chicago's first television station, reached a new high this week, with general manager John M. Mitchell announcing that 90 per cent of the time is already sold. This figure is believed to be the highest in the
(Continued on Page 3)

Cuts In All-Industry Movie To Delay Film's Premiere

Revisions in the film, "Lightning That Talks," produced by the All-Radio Presentation Committee for distribution through Broadcast Advertising Bureau, have resulted in postponement of the picture's premiere before business leaders at the Waldorf-Astoria Hotel on March 1. A new date for the Waldorf showing will be set by the New York committee as soon as hotel availabilities

in the ballroom are officially cleared. In re-editing the film, the committee rejected the NAB criticism that the footage should be deleted in which a comparison is made of the press medium with radio. The cuts will be made in the first part where lightning effects are introduced and the character of Benjamin Franklin comes on. An effort will also be
(Continued on Page 2)

Heavy TV Sale

Los Angeles—Chevrolet Dealers of Southern California, through the Campbell-Ewald agency, will sponsor "The Chevrolet Triple Feature Theater" over ABC's KECA-TV starting Monday, February 27. The program covers four hours from 7 to 11 p.m., PST, and is said to be the largest TV time block ever purchased by a single sponsor.

Alaskan Affiliates

Two Alaskan stations, KFAR, in Fairbanks and KENI in Anchorage, have announced their affiliation with NBC. The two are the first NBC outlets in the far north and are owned and operated by Captain Austin E. Lathrop. The majority of the NBC programs will be tape-recorded in Seattle and air expressed to Alaska.

RADIO DAILY



★ COMING AND GOING ★

Vol. 50, No. 31 Wed., Feb. 15, 1950 10 Cts.

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

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

WEST COAST OFFICES
Allen Kushner, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonoga Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Herbert M. Kraus
188 West Randolph St.
Phone: ANdover 3-6050
SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9
Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

JOHN L. SINN, president of Frederic W. Ziv Co., program producers, has left for the West Coast, where he plans to spend a week on business.

MRS. BESSIE GALBRAITH de REYES, regional director in Mexico for Foote, Cone & Belding International, has arrived in New York for her annual conferences with home office executives.

ARTHUR GODFREY is resuming his Columbia network programs after having rested up for a week in Miami. He got back in New York Monday.

HAROLD GROSS, president of WJIM, American network affiliate in Lansing, Mich., was welcomed late last week at the New York headquarters of the web.

JAY STEWART and his "Surprise Package" show on Saturday left Los Angeles for Honolulu via Trans Ocean Airlines. Host will be KULA, American network outlet in the islands.

LOU HAUSMAN, director of advertising and sales promotion for CBS, has returned from the Virgin Islands, where he spent a two-week vacation.

ANDY and DELLA RUSSELL are heading for New Orleans, where tomorrow they'll open an engagement at the Beverly Club.

HARRY ACKERMAN, Columbia network vice-president and director of the web's Hollywood programs, has returned to the West Coast following two weeks in New York.

TOM HARKER, vice-president and national sales director of Fort Industry Co., is visiting advertisers and agencies in Chicago and other midwestern points.

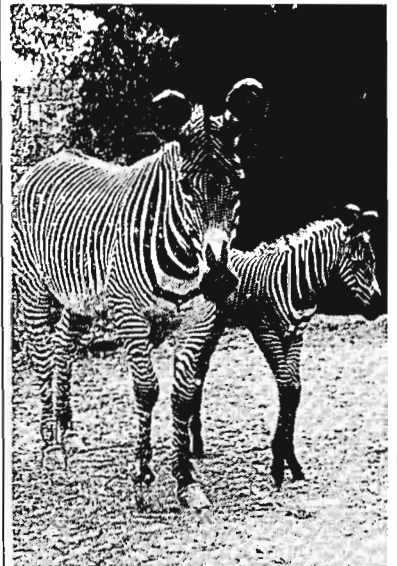
KEITH BYERLY, sales manager of WBT, Charlotte, N. C., visited for a while Friday at the New York offices of BAB.

BUD STIMSON, of the ABC station relations department, left Monday on a business trip to Toledo, Akron, Canton, Columbus and Youngstown.

GENE HAMILTON, musical commentator for the "Carnegie Hall" series on ABC, returned Monday from Sarasota, Fla., where he had spent five days.

LISA KIRK, vocalist, who recently completed an engagement at the Mocambo in Hollywood, is back in town and has returned to the "Kiss Me Kate" cast.

KATHRYN COLE, supervisor of the information department at NBC, is in Altoona, Pa. On Monday she delivered an address at the First Methodist Church and today will speak before the American Assn. of University Women.



Puzzle Picture

Are zebras white animals with black stripes or black animals with white stripes? That's a puzzle that will never be solved.

But there's no puzzle about the best radio buy in Baltimore. The biggest bargain buy in this rich market is W-I-T-H. Here's why:

W-I-T-H delivers more home listeners-per-dollar than any other station in town. And second, in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W-I-T-H.

That means that a little money does big things on W-I-T-H. Call in your Headley-Reed man today and get the whole W-I-T-H story.

FM AM WITH Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed

Industry Film Cuts Will Delay Premiere

(Continued from Page 1) made to build up a more effective climax to the picture. Arrangements have already been made for showing of the film in twenty cities on 35-millimeter and in sixty-four cities on 16-millimeter.

AFL Adds 25 Stations To Mutual Coverage

(Continued from Page 1) 183, was announced yesterday by Morris Novik, radio consultant to the AFL, upon his return from the union's committee conferences at Miami, Fla. The additional 25 stations, Novik explained, were taken to cover areas not included in the first grouping.

New Business At NBC Totals Over 8-Million

(Continued from Page 1) Oil Company, Petroleum Advisers, Inc., Colgate - Palmolive - Peet Co., Lever Brothers, Philip Morris, B. T. Babbitt, Inc., Albers Milling Co., Bristol-Myers Co. and the E. I. DuPont de Nemours and Co., Inc.

Neal Gets Promotion At WXYZ In Detroit

Detroit—The appointment of Hal L. Neal as advertising sales promotion and publicity manager at WXYZ was announced by James G. Riddell, station manager. The appointment is effective February 15, 1950. Neal, who has been associated with station WXYZ since 1943, will replace Dean Linger, who, on February 15, assumes the duties of advertising and sales promotion manager of the ABC central division in Chicago.

Senate Radio Gallery Ten Years Old Today

H. R. Baukhage, American network news analyst, will broadcast his program today from the Senate Radio Gallery, marking the tenth anniversary of that institution. Baukhage also was heard on the inaugural program of the S.R.G. 10 years ago.

WOV Sets Irish Program

A new program dedicated to the Emerald Isle will be started by WOY on February 20. The show, A Ramble in Erin, will note the isle's contributions and its folk to American life. Pat Stanton will write, produce and broadcast the show. He also emcees the "Irish Hour" in Philadelphia on WJMJ. The program will be carried by line from Philadelphia from 11 p.m. to midnight.

Norman Heads Sales For WNBC And WNBT

Donald A. Norman has been named director of sales for WNBC and WNBT, succeeding John C. Warren who resigned, it was announced last week by Thomas B. McFadden, station manager. Norman is assistant manager of the stations. It was also announced that George C. Stevens, traffic and sales director, has been named to the newly created post of stations' controller.

P. R. Broadcaster Here

Camilo Fraticelli, sales manager of WNEL, San Juan, Puerto Rico, and widely known Puerto Rican news commentator, will arrive in New York tomorrow on a business trip. Fraticelli has been associated with WNEL for the past 12 years.

FINANCIAL (February 14)

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

New TV Film Series

Hollywood—A series of 34 of the Laurel and Hardy films will be seen over KNBH beginning Thursday, Feb. 23 under the sponsorship of the Russell Miller Milling Company for its product, Occident Cake Mix, (Channel 4, 7:00-7:20 p.m.). The series of twenty minute films has not been previously shown on television. Agency for the account is Campbell-Mithun Inc.

THIS IS KGW'S BANNER YEAR KGW-FM PORTLAND, OREGON AFFILIATED WITH NBC REPRESENTED NATIONALLY BY EDWARD PERRY CO., INC.

Headley Resigns Post With Station Rep. Co.

(Continued from Page 1)

vice-president in charge of AM sales; William B. Faber, vice-president in charge of TV sales; and Frank W. Miller, Jr., secretary and treasurer.

Reason for the sudden resignations, according to a spokesman for Headley-Reed, was a disagreement in policy formation.

Informed sources in the rep field said that a hassle on policy has been stirring at Headley-Reed for some time, and attributed the disagreement to the fact that Headley-Reed's parent company, Kelly-Smith, was a newspaper rep firm. These sources said that the use of newspaper sales techniques in the radio field was the basic cause of disagreement. However, neither spokesmen for the company, nor any of the execs who resigned would confirm this line of thinking.

Forming New Firm

Frank Headley said yesterday that a new station rep company would be formed in which the three former Headley-Reed execs would be principals. Announcement of the new firm is expected shortly.

Consensus of opinion in the rep field was that Headley, Reed and Weeks would probably take some accounts with them to their new organization, but it was felt that it was too soon to tell just how many.

WONE Completes Deal For Indians Baseball Sked

Dayton, Ohio—All Cleveland Indian and Dayton Indian baseball games will be heard over WONE and WTWO-FM in Dayton this year. Ronald B. Woodyard, president of the Skyland Broadcasting Corporation, operator of the two stations has announced. The official said a three-year agreement has been signed giving the stations exclusive rights to the games.

When Cleveland and Dayton are playing at the same time, Woodyard said the Cleveland game will be carried by WONE and the Dayton game by WTWO. Most days, two games will be carried, one in the afternoon and one at night, he indicated.

Stork News

Mr. and Mrs. West Hooker announce the arrival of their second child, a boy, John E. boy, seven pounds seven ounces, born Saturday February 4th at the Polytechnic Hospital, New York. West is president of West Hooker-Frederick Productions, Inc., a producer of video programs.

It was not a problem when Folsom, Calif., Mr. and Mrs. David Storker had a child at Lakeside Hospital. Weight was seven pounds, two ounces, born Monday, March 13, 1949.

Audience Measurement Plan Will Be On Convention Agenda

(Continued from Page 1)

will be a part of the NAB convention discussions. In the meantime it will come up before the tripartite board early in March at which time the results of BMB's Study No. 2 will be evaluated.

Presented By Petty

Proposal to create a new corporation calls for one million dollars in authorized capital with all stock selling at \$10 par, common. Don Petty, general counsel for NAB, presented the plan for the creation of the new

corporation to succeed BMB which will cease functioning as an organization this year.

Among the broadcasters who are reported to have expressed a willingness to serve as incorporators of the new company are Roger Clipp, WFIL, Philadelphia; J. Harold Ryan, Fort Industry Company; Robert T. Mason, WMRN, Marion, Ohio; Frank King, WMBR, Jacksonville, Fla., and Clair R. McCollough of the Steinman Stations, Lancaster, Pa.

Harris-Faye Sign Contract With NBC Web

(Continued from Page 1)

call on the Harris-Faye combo for television if and when the pair decide to enter that field.

Announcement of the exclusive NBC deal laid to rest any hopes that CBS may have had of signing the comedy program. Harris and his business managers had reportedly discussed the possibility of shifting webs with top Columbia brass during his current visit to New York.

With Rexall Drug Company bowing out as sponsor of "The Phil Harris-Alice Faye Show" on July 1 this year, there has been considerable speculation as to whether or not Harris and Faye would stay with NBC.

Harris told RADIO DAILY recently that several potential sponsors were available to pick up the tab for the show, but he said that no decision had been reached as yet.

90% Of Com. Time Sold On Chicago TV Station

(Continued from Page 1)

industry, according to WBKB officials.

The new business activity has caused the station to expand its daily transmission to ten hours daily, the longest schedule among Chicago television stations.

Among the major new accounts of the past two weeks are: The sale of all Cub home baseball games to the Chrysler Dealers of Chicago and Atlas Prayer beer; sale of "Four of Mystery" to Libby Furniture Co.; sale of "Wrestling from Hollywood" Monday nights to the National Clothing Co.; and the sale of "Murder Before Midnight" six night weekly to the Allied Automobile Co.

In addition to the increased commercial activity, WBKB has scheduled three new continuing programs.

Substituting For Davis

Jack Beall will substitute for ABC to an announcement Elmer Davis, for two weeks, starting February 20 while Davis is on vacation. Beall is a member of ABC. We include a column.

Continental Oil Sets Radio-TV Campaign

(Continued from Page 1)

57 key stations in the area bounded by the Mississippi Valley and the Rockies. Television programs on 17 stations will use a dramatic March of Time movie on the development and testing of the company's new motor oil.

Newspapers, magazines and other media will be used. Geyer, Newell & Ganger, Inc. is the agency.

TV Photography Record

Hollywood—Photographs of Hawthorne, KLAC-TV comic, were taken off a television set in Tulare, Calif., 150 miles north of Los Angeles, by Mervin Fulton, a TV fan. The Fultons said the screen brightness was .4 cp., and the pictures were made with a shutter speed of f 4.5. on Plus X film, developed normally. The TV set was a 16-inch tube and the prints were 4 x 5 and 8 by 10.

Zenith Buys Time

Zenith Radio and Television Corp. has signed to sponsor a daily quarter-hour program, Candlelight and Music, on WVNJ in Newark from 10 to 10:15 p.m. The show runs Monday through Saturday and the first Zenith broadcast was on January 30.

What Every Woman Wants

In Boston.. to judge from stupendous increases in ticket requests.. every woman wants a chance to attend WBZ's breakfast-time "Cinderella Show." Each week, one lucky participant wins a fabulous week-end in New York. Interest runs high on *both* sides of the microphone! Participations available, Monday through Friday, starting at 9 AM. Here's an economical, tailor-made program to sell your product to New England women. Check WBZ or Free & Peters.

BOSTON

WBZ

50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
 WDKA • WOWO • KEX • KYW • WBZ • WRZA • WBZ-TV
 National Representatives: Free & Peters, except for WBZ-TV
 See WBZ-TV, NBC Spot Sales



This is CBS...the Columbia Broadcasting System

...where night after night the greatest stars in radio

deliver to advertisers the largest audiences

at the lowest cost of any major advertising medium.



1. The Edgier Bergen—Charlie McCarthy Show
2. Inner Sanctum
3. Beulah (Hattie McDaniel)

4. Lux Radio Theatre (William Keighley)
5. My Friend Irma (Marie Wilson)
6. The Bing Crosby Show
7. You Bet Your Life (Groucho Marx)
8. Mr. Keen, Tracer of Lost Persons (B. Kilpack)
9. Jack Benny (Mary Livingstone, Rochester)
10. Mystery Theatre (Alfred Shirley)
11. The Burns and Allen Show
12. Lowell Thomas
13. Edward R. Murrow with the News
14. Eric Sevareid and the News
15. Meet Corliss Archer (Janet Waldo)
16. Amos 'n' Andy
17. Arthur Godfrey's Talent Scout

18. Carnation Contented Hour (Ted Dale)
19. Suspense
20. The Bob Hawk Show
21. Dr. Christian (Jean Hersholt)
22. Mr. and Mrs. North (Alice Frost, J. Curtin)
23. The Goldbergs (Gertrude Berg)
24. The Jack Smith-Dinah Shore-Margarot Whiting Show
25. Hallmark Playhouse (James Hilton)
26. Crime Photographer (Staats Colworth)
27. My Favorite Husband (Lucille Ball)
28. Skippy Hollywood Theater
29. Leave It To Joan (Joan Davis)
30. Our Miss Brooks (Eve Arden)

31. Dick Haymes' Club 15 starring Andrews Sisters, Evelyn Knight
32. Gangbusters
33. The Vaughn Monroe Show
34. Family Hour of Stars (Kirk Douglas, Jane Wyman, Dana Andrews, Loretta Young, Irene Dunne)
35. The Gene Autry Show
36. Mr. Chameleon (Karl Swenson)
37. F.B.I. in Peace and War (M. Blaine)
38. The Horace Heidt Show
39. Sing It Again (Dan Seymour)
40. Life With Luigi (J. Carrol Nash)
41. The Red Skelton Show

CHICAGO

By HERB KRAUS

WBBM news editor Julian Bentley is currently using a series of reports on Europe and Asia being dispatched by John Strohm, Woodstock (Ill.) publisher who's acting as Bentley's unofficial roving correspondent. Strohm, an expert on political and economic conditions in Europe and the Far East, will include in his itinerary visits to Pakistan, India, Burma, Indonesia, Japan, and the Philippine Islands.

Sam Singer, of Uncle Mistletoe fame, began a new show, "Paddy the Pelican" over WENR-TV Monday (13). Paddy is a puppet, a happy-go-lucky "sage-of-the-woods" who tells stories about his wonderful adventures in woodland. Singer helps by sketching in all of Paddy's forest friends and the background scenes.

Green Associates, radio and TV packagers, have announced the signing for television of the Maizie and Daisy cartoon strip, now appearing in national newspapers under the title of Mostly Malarky.

Maraleita Dutton, the publicity gal, announces the signing of a new client, Cliff Norton, the comedy star of "Garroway at Large."

John McCormick, WBBM disc jockey who's heard nightly on "Matinee at Midnight," introduced a new record this week with none other than John McCormick himself doing the vocals to Blue Barron's accompaniment. John also wrote the song, which makes him a real triple threat man among local disc jockeys.

Kukla, Fran, and Ollie, NBC's high-riding television team, visited Cincinnati Saturday to head a day-long celebration of the second anniversary of WLW-T. Following a radio interview and press breakfast, the troupe will appear in four stage shows at the Taft Theater. Then, at 8:30, they'll do a telecast.

General Electric has signed a two-year agreement covering Nielsen Television Index Service, Ray Sperber announced this week.

Clyde Beatty Series Gets Don Lee Sponsor

(Continued from Page 1)

story of Beatty, regarded as the greatest of all animal trainers, and will be based on episodes of his life under the big top.

Walter White, Jr., president of Commodore Productions, will produce and direct the series. Scripters are Gibson Fox and Herb Purdum. Rockett-Lauritzen is the agency for the Dr. Ross food account.

AVAILABLE

A young man trained by one of the country's leading TV schools, seeks any available opportunity in television. Intense training in camera operation, audio notes, and general studio work. Hours, pay and location are of least importance. Please grant me an interview.

Box No. 111, RADIO DAILY
1501 Broadway, New York 18, N. Y.



MAIN STREET

By SID WHITE

Man About Manhattan. . . !

● ● ● **BIGTOWN SMALL TALK:** Sid Caesar, Burgess Meredith, Robert Merrill, Margaret Piazza and Imogene Coca are set for Max Liebman's first presentation of "Show of Shows," an hour-and-a-half television revue which tees off on NBC-TV's "Saturday Night" on the 25th. This is the N. Y. complement of the new series which will also include an hour show from Chicago. . . . Rumor is that the Shuberts may sell some more of their theaters to TV for studios. . . . Jane Stanton Seeburg, daughter of NBC's Carl Stanton, flies to Switzerland tomorrow to enter the ski competitions there. . . . Berle's producer, Myron Kirk, excited about Leo Fuld's BBC-TV show, "Sons of the World," a smash in London. Leo, who sings in 12 languages, is Europe's hottest TV and concert star. . . . Noro Morales' marathon stay at the China Doll with five weekly network wres is paying off big. He's getting \$3000 per night at the Hotel Avila in Caracas, Venezuela. . . . Is that husky blonde gal who sits there demurely during Joe Franklin's midnight WJZ broadcasts the judo expert, Gale Vance, who taught judo to the army during the war? And is Gale bodyguarding Joe's \$100,000 collection of old-time platters? Could be. . . . Morey Amsterdam guesting on "Break the Bank" tonight. . . . Roberta Quinlan sez her new slacks fit her like a glove—and it's pretty tough squeezing her legs into the fingers.



● ● ● Lee Tracy, star of Brock Pemberton's new comedy, "Mr. Barry's Etchings," has just established two scholarships at The Alviene Academy of Theater Arts, where he was once a struggling student. Tracy landed his first B'way role (as juve lead in "The Show Off") right after his graduation from the Alviene.



● ● ● **FOR TYPING OUT LOUD:** Hy Gardner and Bert Bachrach got off to a fast start with their new Sunday noontime WJZ series, "Next Week in N. Y." The idea is solid. It's the type of show that as soon as you hear it once you wonder why it hasn't been on always. The boys spotlight the coming week's events with interviews with celebs concerned plus airing latters' favorite platters. Opening show included such choice names as Johnny Johnston, Hazel Scott, Leo De Lyon and Ted Lewis, all handled in expert fashion. Here's a show that'll latch on fast. . . . When the former football star, Ed Weiner, (now a disc jock at the Hickory House) fumbled desperately for a word the other night, Art Franklin, in the audience, yelled out: "Kick, Eddie, kick!" . . . Radio Row has discovered Henri's as a favorite luncheon spot. . . . Easy on the ears is Maggie Fisher's delightful "Piano Playhouse" via ABC. . . . Georgie Kaye, the Chaplinesque comic, will support Joyce Matthews when she debuts on her TV series, "Houseparty," via CBS.



● ● ● NBC was the scene of an elaborate auction this week when Mary Margaret McBride brought an array of all-star auctioneers to her studio to sell hundreds of valuable items for the benefit of the \$16,000 play-therapy room for handicapped children to be built for the New York Infirmary. Burl Ives, Norman Brokenshire, Marjorie Lawrence, Tex McCrary, Juliette Nicole, Basil Rathbone, Edna Best, Margaret Phillips and Wally Cox were among the celebs who not only sold but also bid for the items, which varied from nightgowns and layer cakes to the voice of Gen'l John Pershing recorded on the European battlefield. As usual, Mary Margaret was her own best saleswoman and even succeeded in selling a hat for \$60 to Juliette Nicole, the woman who had designed it!



YOU DON'T NEED \$1,000,000
TO DO RADIO RESEARCH

HOW ABOUT FLOWING AUDIENCE?

The Pulse pioneered in this. We called it adjacent listening. Why does a program's audience come from? What does this audience listen to before and after the program?

For example, here is one analysis the Pulse made on an early morning music and chatter program between 8:00 and 8:15 A.M.

Its Audience Came From

- The same station
- Other stations
- Radio off

Its Audience Went To

- The same station
- Other stations
- Radio off

This kind of analysis is reasonably priced. Yes, you don't need a million dollars to buy this.

Look for this column on the Wednesday in March — March 15 for another example of Pulse research reasonably priced for its clients.

THE PULSE INCORPORATED

110 FULTON STREET
NEW YORK 7, N. Y.

TELEVISION DAILY

Continuation of RADIO DAILY, Wednesday, February 15, 1950 — TELEVISION DAILY is fully protected by register and copyright

NEW 'COMMERCIALS' TREND SEEN

TELE TOPICS

TELEVISION WENT to the dogs on Monday and Tuesday nights and the results were thoroughly satisfying. WOR-TV, aided and abetted by a dog food sponsor, the authoritative commentary of Sherman Hoyt, famed breeder, and guests from Edward Everett Horton and Bill Allen, took viewers to the Westminster Kennel Club at Madison Square Garden. Cameras panned around and caught the judging of various breeds and Mrs. Horton, with the aid of a chart explained the system of judging. Horton, at times, emerged from a "dog house" to remind viewers of the crunchy palatable products of the sponsor and to introduce dog lovers to their breeds. Highlight of the two-hour coverage was the final judging last night.

THINGS ARE really poppin' at the Jerry Fairbanks studios in Hollywood. Scheduled this week were 65 additional "Cruiser Rabbit" programs following completion of the first group of 65 five-minute spots. Designed as a daily children's show, the series is being animated at Animation Arts Productions of Berkeley, with scoring, voice-dubbing, editing and animation handled at the Fairbanks plant. Also started were a series of 13 new spots for Dodge and ten spots for Oldsmobile. The Dodge films will feature the producer's "Speaking of Animals" Duette process and follow a recently completed group of 19, all placed through Drauff & Ryan. Celebs of stage and screen will be seen in the Olds spots, placed through D. P. Brothier agency.

MARC CRAMER, former advertising and publicity director of Julius Wile, has joined Transfilm, Inc., as assistant to president William Miesegaes. Cramer previously was with Films, Inc., United Artists, RKO and M-G-M. . . . Theodor Katz, who plays Papa Bauer on the CBS series "The Guilding Light," does his first TV spot tonight on "Believe It Or Not" . . . Roberts & Carr Productions is going in heavy for sports. Firm just bed rights for roller hockey and also indoor polo and a sports commentary by Nat Holman. . . . New Mr. and Mrs. W is in the works starring Fran Carlin Casey Allen in a new format with on-the-town twist.

ROY McLAUGHLIN, manager of ABC's WENR-TV in Chicago, reports that the station booked new business to the tune of more than \$50,000 during the first ten days of this month to continue the banner pace set in January. . . . Four shows were sold, including a weekly hour-long variety show to Courtesy Motors. A usual feature of the program is the fact that it will be emceed by Jim Moran, manager of Courtesy.

Revamp 'Matinee'; Accent On Names

Shifting emphasis of its "Shoppers Matinee" from service to entertainment, DuMont has added Bea Wain, Andre Baruch, Phil Hanna, Bill Williams and Bill Harrington to the lineup of the daily two-hour daytimer.

Format has been changed to provide longer spots for commercials and local tie-ins, and entire production placed under the supervision of Bob Loewi. Other "name" performers are expected to be added soon.

Emphasis will be on names and entertainment all the way, with the segs of Gordon Dillworth and Sydney Smith being lengthened and revised to bring more guests.

Richard Rose has been named assistant producer, and Barnaby Smith, David Lowe and Eddie Saulpaugh will direct.

Wrestling Roundtable

Hollywood — KECA-TV held a wrestling round table discussion last Thursday with the panel including Johnny Doyle who books wrestling in this area, Mike Hirsch, promoter of the Ocean Park Arena, which usually telecasts over KECA-TV Friday nights, and Richard A. Moore, who is assistant general manager and director of television operations for ABC's western division, and James T. Vandiveer, director of remote telecasts over KECA-TV. They discussed the status of wrestling and the possibilities of how soon it might be expected to return to the air.

Baltimore Stations All Out To Help Schools Use Video

Baltimore—The most extensive program for the utilization of video in education, which has been under way in this city for more than a year, is being rapidly expanded by local stations in cooperation with the Board of Education.

To point out the progress made in this field, WBAL-TV has scheduled an all-day conference on "Television and Education" for Mar. 8. Under the guidance of Dr. David Weglein, station's public service counselor, leading educators will take part in the session to discuss the affects of TV on education and observe the process in action.

For its part, WAAM has inaugurated "Baltimore Classroom—1950,"

Increased Use Of TV For Theater Ads Seen

Both major components of the motion picture industry have begun to utilize the sales impact of tele to boost box office receipts and increasing use of the medium is to be expected.

Initial distributor to use TV nationally is Selznick Releasing Organization, which is placing spots in all markets for "The Third Man," as reported last week.

20th Century-Fox, meanwhile, still plans a large scale test of the effectiveness of TV trailers in New York. Firm had planned the test for "Three Came Home," but while this has been shelved, it was emphasized that it's a temporary postponement.

The first TV campaign by an exhibitor in the metropolitan area has been set by the Newark Paramount Theater for the opening of "Dear Wife." Ten three-minute spots have been scheduled on WATV. Manager Ben Grier said the theater will use Para's video trailer and film and live commercials. Campaign is being handled by Jay Wren, theater's ad-publicity chief.

Allocate TV Set Delivery

Delivery of its television receivers will be on a factory allocation basis, the Majestic Radio and Television Corporation of Brooklyn, N. Y., has announced. The company has acquired additional plant floor space and plans to double output within sixty days, according to Leonard Ashbach, president.

Non-TV Use Of Pix By Advertisers On Increase

Non-TV use of film commercials to help amortize production costs has been inaugurated by several major advertisers and is seen in the industry as a growing trend which is expected to reach new heights this year.

Although a number of bankrollers have planned their commercial films for supplementary use in movie theaters, others are using them as a medium for point of sale demonstrations and it is in this field that greatest expansion is seen.

Indication of the trend is an increase of 75 per cent during the past year in orders of daylight rear-screen projectors for sales promotion purposes. According to Hendrik Van Der Schalie, whose Contimovie projector is used by several major advertisers, "Manufacturers and stores this year are repeating the booms of 1927 and 1937 with the installation of movie devices for boosting sales by visual product demonstration."

Among the advertisers who have used Van Der Schalie's device to show TV commercials at point of sale are Pequot Mills, which promoted its sheets and pillow cases during January white sales in stores in Philadelphia, Washington and Baltimore; Ideal Toy Co., which shows its Toni doll commercial to buyers and consumers, and Berkshire Mills, which attracts store traffic by showing its commercials on counters.

In addition, Cities Service Oil Co. shows its animated commercials to audiences at conventions and trade shows. Other firms using the projector for these and other purposes include Soconoy-Vacuum Oil Co., RCA and Kwikset Locks.

TV-Parts Firm Will Add 900 Employees In 1950

Chicopee, Mass.—Plans for the addition of 900 employees this year in order to "meet heavy demand for television parts" were announced this week by the F. W. Sickles Co.

Planned addition of 300 workers during the next two months will bring the total employment at the radio and video parts firm to approximately 2,400, it was announced by Bernard F. Valliere, vice-president.

Personnel roles at the end of the next two months will surpass the peak of 2,300 in 1944 when the company made radio parts for war use.

Auto Listeners Jump, Pulse Survey Reveals

(Continued from Page 1)

vey made last August and shows that out-of-home listenership constituted a daily November average of more than two million. Only a slight drop in the audience was noted when compared with the first survey.

Auto listeners made up 41.2 per cent of the total while at-work listeners were 581,000 or 25.1 per cent. People visiting were the third highest in the group with 557,900 or 24.1 per cent. The auto average increased by more than 5 per cent over the previous survey while at-work showed a plus 4 per cent. The biggest drop from August to November was recorded by portable sets outdoors, averaging only 2.5 per cent in November against 7.5 per cent in the earlier survey.

Other facts noted included the sex of out-of-home listeners and the socio-economic groups. Men outnumbered women by a ratio of 59.8 per cent to 40.2 per cent of the total. The financial level of the group showed that the poorest group was not as large proportionally in the November survey as in August. The upper income groups constituted a greater proportion of the total than earlier.

WNEW Leadership Claimed

WNEW on weekdays and Saturdays led all other New York outlets in the out-of-home listener audience while on Sunday it was second, the survey claims. The station had an average of 539,100 listeners on weekdays, while network station "D" followed with 359,400. Network station "A" led on Sundays with 348,800 of the group and WNEW placed second with 296,000.

The largest single quarter-hour of any time in the week was on Saturday between 8:30 to 8:45 p.m. with almost 400,000 out-of-home listeners tuned in. Weekday highs noted were seven to nine a.m., 10 to 11 a.m., noon to one p.m., two to seven p.m., and eight to 11 p.m. On Saturday, two to five was the high period with eight to 11:30 p.m. WNEW's largest single quarter-hour was on Saturday night at nine p.m.

The report disclosed that at-home radio audience fluctuated sharply with the out-of-home listenership in November. Out-of-home weekday mornings reached a peak from eight to nine a.m. while at-home was at a low.

The basis for the Pulse survey was interviews with 1,600 families in their homes. Families were questioned about radio listening done out of home that day or on the previous evening. Weather conditions ranging from cloudy to clear were noted.

Stork News

Grayson Enlow, WOR announcer, is the father of a girl born on February 9 in a Philadelphia hospital. The second child of the Enlows has been named Victoria.

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 February 3-9, 1950

TITLE	PUBLISHER
A Dream Is A Wish Your Heart Makes.....	Walt Disney
A Dreamer's Holiday.....	Shapfro-Bernstein
All The Bees Are Buzzin' 'Round My Honey.....	Santly-Joy
Bibbidi Bobbidi Boo.....	Walt Disney
Bye Bye Baby.....	J. J. Robbins & Sons
Charley My Boy.....	Bourne
Chattanooga Shoe Shine Boy.....	Acuff & Rose
Copper Canyon.....	Famous
Dear Hoarts And Gentle People.....	E. H. Morris
Don't Do Something To Someone Else.....	Fred Fisher
Echoes.....	Laurel
Enjoy Yourself.....	E. H. Morris
Happy Times.....	Harms
Home Town Band.....	Duchess
I Can Dream Can't I.....	Chappell
I Gotta Have My Baby Back.....	Peer
I Said My Pajamas.....	Leeds
I Wanna Go Home.....	Paxton
I've Got A Lovely Bunch Of Cocanuts.....	Cornell
Johnson Rag.....	Miller
Lost In A Dream.....	Triangle
Old Master Painter.....	Robbins
Open Door—Open Arms.....	Leeds
Rag Mop.....	Hill & Range
Sitting By The Window.....	Shapfro-Bernstein
Sorry.....	Henry Spitzer
Stay Well.....	Chappell
There's No Tomorrow.....	Paxton
Toot Toot Tootsie Goodbye.....	Feist
We'll Build A Bungalow.....	Mellin
Why Remind Me.....	Barton
With My Eyes Wide Open.....	Crawford
You're Always There.....	Bregman-Vocco-Conn

Second Group

Am I Wasting My Time On You.....	Stasny
Big Movie Show In The Sky.....	Chappell
Candy And Cake.....	Oxford
Crocodile Tears.....	Johnstone-Montel
Daddy's Little Girl.....	Beacon
Dearie.....	Laurel
Envy.....	Encore
Have I Told Lately That I Love You.....	Duchess
I Must Have Done Something Wonderful.....	Simon House
In Santiago By The Sea.....	Life Music
Just A Kiss Apart.....	J. J. Robbins & Sons
Leave It To Love.....	Broadcast Music
Marta.....	E. B. Marks
Music Music Music.....	Cromwell
My Love Loves Me.....	Famous
Rain Or Shine.....	Lomhardo
River Seine.....	Remick
Scarlet Ribbons.....	Mills
Scattered Toys.....	Goldmine
Slipping Around.....	Peer
Sweetest Words I Know.....	Life Music
Wedding Samba.....	Duchess
You Missed The Boat.....	Advanced
You're Wonderful.....	Famous

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Red Cross Plans Set For Annual Campaign

(Continued from Page 1)

from 10:30 to 11 p.m. on the main networks.

The ET shows feature 10 Haymes, Bing Crosby, Bob H. Jack Benny, Alice Faye and Harris and Judy Canova. New York stations lined up are: WMCA, WLIB, WEVD, WHOM, WJLB, WBNX, and WWRL.

A Red Cross newsreel will be shown by tele stations in the area. Other material for spots, programs, etc. has been prepared by the Red Cross.

Chairman of the radio and television committee is James Sauter, who is chaired at the luncheon. Director of the Red Cross is Ruth M. Shattuck while Sam Fusom of the Kudner Advertising agency is chairman of public information.

"Auction-Aire" Program Originating In Chicago

ABC-TV's "Auction-Aire" program (Fri. 9-9:30 p.m., EST) originates from Chicago this week, at the time in the 21 weeks the show has been on the videowaves it has originated away from New York (Chicago is headquarters of Libby McNeill and Libby, sponsors of the program).

Training to the Windy City is tonight on the 20th Century Limited to prepare for the television broadcast from ABC's Civic Opera House studio were John Masterson and John Reddy of the Masterson, Reddy and Nelson firm which packs the show; Charles B. Brown, manager of MRN's New York office; Jack Gregson, MC of the "Auction-Aire" show; Rebel Randall, his assistant on the program; Don Fels, writer-producer; Don Hirsch, associate producer; Eddie Nugent, director, and Ruth Kyle, executive secretary.

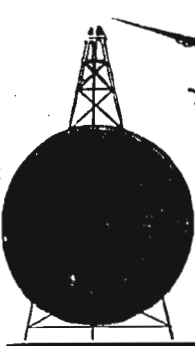
Hine Gets Promotion

Hollywood—Don Hine, Don Lee television producer and film manager, has been named production director of the entire Don Lee operation, it was announced this week by Cecil Barker, executive producer.

In his newly created post, he will serve as liaison and coordinator between production and administration levels on all television programming, according to Barker.

Givens Gets WGY Post

Schenectady, N. Y.—G. W. Givens has been appointed supervisor of WGY-WRGB publicity and promotion; Robert B. Hanna, Jr., station manager announced yesterday. Givens has been supervisor of radio broadcasting for the stations for the past two years. He has also been associated with WSYR in Syracuse and WTMA in Charleston, S. C.



RADIO DAILY

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TEN CENTS

RADIO-TV STOCKS TAKE SPOTLIGHT

NBC Offers New Alaskan Package To Agencies

Woolley Reveals Package Sales Approach

Placing emphasis on NBC network affiliations being extended to include eight stations in Alaska, Easton C. Woolley, station director for the network, yesterday notified agencies that facilities of six Alaskan Broadcasting System stations and two Midnight Sun Broadcasting Company

(Continued on Page 6)

Detergent Company Plans AM Campaign

Oakite Products, Inc., 40-year-old detergent manufacturer, will launch a radio campaign in approximately 20 cities and will use television in three markets during the Spring months, it was announced yesterday. Nothing on this scale has ever been used by the pioneer company in the field, according to a spokes-

(Continued on Page 8)

Coast TV Program Sold For Eastern Sponsorship

West Coast Bureau of RADIO DAILY
Hollywood—A West Coast video dramatic show, Hollywood Players, has been acquired by Ruthrauff & Ryan for a sponsor to be named later. The one-hour TV drama may

(Continued on Page 2)

Public Service

Greenfield, Mass.—Don Tuttle, farm editor of WHAL, has started a radio campaign to have the government turn over surplus food stuffs to the needy rather than destroy such foods as potatoes and dried eggs and powdered milk. His campaign has the support of Congressman John Hesellon of Deerfield who is wholeheartedly for the cause.

Irate Listener Gets In Trouble

York, Pa.—An irate listener who told police that programs of WORK interfered with electrical appliances in his home, is being held in \$500 bail for a hearing on charges of disorderly conduct. Police say Holmes Gibson walked five miles to the WORK transmitter, and with an engineer in pursuit, started flipping switches. WORK was interrupted for six minutes while the chase was on and finally went off the air for 10 minutes when the engineer went to call police.

House Defers Hearing On Three Radio Bills

Washington Bureau of RADIO DAILY
Washington — The House Interstate Commerce Committee has postponed until March 13 the hearings on the Sadowski, Sheppard and McFarland radio bills. Testimony on these measures and other aspects of the industry's legislative picture were to be given the committee next Monday, but Rep. Geo. Sadowski, acting chairman of the Communications Sub-committee, is ill in Detroit and is not expected back for two weeks.

ABC Variety Program Renewed By Hormel

"Music With The Girls," ABC's all-girl variety show, has been renewed for an additional 52 weeks by George A. Hormel & Co., effective March 12, it was announced yesterday. Hormel has been sponsoring the show since March of 1949 over 224 ABC stations.

Agency was BBD&O.

P&G Personnel Shifts Integrates Video, AM

Cincinnati — Procter & Gamble Productions, Inc. yesterday named Gail Smith manager of television and nighttime radio production, with responsibility for the company's programming in these fields. The company also appointed William F. Craig as associate manager with responsibilities broadened to include nighttime radio as well as the TV activities with which he has been closely identified. Gilbert A. Ralston will continue as executive video

(Continued on Page 7)

Nylon Spot Campaign Being Set By B. B. D. & O.

The nylon division of E. I. DuPont de Nemours & Co. will use spot radio on a national basis to acquaint women with the importance of the hosiery yarn. The educational program will be run in cooperation with hosiery dealers, retailers and manufacturers. BBD&O also will use newspapers and magazines.

Commission Asks A.T. & T. To Revise TV Cable Tariffs

Washington Bureau of RADIO DAILY
Washington—The FCC said yesterday it has asked the American Telephone and Telegraph Company to revise its TV cable tariffs again to bring it in line with the Commission's recent direction to the company to provide for interconnection with private relay systems. A recent filing fails to make proper provision, the Commission held.

The Commission said its order

calling for interconnection of systems carried no limitation. The revised form filed recently by the telephone company would permit connection "outward"—that is, it would permit the taking of programs carried originally over telephone company facilities for rebroadcast and relay. "Inward" connection would not be permitted, however — the sending of programs between two

(Continued on Page 3)

Heavy Trading Of TV Issues Noted Past 10 Days

Radio and TV shares are the only group of stocks on the New York Exchange which have experienced a bull market over the past week to ten days while other Exchange shares have been irregularly lower. Yesterday's market started off with a bang with the movement of a 15,000

(Continued on Page 7)

Copyright Board Asks CBC Music-Fee Hike

Montreal—The Copyright Appeal Board has decided to increase the fee charged the CBC for use of the works in the repertoire of the Composers, Authors and Publishers Association of Canada.

The CBC, which asked for a reduction in fees, will pay C.A.P.A.C. \$147,747 this year while the privately-owned stations as a group will

(Continued on Page 8)

Poppele Ends 28th Year With WOR In New York

J. R. Poppele, current president of TBA, put WOR, New York, on the air for the first time in February, 1922. Today, he celebrates his 28th year with the station.

The first engineer WOR had, and (Continued on Page 2)

Distinction

James M. Le Gate, general manager of WIOD, Miami, was named "The Man of the Month" in the current edition of The Southwester, published by the Southwester Civic League of Miami. Le Gate was cited for his contributions to civic betterment through radio and his activity in promoting several civic-welfare campaigns.



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

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Herbert M. Kraus
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Dallas, Texas
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FINANCIAL

(February 15)

NEW YORK STOCK MARKET

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Moore Succeeds Kelly

Chicago—Dave Moore has been named publicity director of the midwest division of CBS succeeding Don Kelly who resigned a few weeks ago. Moore had been an assistant to Kelly at the Wrigley building headquarters of the network.

RCA INSTITUTES, INC.

A Service of Radio Corporation of America
One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Our graduates have 1st Class Telephone License. Address inquiries to Placement Director RCA INSTITUTES, Inc. 350 W. 4th St., New York 14, N. Y.

Queen Of Hearts

Jo Stafford, NBC thrush, last night was crowned "Queen Of Hearts" during a special program originating from the Kansas City Auditorium which was aired over Mutual from 10:30 to 11 p.m. (EST). Designation was in conjunction with the American Heart Association's annual funds appeal. Jack Benny had previously been named "King Of Hearts." Miss Stafford and Margaret Ettinger, her publicist, are expected in New York sometime today.

Coast TV Program Sold For Eastern Sponsorship

(Continued from Page 1)
be moved to New York, Max Pollock of Pollock, Rogers and Raisbeck has announced. The shot stars Francis Lederer, Jane Darwell, Michael Whalen, Helen Parrish and Lyle Talbot.

Replacing Bob Crosby

Bob Crosby, who until now has been committed to programs over three of the four major networks, bowed off his ABC "Crosby's Night Shift" last Saturday night. He will be replaced by Gene Rayburn and Dee Finch, a comedy team now heard mornings over WNEW, New York, on February 18 in the 9 to 10 p.m. (EST) time slot. According to ABC the title of the show will be changed to "Night Shift With Rayburn And Finch," and the program will mark their network debut.

Karl G. Jansky

Karl G. Jansky, 44-year-old radio engineer who discovered radio waves emanating from space, died on Tuesday, February 14 in the Riverview Hospital at Red Bank, N. J. Jansky was research engineer at the Bell Telephone Laboratories experimental station at Holmdel.

Other projects of Jansky's were on special recorders, directional antennas, atmospheric conditions and amplifiers. He was a fellow of the Institute of Radio Engineers.

TV Cameras To Visit Clinic

NBC's mobile unit cameras will visit the Institute for Rehabilitation at 325 East 38th Street, New York City, Saturday, Feb. 18th, when "Around The Town" presented at 9:30 p.m., EST, will bring viewers a demonstration of the latest developments in the treatment of arthritis and rheumatism. Don Hillman will direct the program which will be produced by Catherine Burke.

Stanton Guests Hear President

Washington—Shepherded by CBS President Frank Stanton, who today will give them a color TV demonstration, about 100 top business executives connected with the Advertising Council heard off-the-record talks yesterday by President Truman, Secretary of State Acheson, and other top government officials.

Popple Ends 28th Year With WOR In New York

(Continued from Page 1)

now an WOR vee-pee, he has seen the station grow from a 250-watt operation to its current 50,000-watts. As station vee-pee, he now directs all engineering projects for WOR, WOR-FM, WOR-TV, all in New York, and WOIC, Washington, D. C. In addition, he is one of the founders of the TBA, director of the Veteran Wireless Operators Association, a fellow of the Radio Club of America, and a member of the Acoustical Society of Motion Picture Engineers.

Completes Tour

Hollywood—John Payne, co-star of Captain China, has just completed a 34-day tour of 23 Southern cities in connection with the new film and has recorded a total of 31 hours of broadcasting. Some 123 programs were included on the junket, also other appearances.

Heads Philly Committee

Benedict Gimbel, Jr., president and general manager of WIP, Philadelphia, has been named chairman of the Radio Division on the Publicity Committee for the annual Cancer Drive of the Philadelphia Chapter of the American Cancer Society. The drive starts in April.

COMING and GOING

JACK BENNY and the members of his program company are on their way back to Hollywood following two weeks in New York. Their train trip to the West Coast will supply the theme for their Columbia network program this Sunday.

CHESTER A. RACKEY, manager of audio and video engineering at NBC, is spending several days in Chicago in connection with the installation of television facilities at the Studebaker Theater.

LOUELLA PARSONS, commentator on the film scene, has returned to the West Coast after having visited New York and Florida. She is accompanied by RICHARD DIGGES, producer of the ABC program, and by RICHARD WILSON, technician in the field of tape recording.

HENRY JOHNSTON, executive vice-president and managing director of WSGN, Birmingham, Ala., is in town for conferences at American network headquarters.

HENRY J. TAYLOR, American network commentator, yesterday was in Dayton, Ohio, where he was the principal speaker at that city's hospital rally.

ZEKE MANNERS, whose program is heard on a network of Pacific Coast ABC stations, is in New York for a three-week stay, during which he will make a number of recordings for Victor.

JAMES D. SHOUSE and DWIGHT MARTIN, of Crosley Broadcasting, are in New York on business.

ROBERT H. REID, manager of the INS-INTL television department, tomorrow will leave for Miami on business.

Secrets of Love



This pussycat is pretty lavish with her affections for her pal the puppy dog. And she looks for all the world as if she's whispering sweet secrets into his receptive ear.

Let us whisper a great big fact about Baltimore radio into your ear. The big bargain buy for low-cost sales is W-I-T-I. Yes, sir! W-I-T-I-H delivers a BIG audience to you at LOW cost.

W-I-T-I-H regularly provides more listeners-per-dollar than any other station in town. That's why you can do so MUCH on W-I-T-I-H for so LITTLE money.

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



BALTIMORE, MARYLAND

Tom Tinsley, President - Represented by Headley-Reed

AFA Reports Success Of Advertising Drive

The third Advertising Federation of America campaign to promote public understanding of advertising has topped all previous drives, according to Ralph Smith, executive v-p of Duane Jones Company, Inc., chairman of the committee in charge. The campaign was started on October 20 and cooperated with media to show how advertising reduces cost of most consumer items. Radio stations took advantage of the transcription offer, ordering 715 platters.

Records For Army Series

Hollywood — Phil Brito, singing star of Monogram's "Square Dance Katy," recorded with Eddie Skrivank's orchestra two numbers for the public service radio program, sponsored by the Department of the Army to aid in recruiting for the Organized Reserved Corps. Half-hour show is transcribed and carried by more than 1,000 radio stations.

Constructing New Studios

Construction of studios in the Hotel Theresa in Harlem for WLIB is now under way, the station has announced. Negotiations for a suite of rooms in the hotel were completed last week and the remodeling has begun.

★ AGENCY NEWSCAST ★

DEMBY COMPANY has moved from 509 Madison Avenue to 42 East 51 Street. Alexander Marschack, formerly with CBS, American Red Cross and American Civil Liberties Union, has been named director of research, radio and television. Michael Tenzer has been named director of photographic and special services.

KEYL, San Antonio, Texas, has announced the appointment of Adam Young Television Inc., as national representatives. Until the freeze on future licenses is lifted, KEYL will be San Antonio's second and last TV station. KEYL is expected to be in commercial operation by the end of the month and will be an affiliate of the DuMont and Paramount networks.

STADLER'S SHOES, INC., with retail shoe stores throughout greater New York, to The Bobley Company, Inc. Radio, newspapers and direct mail will be used.

SPEIDEL CORP. of Providence, maker of watch bands, to Sullivan, Stauffer, Colwell & Bayles, Inc.

B. CRIBARI & SONS, Fresno, Cal., has named French & Preston, Inc. for Sonnie Boy and Cribari Wines.

SIDNEY GUBER has been appointed Eastern division sales manager of Charles Michelson, Inc., transcription program sales organization.

MILO RADIO & ELECTRONIC CORP. to H. W. Hauptman advertising agency.

L. C. MACGLASHAN, formerly executive vice-president of Gardner Advertising Agency, Inc., has joined the Kudner Agency, Inc. in an executive capacity.

LEWIS G. KAY has become associated with the Pete Wasser Company. Kay was formerly a sales executive with WJAS, Pittsburgh. The company will now be known as Wasser, Kay and Phillips, Inc. Wasser and Kay will be senior members of the new firm while William B. Phillips will become a junior member.

WALTER KANER ASSOCIATES have been appointed to handle publicity and promotion for Rockaways' Playland, amusement park at Rockaway Beach, L. I.

LAWRENCE MULHEARN, formerly with McCann-Erickson, Inc., has joined the copy department of Federal Advertising Agency, Inc.

FCC Asks A T & T To Revise Tariffs

(Continued from Page 1)
points which have originated at a third point and been brought to the telephone company cable by some other means.

Only exception to rule would be in those instances where the telephone company does not have the necessary facilities.

Winchell's First Boss

Glenn Condon, the newspaper editor who gave Walter Winchell his first newspaper job, and who reported Roy Reigel's famous "wrong-way" run during the 1929 Rosebowl game, will tell the story of how he hired Winchell as a reporter for the now defunct "Vaudeville News," on ABC's "Gentleman of the Press" next Tuesday. Condon is now news editor for KREG, ABC's Tulsa affiliate.

Thought for Today

THE MAN who has not anything to boast of but his illustrious ancestors is like a potato — the only good belonging to him is underground.

—OVERBURY

OUT OF THEIR HEADS *and in thousands of hearts*



THERE GO the famous Hartmans again, dusting off another Saturday adagio of wit and morning wisdom at 8:15. But wait. They're being followed! Naturally. Listened to, loved and laughed over by thousands of WOR listeners in 14 states.

Nothing unusual in that. But the Hartmans are. Grace and Paul are the fabulous dance satirists who can be serious. An airy and artful pair who have their feet on the ground, in more ways than one! They're zany; they're inspired and their breakfast menus of mirth and mentality have created an appetite for their sponsors' products that's well,—well, ferocious!

No wonder that such advertisers as Vick Chemical and the Borden Company, canny enough to reach 7 homes per penny, open doors with the Hartmans. It's a couple you may be able to pick up — if you're fleet — for a price way down by the floorboards.

WOR

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



the difference is MUTUAL!

How to Custom-tailor the Airwaves

The smartest advertisers this season are tailoring their coverage to match their marketing patterns as snugly as they can. And the best-fitted suits in all network radio are those with the Mutual label.

Why is this so? What has our Mister Plus got—in his own exclusive fitting room—that you can't find in the three shops across the avenue? All four of us, after all, are working with the same basic material, and across anybody's counter, this network radio fabric is the most serviceable ever made.

The difference is Mutual *flexibility*.

Founded to serve advertising needs which no conventional network arrangement could meet... enlarged over the years to serve those needs more

and more precisely...operated today as the one network where you can apply the medium's full selling power where *you* please—that's the story of Mutual in a thimble.

Want a lot of stations? We've got 500—far more than anybody else.

Need just a few to start? We can custom-build you a network hookup to match the specifications your present distribution or budget requires.

The fact is, Mutual alone enables you to glove-fit this medium to hard-fisted selling in the sales territories that matter to *you*.

No wonder our clientele enjoys the best fittings of all...they traced out the patterns themselves!

The Difference is MUTUAL!



REMEMBER THESE OTHER MUTUAL PLUS-DIFFERENCES:

Lowest Costs, Hookup by Hookup, of All Networks.

Largest Audiences per Dollar in All Network Radio.

500 Stations; 300 the Only Network Voice in Town.

'Where-to-Buy-It' Cut-Ins Available at No Extra Cost.

the

mutual

broadcasting
system

Alaskan 'Package' Offered By NBC Web

(Continued from Page 1)

outlets are now available as packages to network advertisers on either a recorded or shortwave broadcast basis. Because Alaska is not connected to the continental United States by wireline facilities, each company maintains offices and recording studios in Seattle where off the line transcriptions can be made and shipped by air express as delayed broadcasts. Each group of stations, according to Woolley, will absorb the charges pertaining to transcribing sponsored programs.

The six affiliates of the Alaskan Broadcasting System are available only as a group at a total package rate of \$375 per evening hour subject to network discounts and agency commissions. If the advertiser wants simultaneous broadcast transmission by shortwave the same rate will apply, but the cost of special facilities will be borne by the advertiser. These facilities are operated by the Army Communications Service. The affiliates included in the Alaskan Broadcasting Company package are: KFD, Anchorage; KFRB, Fairbanks; KIBH, Seward; KINY, Juneau; KTKN, Ketchikan and KIFW, Sitka.

Two stations of the Midnight Sun Broadcasting company are being offered as a package. They are: KFAR, Fairbanks, and KENI, Anchorage. They are offered at a package rate of \$175 per evening hour subject to network discounts and agency commission.

New Vallee ET Series

Rudy Vallee will present guest stars, music and inside stories of the show business on a new week-day series beginning over WOR on Monday, February 20 from 11:15 to 11:45 a.m. The premiere broadcast will feature the story of the song "I'll Take You Home Again Kathleen." The show is a transcribed production of Charles King Radio Productions and is directed by Ed Hanscom.

Will Honor Retailer

Philadelphia—Nominations for the Retailer of the Year—the man who has inspired the best job of promoting brand in 1949—are now in order, according to Samuel J. Cohen, chairman of the Brand Names Foundation's Retail Advisory Committee. The man will be named at fifth annual Brand Names Day luncheon at Waldorf-Astoria on April 5.

Cye-Martin Clothiers

200 W. 51st St.—Off B'way

IF YOU'RE IN AM OR TV—
"YOU'LL LIKE OUR STYLES
YOU'LL LIKE OUR SMILES"

Haberdashery by Jerry Brooke



By SID WHITE

Man About Manhattan. . . !

● ● ● CBS color TV demonstrations at headquarters in New York are proving revealing to agency executives who saw the color system two years ago. . . daily coaxial cable pickup from Washington indicate that marked improvement has been made in the quality of color and definition of the pictures. . . Basic reds, blues and greens are much more vivid and easy on the eyes. . . demonstrations include a style show, puppeteers, dancers and a fetching mistress of ceremonies who sets the mood for the splash of color. . . the receiver is compact and presents a 10-inch picture using a magnifying lens.

☆ ☆ ☆ ☆

● ● ● THE MORNING MAIL: "Dear Sid," writes Bernie Green, the old dissenter. "I want to register a beef about the phoney ads on radio. One in particular is the stocking company which has the announcer foam at the mouth telling listeners that they must rush in their orders via phone at once because the offer will be sent only to the first 100 people who call in, trying to make us believe that the 101st person wouldn't be taken care of. But the insult is carried further when the announcer hastens to add that if you haven't got a phone, you can send your dough to a P.O. Box Number which he generously provides."

☆ ☆ ☆ ☆

● ● ● IMPressions: Tommy Manville: Cashanova. . . . Billy Rose: Shrimpressario. . . . Irving Berlin: Tin Pan Allah. . . . Noro Morales: Rhumba King Size. . . . Eddie Cantor's home: Girls' Town. . . . Crime Photographer: Casey at the Battle. . . . Antique Record Shop: Wax Museum. . . . The Fitzgeralds: Hit and Mrs. . . . Jimmy Durante: Diction-friction. . . . Arthur Godfrey: Jesterfield.

New KROW Transmitter Contract To Be Let Soon

Oakland — Final contracts for KROW's new transmitter on an island in San Francisco Bay will be let within the next two weeks, according to Sheldon F. Sackett, president of the station. The \$200,000 project midway between San Francisco and Oakland is expected to be finished by June 15.

A submarine cable to the 14-acre island 200 feet north of the toll plaza on the San Francisco-Oakland bridge is now being laid, Sackett said. A 5 kw RCA transmitter will be installed on the site.

KROW will boost its power from 1 kw when the new transmitter goes into operation.

Salute To States

Hollywood — "Your Home State Jamboree," a Ken Dolan Agency television package starring Bill Welsh as master of ceremonies, will tee-off over KNBH February 22 at 9 p.m. The half-hour weekly show will spotlight a different home state each week, with former residents making up the participating audience. A guest star from the state will be featured in addition to stunts and quizzes. First show will honor Iowa and all prizes will be imported from that

Radio Newsmen Meeting For Indiana Conference

Indianapolis—Several outstanding news authorities will address the one-day Hoosier News Clinic Sunday at Indianapolis, Indiana, under the sponsorship of the Indiana Radio Newsmen.

They include Arthur Stringer, NAB director of special services, who will speak on the effect of the cash register on the news; Jim Miles, WBAA, Purdue, manager, on farm aspects; Gordon Graham, WIBC, Indianapolis, on the distaff side of the news; Gilbert Forbes, WFBM, Indianapolis, on TV news; John E. Stempel, Indiana University, on radio news in the colleges; E. Courtney Smith, WEOA, Evansville, on the one man news operation; Baskett Mosse, Northwestern University radio head, on key words, and John Gibbs, WJOB, Hammond, on tape tricks.

Large Attendance Expected

More than 50 Indiana newsmen are expected to attend, according to Bill Warrick, secretary of WJOB. He is being assisted by Fred Hinshaw, WLBC, Muncie; and Allen Jeffries, WIRE, Indianapolis.

state. NBC-TV is planning to kinescope "Your Home State Jamboree" for Eastern release.

When you can get RCA
"Know-How" . . . why
take anything less?

All types
of
PHONOGRAPHS
AND
TRANSCRIPTIONS
Records

RECORDING
PROCESSING
PRESSING

You get the kind of service you want and the *quality* you need at RCA! Records and transcriptions of every description . . . slide film and promotion recording facilities. Careful handling and prompt delivery. Contact an RCA Victor Custom Record Sales Studio, Dept. 2-D:

120 East 23rd Street
New York 10, New York
MU 9-0500

445 North Lake Shore Drive
Chicago 11, Illinois
Whitehall 4-2900

1016 North Sycamore Avenue
Hollywood 38, California
Hillside 5171

You'll find useful facts in
our Custom Record Brochure.
Send for it today!

*First in
the Field!*

custom



record

sales

Radio Corporation of America
RCA Victor Division

TELEVISION DAILY

Section of RADIO DAILY, Thursday, February 16, 1950 — TELEVISION DAILY is fully protected by register and copyright

TV PACES INDUSTRY STOCK RISE

TELE TOPICS

LEANOR ROOSEVELT brought her personal charm to TV last Sunday when "Today With Mrs. Roosevelt" had its premiere over the NBC-TV network, 4:00 to 4:30 p.m. EST. The program was an informal discussion of the A and H-Bombs and brought together distinguished citizens and scientists for a tea table conference at the Hotel Park Sheraton. Mrs. Roosevelt graciously introduced her guests and the presence of a script seemed to mar the informality of the occasion. The film sequence of Dr. Albert Einstein discussing the atomic era was an absorbing character study of a great scientist and his preaching for peace. Likewise the personal appearances of such experts as David E. Lillienthal, Senator Brien McMahon and Dr. J. Robert Oppenheimer were provocative contributions to the issues of the atomic age. Elliot Roosevelt and Martin Jones were the package producers. Roger Muir was the producer representing the network and Doug Rodgers, network director. Ben Grauer introduced Mrs. Roosevelt.

INDLY, CONSIDERATE WOR-TV has inaugurated a new service for worried others and their wayward offspring via the following announcement, read nightly 6:45, mid-way through the station's lineup of children's shows: "Say kids, if you're watching television at a friend's house, make sure your mom knows where you are. It's getting late, so call her on the phone right now and ask her if it's okay for you to stay and watch 'Time For Fun' and 'Comedy Carnival.' If she tells you where you are, she'll probably be glad to have you stay and watch these shows." . . . D'ya think a similar announcement might be aired during wrestling matches for barfly husbands? . . . Final NBC "Around The Town" stanza, produced by Caroline Burke, will discuss new methods used to treat arthritis. . . . Amel News Caravan marks its second anniversary on NBC tonight, which the network believes is a record for a daily show in the same spot for the same sponsor. Narrator John Cameron Swayze has done over 500 consecutive programs.

HOW SILLY CAN YOU GET: The following prize, as described in an ABC adout, was won on "Stop The Music" by a New Jersey housewife: "Three live chickens, which, if she is unable to accept, will be kept at a farm for her for one year; at the end of that time the three chickens and whatever offspring are forthcoming, will belong to her. . . . And that, pray tell, does she do with them hen? . . . When Jean Van Deventer, PIX receptionist, marries Ken Gildez, wholesale manager of Spiro's, San Francisco, on Feb. 25, the ceremony will be performed in front of the station's cameras on the Del Courtney show.

Year-End Statements Of Tele Firms A Factor; AM-Radio Securities Also Generally Strong; Similar Trend In Evidence On Curb Exchange

(Continued from Page 1)

share block of Sparks-Withington (Sparton TV manufacturers) in the opening hours. Curb Exchange shares have shown a similar trend.

Later in the day, radio and TV shares experienced a drop, but by the time the Exchange closed they had recovered, and, in some instances, had made additional advances.

The heavy stock exchange activity in radio and TV shares has caused considerable speculation as to the causes of the up-surge in interest in these stocks.

C. Norman Stabler, financial editor of the New York Herald-Tribune, yesterday told RADIO DAILY that he believed the impetus in radio-TV shares sales was a direct result of the year-end 1949 financial statements issued by TV manufacturers. He said that these, generally speaking, showed heavy earnings in 1949, optimistic prospects for 1950 and the heaviest backlog of dealer orders in the history of the radio and TV manufacturing industry.

Increase In Trading Noted

Stabler said that the trading in the radio and TV group during the past three weeks surpassed any group activity on the market since the liquor industry stocks got a heavy play following Repeal in the 1930's. The difference this time, he said, was that the liquor industry stocks at that time were being manipulated.

When they dropped, he pointed out, a number of small investors lost heavily. Scouting manipulation, an expulsion offence on the Stock Exchange, the Exchange conducted a thorough investigation. The results of this investigation, which proved manipulation, brought home the necessity of an SEC, and it was shortly thereafter that Congress passed the Securities Exchange Commission Acts in 1934 and 1935.

Stabler took pains to point out that there was no manipulation suspected at this time in the heavy radio-TV stock movement, and this statement was substantiated by the SEC and a Stock Exchange official.

Yesterday's trading started out with heavy activity in the radio-TV shares, dropped a little toward midday but regained strength later to close at, or about, their record highs. A few stocks surpassed their previous day's price, but most stayed even or dropped only a quarter or an eighth of a point.

WAVE-TV Sells Baseball

Louisville—Falls City Brewing Co. has signed with WAVE-TV for sponsorship of 38 night baseball games of the Louisville Colonels. Placed through Prater agency, pact makes the brewery one of the top TV bankrollers in the area. Firm sponsors a late news show and runs a heavy spot schedule.

Press-Time Paragraphs

To Testify At Theater Tele Hearing

Washington—Three new appearances were filed yesterday for the FCC's promised hearing on channels for theater tele, while Warner Brothers Pictures Company announced its intention to participate in the April hearing on a uniform policy for dealing with applicants who have had records of anti-trust violation or the breaking of other Federal laws. The new appearances for theater TV are by Jefferson Amusement Co., Beaumont, Tex., American Theaters Corp., Boston, and Society of Motion Picture and Television Engineers.

ABC Repeats Holiday 'Shopper' Seg

ABC flagship, WJZ-TV, has scheduled "Easter Shopper," patterned after its highly-successful pre-Christmas demonstrator program "Holiday Hints." According to veepee Murray Grabhorn, show is part of the station's plan to tie-in with top retail selling seasons. Anne Russell and Walter Herliby will be featured.

WSYR-TV Begins Limited Operations

Syracuse, N. Y.—WSYR-TV, this city's second station, began limited operations yesterday. At the same time proxy Harry C. Wilder announced that formal dedication will be held Mar. 5. Test pattern airing began Feb. 10. Staff assignments for the NBC affiliate include: A. G. Belle Isle, v-p and chief engineer; A. J. Eicholzer, control operation supervisor; A. J. Gillen, sales; William Rothrum, program director; John F. Hurlbut, promotion; Bert Gold, operations; William Crampton, film production.

P&G Personnel Shifts Integrates Video, AM

(Continued from Page 1)

producer for the company, located in Hollywood.

The company stated that these changes in the management of its radio and tele activities were made because of the increasing interrelation between night radio and TV.

Management of the company's programming activities in the nighttime field continues to be entirely separate and distinct from the company's extensive daytime radio operation which is headed by William M. Ramsey, assisted by A. H. Morrison and R. E. Short. As in the past, Ramsey, as director of radio, will continue to represent the company on broad matters of programming policy which concern both daytime and nighttime operations.

N. O. Mardi Gras On TV Under G. E. Sponsorship

New Orleans—Eight Mardi Gras parades and the day-long celebration along Canal Street on Carnival Day, February 21, will be televised again this year by WDSU-TV, proxy Edgar B. Stern, Jr. said Friday. Arrangements have been completed to televise two day and six night pageants.

The Mardi Gras season officially began Monday February 13.

The General Electric Supply Corp., local GE distributor, is bankrolling the series of telecasts. District manager C. O. Brown said that the parades will be beamed to people in towns within 150 miles of New Orleans.

FCC Announces Dates For Color Tests, Hearings

Washington—The FCC announced yesterday that the CTI demonstration it had originally slated for its Laurel, Md., laboratory on Monday, Feb. 20, will be held instead at the Hotel Statler here. Comparative demonstrations including CBS and RCA systems remain slated for Laurel later that week.

The Commission also announced that it will resume its hearings on color February 27 in the Commerce Department auditorium. A calendar for further direct testimony reads in this order: JTAC, RMA, RCA, CBS, CTI, Dr. Charles Willard Geer, Philco, DuMont, Webster-Chicago, American Television, Inc., AT&T, and Western Union.

Detergent Company Plans AM Campaign

(Continued from Page 1)
man for Oakite's agency, Calkins and Holden.

Participations, spots, news and other programs will be used by Oakite for a period of about 13 weeks. The agency reports that not all of the stations have been lined up as yet. The promotion will start in the week of March 6.

In the New York area, Oakite will use WOR. Participations have been scheduled on the following programs: Rambling with Gambling, Tuesday and Thursday; The McCanns at Home, Monday through Saturday; The Barbara Welles Show, Monday through Friday; Breakfast with the Hartmans, Saturday, and Dorothy and Dick on Sunday. Station breaks will also be used.

WJZ-TV will carry announcements for Oakite in the Metropolitan area and WEWS-TV will run spots in Cleveland. WCAU-TV in Philadelphia has been carrying Oakite commercials since December 18.

Broke Rodeo Record

Hollywood — Mutual network's Roy Rogers, now on personal appearance rodeo tour, broke every existing record for the past 18 years at the Houston Fat Stock Show and Rodeo, grossing \$75,000 for the first three performances of his show last week, according to word received here by the Hollywood Reporter, showbusiness trade paper.

Named To 'U' Board

Karl Koerber, vice-president and managing director of KMBC and KFRM, Kansas City, this week was named a member of the Board of Trustees of the William Allen White Foundation of the University of Kansas.

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

COAST-TO-COAST

Convict Author Interviewed

Pittsburgh, Pa.—"We the People" microphones moved to East State Prison recently to present Everett De Baun, 41-year-old inmate who is the author of an article in the February issue of Harper's on the theory and practice of armed robbery. The program was presented over KDKA, February 3, at 8:30 p.m.

KFAB Contest Set

Omaha, Neb. — Sixteen district winners competed this month for top awards in the 8th annual KFAB-sponsored 4-H Club Timely Topic Public Speaking Contest. The final district contest was held in O'Neill, February 11th. The top boy and top girl from each district received a ribbon for placing, a certificate, and an engraved pen and pencil. They were also the guests of KFAB during 4-H Week in March when they will compete in the contest finals.

Muros Promoted At WWSW

Pittsburgh, Pa.—Ben W. Muros, assistant manager of WWSW, has been promoted to the post of station manager. O. M. (Pete) Schloss retains his position as president and general manager.

George Clune Joins WSAY

Rochester, N. Y.—George Clune, son of columnist Henry (Heinie) Clune, joined the announcing staff of WSAY. He has been understudying his father as a feature writer on "The Rochester Democrat" and "Chronicle," and will bring to the station news editing experience as well as announcing.

Baltimore Dairy Sponsors Film Fantasy On WAAM

The Cleveland Dairies of Baltimore, Maryland, will sponsor Telemount Productions' "Magic Lady and Boko" fantasy, television film programs on a thirteen-week basis. The programs will be telecast weekly over station WAAM-TV in Baltimore. St. George and Keyes of New York City is the advertising agency for the sponsor.

Membership At 4,000

The Magic Lady and Boko merchandising program will be used in the promotion tie-up with the sponsor. Items such as The Magic Lady and Boko Membership Cards for the Magic Lady and Boko Club, Boko Hats, and other items, will be tied in as give-away premiums. As of this date, The Magic Lady and Boko Club has over 4,000 children members in the Los Angeles area.

Other stations telecasting The Magic Lady and Boko series are KPIX in San Francisco and KSL-TV in Salt Lake City. Other contracts are under negotiation now for national release through Eastern networks covering Chicago, Detroit and Boston.

'Dimes' Party On WLAN

Lancaster, Pa.—The entire staff of WLAN worked together to give a March of Dimes party on January 28th. Starting at 11:15, listeners were requested to telephone their requests and pledges on behalf of the March of Dimes. The program was on the air until 3:30, collecting a total of \$302. Merchandise was awarded by local merchants to the largest contribution in each 15-minute period, and hats belonging to radio and motion picture stars were offered at auction.

KVAK Signs Station Rep.

Atchison, Kans.—KVAK has announced the appointment of William G. Rambeau Company as national sales representative. Station, which also has studios in St. Joseph, Mo. was recently purchased by Paul H. Buening and James M. Griffith.

Sumner Is WKOW Manager

Madison, Wis.—WKOW has announced the appointment of Will Sumner, Jr., as sales manager. Before joining WKOW in July, 1949, as promotion and continuity director, he had worked with several agencies specializing in sales promotion and direct mail activities.

ARC Again Honors Mrs. Worstall

Steubenville, O.—Mrs. N. Edward Worstall, women's news editor of WSTV and conductor of the program "The Women's Page," is general chairman of the Women's Chapter of the American Red Cross Fund Raising Campaign in Jefferson County. She assumes this duty for the second consecutive year.

Named To Spot Sales Staff Of NBC Web

Robert Z. Morrison, Jr., and Bernard H. Pelzer, Jr., have been appointed account executives in NBC's national spot sales department, James V. McConnell, director, announced this week. Morrison was a member of the staff of NBC's recording division from 1943 to 1948 when he left the web to join WFIL, Philadelphia, in charge of new sales department.

Was With Agency

Pelzer was formerly director of radio and account executive at Owen and Chappell, and had previously been associated with Benton and Bowles. Since 1946 he has been an advertising consultant to food and drug concerns.

WBIZ Joining ABC

WBIZ, Eau Claire, Wisc. will affiliate with ABC effective March 1. It was announced in New York yesterday.

WBIZ now is a full-time station operating on 1400 ksc with 250 watts. It is owned by WBIZ, Inc., and is managed by Alvina M. Britz.

Copyright Board Asks CBC Music-Fee Hike

(Continued from Page 1)

pay \$144,971. The CBC operates stations and there are about 126 private stations.

The increase charged the CBC which last year paid the same amount as privately-owned stations as a group, resulted from the corporation being assessed four-fifths of the fees for Newfoundland.

New Children's Show

ABC will premiere "No School Today," a two-hour Saturday morning show for children, at 9 a.m. (EST) February 18, it was announced Friday. Jon Arthur will be featured.

Aimed primarily at a children's audience, "No School Today" has been designed in such a way that adults can enjoy it too. It will originate from station WSAI, Cincinnati.

McNeill Returns Feb. 20

Chicago—Don McNeill, emcee of ABC's Breakfast Club, will return to the airwaves on February 20 following a layoff forced by a brain injury. Announcer Bob Murphy has been pinch-hitting for McNeill. The injury was a result of exercise tried by the em-cee to lose weight.

suffering from TAP
Editing
PROBLEMITIS?
RX Audio & Video
Personalized Editing
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offers a Sure Cure!
BUT SERIOUSLY... you will like Audio & Video's Personalized Editing and Recording Technique, because it's built around one idea... How to best solve YOUR PERSONAL Tape Editing and Recording Problems!
• Complete, highly competent Technical Staff backed by years of Major Network Editing and Recording Experience.
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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 50, NO. 33

NEW YORK, FRIDAY, FEBRUARY 17, 1950

TEN CENTS

PROPOSES LICENSE FOR SOUND WEBS

Sen. Johnson Scores Move To Lift TV Freeze

Says Freeze Issue Not Justified By TV Facts

Washington Bureau of RADIO DAILY
Washington—Senate Chairman Edwin C. Johnson of the Interstate Commerce Committee lashed out at those who are crusading for the lifting of the television freeze in a speech on the floor of the Senate yesterday and threatened an investigation "into monopoly controls and patent hold-

(Continued on Page 6)

United Nations Series Set For NBC Network

NBC will produce a series of six documentary programs highlighting current United Nations activities for presentation in monthly installments from February through July, Sterling Fisher, manager of the network's public affairs and educational department announced yesterday.

Sir Cedric Hardwicke will star in

(Continued on Page 6)

Lux Theater Leads Special Nielsen Rating

"Lux Radio Theater," 25.6; Jack Benny, 23.2; and "Arthur Godfrey's Talent Scouts," 21.5 have been rated one-two-three in the January 14th "Extra-Week" Nielsen rating. Also in the top five were "Amos 'n' Andy," 19.8; "The Jack Benny Show," 19.7; and "The Tonight Show," 19.6.

(Continued on Page 3)

Award

John Daly, former CBS war correspondent now with ABC, will be honored by the Department of the Army today when he receives an award at First Army headquarters for his wartime services as a correspondent. Daly will also be heard on your Armed Forces Newsreel which will be broadcast over the facilities of WNYC.

Agency Executives Applaud Color TV

Washington—Spontaneous applause from 85 leading advertising executives greeted the completion of a half-hour showing of CBS color television in the Walker building yesterday. The demonstration, staged by Frank Stanton, president of CBS, was given before the board of directors of the Advertising Council as well as other business leaders in Washington for a White House conference. Adrian Murphy, CBS vice-president and general executive, and William C. Gittinger, vice-president and assistant to the president, aided in making the color TV presentation.

Reveal Promotions For CBS Executives

Wendell Campbell, general manager of WCCO, has been named western sales manager for CBS network sales replacing Don Roberts, who resigned, it was announced yesterday by J. L. Van Volkenburg and J. Kelly Smith, CBS sales vee-pees.

At the same time, CBS announced that Gene Wilkey, currently assistant WCCO general manager, would

(Continued on Page 3)

Godfrey Elected to Board Of Frozen Juice Company

Arthur Godfrey, CBS radio and TV star, and his business manager, G. Leo DeOrsey of Washington, D. C., have been elected to the board of directors of the hi-V Corporation,

(Continued on Page 4)

ABC Plans Coverage Of Trial Of Doctor

The highly controversial "mercy killing" trial of Dr. Herman Sander in Manchester, Vt., will be covered by two ABC correspondents beginning Monday, it was announced yesterday.

Ron Cochran and Edward Fitzgerald have been assigned to the story and will attend all sessions of the trial. Cochran is on the news staff of

(Continued on Page 2)

Safety Awards Planned For Radio-TV Stations

Eight special awards to radio and TV stations, sponsors, and networks are being offered by the Alfred P. Sloan Foundation for outstanding service to highway safety during

(Continued on Page 6)

Movie Producers Using Spots For Pix Premieres

Intensive spot radio campaigns have been run by two major movie distributors in connection with the opening of *Guilty of Treason* and *Stromboli*.

Guilty of Treason opened simultaneously on February 8 in New England, where more than \$20,000 was spent on the airwaves and in the Ohio, Kentucky and West Virginia area where more than \$30,000 was expended. Next opening will be in the Chicago, Detroit and Milwaukee region with similar radio coverage planned by Eagle Lion Film

Company. Publicity calls for a radio budget in excess of \$100,000 with big stations being bought first and smaller stations being used to fill in miscellaneous spots.

An estimated \$100,000 was spent by RKO for the opening of *Rossellini's Stromboli*. The epic opened on Wednesday in more than 300 theaters around the country. Spots were run three days before the premiere and on the first day. In New York, around the clock coverage was given on WINS, WMGM, WNEW, WOR, WOV, WCBS, WMCA and WJZ.

Sheppard Sponsors Bill Yesterday In House

Legislation which would require the licensing of sound broadcasting networks was entered in the House yesterday in Washington by Rep. Harry Sheppard of California, longtime foe of network practices. His bill was drafted in consultation with Gordon Brown of WSAY, Rochester,

(Continued on Page 3)

Brotherhood Week Gets Radio Support

A heavy spot campaign in addition to several special programs are being run by New York stations in behalf of Brotherhood Week, which opens nationally on Sunday. Among the special material provided all radio stations throughout the country for the week by the National Conference of Christians and Jews is a platter with spots

(Continued on Page 3)

Correspondent Denied Entrance Into Hungary

Ernie Reed, ABC newsman in Vienna, has been refused an entrance visa for Hungary, it was announced yesterday by the network. He sought admission to that country to cover the trial of Robert Voegler,

(Continued on Page 6)

Anniversary

Cities Service, one of radio's first and oldest sponsors, celebrates its 24th year of consecutive sponsorship of the Cities Service Hour next Monday night on NBC's "Band Of America" program at 9:30 p.m. (EST). It started on NBC with the Goldman Band, progressed through Jessica Dragonette and others, and now is again sponsoring a band.



Vol. 50, No. 33 Fri., Feb. 17, 1950 10 Cts.

JOHN W. ALICOATE : : Publisher

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

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SOUTHWEST BUREAU
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Dallas, Texas
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FINANCIAL (February 16)

Table with columns: High, Low, Close, Net Chg. Lists various stocks like ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, RCA Common, Stewart-Warner, Westinghouse, Zenith Radio. Includes 'OVER THE COUNTER' section with DuMont Lab. and Stromberg-Carlson.

NBC Claims News Beat
NBC news and special events department claimed a beat yesterday with a remote pickup from McCord Field, Seattle, Wash., where Millard Ireland of KOMO, interviewed the survivors of the recent B-36 crash in Alaskan waters.

WNYC Permit Extended
Washington—WNYC's special permit which allows the New York station to operate from sundown to 10 p.m. was extended yesterday for six months beginning March 2. The station operates on 830 kc.

Stork News
A six pound, fourteen ounce baby girl was born Wednesday afternoon to Mr. and Mrs. William S. Paley at New York Hospital. The second child to be born to the Paleys, she will be named Kate Cushing. Paley is CBS chairman of the board.

COMING AND GOING

JOHN KAROL, sales manager of CBS, off to Saratoga, where he will address the meeting of the New York Life Underwriters Association.

DICK BROWN, vocalist on "Stop the Music" over ABC each Sunday, will return to the program Feb. 19 following a one-week vacation in California.

BERT LOWN, station relations director for Associated Program Service, spent this week visiting subscribers in key cities of Ohio and Indiana.

ROBERT C. FEHLMAN, station manager of WHBC, Canton, Ohio, was welcomed Wednesday at the New York offices of BAB.

SID GRUBER, Eastern division sales manager for Charles Michelson, Inc., transcription firm, is spending this week in Washington and Baltimore.

OWEN SADDLER, general manager of KMTV, Omaha, Nebr., is here for conferences with officials of CBS.

MICHAEL HALL, publicist, today will leave by train for Hollywood, where he will huddle with Billy Eckstine on a new M-G-M picture deal.

WALTER L. STICKEL, DuMont Teleset national sales manager, and HENRY R. GEYELIN, advertising manager, are in Chicago for the RMA meetings.

HARRY SEDGWICK, general manager of CFRB, Toronto, has arrived from Ontario for conferences at CBS, with which the station is affiliated.

LINCOLN DELLAR is in town. The general manager of KXOC, Chico, Calif., a CBS outlet, chatted for a while Wednesday with officials of the web.

KEN DYKE, vice-president of Youhg & Rubicam in charge of publicity and public relations, has arrived in Hollywood for a week of conferences with West Coast officials of the agency. He is accompanied on the trip by MRS. DYKE.

ROBERT MOODY, general manager of WHIO-TV, Dayton, Ohio, in town this week for confabs with CBS executives.

AL HOLLENDER, vice-president of Louis G. Cowan, Inc., program producers, has returned from a seven-week tramp-steamer-and-airplane trip to Central and South American countries.

JOHN M. COOPER, director of radio for INS, tonight will leave for Indianapolis, where on Sunday he'll attend the Indiana Radio News Clinic.

NAT RUDICH, partner in Gainsborough Associates, publicists, has returned from Pawling, N. Y., where he conducted a radio and television seminar at the CIO educational directors meeting.

DINAH SHORE, MARGARET WHITING and JACK SMITH, following a month in the East, have returned to Hollywood, from which point their CBS program now will be heard.

HUMBOLDT GREIG, owner of WHUM, Columbia network outlet in Reading, Pa., is in New York on business.

JOSEPH SCHWARTZ, president of Harmonic Television Salon, Brooklyn, is in Miami Beach to supervise master-antenna installations at resort hotels.

LOWELL THOMAS, Columbia network newscaster, originated yesterday's program at Temple University in Philadelphia, and today will be heard from WTOP, Washington, D. C.

ABC Planning Coverage Of Trial Of Vt. Doctor

(Continued from Page 1) WCOP, Boston; and Fitzgerald is a newsroom man at WMUR, Manchester. Their reports on the trial will be aired on the nightly "Headline Edition" and "News Of Tomorrow" newscasts until the trial is over. Bulletins and other developments will be aired on other regularly scheduled news programs throughout the day. In addition, the web will air a roundup of the trial news on "This Week Around The World" which is heard at 2 p.m. (EST) on Sundays.

G. E. TV Giveaway Set For Series In Boston

Boston—General Electric television set dealers have signed with WEEI to sponsor Rhyme Does Pay, three times a week for 26 weeks. A video receiver will be given away each week to the author of the top rhyme of the week in addition to other cash prizes. GE dealers sponsoring on Tuesday, Thursday and Saturday have offered to include the songtitle rhymes read on the Monday, Wednesday and Friday shows sponsored by Tip Top Bread in the weekly awards.



Proud Mama

Susan, the black swan, ruffles her feathers in a gesture of protection for her cygnets, the little ones she's so proud of.

W-I-T-H is pretty proud, too. Proud of the way we produce low-cost results for advertisers in Baltimore.

The way W-I-T-H does it is this: first, W-I-T-H regularly delivers more home listeners-per-dollar than any other station in town. And second, in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W-I-T-H.

That means that a little money does big things on W-I-T-H. Call in your Headley-Reed man today and get the whole W-I-T-H story.

Advertisement for CKLW radio station. Text: 50,000 watts at 800kc. Now covering a 17,000,000 population area at the lowest rate of any major station in the Detroit Area! Includes logo 'WIN With CKLW MUTUAL' and contact info for Adam J. Young, Jr. and H. N. Stovin & Co.

Advertisement for W-I-T-H radio station. Includes logo with a stylized face and text: W-I-T-H Baltimore 3, Maryland. Represented by Headley-Reed.

Bill Would License Broadcasting Webs

(Continued from Page 1)

N. Y., complainant in a monopoly suit against the network.

The bill, RH 7310, calls for licensing of networks for three-year periods, with the webs subject to all conditions presently prescribed for individual stations. It would also add to the present Communications Act sections specifically banning the forcing of programs on affiliates, clearing the way for rebroadcast of network programs by affiliated stations in certain instances and providing for penalties in the event sponsors are threatened with "economic injury" for buying time on non-affiliated stations.

Controls "Re-Broadcasting"

In addition, the bill forbids rebroadcast with permission of the sponsor and of the originating station, adding that "if by reason of any action by the sponsors of a network program the network refuses to pay a radio station affiliated with it, at the rate to which the station would otherwise be entitled under the contract or affiliation, for broadcasting the program, and the station does not broadcast the program, no other station within the primary service area of the affiliated station shall rebroadcast the program without the express permission of the affiliated station."

Sanctions are called for in this bill, as in the bill recently offered by Rep. Sadowski of Michigan, with suspensions up to 90 days and fines of \$500 daily provided.

Although Sadowski was not in town for comment, it was certain that the new Sheppard Bill will be considered along with Sadowski's own recent bill, the McFarland Bill passed by the Senate, and Sheppard's earlier bill to restrict network ownership when hearings get under way March 13 before the House Interstate Commerce subcommittee headed by Sadowski.

Kent 'U' Conference Will Be Held June 17

Kent, Ohio—The program for the second annual Radio News Editors' Conference at Kent State University on June 17 includes sessions on TV and news coverage and a talk by Elmer Davis, ABC newsman, Carleton J. Smyth, executive secretary of the school announced yesterday. Director of the conference is Charles Day, president of the Ohio Association of Radio News Editors and news director for WGAR in Cleveland.

The session is sponsored in cooperation with NAB.

Veteran ABC Engineer

Hollywood—Carl Lorenz has just completed 21 years in the engineering department of ABC and its predecessor, the Blue Network. He is currently assigned to the ABC western division office, Hollywood.

Senior Herlihy!

Ed Herlihy, the announcer, narrator and emcee, accompanied by Mrs. Herlihy embarked Saturday on the Maurotania for a vacation in the Caribbean. On Sunday, Feb. 26 at 10:30 a.m. he will make the first two-way Radio-TV simulcast as the regular emcee of Horn & Hardart's "Children's Hour" program via NBC—NBT. He will NOT proface his commercials with "Sonors y sonoras, unaccustomed as I am etc., etc."

Brotherhood Week Gets Radio Support

(Continued from Page 1)

recorded by Eddie Cantor, Ralph Edwards, Jack Benny, Bob Hope and other stars. One announcement on the disc is a jingle originally made by WNEW for the United Nations and transcribed by the Jesters. Title of the song is "I Want a Friendly World."

In New York, WNYC will carry the official opening of the week at 12:30 p.m. from City Council Chambers, where Mayor O'Dwyer, Robert Montgomery, Grover Whelan and Patrice Munsel will take part in the ceremonies. The Department of Sanitation Band and the Police Department Glee Club will aid in the festivities.

Other programs on Brotherhood include guests on the WINS Joe Halpin Show, the WQXR Youth Forum program, and presentations on daily Negro shows over WWRL. The Protestant Council will also present a program over WBNX on Sunday, February 19 from 5 to 5:15 p.m.

WHOM in co-operation with the N. Y. State Commission Against Discrimination, has designated Monday, February 20, as Brotherhood Monday. The station has arranged for prominent speakers covering the Italian, Polish, German, Jewish and Spanish languages.

Officials of NCCJ will make appearances on Estelle Sternberger's program over WLIB from 5:15 to 5:30 p.m. on Monday. The station will also have guests on other morning programs.

Stations running spots across the board during the week are: WHOM, WBNX, WNEW, WINS, WEVD, WQXR, WWRL, WMGM, WOV and WLIB.

Chicago Committee

Chicago — The Radio Committee for Brotherhood Week in Chicago will be headed by John Akerman, WBEM assistant general manager, Frank Stanton, president of CBS and national chairman for the week, has announced. Others working with Akerman will be: Roy McLaughlin of WENR, Jim Hanlon of WGN, I. E. Showerman of WMAQ, Robert Platt of WCFL, H. Leslie Atlass, Jr. of WIND, Art Harre of WJJD, Herb Rudolph of WGES, Fred Kilian of WENR-TV and John Mitchell of WBKB-TV.

Lux Theater Leads Special Nielsen Rating

(Continued from Page 1)

Andy," 20.3; and Charlie McCarthy," 19.8.

Listed in the top-twenty also were: "Mr. Keen," 19.7; "My Friend Irma," 19.0; "Crime Photographer," 19.0; "FBI in Peace and War," 18.6; "Suspense," 18.5; "Mystery Theater," 18.0; "Fibber McGee and Molly," 17.6; Red Skelton, 16.8; "Hallmark Playhouse," 16.6; Bing Crosby, 16.3.

Also: "A Day In The Life Of Dennis Day," 16.2; "Mr. District Attorney," 16.1; "You Bet Your Life," 15.9; "Big Town," 15.8; and "Mr. Chameleon," 15.6.

Cincinnati Agency Changes Firm Name

Cincinnati, Ohio—The former advertising agency Rieser - Guenther has changed its name to Guenther, Brown and Berne, Inc., Wilfred Guenther, president, announced yesterday. New departments have been added to the agency, Guenther said, and other facilities have been expanded.

Allen Meyer has been named head of the newly formed publicity and public relations department; William Goble, research head; Jack Bunker, copywriter; and Robert Ward, art and layout.

Reveal Promotions For CBS Executives

(Continued from Page 1)

replace Campbell as the station's general manager. The new appointments are effective February 20.

Campbell joined CBS in the Chicago radio sales office in 1938. Later he became western sales manager of radio sales for CBS. In 1942, he was named sales manager of KMOX, St. Louis, and later became assistant general manager and, in 1945, was appointed general manager of KMOX which position he held until September, 1949, when he was named WCCO general manager.

Came From WDOJ

Wilkey came to WCCO from WDOJ, Chattanooga, in 1944 as production director. He was later made program director and then assumed the duties of assistant general manager. In 1945 he was made general sales manager for WCCO.

Agency Signs Hersholt

Hollywood—Jean Hersholt, star of the CBS Dr. Christian Show, has signed a new five-year contract with McCann-Erickson, Inc. Hersholt will continue to star in the program which is now in its 13th year on the same network.

• faces • facts • figures • wins •

WINS offers top year-round news coverage with

DON GODDARD
(12 NOON TO 12:15 PM)

AND

CARROLL ALCOTT
(6:30 TO 6:45 PM)

FOR ONLY **\$1.15**
PER 1000 RADIO HOMES

WINS
SOKW NEW YORK

CROSLEY BROADCASTING CORPORATION

CHICAGO

By HERB KRAUS

HOWARD DORSEY joins WGN announcing staff. He spent three years with the Jungle Network during the war, and more recently served at KMOX, St. Louis.

Quaker Oats' "Man On The Farm" program began its 13th year on the air with its Monday broadcast over WGN-Mutual.

WBBM's Johnson Family recording a number of their daily programs this week so they can head for South Dakota for the 40th wedding anniversary of Cliff's parents, Mr. and Mrs. Joseph Johnson. They'll also record a number of shows in Cliff's home town, using the townspeople on the broadcasts.

Neil Ruit, one of the radio manufacturing industry's best-known authorities on customer credits, will keynote the conference on credit problems at the 1950 Distributors Show to be held here in May.

Harry Wismer of WJR, Detroit, discussed "The Importance of Sports Events in Radio" at the Chicago Radio Management Club luncheon.

WCAE Origination Getting Full ABC Web

"Melody Rendezvous," a show which bowed locally over WCAE, Pittsburgh, 15 weeks ago, will be aired to the full ABC web starting next Saturday, it was announced yesterday. The half-hour program will be heard at 6:45 p.m.

According to ABC, the show was brought to the network as a result of heavy favorable audience reaction, via mail, in Pittsburgh.

Its a musical program which stars Barbara Kinder, Jimmy Confer, Jimmy Morgan, the "Martinaires" and Baron Elliott and his orchestra. Lennie and Wally Martin write and produce the program and Larry Berrill announces. The program will originate from WCAE.

Plan Academy Day

Hollywood—Haan J. Tyler, vice-president of the Los Angeles Advertising Club which meets each Tuesday at the Biltmore Hotel, announces that March 28th will be "Academy Day" in honor of the Academy of Television Arts and Sciences. Lloyd Dunne, vice-president of the Abbott Kimball advertising agency, has been named chairman of the day. H. L. Hoffman, president of Hoffman Radio Corporation, will be the principal speaker.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO.

WBAL



By SID WHITE

Man About Manhattan...!

● ● ● The DuMont crusade to arouse industry interest in getting the FCC to lift the construction freeze on TV stations is going into high gear. . . . Commander Mortimer Loewi, director of the DuMont web, is currently telling the story in the midwest and Leonard Cramer, DuMont Labs executive v.p., is scheduled to take the stump soon. . . . Dr. Allen B. DuMont, in the meantime, is bringing the matter to all Congressmen in Washington through personal contact and by mail. . . . additional support is coming from TBA and RMA, according to reports.

☆ ☆ ☆ ☆

● ● ● So you wanna be a radio announcer? The following test was given to applicants for jobs as announcers. Read it clearly and without mistakes in 20 seconds and you have an above-average enunciation. "I bought a batch of baking powder and baked a batch of biscuits. I bought a big basket of biscuits back to the bakery and baked a basket of big biscuits. Then I took the big basket of biscuits and the basket of the big biscuits and mixed the big biscuits with the basket of biscuits that was next to the big basket and put a bunch of biscuits from the basket into a box. Then I took the box of mixed biscuits and a biscuit mixer and biscuit basket and brought the basket of biscuits and the box of mixed biscuits and the biscuit mixer to the bakery and opened a tin of sardines." Whew, it's even tough on the old Underwood!

☆ ☆ ☆ ☆

● ● ● MIKE MEMORIES: The oh-so-dainty voiced Annette Hanshaw on "Show Boat." . . . Ray Knight and his Cuckoos, featuring Mary McCoy. . . . Graham McNamee rattling off the call letters of all those network stations at each program break. . . . Willard Robinson and his Deep River music on the Camel series. . . . Harry Reser and his Cliquot Club Eskimos. . . . Harry Horlick's A & P Gypsies. . . . The Street Singer. . . . Jack Benny and Ethel Shutta doing his oft-repeated satire on "Grand Hotel." . . . The Silver Masked tenor. . . . A post card confirming the fact that you, a DX fan, had "heard KDKA, Pittsburgh, at 11 o'clock on the night of Dec. 10th, 1926" or any other station on any other date in that period.

☆ ☆ ☆ ☆

● ● ● THINGS YOU'LL NEVER SEE ON TV: Dave Garroway getting excited. . . . Abe Burrows sporting a toupee. . . . Ted Mack giving "the bell" to an untalented amateur. . . . A college quarterback calling the play the video-voice has called in advance. . . . A studio audience without at least one hand-waver.

Godfrey Elected to Board Of Frozen Juice Company

(Continued from Page 1)

managers of frozen orange juice and other food concentrates, Matthew B. Rosenhaus, president, announced yesterday.

Plans for an advertising campaign using newspapers and television are under way with the basic theme incorporating the prestige value of Godfrey as a name.

In announcing the association, Rosenhaus said the leading food authorities predict that concentrated juices will account for about 15 per cent of all frozen food sales this year which will exceed \$500,000,000. It is

Say TV Adds Importance To Home's 'Living Room'

Washington Bureau of RADIO DAILY

Washington—A "new era" for the furniture industry was forecast this week by the Commerce Department "as family centers around the home under the influence of television." The Department's survey of the furniture industry showed an anticipated high demand for furniture as the result of the increasing importance of the family living room because of TV, it was said.

further predicted that the sale of frozen concentrated juices will increase by at least 25 per cent during 1950.

KGW

THE ONLY STATION THAT ACTUALLY DELIVERS

COMPREHENSIVE COVERAGE

in the

Fastest Growing Market in the Nation



WITH THE STATE'S 5th LARGEST INDUSTRIAL PAYROLL

When a city more than doubles in size in five years the implications are far-reaching. In the case of prosperous Albany, such a population growth has meant more demand for goods of all kinds... more money spent for food, housing, clothing, luxuries... a bigger more lucrative market for YOU! Tap through KGW's COMPREHENSIVE COVERAGE.

KGW DELIVERS Albany... as it delivers Comprehensive Coverage in the fastest-growing market in the nation.

KGW PORTLAND OREGON



AFFILIATED WITH NBC REPRESENTED NATIONALLY BY EDWARD PETRY CO.

AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, Feb. 17, 1950

EP&EM SETS BRAND NAME PROMOTION

Emerson Buys Plant To Increase TV Prod.

The purchase of a Jersey City manufacturing plant by Emerson Radio & Phonograph Corporation has been revealed by Benjamin Abrams, president. The Continental Can Building bought for an undisclosed amount will give Emerson an additional 450,000 square feet of space.

In announcing the purchase of the building, Abrams said: "We plan to set-up new production lines for both television and radio receivers as rapidly as material and equipment can be obtained. We are currently far behind on orders and the additional production made possible by the new building will be welcome. Production in our New York City plant will continue at full speed."

Comprising approximately 450,000 sq. ft. of floor space, the Continental plant is on a four-acre tract, with a railroad siding into the property. The buildings are five-story concrete, brick and steel structures occupying two square blocks. Emerson now occupies about 350,000 sq. ft. of floor space in the Port Authority Building and other locations in New York City. Officials of the firm stated that a steadily increasing consumer demand has made necessary new facilities.

DuMont Telecruiser To Visit 22 Cities

The new DuMont Telecruiser, containing over \$100,000 in electronic equipment and considered the most advanced vehicle of its kind, will embark on a tour of twenty-two cities of the east and south, beginning February 16 in Baltimore, Md. Special demonstrations will be conducted by the Telecruiser's crew in order to better acquaint the public with the intricacies of the sight and sound involvements of TV. According to plans announced by Allen B. DuMont Laboratories, Inc., the twenty-two city tour will include several cities where there is no TV reception presently available. The Telecruiser will be placed in central locations in the selected cities and closed circuit camera transmission chains set up to televise onlookers. In addition, two DuMont TV receivers will be placed nearby the truck and persons watching the demonstrations will be able to view pickups made by the camera.

Educational Prog. Is Scheduled For Chi. Parts Show

Chicago—A comprehensive educational program on brand names will be launched in the near future as a result of the February meeting here of the Association of Electronic Parts & Equipment Manufacturers. Members attending the meeting discussed at length the manufacturer's stake in the trade name of his product and the need for promoting and protecting that brand name.

Committee In Control

Preparation of the brand name education program will be undertaken by the publicity committee of EP & EM consisting of Helen Staniland Quam, of Quam-Nichols Co., Chicago, chairman; Jerome J. Kahn, Standard Transformer Corp., Chicago, and Ralph Brengle, Potter & Brumfield Co., Princeton, Ind.

"The parts industry is spending millions of dollars on advertising schedules to acquaint the distributor and the consumer with its products and the only way it can protect that investment is to take effective steps against the substitution of unbranded, surplus, dumped and distress merchandise," Mrs. Quam told the members.

One of the first steps in EP&EM's name-brands program will be to reach the parts distributor with its story, Mrs. Quam indicated.

Develop New Projector For Showing TV Films

A new type of motion picture projector, completely automatic and containing a continuous rewind device is now available for the use of TV sponsors for the showing of their filmed commercials. The new camera, called the "Conti-Movie," was developed by the Van Der Schalie Corp., New York City, and is based on a new engineering principle which winds and unwinds the film from a motor driven reel. According to the company, the machine places no stress or tension upon the film itself. Operating on AC or DC, the projector is guaranteed for a minimum of 1,500 continuous showings of a film without tearing or breakage if the film is in good condition. A number of firms which advertise on TV are now using the "Conti-Movie" to display their filmed commercials directly to the consumer. Prices for the machine are: \$690 with a 400 foot reel; \$700 for a 600 foot reel and \$780 for a 1,000 foot reel.

Use Of B & L Filter Seen For Color TV

Rochester, N. Y.—Bausch & Lomb Optical Company, revealed the development this week of a revolutionary filter that may someday play an important role in color television. Produced after two years of research, the Interference Color Filter, as it is known, provides the simplest means yet devised for producing color of a high degree of purity, according to the company's announcement. When ordinary white light passes through the coated filter, one of its component pure colors—red, blue, green, yellow—emerges. According to Dr. Arthur F. Turner, head of the firm's Evaporation Laboratory, "The 'secret' lies in three thin films of silver and magnesium fluoride applied under high vacuum to one side of the glass." The filters are now used primarily in laboratory work, but Dr. Turner predicts their wide application in such varied fields as color TV, photography, refractometry, vision testing, and astronomy.

PRODUCTION PARADE

Sylvania Electron Tube Testers

Two new tube testers, designed for accurate and thorough testing of radio, TV, mobile transmitting and industrial electron tubes, have been announced by the radio tube division of Sylvania Electric Products, Inc., New York City, according to C. W. Shaw, general sales manager. Features of the new testers, for portable and bench use include an exclusive ohmmeter-type shorts and leakage test which indicates "Replace" or "Good" directly on the instrument's illuminated meter; direct meter indication for all other tests; an easy-to-operate gas test; and a combined emission and transconductance test under dynamic operating conditions which takes relative tube life into account.

New Sightmaster TV Set

A new 19-inch console set, the "Westchester," has been introduced by Sightmaster Corp., New York City. The new model includes the DeLuxe chassis, DuMont Imputuner, full FM radio and is equipped with phonograph attachment. The set also contains the patented Sightmirror, which is available in any of the other Sightmaster receivers. List price of the new receiver is \$479.

Three Philco Appointments

The appointment of C. Paul Young as government sales manager, George A. Hagerty as commercial sales manager, and William M. Carey as operations manager, was recently announced by James D. McLean, manager of the Industrial Division of Philco Corp.

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EXecutive 1230
EXecutive 5851
1833 M STREET, N.W.
WASHINGTON 6, D. C.

Johnson Hits Move To End TV 'Freeze'

(Continued from Page 1)

ing devices and restrictions" if the freeze probe continues. He said his committee has data to provide "an excellent basis for investigating television monopolies."

Johnson said "certain elements in the television industry are getting ants in their pants. The freeze, they cry, let's get rid of the freeze! let television go ahead! forget a nationwide competitive system, forget color; forget using the higher bands! these things can come later: right now let's get television stations operating in another 30 or 40 cities: The Commission, they shout, is stifling program! the Commission is slow, hesitant and lackadaisical; it ought to be investigated: "I have never hesitated to criticize the Commission when I thought they were wrong. . . . I am not going to remain silent and let them become the butt of unwarranted and unprovoked assault by people who are trying to grind their own ax without regard to the public interest and the general welfare."

The senator also scored Dr. Allen B. DuMont and David Smith of Philco for their anti-freeze activities. He lauded DuMont as an engineer and business man but accused him of seeking to lift the freeze to serve his own rather than the public interest. Charges that hundreds of thousands of job opportunities are denied by the freeze and that the industry is becoming stagnant were termed "bubbles."

Actually, said Johnson, there is no unemployment in the industry. "It is riding at an all-time peak."

"Of course, what some of these manufacturers want is a freeze of their own, but their freeze would be entirely different. They want television to go down a blind alley based on the present wholly insufficient 12 channels.

"Senators from the Southeast and the Southwest, and the Great Mississippi Valley area, and the Rocky Mountain area, have a right to be concerned about the future of television. If the siren voices who rant and rave today about lifting the freeze have their way, thousands of communities will either never have television or at best will receive it through little slave stations operating as satellites of some big monopoly-controlled station in a far distant metropolis. If that is the kind of television we visualize for this country, all we'd do is support the 'lift the freeze now' crowd in their selfish aspirations."

RUBY EDITORIAL SERVICE, INC.

8 Complete Film Editorial Rooms For Motion Pictures & Television
RENTALS BY DAY, WEEK OR MONTH
ALL NEW MOVIOLE EQUIPMENT

Also Off the Premise Rentals

Tel.: Circle 5-5640

729 — 7th Ave. N. Y. 19, N. Y.

TV Special Events Popular

. . . . three good examples noted

By FRANK BURKE

TELEVISION HAS A HABIT of zooming to new heights from time to time with the programming of special events. Some excellent examples of this type of programming during recent weeks has been NBC's film and live half hour documentary on "Housing," WPIX's extensive coverage of the Golden Gloves eliminations and the WOR-TV pickup of the Westminster Kennel Club's dog show.

THESE THREE EVENTS brought television closer to the people in their homes. The NBC documentary on housing was a realistic approach to a widely discussed subject. Film clips of housing, good and bad, and a pictorial insight into tomorrow's homes graphically covered the subject. The discussion that followed added to the viewers' interest.

THE ACTION of amateur aspirants to fistic fame as recorded by WPIX is a credit to the production staff of the New York Daily News station who week after week have covered the Golden Gloves eliminations. This is TV sports coverage at its best and a fine example of the planning that goes into staging a special events feature.

THE WESTMINSTER DOG SHOW comes in the same category. WOR-TV, mindful of a vast audience of dog lovers, moved their equipment into Madison Square Garden and for two nights brought TV viewers the pictorial story of how champions are made.

Safety Awards Planned For Radio-TV Stations

(Continued from Page 1)

1949. Nominations close March 15, 1950.

One sustaining program award and one commercial program award will be made in each of the following categories:

Local radio stations, regional or clear channel stations, national or regional networks, and television.

Recipients in the commercial class will be advertisers or other sponsors. Stations will receive the other four awards.

Awards will consist of mounted bronze plaques designed by sculptor Hans Schuler. The National Safety Council is serving as administrator of the Sloan awards.

All nominations should be sent to Paul Jones, director of public information, National Safety Council, 20 North Wacker Drive, Chicago, from whom official nomination blanks may be obtained.

Making Another TV Series

Hollywood—Filming of 65 additional "Crusader Rabbit" video programs was scheduled yesterday at Jerry Fairbanks Productions following completion of the first group of 65 five-minute shows. The series, designed as a daily program for children, is being readied for early distribution. Television Arts Productions of Berkeley is doing the animation and films are being completed at the Fairbanks studios where scoring, voice-dubbing, editing and narration are added.

Engagement Announced

Bob Hawk, emcee of CBS' "Bob Hawk Show," will be married April 11 to Mary Rechner, assistant to Dore Schary of MGM, in Beverly Hills, it was announced this week. Their engagement was announced several weeks ago.

Correspondent Denied Entrance Into Hungary

(Continued from Page 1)

an American espionage agent. Voegler's trial begins Monday.

Late news reports last night had it that the Reds were only going to admit two newsmen from America to cover the trial, one of whom was Alexander Kendrick, CBS Vienna correspondent. Kendrick has already left for Budapest where the trial will be held.

Send Birthday Greetings To—

February 17

Willard Botts Shirley Flynn
Coreen Gillespie Denise Keller
Kenneth Walton Robert H. King
Enric Madriguera
John McLaughlin

February 18

Vivian Brown Jimmy Durante
Earl George Bruce Kamman
Eill Cullen Helen Leighton
Margaret Richardson

February 19

Tom Dawson John W. Swallow
Stan Kenton Margaret Morris
Connie Gates Frank Wilson
John Andrew Fred H. Kenkel

February 20

Jane Colbert Judy Frost
Curtis Roberts Bruce Wendell
Dick Past Burt McMurtrie

February 21

Ethel Beckwith Roy de Groot
Salvatore Canilora

February 22

Ed Tyler Kenneth Roberts
Phil Lord John McGovern
Gene Hamilton Bess Johnson
Grace Johnson Robert Weede

February 23

Don Kerr Thomas L. Thomas
Jean Chalmers Tom Hallonquist

United Nations Series Set For NBC Network

(Continued from Page 1)

"All Your Strength," first in the series which will be presented Sunday, February 26. The script, by Robert Cenedella, will be based on the operations of the UN Economic and Social Council.

The second broadcast, "Three B Words" will be presented from the CBC studios in Toronto. The program which will be heard on March 19 will deal with displaced persons.

Gerald Kean, chief of the English language service for U.S. radio, will supervise the entire series. May Moore will produce and direct the programs but the first, which Kean will produce. The series will be presented as a part of the network's regular "America United" series, Sundays, 1:00 p.m., EST. The programs will be heard in New York over WNBC on Thursdays at 11:00 p.m., EST.

Fur Shop "Sardi" Participates

Ritz Thrift Shop, N. Y. C. (mink coats) has just signed a 13-week contract for sponsorship on "Luncheon at Sardi's" over WOR. This radio advertising is in addition to Ritz's daily sponsorship of both the Jack Eigan, Copacabana Show 10 a.m. and the Bea Kalmus Show 12 p.m. on WMGM. William Warren Jackson and Delaney is the agency.

Hollywood's New

COUNTRY CLUB HOTEL

- The Country Club Hotel occupies a magnificent location at the heart of the exclusive Wilshire residential district . . . adjacent to Wilshire Country Club and overlooking the expanse 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

Section of RADIO DAILY, Friday, February 17, 1950 — TELEVISION DAILY is fully protected by register and copyright

FCC AGAIN SCORES 'SATEVE' PLAN

TELE TOPICS

WPIX YESTERDAY COMPLETED negotiations to move its transmitter to the Empire State Building upon completion of the 199-foot multi-outlet antenna mast atop the building later this year. Until then the outlet will continue operations from its antenna atop the News building. Contract was signed by F. M. Flynn, president of WPIX, and Gen. Hugh A. Drum, president of Empire State. . . . Fourth outlet expected to move to the Empire State, WABD, is still negotiating with the building. WJZ-TV recently joined WNBT atop the world's highest building. . . . Also included in the WPIX deal were space to accommodate the station's transmitter and addition of high-power amplifiers and the necessary equipment to adapt the present WPIX equipment to color when standards are set by the FCC.

FORD THEATER, just renewed as a bi-weekly feature on CBS, will be red every week beginning Sept. 29. Lyon & Eckhardt handles the account. . . . Viewers who have been baffled by the "mystery melody" on "Stop The Music" have found a way to get even with NBC. Web's "A Couple of Joes" pays off viewers who send in song titles that jump the show's musical staff. A few "Stop The Music" fans wait until the mystery melodies are broken and then end in the names of the tunes and challenge the "Joes" to make with the correct music. At last retribution, of a sort, comes to long suffering giveaway addicts.

TWENTY-YEAR-OLD Grace Kelly has received three movie offers following her appearance as Ann Rutledge on the "filco show Sunday nite. She's the daughter of former Olympic sculls champ John Kelly and the niece of Pulitzer prizewinner George Kelly. . . . Joe Bolton, of WPIX, claims the distinction of being the first TV announcer to make "Who's Who." He turns up in the current issue and his presence there negates those who say you can't get ahead in video. . . . Dick Goggin, senior director for KECA-TV, is on a six months leave of absence to complete a book for Prentice-Hall. Some will be designed for use as a text in college TV courses as well as a general practical guide.

WHEN MARC CONNELLY'S "The Wisdom Tooth" was produced on Broadway in 1926, William Foran played the role of a young clerk. A quarter-century later, Foran finds himself cast as the grandfather in the "Studio One" version of the play on CBS Monday night. Foran thinks that video can handle the play better than the stage because it is better equipped to handle the special effects required for the comedy-fantasy.

PICTURE OF THE WEEK



Actual use of television for instruction of grade school children in the Baltimore public schools is being emphasized by WBAL-TV. Experimental educational televising to date has been satisfactory and will be on the agenda for discussion at the station's TV educational conference on March 8.

Three Records Claimed For KECA-TV-Chev. Deal

West Coast Bureau of RADIO DAILY
Los Angeles—Three TV records were claimed by KECA-TV and Chevrolet Dealers of Southern California yesterday when it was announced that the dealers will sponsor a weekly four-hour film program on the ABC station beginning Feb. 27.

Records claimed are: (1) Largest time block by a single sponsor for a regular 52-week series; (2) First purchase by one sponsor of a station's entire night schedule; (3) First single sponsorship of "a full evening of regular movie theater-type programming."

Show is hosted by Art Baker, produced by James Vandiveer.

P.M., Olds, Auto Lite Renew CBS Web Shows

CBS yesterday announced renewal of three network shows—"Candid Camera," Oldsmobile CBS News," and "Suspense."

Sponsored by Philip Morris since Sept. 12, 1949, the "Candid Camera" renewal is effective Mar. 6. Program is produced by Allen A. Funt and Biow Co. is the agency.

Oldsmobile renewed its thrice-weekly news program with Douglas Edwards beginning Feb. 24. Sponsorship started Feb. 24, 1949. D. P. Brother, Detroit, is the agency.

"Suspense," aired under the aegis of Electric Auto Lite since Mar. 1, 1949, was set for a new cycle beginning Feb. 28. Robert Stevens is producer for Cunningham & Walsh.

Note To NBC Hints License Action; Affiliates Hit

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday requested NBC to give another explanation of the net's plan to reserve two-and-one-half-hour periods on Saturday night over a affiliated TV stations. In a lengthy letter the Commission indicated that the amended plan does not appear any more acceptable than the original plan and invited the web to comment on the Commission stand "before it finally disposes of the question of designating your application for renewal of license for hearing."

The letter, which went to NBC and its affiliated stations, referred directly to the renewed complaint of the DuMont web that the NBC plan represents a move to control video networking.

Statement By McConnell

Following receipt of the letter, NBC prexy Joseph McConnell said: "NBC has kept the Commission informed of its plan for Saturday night television and its efforts to make 'big time' television available to the smaller advertisers. We will proceed with our Saturday night program under whatever arrangements the Commission may deem appropriate."

WPTZ, Philadelphia, and WTMJ, Milwaukee, were both put on temporary license until June 1, pending determination of the issues involved in the Saturday night time deal, the FCC said yesterday. The two stations, belonging respectively to Philco and the Milwaukee Journal, had accepted the NBC terms, and both have been invited to reply to the issues raised in the letter to NBC.

Although NBC's initial order for station time was withdrawn following the DuMont complaint, its second offer to stations, of Jan. 26, the FCC wrote, "has the same effect of securing an option for NBC as does the earlier offer."

The FCC also termed the arrangements of the second offer "objectionable" in that the purchase by NBC "of a segment of time on its own behalf. . . . raises serious problems in the light of the Commission's consistent policy against time brokerage arrangements which impair the maintenance of licensee responsibility."

Cleveland Has 154,340

Cleveland January TV set sales in WEWS Northwestern Ohio viewing area totalled 17,040 and brought number of sets in area to 154,340.

SONGS WITH THE LARGEST TV AUDIENCES Survey Week Of February 3-9, 1950

THE TOP 5 SONGS OF THE WEEK

A Dreamer's Holiday.....	Shapiro-Bernstein
Dear Hearts And Gentle People.....	E. H. Morris
I Never Heard You Say.....	Kramer-Whitney
I Said My Pajamas.....	Leeds
Music Music Music.....	Cromwell

THE 5 FAVORITE STANDARDS OF THE WEEK

After You've Gone.....	Joe Davis
Fine And Dandy.....	Harms
For Me And My Girl.....	Mills
It's A Good Day.....	Capitol
There's No Business Like Show Business.....	Berlin

Copyright, 1950, Office of Research, Inc.

PLUG TUNES

a hit — A Hit — A HIT

"TWO-FACED HEART"

Recorded by Eddie (Piano) Miller
ON RAINBOW RECORDS

MICHAEL MUSIC CO., INC.

1619 Broadway
New York City

Jerry Johnson
Gen. Mgr.

getting **BIG!**
IT'S THE LITTLE THINGS
REGENT MUSIC CORP.

1619 BROADWAY

N. Y. C.

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.

The Panic Is On For!
(Put Another Nickel In)
MUSIC! MUSIC! MUSIC!
CROMWELL MUSIC, Inc.
119 West 57th Street N. Y. C.

My Heart Goes With You

by Thomas G. Mesheo

JAMES MUSIC, Inc.

1650 Broadway Room 709 N. Y. C.

JOHNSON RAG

recorded by

PEARL BAILEY.....Harmony
GENE COLIN.....Rondo
JIMMY DORSEY.....Columbia
RUSS MORGAN.....Decca
ALVINO REY.....Capitol
JACK TETER TRIO.....London
CLAUDE THORNHILL.....Victor

MILLER MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—If the adage, "everything happens in threes," again holds good then you can chalk up another smash hit for Robbins Music. . . . WSMaestro Beasley Smith and Haven Gillespie, writers of "That Lucky Old Sun" and "Old Master Painter," have given their latest ballad, "God's Country" to Abe Olman's music factory and once more we go out on a limb. . . . ● Since Johnny Green became associated with Stasny Music, the firm's starting to cook with its revival of the oldie, "Am I Wasting My Time." . . . ● Plenty of action at J. J. Robbins & Sons. . . . besides the commercial folios, personally compiled by J. J., four individual songs are making the grade. . . . "Bye Bye Baby," "Just A Kiss Apart" and "Diamonds Are A Girl's Best Friend," from the score of the hit musical, 'Gentlemen Prefer Blondes' and the revived "It Isn't Fair." . . . ● Rounding out his sixth consecutive year as emcee of the platter series, "Sunrise Serenade," Bill Taylor's 5:45-8 am WORK has earned him that slot's highest Pulse rating in town. . . . ● Red Fortner, who penned, "I'll Hold You In My Heart," has another potential Hit Parader in "Ask My Heart." . . . ballad is published by Adams, Vee and Abbott. . . . ● "Managua Nicaragua," the south-of-the-border hit composed by Irving Fields, is featured in the British thriller, "The 3rd Man." . . . ● Having five or more numbers simultaneously up in the charmed circle is no mean feat yet Lou Levy's outfit has accomplished it several times. . . . current crop of L. L. toppers include, "Home Town Band," "Have I Told You Lately That I Love You" and "Wedding Samba" in the Duchess catalogue and "I Said My Pajamas" and "Open Door—Open Arms" at Leeds.

★ ★ ★ ★

● ● ● Ruth Poll, whose Maypole Music teed off with a hit, "A New Shade of Blues," has another fine ballad in "It Was So Good While It Lasted," which Ruth wrote with Andy Ackers. . . . Sylvan Spira, pro. mgr. left Sunday for Hollywood to name a coast contactman. . . . ● Cross-country Clem, our 'unprivate eye,' informs us that Program Director Charlie McMahon of WNOX down Knoxville way, rates a nod for a bang-up job on his nitely "Tennessee Barn Dance" doins. . . . ● Weeks ago we raved about a Rainbow platter of a novelty, "Music Music Music." . . . this latest Cromwell publication was penned by Stephen Weiss and Bernie Baum. . . . ● Irving Berlin staff working on "Let's Go West Again," from the MGM musical 'Annie Get Your Gun.' . . . ● John Redmond has sold his Irish gem, "On The Other Side of The Water," to Jewell Music. . . . John sang us the number when he'd just completed it and we feel that it will become a standard, begorrah. . . . ● Viccas Music has a cute ballad in "Plain Spoken," written by Tony Colucci, Joe Colucci and Sandy Stevens. . . . ● Irving Montag, former ace TV engineer with RCA-Victor and now an executive with Monarch-Saphin Stores, will take over active charge of this firm's newest branch which opens tonite at 1640 Bedford Ave., (Brooklyn. . . . ● Just prior to relinquishing their Wednesday at 8 TV CBSpot to Arthur Godfrey, the Korn Kobblers earned a Hooper of 24.4. . . . this great novelty band whose bag of musical tricks ranks it second to none, is a MUST for a television series.

★ ★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Russ Morgan's newest waxing on Decca is a commercial item. . . . Russ, supported by the Morgancires, does a fine warbling job on the ballad "Sentimental Me" with same combo offering the rhythmic western, "Copper Canyon," top deck alone is worth the price of the pancake and deejays will spin this a-plenty. . . . ● Ralph Flanagan, who made the great arrangement used by Tony Pastor on his Columbia platter of the hit, "If I Had A Million Dollars," should cut the tune himself on Victor. . . . ● Gordon Jenkins turns in an ace for Decca in the pancake featuring Vocalist Sandy Evans' "My Foolish Heart" slipped with Charles La Vere warbling "Don't Do Something To Someone." . . . G. J.'s masterful orchestrations make this platter a MUST for deejays and jukes.

PLUG TUNES

Our Latest HIT
"ECHOES"

LAUREL MUSIC CO.

1619 BROADWAY NEW YORK CITY

THE WEDDING SAMBA

DUCHESS MUSIC CORPORATION

A Beautiful Ballad!

TWILIGHT

BEN BLOOM MUSIC CORP.

1619 BROADWAY N. Y. C.

I WISH I KNEW

ASK MY HEART

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

Another BMI Pin-Up Hit!
CHATTANOOGIE SHOE SHINE BOY
Published by Acuff-Rose
Recorded by
B. Crosby (Dec) R. Foley (Dec)
F. Sinatra (Col) B. Darnel (Coral)
T. Duncan (Cap) T. Tyler (4-Star)
T. Romano (Vic) S. Henderson (Cap)
G. Towne (Lon) T. Baker (Mer)
Exclusively Licensed by
BROADCAST MUSIC, INC.

IT ISN'T FAIR

recorded by

BILL FARRELL.....M-G-M
BENNY GOODMAN.....Capitol
BILL HARRINGTON.....Coral
SAMMY KAYE.....Victor
FRED WARING.....Decca

Words & Music, Inc.

1619 Broadway N. Y. C.

FCC READY FOR COURT GIVEAWAY FIGHT

Networks Complete Election Coverage Plans

British Election Scheduled For Thursday

With the British general elections only a few days away, the news staffs of the major networks are working all time covering what may be one of the biggest news stories of the current era—the success or failure of British Labour to maintain its control of England's economy;

(Continued on Page 5)

Hooper Would Probe Measurement Forms

Declaring that a "multiplication" of radio and TV audience measurement services exist, C. E. Hooper in an open letter to NAB, ANA and AAAA, suggests that an examination of these services be made with the view of establishing the soundness of services and the costs to the subscribers.

The letter, addressed to Justin Miller, president of NAB; Paul B.

(Continued on Page 5)

CBS Has 10 Programs In 1st Fifteen Ratings

CBS took ten of the top fifteen positions in the latest national Hooper report released on Friday. Four spots went to ABC and the other to NBC.

Leader was Jack Benny with 24.5

(Continued on Page 5)

Flying Discs

Washington—An airplane is scheduled to drop 10,000 "flying discs" over Washington today and a portion of them will be good for \$12.60 each if found by Washingtonians. The \$12.60 corresponds to WWDC's new 1260 spot on the radio dial and disc shower is a part of an extensive exploitation campaign signaling its shift from 1460 to 1260.

For Charity And Brotherhood

Rice Lake, Wis.—Learning of the plight of starving Chippewa Indians in Northern Wisconsin, Greg Rouleau, manager of WJMC, and Harry Wills, program director, last week instituted a radio campaign to solicit food, clothing and medicine for the reservation. Tons of provisions came as a result of the broadcasts, according to Father Paulinus, Franciscan friar, stationed at the Court O'Reilles reservation.

Ithaca, N. Y.—Observance of National Brotherhood Week is being extended to eight weeks by the Ithaca College Radio Workshop with a series of half-hour programs over WHCU and WHCU-FM. The series titled, "Of One Blood," will be given under the auspices of the Ithaca Ministerial Association, Cornell University United Religious Work, and the Tompkins County Council of Churches.

Pres. Truman Names Communications Unit

Washington Bureau of RADIO DAILY
Washington—Promising all-out effort by the Federal government to put order in the radio-frequency lineup and conserve frequencies so far as possible, President Truman on Friday announced the creation of a new temporary Communications Policy Board of five members. Dr. Irvin L. Stewart, president of the University of West Virginia, is chair-

(Continued on Page 6)

Music Trust Fund Report Issued By Rosenbaum

Annual trustees report of the Music Performance Trust Fund released by Samuel R. Rosenbaum, trustee, the past weekend indicates that the total contributions during the last

(Continued on Page 5)

Radio-TV Coverage For Red Cross Set

The opening of the Red Cross drive, March 1, has been designated Red Cross Day on major radio and television networks, Howard Bonham, Red Cross veep in charge of public relations announced the past weekend. Sustaining programs will give messages for the fund campaign and commercial shows will also be asked to give a pitch.

Kickoff for the campaign will be

(Continued on Page 5)

NAB Hits FCC's Rule On Forfeiture Of CP

Washington Bureau of RADIO DAILY
Washington—NAB told the FCC Friday it opposes the Commission's suggested new rules on forfeiture of construction permits, because

(Continued on Page 6)

RMA To Urge Video 'Thaw'; Will Write Retail-Adv. 'Code'

Chicago—The board of directors of the Radio Manufacturers Association on Friday voted to have its president, Raymond C. Cosgrove, a director of the Avco Corporation, testify before the FCC on Feb. 27 when it resumes hearing on whether to lift the present TV freeze. Cosgrove will argue for an early lifting of the freeze and voice the RMA's continued opposition to any type of color video which cannot be received over

ordinary black-and-white receivers. The group also voted to make a presentation to the House Ways and Means Committee opposing the suggested 10 per cent excise tax levy on all TV sets. Former Massachusetts Congressman Joseph E. Casey has been retained to represent the association and will appear before the House committee beginning Feb. 21. Walter L. Stickell, sales manager

(Continued on Page 7)

Wants Official Ban Tho Shows Are Losing Pull

Washington Bureau of RADIO DAILY
Washington—The FCC is prepared to argue the giveaway case in court during the next few weeks, but as yet no date has been set by the court, it was learned Friday. Chairman Wayne Coy told members of the House Appropriations Committee three weeks ago that he believes the popularity

(Continued on Page 2)

Californians Elect Tatum Assn. Head

West Coast Bureau of RADIO DAILY
Hollywood—More than 70 broadcasters attended the 3rd annual membership meeting of the California State Broadcasters Association Friday. Speakers included Richard Doherty and Maurice B. Mitchell, of the NAB.

The association's new officers elec-

(Continued on Page 6)

NBC Program Gets Award From Coast Association

Los Angeles—The Southern California Association for Better Radio and Television last week doubly honored the "NBC Theater" program by designating it "the most outstanding program of the year" and the "most outstanding radio

(Continued on Page 2)

Decision Tonight

The protracted dispute between the AM and video networks and the Radio and Television Directors Guild will come to a head tonight when the union's negotiating committee submits—without recommendation—its report to the Guild membership. The meeting will be held at the Holland House and is scheduled to start at 8:30 p.m.



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WASHINGTON BUREAU

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CHICAGO BUREAU

Herbert M. Kraus

188 West Randolph St.

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SOUTHWEST BUREAU

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Dallas, Texas

Phone: Riverdale 3518-9

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FINANCIAL

(February 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	9 1/4	8 7/8	9 1/4	+ 1/2
Admiral Corp.	24	23 1/2	23 7/8	+ 1/8
Am. Tel. & Tel.	149 1/2	149 1/8	149 1/2	+ 1/8
CBS A	31	30 1/2	30 3/4	+ 1/4
CBS B	30 7/8	30 3/4	30 7/8	+ 3/8
Philco	38 3/4	38	38 3/4	+ 1/2
RCA Common	15 1/2	15 1/8	15 3/8
Stewart-Warner	17	16 5/8	16 7/8
Westinghouse	32 7/8	32 3/8	32 7/8	+ 3/8
Zenith Radio	48 1/8	46	48	+ 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	19 1/4	18 3/4	18 3/4	- 3/4
Nat. Union Radio	4 1/2	4 1/4	4 1/2	+ 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	19	20
Stromberg-Carlson	17 1/4	18 3/4

NBC Program Gets Award From Coast Association

(Continued from Page 1)

drama of local origin." The NBC public affairs department's "NBC Theater" has also received prizes from the Peabody Award committee, the Ohio State Institute for Education by Radio and the National Council of Teachers of English. Andrew C. Love is director of the "NBC Theater."

Weinles Joins WSTC

Stamford, Conn. — WSTC and WSTC-FM, have announced the appointment of Leonard Weinles as press representative. Weinles was formerly on the public relations staff of a large trade association and was assistant editor of WJZ's "Sunday Men's Page" for almost two years.

Issues In Giveaway Action To Be Argued By Commission

(Continued from Page 1)

of giveaways is at low ebb, but the Commission is determined to push the battle for its ban to its conclusion. Text of the hearings for the FCC budget were released over the weekend.

Coy's discussion of the shows came in response to questioning by Rep. Albert Gore of Tennessee, who congratulated him for moving against "those putrid, awful giveaway shows." Gore was solicitous to be sure the Commission has adequate funds for the legal battle, but Coy thought the Commission has the necessary money. He added that he thinks the Commission's ban resulted in beneficial publicity and that the public has lost interest in giveaways.

"Have you ever given any consideration to requiring these deep-abdomen, vociferous hired laughing participants on the supposedly funny-man, wise-cracking shows to stay a certain distance away from the microphone," Gore asked. "Obviously, they have to pay somebody to laugh, because the vulgar nonsense is devoid of humor."

Phillips Hits Comedians

Rep. John Phillips, R., Calif., proposed a ban on all radio comedians who laugh at themselves, then asked Gore, "do you not have one of those little buttons on your set that you can push and cut the program off?" Gore replied that hundreds of thousands of people are doing just that.

Coy said the Commission does not want authority to control programs, and that "it would be very dangerous for seven men to have the authority to determine what went on the air."

"The real control of American radio is in the hands of the public, and Mr. Phillips has given the answer. People just will not listen to things they do not want to hear."

Gore said he knows the radio audience nationally is falling off, without regard to the inroads of TV, but Coy said he had no information to confirm Gore's report.

License Period Discussed

The advisability of extending the radio license period to six or more years, as a means of eliminating work for the FCC and the broadcasters, was discussed in some detail during the House Appropriations Committee hearing on the FCC budget three weeks ago. Text of the discussions was released over the weekend.

The Commission has asked \$6,912,000—\$175,000 more than in the current fiscal year—for the 12-month period beginning in July. By the end of the current fiscal year, Chairman Wayne Coy told the Congressmen, the Commission should have "accomplished a very substantial reorganization."

There has been no important reorganization accomplishment thus far, he said, but the studies are

progressing rapidly, directed toward "A functional organization, in contrast to the present professional organization."

Rep. Francis Case, R., S. D., suggested that the period of the regular broadcast license be lengthened, especially in view of the fact that where it seems warranted the Commission can move against a station even in the midst of a license period. Coy rejected the proposal on the ground that it would mean a shift of emphasis.

As things stand now, he said, "the licensee must come to the Commission with an affirmative showing that he will operate in the public interest. If he has a continuing license the burden would shift. . . . You would be shifting the burden on the Commission to show he did not operate in the public interest instead of (requiring the licensee to) make an affirmative showing that he has operated in the public interest."

Even though denials of renewal are comparatively rare, Coy said, "It brings about better performance in the public interest to have the examination of these applications for renewal every three years."

AVCO Ruling Comes Up

There was discussion also of the recently abandoned AVCO rule, with Coy pointing out in response to questioning by Rep. Phillips, R., Calif., that the Commission would like the same freedom to pass upon would-be purchasers of radio stations as it has to pass upon original applicants. He said there should certainly be competition for them.

Phillips said he agrees in part, but said, "something has to be done to prevent the long time lapse which occurs when you do not let the prospective owner take over and nobody thinks anything more, nobody pays any attention to the old owner. In the meantime, the small station goes to the wall."

Kreisler Interviewed

James Fassett, the Green Room host on CBS' N. Y. Philharmonic broadcasts, yesterday interviewed Fritz Kreisler on the intermission segment of the program. What makes this news is the fact that, although Kreisler's impeccable technique has given millions of radio listeners enjoyment, this is the first time that Kreisler's voice has ever been heard over the air.

Named To Directorship

Detroit—John L. Booth, founder and owner of a chain of Michigan radio broadcasting stations, and son of Ralph H. Booth, founder and former President of Booth Newspapers, Inc., was elected a director of Booth Newspapers, Inc., at the annual stockholders' meeting of Booth Newspapers, Inc.



Bobo, I Love You!

So says the cute Siamese kitten in adoration of the bespangled French poodle.

There's something time-buyers love in Baltimore radio, too. It's the way W-I-T-H produces low-cost results.

You see, W-I-T-H delivers more home listeners-per-dollar than any other station in town. And in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in taverns, 67.3% were tuned to W-I-T-H.

That means that you get big results from small appropriations on W-I-T-H. Call in your Headley-Reed man and get the whole W-I-T-H story today!



WITH
Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

**HEY KIDS,
QUIET!**



QUIET, CHILDREN



*makes a big difference
whose voice it is*

In Detroit, WWJ is more than a great radio station . . . more than a source of entertainment for the nearly one million homes in the Detroit area. WWJ, Detroit's FIRST station, has consistently been the leader in community service and enterprise.

Its acceptance by advertisers is indicative of the faith Detroit has in its voice. One of America's leading advertisers has consistently employed WWJ daily with an hour-long program for 16 years.

When you give your product story the benefit of WWJ's community acceptance, it receives added prestige, more attentive ears, less selling resistance . . . resulting in increased sales in a market that did three billion dollars retail business last year!

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
Associate Television Station WWJ-TV



Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS FM—CHANNEL 246—97.1 MEGACYCLES

AGENCIES

W. M. HUNTER has joined Erwin, Wasey & Co., Inc. as media director. He was formerly with Marschalk & Pratt Co.

PHARMA-CRAFT CORP. has appointed Ruthrauff & Ryan, Inc. for Heed and Sprite, bottle spray deodorants.

WILLIAM H. EYNON has been named vice-president and director of radio for Van Diver & Crowe, Inc. He was formerly with H. B. Humphrey Co.

STANTON B. FISHER has resigned from Stanton B. Fisher, Inc., which will now be known as Product Advertising Corporation. Fisher will form a new agency under his own name.

PHIL WASSERMAN has rejoined General Promotions Co. as general manager.

PAUL K. ABRAHAMSON has been named product advertising manager for Starlac; William J. Fraser for Instant Mix hot chocolate, Hemo and packaged malted milk, and Richard K. Von Nostrand for Instant Coffee. All are in the grocery division of the Borden Company.

ARTHUR G. SMITH, formerly Boston manager of Edward Petry Company, has joined the sales staff of WJW, Cleveland's ABC affiliate.

G. DAVID GENTLING, general manager of KROC, the NBC affiliate for Rochester, Minn., announces the appointment of Ra-Tel Representatives, Inc. as national representative.

WILLIAM A. MURRAY has joined Brooke, Smith, French & Dorrance, Inc. in the Detroit media department.

HELEN GILLER GRANT is now in the copy department of Duane Jones Co., Inc. She was formerly with Ruthrauff & Ryan.

ELGIN AMERICAN, a division of Illinois Watch Case Company, to Russel M. Seeds Company of Chicago.

JAMES H. KNOX has been named director of radio advertising for The LeBlanc Corporation, makers of Hadacol. Knox was formerly with Kenyon & Eckhardt, Young and Rubicam, N. W. Ayer, and the Biow 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. . . !

● ● ● Paramount getting out the ballyhoo drums for the personal appearance of Bob Hope at their theater in Times Square beginning March 1. . . Campaign, according to reports, will include radio spots and a number of guest appearances of Hope on radio and TV shows. . . the Hope personal appearance, by the way, holds prospect of setting a new box office record for the Paramount Theater. . . Radio Row rumors Friday had it that the "Telephone Hour," long an NBC feature, will soon switch to CBS. No confirmation of the report has thus far been available.

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● ● ● Elsie Simmons, Bill Paley's secretary at CBS, has written a sock set of lyrics for "Come Into My Heart," a new tune penned by Robert Yeseen. With a slick arrangement, the tune has been recorded by Hugo Winterhalter's Orchestra for Columbia Records. . . Band leader Elliot Lawrence escaped serious injury when his car skidded on the ice and overturned near Vernon, New York, the other day. . . accident occurred on his 25th birthday. . . WNBT's telecast of the Auto Derby from the Kingsbridge Armory on Saturday nights requires 1,900 feet of camera cable, \$75,000 worth of camera and technical equipment and 2,000 feet of microphone cable as well as a five man crew. . . Hal Davis, Kenyon & Eckhardt publicist, will address the Fordham University radio class tomorrow on agency public relations. . . trade getting a kick out of Senator Edwin Johnson's feuding with Jack Gould, radio editor of the New York Times.

☆ ☆ ☆ ☆

● ● ● Ellen Fitzgerald sparked the Vincent Lopez DuMont telecast from the Hotel Taft last Saturday. . . Dave Alber flack Michael Ames was operated on the other afternoon at Mt. Sinai for a back injury. . . Harry Albus, Mutual web drum beater, turned up in LIFE Magazine's story on the GM show which recently closed at the Waldorf. . . and H. V. Kaltenborn announced that a book of his on the first half of the 20th Century would be published by Putnam in the spring. . . Don Hellenback was replaced by John K. M. McCaffery on CBS' new high I.Q. quiz show "We Take Your Word." . . Joe Di Maggio is looking for a new sponsor starting March 11, at which date, incidentally, he moves over to NBC from CBS.

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● ● ● THAWTS WHILE THINKING: No place harbors more radio folk with their hair down than the NBC drug store, except maybe the luncheon spot under the CBS bldg. Strange how a celebrity becomes the guy who lives next door when he has a face full of tuna-on-rye, or has conversation coming out of one side of his mouth while he's inhaling a coke through a straw on the other. . . No folk are more universally resourceful than press agents, particularly those catering to the radio industry. Of the publicity man, nobody 'sells' with the assurance of Dave Green. . . No radio star works with the ease of Bing Crosby even when he's tripping over some of the alliterative twistings his script writers connive for him weekly. . . No comic's voice is as soothing to the ear as Jack Benny's. No sound as communicative as his complacently surrendering 'mmm.'

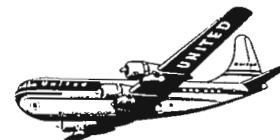
☆ ☆ ☆ ☆

SAN FRANCISCO

By NOEL CORBETT

MORIE MORRISON, a sporting authority and cartoonist in these parts, is now sponsored by McCune-Merifield on behalf of their sporting goods products on KGO-TV, Thursdays, 8 to 8:15 p.m. Morrison, who authored the book, "Here's How o' Fishing," will utilize cartoons and live demonstrations, giving practical tips on fishing, where to find the various species and the types of lure and tackle which should be used. The program will be produced by the San Francisco advertising agency of Elliott, Daly and Schnitzer. Bernard B. Schnitzer is the account exec and Gil Freeman represent KGO-TV.

**FLY
UNITED'S
Mainliner
Strato-cruiser
to
HAWAII!**



It's the finest of all Strato-cruisers—the most luxurious plane over the Pacific.

Yet you pay the regular fare—only \$160 (plus tax, one way), from San Francisco.

JUST 23½ HRS.

from New York. Leave at 11 p.m. (Sun., Tues., Thurs., Sat.), be in Hawaii for dinner. Or, leave at 1 p.m. (Tues., Thurs., Sat.), be there for breakfast! Via connecting DC-6 Mainliner 300 from New York.

UNITED AIR LINES

Airlines Terminal Bldg., 80 E. 42nd St., or Hotel Statler. Call MUrray Hill 2-7300 or an authorized travel agent.

Hooper Would Probe Measurement Forms

(Continued from Page 1)

West of ANA, and Frederic R. Gamble, AAAAA, was construed in some quarters as a pitch on the part of Hooper to head off the audience measurement service proposed as a substitute for Broadcast Measurement Bureau. It was also suggested that Hooper might be aiming at some of his competitive research organizations.

"In this trying period of comparatively fixed and limited revenues to agencies, stations and networks (and rapidly increasing costs)," Hooper

Hooper-Nielsen Deal Still Hot?

While the Hooper letter was discussed in the trade on Friday, rumors were going the rounds that the Hooper deal with Nielsen was close to consummation. This was denied at the offices of the Hooper organization in New York.

wrote, "I entreat you to apply the influence of your association to the solution of this industry wide problem."

Hooper suggested a pattern to be followed in dealing with all measurement services. He invites "constructive action" along the following lines:

"1. to examine the research procedures followed by ours and other organizations in the development of Broadcast Audience Measurements in Radio and Television, with an eye to issuing a validation, or the opposite, of the basic soundness of these procedures.

"2. to examine the pattern of subscription cost made by us, and theirs, to both 'buyer' and 'seller' subscribers to the reports, as well as the costs incurred in the preparation of the reports.

"3. to examine for 'justification' each experimental project we, and theirs, have under way, with an eye to its valid place in the measurement pattern of the future."

Elaborates On Theme

Elaborating on his thinking Hooper wrote:

"In years past, the membership of your association was burdened financially, and earnings were confused, by duplication in radio audience measurements. These problems were resolved by the wind-up of the Cooperative Analysis of Broadcasting. Today the problem is multiplication of radio and TV audience services both local and network, resulting in multiplication of subscription cost and multiplication of staff in subscriber offices to analyze and chart the contents.

"These individuals in the offices of networks, stations, agencies and advertisers who are not responsible for finances may hold that 'there is a place for every one of these services.' This view is not held by the researchers and owners of these organizations. Furthermore, if this trend is allowed to continue, the inevitable effect on the measurement can only be ultimate lowering of standards, limitation of service or financial ruin for the measurers.

"Network TV and both local radio and local TV have spawned a crop of audience services the findings of which are based on a variety of unadjusted 'diary' and 'aided recall' methods. Both methods develop audi-

Webs Complete Cover Plans For Election In Great Britain

(Continued from Page 1)

the election takes place on Thursday, February 23, with the polls closing at 4:30 p.m. (EST).

NBC, CBS, ABC, and Mutual all have augmented their normal news staffs in England with the addition of special correspondents recruited from their staffs in New York, Paris and Berlin. In addition, the newsrooms of the webs in New York will devote considerable amounts of time over the next few days editing, re-writing and otherwise handling the news from Britain to be included in regular newscasts.

ABC has four top reporters on the British scene including Frederick B. Opper, ABC's chief of the London bureau; Robert Sturdevant from Paris; William Heatherington, and Paul Harvey. ABC's coverage, which was hyped on Saturday, includes special pick-ups from throughout the British Isles to be included in the "Headline Edition" and "News Of Tomorrow" broadcasts and other regular web news programs, and such special programs as recorded excerpts of speeches by opponents Winston Churchill and Clement Attlee (last Sat. night) and a special half-hour "Election Roundup" program on Wednesday night (22) at 9:30 p.m. (EST). Following the close of the polls, ABC will carry bulletins throughout the late afternoon and evening until final results are in.

Mutual will have first-rate correspondents Cedric Foster and William Stringer on hand in London to report the events of the week, and will feature special comments on the election from New York and Washington. Mutual aired a round-up program from London yesterday and, in addition to regular news coverage, will air a special program from London Wednesday evening at 11:15 p.m., before the polls open. Also, the network has planned a 10:30 to 11 p.m. (EST) show on Thursday with a "round-table format with pick-ups in London, New York and Washington, and, on Friday, a 10:30 to 11 p.m. (EST) national and international reaction program on the elections' outcome.

ence figures (1) which are substantially inflated as compared with the actual size of the audiences, (2) which, if accepted as a basis for transactions, can upset the equilibrium existing between buyer and seller in the entire area of cost and price relationships, (3) which lay the whole field of broadcasting wide open to attack from competing media.

"Furthermore, many of these new reports, by using 'aided recall' are introducing every distortion traceable to the frailty of the human memory (An even more exaggerated form than did the CAB 'recall'). The 'recall' method was judged and found wanting by the advertising association representatives 'officially' in the early forties.

"Advertising agencies as well as radio and TV stations are currently being 'led' into buying services, certain of which they don't need and don't want. Advertisers (who in many instances don't buy the services direct) are insisting or implying that material from 'all services' be applied by agencies, stations or networks servicing their accounts."

Ted Church, CBS news editor-in-chief, will head-up the Columbia news staff in Britain. The network has planned a total of 70 broadcasts covering the election, including the pre-election speaking campaign and post-election reactions. CBS has planned both AM and TV coverage.

CBS has brought to England correspondents from the U. S. and western Europe including Bill Downs from Berlin; Winston Bardette from Rome; and Ed Murrow from the U. S. In addition, the regular CBS British staff, which includes Howard K. Smith, chief; and Paul Niven, will also cover.

Murrow will do his daily 7:45 p.m. (EST) broadcast from London starting today through Friday. In addition, the web aired seven special programs on Saturday, two on Sunday, and plans five for today. Also the web is devoting its "You and..." series to the British elections starting today. CBS will follow up with special airings on Thursday, Friday, Saturday and Sunday.

NBC devoted Saturday's regular "Voices and Events" program to a recapitulation of election issues and aired segments of closing speeches by Churchill and Bevin. Also on Saturday, NBC aired a special "Man In The Pub" program which included comment by correspondents Ed Haker, Henry Cassity and Merrill Mueller. Churchill and Attlee were featured in a special program at 11:30 p.m. (EST) on Saturday with comment by Bill Chaplin.

Starting today, the web will air British pick-ups on all regular news programs including "World News Round-Up," George Hicks newscasts and "News Of The World."

On Thursday, election day, NBC will feature correspondent Ed Newman from Edinburgh and P. J. Jessel, assistant editor of the "Manchester Guardian" in comment on the election. NBC also plans a special airing featuring Leon Pearson and Bob Trout at 11:30 p.m. Thursday night, and another special program, if the election is decided at that time, at 1:00 to 1:15 p.m. on Friday.

CBS Has 10 Programs In 1st Fifteen Ratings

(Continued from Page 1)

followed by Arthur Godfrey's Talent Scouts, 23.9; Radio Theater, 22.8; Bob Hope, 21.0; and My Friend Irma, 20.7. Hope was the lone NBC-er in the first five.

Bing Crosby, 20.6; Fibber McGee & Molly, 20.2; Amos 'n' Andy, 19.1; Mr. Chameleon, 18.2; and Walter Winchell, 17.8, filled out the top ten.

The fifteen was finished out by: People Are Funny, 16.8; Mystery Theater, 16.7; Truth or Consequences, 16.5; Burns & Allen, 16.3; and Bob Hawk Show, 15.9.

Radio-TV Coverage For Red Cross Set

(Continued from Page 1)

a national program over the major nets on February 28 from 10:30 to 11 p.m. when President Truman and General Marshall will take part. In addition, plans call for an all-star variety program on Monday, March 6 over NBC. Paul Phillips and Bill Lawrence will produce the show in cooperation with the Hollywood Coordinating Committee.

Local outlets are being asked to cooperate with their community chapters with special transcribed shows featuring Hope, Crosby, Benny and others being distributed nationally for presentation during the month by the stations. Dramatic spots with Ida Lupino and Walter Brennan are also offered, plus station break announcements.

Transcribed endorsements by national figures are being sent to the stations under an arrangement with NAB.

Television materials include all-purpose slides, trailers of various lengths and other features.

Network coverage of Red Cross events will be thorough and complete, Bonham said, with networks and advertisers working closely with the Advertising Council. Some 225 foreign language stations will cooperate, he added, with messages being run in nine languages.

Music Trust Fund Report Issued By Rosenbaum

(Continued from Page 1)

half of 1949 from sales made during the first half of the year were \$663,000. The trust fund, based on royalties paid by 542 phonograph record manufacturers and 78 electrical transcription manufacturers, is administered by Rosenbaum in behalf of the American Federation of Musicians.

Rosenbaum reported that on December 1, the trustee allocated \$600,000 in accordance with the percentage figures fixed in the agreements among the 654 geographical areas for expenditure during the first half of 1950. During the last half of 1949 the trustee approved 1,800 separate projects calling for 3,000 performances participated in by a total of 29,000 instrumental performers. Payment to all performers are made by individual checks. Rosenbaum reported.

Special Event

His Holiness, Pope Plus XII, will air a message to Catholic children in America in support of the Bishop's Emergency and Relief Committee over NBC Wednesday, Feb. 22 from 11:24 to 11:30 a.m. (EST). Following the delivery of his message, the Pope will give the Apostolic Blessing in Latin.

Pres. Truman Names Communications Unit

(Continued from Page 1)

man of the group, which the President asked to bring in its final report by the end of October. Serving with Dr. Stewart will be Dr. Lee A. Durrig, president of the California Institute of Technology; David H. O'Brien, of Hackettstown, N. J.; professor William L. Everitt, head of the Department of Electrical Engineering of the University of Illinois, and President James R. Killian, Jr., of the Massachusetts Institute of Technology.

The President wrote Dr. Stewart at some length on the importance of early action to combat the present scarcity of frequencies in relation to the growing demand, both domestic and international.

"Problems such as these cannot be adequately considered on a piecemeal basis," wrote Mr. Truman, "they must be viewed as parts of the broader problems of developing a total national communications policy."

Series Of Peace Programs Sked By Chi. Roundtable

"The University Of Chicago Round Table" broadcasts will air a special series of programs sub-titled "How We Can Make Peace," it was announced Friday. According to "Round-Table" producers, the special subject broadcasts were initiated in response to public concern over relations with Russia now that the bomb race is intensified by the hydrogen bomb and the recent Fuchs case.

Participants in the first special program will include Harrison Brown, atomic scientist; Kenneth Burke, professor of English literature at Bennington (Vt.) College; and Herbert Blumer, professor of sociology at Chicago University.

KALI Begins Broadcasting

Pasadena—A new 1kw operation, KALI, began broadcasting on February 16 on 1430 kc replacing KAGH which signed off two hours before KALI went on the air. The major portion of the KAGH staff switched to the new station.

John H. Poole, owner of KALI, also operates KSMA in Santa Maria and an experimental television station in Long Beach. Aubrey H. Ison, manager of KAGH, has been named general manager for KALI.

New Production Firm

Hollywood—A video film producing outfit to make one-hour capsule editions of famous operettas on film starring Allan Jones and his wife, Irene Hervey, has been organized by Jones and his manager, Eddie Sherman. They are now negotiating with eastern reps on video rights and expect production to get under way shortly.

WINDY CITY WORDAGE

By HERB KRAUS

● ● ● Claude Kirshner's "Hi Ladies" moves lock, stock, and sponsor from WNBQ to WGN-TV beginning tomorrow. The time will be 4:00 to 4:30 p.m. Reports of an impending strike between the International Brotherhood of Electrical Workers (AFL), and WHFC and WSBC-WXRT seem slightly exaggerated.

Chicago Latest developments indicate that a peaceful contract renewal with moderate wage increases will be the outcome. . . . Dr. Gerhard Schacher, former European newspaper correspondent, Northwestern U. professor, and commentator on WJJD and WIND, joined the staff of WMOR last Sunday as a commentator on international affairs. He will be heard at 8:45 p.m. weekly. . . . Rod Holmgren, who has been on leave for several weeks, also resumes his local commentary the same day at 9:30 p.m. . . . WIND will carry the Indiana High School Basketball Tourney, rated by many as the toughest circuit in the nation, for the 15th year with the same sponsor, beginning February 25. . . . WMAQ has been given an award by the National Conference of Christians and Jews for its program "Destination Freedom," which dramatizes Negro contributions to American democracy. . . . Courtesy Motors has inked an hour-long Friday night variety show over WENR-TV and the ABC net.

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● ● ● If you haven't had "Coffee With the Kelsey's" yet on WGN at 9:15 a.m., be sure to drop in soon. They present a literate, intelligent and entertaining stanza daily. Sylvia Kelsey is expecting her baby almost any day now and "Papa" Kelsey will take his mike into the hospital to interview other expectant fathers during the paternal ordeal. . . . Frances Moore, former WGN singer in the days when the outlet operated out of the Drake Hotel, now instructing young talent at the Jo Keith Studios. She's planning to branch out into radio and TV instruction for budding young artists. . . . Ralph J. Wood, Jr., former WMOR prexy, being paged by a group of West Coast stations to handle their transit and storecasting operations.

★ ★ ★ ★

● ● ● The 750,000th guest to visit Goldblatt's "Let's Have Fun" program over WGN will win a host of prizes dear to the heart of the housewife. Only women are being counted, so girls under 18 and men are "verboten" as far as the contest is concerned. . . . WBBM's new quarter-hour musical series, "Life of the Party" bowed in last week with a showcase of local talent. It is heard Monday thru Friday at 3:15 p.m. . . . Two years ago Officer Al Dillon of Chicago exhausted all the songs he knew trying to sing his infant daughter, Denise, to sleep. So he thought up an original lullaby to quiet her. It has since become her favorite song. Two Ton Baker evidently likes it too because he'll feature it on his 8:15 show today.

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● ● ● TV rose to new heights recently when three bright young, heretofore unknown luminaries burst like a meteor into the local screens. Judges on the "Treasure Hunt" show were Chicago's three daily paper video critics, reading from left to right, Bill Irvin of The SUN TIMES, Jack Mabley of the DAILY NEWS, and Tony Remenih of THE TRIBUNE. . . . Lee Hon, assistant program director of WBBM-CBS, left February 13 to assist Frank B. Falknor, CBS veep in charge of programming in New York. George Sherman, will succeed him while keeping his present assignment as chief engineer. Warren Rosenberg, who has been with WBBM for several months, will assist Sherman. Hon has been with WBBM for 18 years, spending most of that time in the engineering department. . . . Maestro Hank Sylvern couldn't be referring to any of the current crop of local network video shows when he quipped, "This show originates in Chicago and dies in New York." Our nomination for the most contrived song title of the year: "I've Got Tears in my Eyes, From Lying on My Back, In My Bed, Crying Over You." Arkie, the Arkansas wood chopper, sang it on the National Barn Dance Show.

Californians Elect Tatum Assn. Head

(Continued from Page 1)

ted were: president, Don Tatum vice-president of Don Lee; vice president, Will Smullin, president of KIEM, Eureka; vice-president, Merl Jones, general manager of KNX, secretary-treasurer, Paul R. Bartlett, president of KFRE.

Smullin, Harry C. Butcher and Bartlett were re-elected to the association's board.

Two new members, David McKa of KGYW, Vallejo, and Jones, were elected new members to the board.

NAB Hits FCC's Rule On Forfeiture Of CP

(Continued from Page 1)

no real advantage is gained by the proposal. In addition, NAB General Council Don Petty said the Commission lacks authority to make the rule, which would provide automatic forfeiture of construction permits in cases where transfer of permits is planned before program tests begin.

NAB said Commission policy has been "to regard construction permits as licenses, under the Communication's Act." The Act "places upon the Commission a duty to determine on a case basis whether an assignment or transfer of a construction permit will serve the public interest," said NAB, and added "It clearly contemplates that permits may be transferred. The Commission is without statutory authority to adopt a blanket rule effectively prohibiting such transfers by calling for the forfeiture of permits contracted to be transferred with reference to hardship cases. Forfeiture is a harsh penalty any case. But it becomes even more harsh where, as here, large sums of money have been expended over a protracted period to obtain construction permit and to secure and construct physical facilities."

It added that, as a practical matter, the proposed rule would prevent "trafficking" in frequencies. Said NAB, "If it is the intent to prevent 'trafficking' in frequencies and he is financially able to do so, he will be able to delay entering into a contract for the assignment or transfer until program tests have been concluded. Consequently it is only in the hardship cases above discussed, that the rule would be apt to work a forfeiture."

McGee And Molly Touring

Hollywood—Fibber McGee and Molly have taken a brief vacation touring with their basketball team in midwestern cities and traveling the Mardi Gras in New Orleans. The McGee broadcasts of February 19 and 21 were recorded before their departure and they will return to Los Angeles for the show of February 28.

TELEVISION DAILY

Continuation of RADIO DAILY, Monday, February 20, 1950 — TELEVISION DAILY is fully protected by register and copyright

RMA TO URGE TV-PERMIT 'THAW'

TELE TOPICS

HEREWITH SOME WORDS of wisdom on TV writing by a highly qualified writer, John Steinbeck, vice-president of World Video: "It took movies a long time to discover that a picture is no better than its idea. Television is faced with this problem—as was radio—and must get it, at the outset. A show is an idea, an idea is the product of a writer. It follows that the better the writer is the better the show will be. But where are writers to be found? Moving picture writers are reluctant to work as hard as required in television and for the limited returns beginning television can pay. Radio writers, conditioned to write for ear alone, have difficulty changing their technique. . . . The main source of writers must be the young people who have not been written yet and who have not been bent into other forms."

STEINBECK GOES ON: "Television, in contrast (to movies and theater) must project itself to an audience generally composed of a few individuals who have physical liberty to leave the screen at any minute . . . and who may not have the patience to wait until the end of the show. Thus, television must be more forceful, more suggestive, to hold its audience. Sentimental dramas, over-lugubrious stard pie comedies, or over-chilling melodramas need not be the answer. One of the answers involves two aspects: the subject and how to project it. The subject should deal with adult human problems related in simple, direct and honest terms, not borrowing the repeated, stereotyped molds from other mediums: happy endings, glamorous heroines living in a fantastic dream world, etc."

METROPOLITAN MOTION PICTURE THEATERS ASSOCIATION has been policing ad copy for TV receivers to eliminate any anti-movies slant. As a result of a request made by the exhibitors association, New York's Dynamic Stores has dropped this bit of copy which it had been using: "Why go to the movies when you can enjoy all the comforts of home and see the movies in your own living room over an Admiral Television set?"

WASHINGTON VIEWERS will find out that the Tuesday night "Shop By Television" show carried by WMAL-TV is available hereafter on WOIC also at the same time. For the next four weeks, any rate, the Hecht Company, sponsor of the Ruth Crane show, has bought the time on both stations, with WOIC to pick up the program off the air for transmission. Thus two of the four stations in the area will be airing the same programs simultaneously from 7:30 to 8 p.m.

WFIL Drama Series Sets Legit Tryouts

Philadelphia—A new method of TV drama production—pre-broadcast tryouts before an audience in a legit theater—will be inaugurated by WFIL-TV. Titled "The Berwyn Playhouse," the new program will be aired Monday nights, 8-9 p.m., beginning March 6, from the stage of the theater in Berwyn, Pa., following a thorough testing before theater audiences during the week preceding each showing.

It is believed that the series represents the first use of this technique by a station or producer, WFIL-TV said. Plays to be scanned will be presented in final video form every Thursday, Friday and Saturday before the broadcasts. There will have been a total of seven performances before the audiences when each show goes on the air.

V. Nelson Barrington produces the theater's plays and Harvey Marlowe will produce the TV series. Dwight Hemion will direct.

Vehicles scheduled include works of Shakespeare, Ibsen, Moliere, Wilde, Goldsmith and Sardoux.

Ted Husing Signed

Ted Husing, CBS sportscaster for 20 years before he moved into the WMGM, New York, disc jockey spot in 1946, has been signed to do the commentary for the CBS coverage of the boxing bouts from St. Nick's Arena starting March 1, when Pabst Beer will take over sponsorship of the bouts. Warwick & Legler is the agency.

Press-Time Paragraphs

FCC Refuses WRTB Extension

Washington—The FCC Friday refused again—and finally—to extend the completion date for WRTB, Waltham, Mass. This was to have been the station CBS was buying from Raytheon. The Commission found that Raytheon was dilatory in constructing the station, which was originally set for completion more than two years ago, and announced in December that it was calling in the CP. Raytheon filed for reconsideration and hearing, but was turned down Friday. Result is that CBS will be forced to compete with other applicants for a Boston Channel, with the WRTB channel added to those available in the Hub.

P & G Retains Film Research Firm

Hollywood—Television Film Research Institute has been retained by Procter and Gamble Productions to run a series of consumer jury tests on motion pictures being produced here by Bing Crosby Enterprises for use on P & G's "Fireside Theater" over NBC. Purpose of this research is to study techniques currently being used in producing motion picture films made especially for TV. Consumer jury audiences will be people selected from various radio shows.

Economy Note

Washington—The Federal Government could take some lessons from the TV industry. Rep. John Phillips told the FCC during recent hearings on the Commission budget. The California Republican confirmed with FCC Chairman Wayne Coy the fact that the nation's TV stations chalked up a loss last year of about \$15 million. "It would be interesting to this committee to know just how they do it," Phillips said. "The Federal Government seems to be trying to operate on the same basis, and perhaps we might get some helpful information from them."

Production Rises On TV Receivers

An all-time peak for TV production was reached during the last full week of January as RMA reported that its members turned out a total of 97,986 sets. Production for the four-week period counted was 335,588 sets, with the weekly average of 83,897, 15 per cent better than the December average and eight per cent better than the average for the last 13 weeks of 1949. The RMA count added to production by non-members, probably means weekly production of nearly 125,000 sets.

The January total has previously been excluded only by the five-week total turnout for November of last year, when the RMA count was 414,223 sets.

To Testify Before FCC On Feb. 27; Convention Set

(Continued from Page 1)

of DuMont receivers, was chosen to head a committee to hammer out a code of ethics covering television-set advertising. It will embrace exaggerated claims and counter claims and will be presented to the dealers for approval at a meeting to be held either in New York or Chicago early in April.

The association's national convention was set for June 5 to 8 at the Stevens Hotel in Chicago, the site of the executive meeting Friday.

Washington—There is some doubt that the House Ways and Means Committee will go along with President Truman's recommendation that the 10 per cent manufacturers' excise on radios be extended to TV sets. Rep. John Dingell of Michigan, usually an administration stalwart, said flatly during a hearing last week that he would not vote for a tax on TV sets, and other Democrats on the committee are said to agree with him.

There is a general reluctance to vote any new excise coverage, with most members anxious to write off as much of the excises as possible. But the tax on TV sets is looked upon with particular dislike because millions of video sets are being sold and imposition of a new Federal tax on them would mean a sizeable price jump shortly before the Congressional elections in the fall. It is not expected that any tax bill will become law before mid-summer.

"Fireside" Films Sold

Hollywood—First second run of General Television Enterprises' "Strange Adventures" series was consummated Friday by Gordon W. Levoy, president of GTE, with Cory Corp. of Baltimore for telecasting over WBAL-TV. Deal involves 26 of 52 films produced which have been aired for first run over 24 eastern NBC stations by Procter & Gamble on its "Fireside Theater." Airing of films will start March 19th in quarter-hour segments at rate of one per week. Price is 100 per cent of class "A" night-time station rates. Sponsor will plug its glass coffee makers.

Making TV Commercials

Special Purpose Films, Inc. are currently in production on a series of one and two-minute TV commercials, at Fox Movietone Studios, for the Gordon Baking Company, and their Hopalong Cassidy program.

THE WEEK IN RADIO

NAB Board Votes Changes

By BILL SILAG

THE NAB meeting in Chandler, Arizona, voted to hire a full-time general manager and to increase dues. In addition, the meeting set a budget for the ensuing year which totaled \$798,000, only \$2,000 less than the board requested. Following the close of the meeting, general indications were that the association had no intention at this time of dropping the BAUB, and that the formulation of a new audience measurement would be a top-priority item for discussion at the NAB's convention at the Stevens in Chicago in April.

Radio and TV shares, which have been enjoying a private Bull market during the past couple of weeks on the New York Stock Exchange, continued at, or near, record highs as the week closed. Rep. Harry Shappard (D., Calif.) introduced a bill in Congress which called for the licensing of sound broadcast networks. The bill calls for three year licenses for the webs, making them subject to all conditions now required of individual stations.

Premiere of the BAB's all-industry movie "Lightning That Talks" has been delayed indefinitely while the producers make some revisions. . . . and, speaking of pictures, "Stromboli" and "Guilty of Treason" are getting heavy radio ballyhoo on paid spots in markets where the pics are now, or soon will be, showing.

NBC offered a package deal to sponsors involving use of eight Alaskan stations of the Alaskan Broadcasting System and the Midnight Sun web, also in Alaska. . . . NBC also reported that, thus far this year, \$8,000,000 in new business had been signed, and announced too, the signing of Phil Harris and Alice Faye to an exclusive three-year contract giving the web first call on their radio and TV appearances.

CBS, meanwhile, reported that net 1949 earnings, which totaled \$4,184,000, were down almost a million dollars from 1948 earnings. The web said this was largely due to television expansion within the network. . . . CBS also announced the appointment of Wendell Campbell, general manager of WCCO, to the post of western sales manager, and the uping of Gene Wilkey, now assistant WCCO general manager, to Campbell's office.

Frank M. Headley, Dwight S. Reed and Paul Weeks resigned as president, vice-president and account executive, respectively, of the Headly-Reed station rep organization. They will form their own company, but the Headly-Reed outfit will retain that name.

A PULSE survey in New York offered a break-down of out-of-home listening, and showed WNEW, New York indie, ahead in out-of-

COAST-TO-COAST

WERE Presents Local Talent

Cleveland, O.—Acting groups in and around this area will get the opportunity to air their talents on a new program series which started February 12 on WERE, aired from 8:30 to 9 p.m. "Little Theater Awards," title of the series, features different local dramatic groups each week (professional groups excluded), and will have Glen Bammann as coordinator. At the end of the series WERE will present a "cup" for the outstanding performance.

New Program On WJPS

Evansville, Ind.—To meet the need and interests of every type, early-morning listener, WJPS has started "The Ohio Valley Farm Hour," an all-inclusive program featuring an extensive weather report and news summary, market trends, interviews, music and agricultural discussions.

WTAG Tapes Bishop's Message

Worcester, Mass.—When Pope Pius XII recently decreed a new local Roman Catholic diocese, WTAG special events mobile unit rushed to Boston to tape newly appointed Bishop John J. Wright's first radio message to the people of the area. Most Rev. Bishop Wright's address was included in Feb. 12 broadcast of WTAG and WTAG-FM's weekly Sunday series, "Lead Kindly Light Hour." Program presents clergies and choirs of various Worcester Catholic churches in musical and spiritual messages.

KQV Contest Aids 'Dimes' Drive

Pittsburgh, Pa.—KQV augmented the local fund drive for the March of Dimes, and helped publicize the film "The Heiress" in a novel contest which concluded with the grand prize winner's week-end trip to New York. Basically, the idea was to write a last line for the March of Dimes rhyme and send in with each entry a contribution for the campaign. A total of almost 900 dollars was raised when 1,700 entries came in to the KQV personalities plugging the contest.

Polio 'Jamboree' On WAJR

Morgantown, W. Va.—Local VIP's joined in the second annual March of Dimes Jamboree on WAJR to give the annual campaign its kick-off. Starting at 9:00 Saturday night and running until 2:00 a.m., the entertainment ranged from a University president's presentation of "Mary Had A Little Lamb" to an impromptu rendition of "Mule Train" by quartette of prominent civic persons. Listeners accompanied performance with pledges which totaled more than \$650.

home listenership on weekdays and Saturdays, and second on Sundays. . . . Continental Oil Co. set a \$350,000 budget for midwestern radio and TV in 1950 to push sales of the new Conoco Super Motor Oil.

WTIC Celebrates 25th Year

Hartford, Conn. — Telegrams of congratulations and floral tributes poured into the studios of WTIC last Friday on the occasion of the radio station's 25th anniversary. Guests, too, crowded the studios to witness programs which recalled the early days of radio and the progress made during a quarter of a century of broadcasting. Music that was in vogue twenty-five years ago, artists who appeared on the station's opening broadcast and news stories from the newspaper Courant, issue of February 10, 1925, were featured in broadcasts throughout the day.

Two Dee-Jays In Duet

Birmingham, Ala.—Dick Hawley and Shaf Gregory, WSCN disc jockeys, combined interviews, request records and general platter palaver into an hour and a half of funfest for the March of Dimes program from 10:30 p.m. till midnight on the final night of the drive. Donations pledged by telephone and telegram while the program was on the air were acknowledged by the discers.

New Congressional Series Starts

Philadelphia, Pa.—A series of programs called "Meet Your Congress," direct from the nation's Capital, is now being presented on WHAT, exclusively, on Monday evenings at 8:30 to 9:00 p.m. The program is moderated by Blair Moody, correspondent. Each week Moody selects the most important issue in controversy, and discusses it with the men who make the final decisions on that particular issue.

Graeme Zimmer Resigns

Columbus, Ind. — Announcement was made recently of the resignation of Graeme Zimmer as radio director for Syndicate Theaters, Inc. owners of WCSI. Zimmer leaves to become general manager of the radio interests of Radio Virginia, Inc. owners of WXGI, Richmond.

Presenting New Program

Pittsfield, Mass.—WBRK had added a half-hour program on Tuesday afternoons with Peggy Holmes as hostess. Program is "Lenox on Parade" and features a musical guest.

BEHIND THE MIKE

TIMMIE ROGERS now headlining the new show at Cafe Society Downtown.

Mrs. Oscar Ewing, wife of the Federal Security Administrator, who recently returned from a trip to Italy with her husband, was interviewed in Italian on her experiences there on WHOM Sunday.

Ving Merlin's "Tournament of Music" via WPLX on Wednesday 7:30 p.m. is something really new under the TV sun in amateur show. The Mariners Columbia platter, "Angels Watching Over Me," getting a big play from the disc jocks.

Bobby Colt's "There's a Chapel My Heart," written by Big Joe Roganfield and inspired by a blind and crippled girl, will bring the girls cents on every disc sold by Adm and 25 per cent of Big Joe's royalties.

Sheriff Bob Dixon's Western Stories mag layout March 1st called "Dixon's Chuck Wagon," will be the first of a regular series.

This past week Robert Q. Lewis has been on the air a total of 15 minutes what with his own radio and TV sessions plus Arturo Guffrey's five-day-a-week show and Wed. nite xideo stint.

Scott Douglas, who was rated one of the top 10 announcers in the country six years ago, is now back with DuMont as a network TV announcer.

Radio Row has discovered Bertolotti's. Seen there the other p.m. were Bill Gargan, Peter Donat, Fred Allen, Mae West, Joan Blondell and Jack Pearl.

For years, Mort Nusbaum, morning man on WHAM, Rochester, had two wishes—to have his Hoop go up and his license number go down. This year he got both wishes. His morning segment has some top ratings and his new license is MN.

Bill Marshall, who directs ABS "Modern Romance," is one of N. Y. top Episcopal Church organists.

Mel Torme opening at Bop City on the 16th.

Stork News

Hugh Jones, WBBM news writer, is the father of a daughter, Rebecca, born January 23 at Lying-in-Hospital in Chicago.

GOING FULL BLAST!

The Fabulous Fingers of

IRVING FIELDS

AND HIS TRIO

NOW BROADCASTING OVER
NBC AND MUTUAL
NETWORKS
EIGHT TIMES WEEKLY

NOW - RCA VICTOR RELEASE
OF THE THEME FROM
"THE 3RD MAN"

NOW AT
THE ROXY!

NOW AT THE
PARK SHERATON!

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 50, NO. 35

NEW YORK, TUESDAY, FEBRUARY 21, 1950

TEN CENTS

PLEA AGAINST TAX TO BE VOICED TODAY

TV Set Dealers Criticize Trade Practices

NTDA Asks Relief From Selling Demands

"Thousands of television retailers face financial ruin unless certain unfair and illegal practices now prevalent in the industry are stopped immediately," it was charged yesterday by Edwin A. Dempsey, executive director of the National Television Dealers Association, in Washington. The

(Continued on Page 7)

Admiral Reports Record 1949 Sales

Chicago — The Admiral Corporation in its 1949 annual report, just released, reported net earnings of \$8,239,582 on record sales of \$112,004,251 over the past year. Per share earnings totaled \$4.12 on two million shares outstanding.

Admiral's 1948 report listed a net income of \$3,639,025 on a \$66,764,265

(Continued on Page 6)

Western Colorado Outlets Planning Regional Web

Grand Junction, Colo.—Plans for the formation of a new five station regional network in western Colorado to be known as the Western Slope Network were announced here yesterday.

The key station in the new regional web will be KFXJ, Grand Junction

(Continued on Page 2)

Airminded

Hollywood — The opening of the new movie, Chain Lightning, sent KFWS staff members into the air to cover the festivities run for the occasion. Some 30 Civil Air Patrol planes flew over the theater where the show opened in addition to ground activity. KFWS covered the premiere of the new film from on top and on the ground.

CBC Mulls Status of Radio Bingo

Montreal—The future of radio bingo in Canada has been taken under consideration by the CBS board of governors following a hearing on the question. Representatives of the motion picture companies and churches claim the game should be banned as gambling. The Canadian Association of Broadcasters takes the stand that unless radio bingo is declared illegal it is a matter to be settled by individual stations. In the meantime service clubs in some areas continue to play the game to raise money for charity.

'Sateve' Series Plan Withdrawn By NBC

NBC yesterday advised affiliates that it is withdrawing its previous order for Saturday night commercial time and releasing the stations from obligation. The action was taken because of objections by the FCC to contractual arrangements covering the web's two-and-a-half-hour show.

Instead, the all-star revue is being offered to all NBC affiliates as a sustainer. Program will be carried by

(Continued on Page 7)

New Spot Biz Orders Reported By ABC Stations

The sale of spot time and special programs to four separate sponsors was announced yesterday by ABC, ABC Spot Sales, and WJZ, New York.

Covermark on behalf of its "Spot Stik" signed an intensive spot schedule with WJZ, calling for 37 announcements on the Nancy Craig

(Continued on Page 2)

Committee Named To Fill NAB Position

Washington Bureau of RADIO DAILY
Washington—Although two names within the ranks of NAB executives have been suggested for the new post of general manager of the industry organization, it is expected that the choice will be made from without the ranks of NAB. The two whose names have been discussed as qualified are C. E. Arney, secretary-treasurer, and Maurice Mit-

(Continued on Page 8)

Richards Names Counsel For Coming FCC Hearing

Los Angeles — G. A. Richards, principal stockholder of KMPC, Los Angeles; WJR, Detroit, and WGAR, Cleveland, announced here Sunday that Hugh Fulton and the firm of Fulton, Walter and Halley have been retained as trial counsel to represent the three 50,000-watt radio stations at hearings on their

(Continued on Page 8)

Radio Gives Wide Coverage To Long Island Train Wreck

On-the-spot news coverage and public service were provided by New York radio stations at the wreck of the Long Island Railroad commuter train last Friday night when 29 persons lost their lives and scores were injured in one of the worst post-war train wrecks. In spite of the fact that no radio lines were available, coverage was made possible by use of tape recorders and regular phone booths. Follow-up of

the wreck was complete and lists of survivors were given as soon as they were compiled.

First on the scene with an eyewitness account was NBC with a survivor telling his story from Rockville Center at midnight, less than two hours after the accident. WNBC had other eye-witness accounts phoned in on their 12:55 newscast.

WJZ came in at 1:22 with a

(Continued on Page 8)

All-Industry Move Hits Excise Levy On Receivers

Washington Bureau of RADIO DAILY
Washington—It will be an all-industry presentation this morning as the House Ways and Means Committee hears a strong plea by manufacturers, dealers and broadcasters that it not impose a new ten per cent manufacturer's tax on video sets. The presentation is directed by RMA's

(Continued on Page 8)

Coast CBS Affiliates To Meet In Hollywood

West Coast Bureau of RADIO DAILY
Hollywood—A Ninth District CBS Affiliates Advisory Board meeting, to be held at the Beverly Hills Hotel February 27 and 28, has been called by Clyde F. Coombs, director of the Columbia Affiliates Advisory Board.

The meeting, to be attended by representatives of 35 Ninth District stations, will discuss general operation

(Continued on Page 6)

Asks For Clarification By FCC On Horse Racing

Washington Bureau of RADIO DAILY
Washington—Counsel for WTUX, Wilmington, Delaware, told the FCC Friday to clarify the rules regarding horse race broadcasts if broadcasts which might aid illegal betting operation

(Continued on Page 8)

Co-operation

Co-operation is the watchword in Ohio. Joe Holbrook, WPAY, Portsmouth, offered WPAY's FM facilities to WBEX, Chillicothe, when WBEX's crew arrived too late to set up equipment to air a basketball game between the cities. WBEX picked up WPAY's FM transmission of game details and rebroadcast them over their AM facilities.

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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES
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Phone: Wisconsin 3271

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Herbert M. Kraus
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Phone: ANdover 3-6050

SOUTHWEST BUREAU
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Tower Petroleum Bldg.,
Dallas, Texas
Phone: RIVERside 3518-9

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FINANCIAL

(February 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	9 7/8	9 3/8	9 3/8	- 3/8
Admiral Corp.	23 3/4	23 1/2	23 3/4	+ 1/8
Am. Tel. & Tel.	149 3/8	149 3/8	149 1/2	+ 1/4
CBS A	31 1/2	31	31 1/2	+ 1/2
Philco	38 1/2	37 3/4	38	- 1/2
RCA Common	15 1/4	15	15 1/8	- 1/4
RCA 1st pfd.	76	75 3/4	76
Stewart-Warner	16 7/8	16 3/8	16 3/4	+ 1/8
Westinghouse	33 1/2	32 3/4	33 1/2	+ 7/8
Zenith Radio	47 7/8	46 3/4	47 1/2	- 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	18 3/4	18 1/4	18 1/2	+ 1/4
Nat. Union Radio	4 3/8	4	4 1/8	- 3/8

OVER THE COUNTER

DuMont Lab.	Bid	Asked
	18 3/8	19 3/8
Stromberg-Carlson	16 1/2	18

Benny Gusting

Jack Benny, who rarely does guest shots, will help Radie Harris kick-off her new MBS show "Stars On Broadway With Radie Harris," which starts over the full web on Saturday, February 25 in the 5:30-5:45 p.m. (EST) time slot. Program has a "name" guest star format with interviews. Program will be sponsored by Dari-Rich.

Massce-Barnett Co. Inc.

Established 1887
723 - 7th Ave., N.Y.C. Tel.: CI. 5-6080
INTERNATIONAL FILM FORWARDERS AND CUSTOMS BROKERS FOR THE TELEVISION AND MOTION PICTURE INDUSTRIES.
Agents in all parts of the world.

No Paper Tomorrow

Tomorrow is Washington's Birthday, a legal holiday throughout the nation. In observance, RADIO DAILY will not be published.

Western Colorado Outlets Planning Regional Web

(Continued from Page 1)
Other stations will include KIUP, Durango; KUBC, Montrose; KRAI, Craig, and KOIN, Glenwood Springs. Present plans call for the web to begin function about June 1. An interchange of programs among the stations and the linking of the stations together for special events and sports coverage are among the objectives of the new network. They will also band together to offer their facilities as a package to time buyers seeking coverage on the Colorado Western Slope.

Earle Pearson

Earle Pearson, director of special services for the Advertising Federation of America, died on February 18 at the Northern Winchester Hospital, Mt. Kisco, N. Y. He was 64.

After working on several newspapers, Pearson joined the federation in 1921 and in 1926 was named general manager. Among his awards was one from the School of Journalism of the University of Missouri for distinguished service in promoting higher standards of practice in advertising.

William Wyse

Hutchinson, Kan.—William Wyse, owner and operator of KWBW and KWBW-FM, Hutchinson, for the past few years, died last Thursday. He was a native of Texas, attended the University of Texas, had been identified with newspapers and radio since entering business. He is survived by his widow, Bess Marsh Wyse and two children.

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

New Spot Biz Orders Reported By ABC Stations

(Continued from Page 1)

program over a 14-week period, starting February 27. Huber Hoge & Sons was the agency.

Signed by ABC Spot Sales, representing WMAL, Washington, D. C., were new and renewal contracts with General Foods and Colgate-Palmolive-Peet for a gross billing of \$7,500. On behalf of La France, GF signed for an 11-week schedule of five participations a week in the Ruth Crane program, and a series of six times weekly station-break announcements. The GF account is effective from March 6, through Young and Rubicam.

Colgate-Palmolive-Peet, for "Fab," has renewed its schedule of seven participations a week in WMAL's "Town Clock" and "Around The Town" programs for an additional 52 weeks, effective Feb. 16. William Esty & Company was the agency.

ABC, meanwhile, has inked a contract with Omnibook, Inc., calling for Omnibook's sponsorship of a special quarter-hour commentary by Robert St. John over 63 ABC stations on Sunday, March 5, in the 3 to 3:15 p.m. (EST) time slot.

Novik To Speak

M. S. Novik, radio consultant, will be guest speaker today at the Institute for Religious and Social Studies. His topic, "Mass Communications."

COMING and GOING

CHARLES CALEY, general manager of WMBD, Columbia network outlet in Peoria, Ill., is back at the station following a short trip to New York.

HENRY J. TAYLOR, American network commentator, is in Miami, where today he will address the Committee of 100.

HENRY G. MOLINA, JR., owner and general manager of WEIM, Mutual outlet in Fitchburg, Mass., is spending two weeks visiting his father in Puerto Rico.

E. L. COLBURN, commercial manager of KTOK, Oklahoma City, visited Friday at the New York headquarters of the station's national representatives.

TAYLOR GRANT, editor and narrator of "Headline Edition" on ABC, is back on the job after having been hospitalized.

G. W. "JOHNNY" JOHNSTONE, radio and television director of the NAM, is back in town following a trip to St. Louis, San Francisco, Des Moines and Chicago.

ED MERRILL, manager of the Los Angeles office of Young & Rubicam, week-ended recently in San Francisco.

HARRY S. GOODMAN has returned from Chicago, where he spent three weeks launching his TV telephone game in the Windy City market.

CY HOWARD, producer of "Life With Luigi" and "My Friend Irma," both CBS shows, has left Hollywood on a short business trip to Chicago.

CHARLES J. LANPHIER, president of WFOX, Milwaukee, after attending the TBA meetings in New York last week, now is in Washington to talk with FCC officials about his TV application.

"Hey, Mom, can I go Swimming?"



That seems to be the question the baby polar bear is whispering to its mother. The cub is just two months old and feels that it's high time to take the first plunge.

Are you ready to plunge into the rich Baltimore market for profitable sales? There's an easy, economical way to do it you know—by advertising on W-I-T-H.

A little bit of money goes a long, long way on W-I-T-H. For this is the station that delivers more listeners-per-dollar than any other station in town.

Your Headley-Reed man will gladly give you all the dope.



BALTIMORE, MARYLAND
Tom Tinsley, President • Represented by Headley-Reed

THE OUT-OF-HOME RADIO AUDIENCE

*is important
in Winter as well as Summer*

The *Second* Report on OUT-OF-HOME radio listening in New York, just released, clearly establishes the *stability* of the OUT-OF-HOME audience. It was almost as large in November, when this study was conducted, as it was in August, the period covered in The *First* Report.

The constancy of this audience, as well as its vast size—*one* out of every *two* New York families had members listening to the radio OUT-OF-HOME *daily* in November—further emphasizes the common sense of radio's *counting its entire house, AT-HOME and OUT-OF-HOME* listeners.

The *Second* Report makes this TOTAL count a practical reality. For the first time *ratings* are now available for OUT-OF-HOME listening by ¼-hours from 6 a.m. to 12 midnight, *exactly* as in

the standard monthly AT-HOME rating studies. These OUT-OF-HOME figures can legitimately be combined with the AT-HOME ratings to determine the TOTAL radio audience by stations for any ¼-hour. Both surveys are by PULSE, conducted simultaneously and using the same sample.

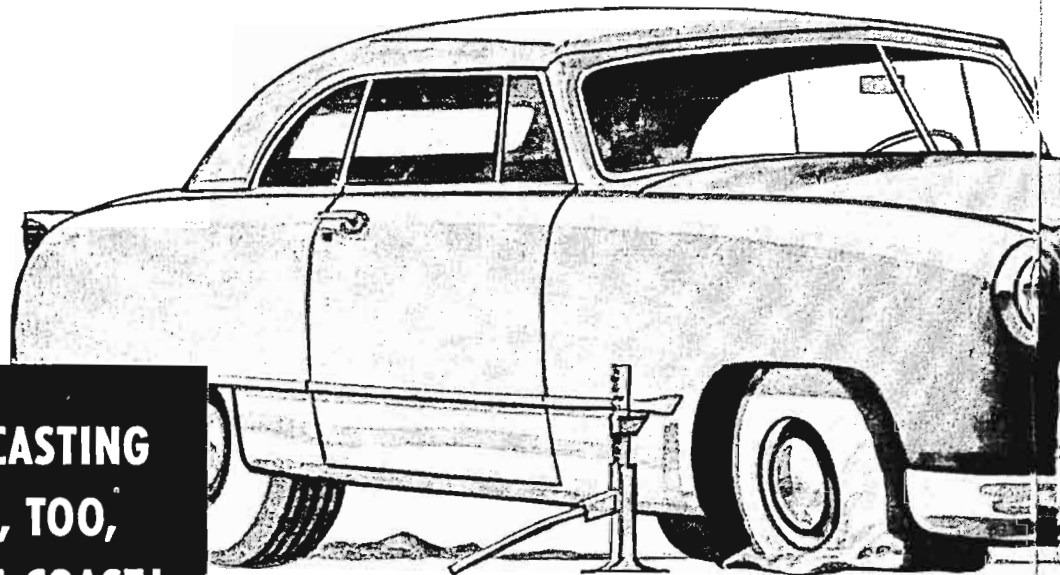
There are vital facts for radio time buyers and advertisers in The *Second* Report. OUT-OF-HOME listening habits do not always conform with AT-HOME radio preferences. *Certain* times and *certain* programs are greatly enhanced in value, while others benefit little. *Every* time period needs to be re-evaluated!

A limited supply of "The *Second* Report" is available. Write for it to WNEW, 565 Fifth Avenue, New York 17, N. Y. Or ask a WNEW representative for a copy.

WNEW **1130**
ON YOUR
DIAL

Represented
by John Blair & Co

**RADIO BROADCASTING
IS DIFFERENT, TOO,
ON THE PACIFIC COAST!**



RADIO BROADCASTING certainly is different on the Pacific Coast. Thousands of mountain ranges (5,000 to 14,495 feet high), great distances between markets and low ground conductivity all put the Indian sign on long-range broadcasting.

It is necessary to use *local network stations* located in the important markets to reach all of the people all of the time.

Only Don Lee is especially designed for the Pacific Coast. Only Don Lee has a local network station in each of 45 important markets (the three other networks *combined* have only 48 stations).

Only Don Lee has the flexibility to offer a *local network station* in the Pacific Coast markets where you have distribution.

LEWIS ALLEN WEISS, *Chairman of the Board* • WILLET H. BROWN, *President* • WARD D. INGRIM, *Vice-President in Charge of Sales*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA • *Represented Nationally by JOHN BLAIR & COMPANY*

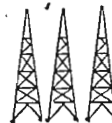


Of 45 Major Pacific Coast Cities

ONLY 10
have stations
of all 4
networks



3
have Don Lee
and 2 other
network stations



8
have Don Lee
and 1 other
network station



24
have Don Lee
and **NO** other
network station





It's the most logical, the most economical coverage you can get on the Pacific Coast. You buy only what you need, and you *get* what you buy every time.

That's why only Don Lee regularly broadcasts as many—or more—regionally sponsored programs as the other three networks combined.

Don Lee Stations on Parade: KYNO—FRESNO, CALIFORNIA

The Fresno market is made up of two agriculturally wealthy counties, Fresno and Madera. Combined population is 312,900, retail sales total \$331,868,000. A recently completed analysis of Sales Response shows that KYNO does an outstanding selling job in these two wealthy counties. When you buy Don Lee to sell the Pacific Coast you get this kind of LOCALIZED coverage of 45 important markets. Don Lee stations sell the Pacific Coast people where they live—where they spend their money!

The Nation's Greatest Regional Network

Coast CBS Affiliates To Meet In Hollywood

(Continued from Page 1)
tions, sales and programming matters.

Accepting invitations to attend from Columbia's New York administrative offices are Frank Stanton, president; H. V. Akerberg, vice-president in charge of station relations; John J. Karol, general sales manager; and Louis Hausman, director of advertising.

Attending from the network's West Coast offices will be Howard S. Meighan, CBS vice-president and general executive; Arthur Hull Hayes, vice-president and general manager of KCBS, San Francisco; Harry Ackerman, v-p and director of network and television programs, Hollywood; Merle S. Jones, general manager of KNX and the Columbia Pacific Network; A. E. Joscelyn, director of operations, CBS, Hollywood; Wayne R. Steffner, KNX-Columbia Pacific Network sales manager, and George W. Allen, western program director.

Leading Broadcasters Attend

Broadcasters who will attend the two-day meeting are Norman R. Loose, KAVE, Carlsbad; Frank Reardon, KBOW, Butte; Roland Vaile, KCMJ, Palm Springs; Westerman Whillock, KDSH, Boise; Walter Bazuk, KERN, Bakersfield; J. P. Wilkins, KFBB, Great Falls; Paul R. Bartlett, KPRE, Fresno; Mrs. Edith Smith, KGDM, Stockton; A. R. Hebenstreit, KGGM, Albuquerque; J. Howard Worrall, KGBM, Honolulu; A. J. Mosby, KGVO, Missoula; R. Lee Black, KIMA, Yakima; Loren B. Stone, KIRO, Seattle; Hugh B. Terry, KLZ, Denver; William W. Phraener, KLAS, Las Vegas; H. G. Wells, KOLO, Reno; Harry H. Buckendahl, KOIN, Portland; Cecil L. Trigg, KOSO, Odessa; Charles H. Garland, KOOL, Phoenix; Val Lawrence, KROD, El Paso; Charles E. Salik, KCBQ, San Diego; Clyde F. Coombs, KROY, Sacramento; C. R. Evans, KSL, Salt Lake City; Carl Dunbar, KSIL, Silver City; Roscoe A. Grover, KSUB, Cedar City; Paul Merrill, KCKY, Coolidge; E. S. Mittendorf, KOPC, Tucson; Everett Shupe, KVOR, Colorado Springs; Ivan Head, KVSF, Santa Fe; Ed Craney, KXLY, Spokane; William Conine, Manila (P.I.), and Lincoln Dellar, KXOC, Chico.

Radio And TV Campaign Planned By Realtor

Radio and video will again be used to promote a Long Island land development, Mastic Acres, Inc., Walter T. Shirley, president of the firm said yesterday. The 1950 budget is set at more than \$200,000. Last year, the firm used quarter-hours on WVNJ in Newark as well as language programs on WOV and WHOM. WPIX was used for a video spot campaign. Flint Associates is handling advertising and Walter Kaner Associates, promotion.



By SID WHITE

Man About Manhattan. . . !

● ● ● **BIGTOWN SMALL TALK:** Theater operators will be up in arms when a new TV ad series starts in which TV set owners are told to "Pay off your set instead of going to the movies. Bring the world's best entertainment right into your home." . . . Bob Crosby, back in town after taping a show with Bing in San Francisco, reports that Bing had such a bad cavity in a lower molar that "he sounded as tho' he was singing in an echo chamber." . . . Bob Hawk, newly wed to Mary Rechner, ex-Metro exec, has ordered his CBS staff to toss out all the bachelor jokes he had in his files. . . Lowell Thomas getting ready to invade television. . . Aside to Groucho Marx: Understand that a 'compact' sum was involved in order to get out of that Elgin-American contract. . . NBC and Hedda Hooper getting closer. . . Al Jolson (discoverer of perpetual emotion) being paged for a dramatic role on "Suspense." . . Understand that Radio Mfrs. Ass'n has already placed several plans into operation to combat TV receiver excise tax proposal.

★ ★ ★ ★

● ● ● Parade mag features Guy Lebow in its wrestling layout March 5th. . . Moppets of Earl Wilson, Paul Denis, Dorothy Kilgallen and other byliners have been invited by Sheriff Bob Dixon to participate in the 1st ann'y show of his "Chuck Wagon" stanza tomorrow. . . Admiral Records grabbed off Cathy Mastice. . . Radio Row gabbing about the smart production job done by Perry Lafferty on Kay Kyser's series. Perry is producer and stage director, and, incidentally, one of the youngest in the biz. . . Telco Television Service has picked up part of the tab on John Tillman's "News on the Hour" via WPIX. . . Recommended reading: Donald Wayne's absorbing story on the Palace Theater (in its halcyon days) in the March Holiday. . . When Elliot Lawrence calls his manager "Pop," it's not just a nickname. His manager really is his father.

★ ★ ★ ★

● ● ● It's "from murder to moppets" for Rex (Suspense) Marshall, who is pinch-hitting for the vacationing Bob Smith on "Howdy Doody" these two weeks. . . Lanny Ross off for Washington today for an FCC color television demonstration. Then off to Florida for concerts and back on Mutual March 6th. . . Look mag concentrating on radio features to fight Life's recent emphasis on TV. Three radio pieces in current issue. . . Billie Burke negotiating for radio stanza a la Louella. . . Herbert Bayard Swope, who emceed the Sports Broadcasters' Dinner, pulled no punches in calling some sports air accounts "inaccurate and hysterical." Bill Slater and Ted Husing also contributed some fast, unrehearsed stuff at the same affair. . . Eddie Dooley, Dartmouth All-American and well-known football prognosticator, readying a TV session for next fall. . . Chas. Sanford, who did the music on the Admiral show last season, signed for the Max Liebman "Show of Shows" which tees off Saturday on NBC-TV.

★ ★ ★ ★

● ● ● Here's a switch: Rockefeller Center's newsreel theater now has a TV set in its lounge. Patrons spend their time there watching movies via video. . . Jerry Gray, the "Club 15" maestro, getting a heavy record build-up via Decca. . . Eddie Wilcox's first recording for RCA-Victor, "A Touch of the Blues," the best blues disc since "Blues in the Night." . . The Mariners quartet will give a classical concert Sunday in Baltimore's Douglas Memorial Church. . . What they said dep't: Jack Perlis: "The generously proportioned and eminently telegenic actress, Fay Emerson, is doing more to make small screen television obsolete than any five new technical improvements." . . Aside to Abe Burrows: Did you know that there was a comic out Chicago way who bills himself as "The Refined Abe Burrows."

Admiral Reports Record 1949 Sales

(Continued from Page 1)
sales volume. 1948 per share earnings amounted to \$1.82 per share.

Statement By Siragusa
Ross D. Siragusa, Admiral president, said in the '49 report that year's sales increase was the greatest in the history of the 16-year company. He claimed for Admiral the leadership in the production of TV-radio-phonograph combination and he pointed out that his firm now producing TV sets at the rate of 700,000 a year.

Siragusa predicted an even bigger year for Admiral in 1950, and that the sales goal set for all 1950 is \$200,000,000. He said that Admiral distributors had already released first quarter shipments in excess of \$50,000,000 as compared with \$23,500,000 last year in a comparable period.

Cites Refrigerator Demand
"Introduction of a completely new refrigerator line in January proved so successful that orders for this division alone for the first quarter are approximately 500 per cent ahead of the same period last year. First quarter orders for all Admiral appliances, in fact, exceed in volume total shipments of appliances for the entire year 1949," he said.

suffering from T.A.M.

Editing

PROBLEMITIS?

RX Audio & Video
Personalized Editing
and Recording Services
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BUT SERIOUSLY . . . you will like Audio & Video's Personalized Editing and Recording Technique, because it's built around one idea . . . How to best solve YOUR PERSONAL Tape Editing and Recording Problems.

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TELEVISION DAILY

Continuation of RADIO DAILY, Tuesday, February 21, 1950 — TELEVISION DAILY is fully protected by register and copyright

NTDA BLASTS 'ILLEGAL PRACTICES'

TELE TOPICS

MRS. ELEANOR ROOSEVELT'S second telecast for NBC Sunday was a big improvement over her debut the previous week in that it brought to viewers her magnetic charm. She did not rely on script and thus was much more effective in presiding over a spirited discussion of compulsory health insurance. The program is important and informative and deserving of a time period that would draw a larger audience. . . . Video is getting under way in Brazil. Transmitting antenna for a station in Sao Paulo will shortly be erected atop the State Bank building there, rising 520 feet above street level. American equipment will be used.

INCREASING TELE USE by Personal Products Corp. for YES tissues has inspired production line manufacture of specially designed boxes to be used on air. Recently a run of 1,000 boxes labeled—"This package for television use. Not for resale."—came off the line. Use on "The Telephone Game" and "Cavalcade Of Stars" in New York and other cities. Designed by N. W. Ayer & Sons in cooperation with WJZ-TV cameramen, boxes are printed on a dull surface to avoid highlights. When actors in commercials refer to "the aquamarine box with the little white dots," they will really be handling a medium gray box with larger white dots. Many packages of products have to be doctored for the cameras but this is believed the first production line output was needed.

W. I. V. CORPORATION, which recently elected Arthur Godfrey and his business manager, G. Leo DeOrsey to its board of directors, has signed with CBS for a one-weekly 15-minute seg in New York on Tuesday and Thursday, 7:45 p.m., with starting date to be announced. No show has been selected as yet. . . . Today's news from Ed Wynn: "If I look good on television, it means you've got me tuned in bad." . . . George Taparelli finished shooting in Rome on a musical short exclusively for video. Made for MCA Films, it features works by Chopin, Beethoven, Scarlatti and Rimsky-Korsakov. . . . Mel Allen signed to air three college basketball games for WPIX. . . . Film's William Burnham upped to president in charge of sales.

ACTRESS VIRGINIA PAINE, wife of Quentin Reynolds, joins DuMont next week to head up her own show, "Ladies Waiting," to be aired across the board in the opening "Shoppers Matinee" seg. . . . Gene Francis will guest on Monday's "Murray Korman, Fifth Ave." photo, and Tom Mahoney, ex-CBS radio and TV production man, are talking about doing things about a video show.

SONGS WITH THE LARGEST TV AUDIENCES

Survey Week Of February 10-16, 1950

THE TOP 5 SONGS OF THE WEEK

A Dream Is A Wish Your Heart Makes..... Walt Disney
Charley My Boy..... Bourne
Monday, Tuesday, Wednesday..... Leeds
Music Music Music..... Cromwell
Sitting By The Window..... Shapiro-Bernstein

THE 5 FAVORITE STANDARDS OF THE WEEK

Begin The Beguine..... Harms
Brazil..... Southern
Molly Malone..... Harms
Night And Day..... Harms
When You're Smiling..... Mills

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Technical Difficulties Hurt CTI-Color Demo

Washington Bureau of RADIO DAILY
Washington — The color video merry-go-round started up again yesterday as Washington got its first glimpse of the system developed by Color Television, Inc.

The color registry was much better than the original RCA showing, but not quite up to more recent showings of RCA and CBS color. There was a marked improvement in the afternoon over the morning tests, the CTI president, Arthur Matthews, explaining that a synchronizing generator, which he termed "the heart of the system," had been damaged in shipment from the west and had gone entirely out of commission at about midnight Sunday. Emergency equipment was hurriedly rigged in an effort to stabilize the picture.

NBC Withdraws 'Sateve' Order To Offer Show As Sustainer

(Continued from Page 1)

o. & o. outlets in New York, Washington, Chicago and Cleveland, and affiliates in other cities are free to carry the show in whole or in part as they wish, NBC said.

Because of its heavy roster of big name talent — Gertrude Lawrence, Burgess Meredith, Robert Merrill, George Raft, Cass Daley and others will guest on the Feb. 25 debut with regulars Jack Carter, Imogene Coca and Sid Caesar—program is certain to be the most expensive sustainer in TV.

NBC prexy Joseph McConnell said the web plans "to make it so good that it will be quickly sold to sponsors." Sales vehicle is one-min-

Pye, Ltd. To Enter U. S. Home Set Field

London—Pye, Ltd., of Cambridge, one of the leading British electronics manufacturers, has announced that it will enter the American TV receiver market with a set that can be sold ten to 15 per cent under prices received by U.S. producers.

Makes Third Of England's Sets

The firm, which is said to have made one-third of all sets produced in England, sent a team to the U.S. last November to demonstrate its cameras and transmitting equipment.

At the same time, a spokesman for the firm said that Pye had no plans to enter the home receiver market in America, but would concentrate on station equipment. Goal of five million dollars in equipment sales was set at that time.

Smaller Retailers Now Face Ruin, Group Claims

(Continued from Page 1)

organization, he said, is working "with all the vigor and strength at our command" to call "attention of the properly constituted authorities" to these practices.

"It has been the fashion for a long time to blame the retailer himself for his own precarious position," Dempsey said, "whereas a thorough investigation discloses, very conclusively, that his troubles are largely brought on by malpractices which are beyond his control."

Itemizes "Unfair" Practices

Dempsey listed as "unfair and illegal" the following:

"Tie-in sales—This unfair practice forces the dealer to buy unsaleable sets or other merchandise in order to get other sets that he can sell. The profit he makes on the desirable merchandise, he loses on the 'dogs.'"

"Discriminatory discounts—Some wholesalers sell from as high as five different price lists which puts the small-volume merchant at a great disadvantage."

"Direct factory dealers—These large retailers are getting discounts so advantageous that competition with them by the small dealer handling the same make is practically impossible."

"Retailing by wholesalers—When a wholesaler sells a bill of goods to a retailer with the understanding that the retailer is the channel through which these goods will reach the consumer and then retails duplicates at a little above the wholesale price, he is guilty of misrepresentation on two counts: First, the dealer is misled into buying from a wholesaler who develops into his worst competitor; and the consumer is misled into thinking he is buying at actual wholesale, when, in reality, he is not."

"Advertising—The method now commonly used works an injustice on the small dealer because the bulk of advertising goes to the big volume dealer. Such an advantage, in combination with other advantages, will eventually channel practically all of the business away from the small dealer into the store of the more favorably treated big merchant."

United Fruit Renews

United Fruit Co. has renewed its "Chiquita Banana" spot campaign on seven New York and Boston stations through BBD&O. Eighty-second animated cartoon films are being used. On five of the stations a 40-second free recipe booklet offer is made by the program personality following the film. Stations are WCBS-TV, WNBT, WABD, WOR-TV and WATV, New York, and WBZ-TV and WNAC-TV, Boston.

New 'Lucky Pup' Sponsor

Wednesday night installments of "Lucky Pup" on CBS will be sponsored by Good-and-Plenty Candy, through Adrian Bauer agency, beginning March 8. Six-a-week show is bankrolled on Thursdays by Ipana and Fridays by Sun Dial shoes.

Committee Named To Fill NAB Position

(Continued from Page 1)
chell, director of Broadcast Advertising Bureau.

Actual task of recommending a man for the job rests with Clair McCollough of WGAL, Lancaster, chairman and a new NAB board advisory committee. Others on the committee are Harold E. Fellows of WDEI, Boston; Howard Lane, WJJD, Chicago; Robert D. Swezey, WSDU-TV, New Orleans, and Calvin J. Smith, KFAC, Los Angeles.

It is expected that the committee will make known their recommendations during NAB convention in Chicago in April.

Richards Names Counsel For Coming FCC Hearing

(Continued from Page 1)
pending applications for renewal of broadcast licenses.

The hearings will be conducted in Los Angeles by an examiner of the FCC, it was stated. Richards declared that it is his desire to make available to the Commission examiner all facts covering the three radio stations operations in the three cities.

Asks For Clarification By FCC On Horse Racing

(Continued from Page 1)
erations are to be outlawed. WTUX was unaware that it was breaking any law when it broadcast race results, he said.

The WTUX license renewal is in hearing, as the result of a protest from Wilmington Police Chief Kavanaugh that the station's broadcasts were slanted to aid bookies.

Radio Gives Wide Coverage To Long Island Train Wreck

(Continued from Page 1)

phoned in report made by Julian Anthony and interviewed a worker who was on the train on a 2:30 a.m. report.

Starting at 2:45 a.m., WOR gave complete details throughout the night. George Brown, Stan Lomax and John Wingate were on the scene at Rockville Center and lined up a continual group of survivors and workers.

CBS's Ed Scott and Bill Leonard tape-recorded their reports and put on complete details of the wreck on the network early Saturday morning.

The ABC network carried eyewitness accounts at 8 a.m. as did NBC. Mutual carried a roundup of the WOR reports on their newscast at 10:30 a.m.

Other WNBC programs carried descriptions from the scene at 6:15 a.m., 7:30 a.m. and throughout the day.

WHLI Sought Blood Donors

One indie, WHLI in Hempstead, Long Island, was practically on the scene of the disaster and covered the situation for the residents in their area, some of whom were involved in the wreck. A tape recorder was used during the night and first broadcasts were at 7 a.m. The station kept a complete account of the survivors and the dead in addition to accounts. At 11:30 a.m. the station broadcast an appeal made by the Inter-County Blood Bank for donors.

Other stations carried similar appeals for blood donors. WHLI also ran an editorial on Sunday asking for an automatic device to prevent trains from going through red signals.

Television stations in the area

filmed the wreck and ran pictures during the newscasts late on Saturday. WPIX ran one at 2:45 p.m. and again at 7 p.m. NBC had a film on the 7:45 p.m. program while WOR-TV had shots on the Telefax news review. WCBS-TV ran three films on Saturday, the first at 2:15 p.m.

A DuMont video cameraman, Frank Baer, was in the third coach of the westbound train which collided head on with the train coming out of New York. Baer, on his way to Chicago, escaped injuries.

Leonard Reports For CBS

Another person suffering an interruption of schedule was Bill Leonard of CBS. He was attending a party when he first heard of the accident and dashed to the scene with a tape recorder. His accounts were used on the This Is New York show on Saturday morning.

Will Honor Whitman

A special program dedicated to the memory of Walt Whitman will spotlight Maurice Evans over WNEW on February 22 from 9:15 to 9:30 p.m. Evans will take the role of the American poet in a radio play based on excerpts from Whitman's Leaves of Grass.

Industry Will Plead Against Tax Today

(Continued from Page 1)

special excise tax committee, which has been working overtime for past two weeks under the leadership of A. M. Freeman, RCA-Victor expert, and special counsel Joseph E. Casey, former Massachusetts Congressman.

At least seven industry witnesses are expected to take the stand, with David Smith of Philco and R. Durst of Hallcrafters representing the set makers. Richard C. Jenk of the Thomasville Furniture Company, Thomasville, N. C.—maker of TV cabinets, will be heard, along with Jack Haffey of Cleveland, a tributor of sets, and retail dealer Mort F. Farr of Upper Darby, Pa. The two broadcasters to be heard are Lee B. Wailes of the Fort Industry Company and P. T. Hines of Greensboro, N. C.

Will Cover Mardi Gras

ABC will air a special 15-minute pickup from along the parade route of the Rex Parade at the New Orleans Mardi Gras today at 4 p.m. (EST). Originating from WDNB, New Orleans, the program will utilize special short-wave equipment along the route, plus the services of five announcers who will describe the parade.

WANT TO PLAY POST OFFICE?

When it comes to mail response, you're playing in the big league when you use KDKA! Consider these results for just three programs in a single two-week period in January:

- 6,200 pieces of mail pulled by an early-morning kids' show
- 4,600 pieces pulled by six announcements on the Home Forum
- 30,000 pieces pulled by a singing contest on two half-hour evening shows

To spark sales in the big, rich, tri-state area centering in Pittsburgh, put KDKA at the top of your schedule. For availabilities, check KDKA or Free & Peters.

PITTSBURGH 50,000 WATTS KDKA NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
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National Representatives, Free & Peters, except for WBZ-TV;
for WBZ-TV, NBC Spot Sales

Henri RESTAURANT
A BIT OF PARIS IN NEW YORK SINCE 1906

HENRI'S LUNCHEON SPECIALTIES

- LOBSTER CUTLETS, lobster sauce, green peas, mashed potatoes\$1.75
- BOILED BEEF MENAGERE, cabbage, carrots, turnips, onions, horseradish sauce.....\$1.65
- FRIED LONG ISLAND SCALLOPS, tartare sauce, green peas, mashed potatoes.....\$1.75
- TRIPES A LA MODE de Caen, boiled potato, green peas\$1.65
- BRAISED BEEF PARISIENNE, small vegetables, mashed potatoes\$1.75
- CREAMED HALIBUT au gratin, creamed onions and carrots, mashed potatoes.....\$1.65
- BEEF AND KIDNEY STEW, buttered noodles, French fried potatoes.....\$1.75
- SALMON HOLLANDAISE, creamed onions and peas, mashed potatoes.....\$1.65
- BOUILLABaisse MARSEILLAISE, boiled potato.....\$1.75
- CHEESE OMELETTE, creamed spinach, mashed potatoes\$1.65
- CHOPPED SIRLOIN OF BEEF, smothered onions, celery and eggplant creole.....\$1.75
- SWEETBREAD AND MUSHROOMS PATTY, green peas, French fried potatoes.....\$1.75

MONDAY
TUESDAY
WEDNESDAY
THURSDAY
FRIDAY
SATURDAY

OPEN FROM NOON TO 10 P. M.

15 EAST 52nd ST. PL - 3 - 7130

Complete LUNCHEON \$2.00 from Superb Wines & Liquors

Complete DINNER \$3.00 from

We Invite Your PERSONAL OR BUSINESS CHARGE ACCOUNTS



DON'T BURDEN TELE WITH TAX, IS PLEA

Broadcasters Seek Equal Reporting Rights

Chi. Newscasters Petition City For Rights

Chicago — The Chicago News Broadcasters Association has petitioned Mayor Kennedy, as presiding officer of the City Council, for "equal reporting rights," to cover meetings of the city fathers, according to Charles F. Sebastian of WFJL, president. In a strongly-worded letter

(Continued on Page 2)

Sales Organization For Language Outlets

A foreign language network to serve as a sales, promotional and information organization has completed its plans and lined up a minimum of 12 outlets from coast-to-coast, Claude Barrere, general manager of the newly-formed Foreign Language Quality Network has announced.

The main purpose of the net is to

(Continued on Page 8)

KDKA Offers Facilities For Coal Strike Appeal

Pittsburgh—John L. Lewis was offered the facilities of radio station KDKA to make a personal appeal to striking UMW union members to return to work, by Joseph Baudino, station manager, in a

(Continued on Page 6)

IT&T Ready For Emergency

The oft-postponed but currently pending strike of long-lines telephone personnel will not affect network transmission should the strike become an actuality, it was revealed yesterday to RADIO DAILY by a spokesman for the International Telephone and Telegraph Co. IT&T's long-lines department handles network phone line transmission. According to the IT&T plans have been completed whereby the company's supervisory staff will be able to maintain network transmission in much the same manner as it was handled during the last phone strike in 1947.

Waldorf Premiere Off Meetings Continue For Radio Industry Pic On Web-Guild Issues

Abandoning plans for a Waldorf-Astoria premiere of the All-Radio Presentation committee motion picture, "Lightning That Talks," the New York subcommittee announced on Tuesday that the first public showing in this area of the film will be at the Radio Executives Club luncheon on March 9. The date is subject to confirmation by the club.

The Waldorf showing had origin-

(Continued on Page 6)

The negotiation between the major networks and WOR and the Radio and Television Director's Guild which has been around since January 1, continues, and meetings to iron out differences, are being held this week.

Current bone of contention, according to the State Mediation Board, centers around commercial fees. One or two other minor points are still to be settled and the strike threat remains in effect, however;

(Continued on Page 6)

Five New Accounts Buy WNBC Participating Time

Five new accounts as participants in four WNBC disc and gabber shows were announced as signed by the station last Tuesday. In addition, WNBC announced the renewal of evening time signal sponsorship by the Bulova Watch Company.

A 52-week order for participation

(Continued on Page 6)

Minute Maid Increasing 1950 Advertising Budget

The advertising budget for Minute Maid Corporation; frozen concentrated orange juice processor, has been doubled for the year and will be between \$1,500,000 and \$2,000,000, James Rayen, advertising manager, has disclosed. Radio, newspapers,

(Continued on Page 6)

U. S. Army Radio Station Rates Highest In Austria

Vienna—American radio know-how has proved to be an ace in the hole in the battle with the Russians for radio listeners in Austria, according to Funk and Film, the country's largest independent radio and movie weekly. The paper took a poll in January among Austrians and found that 61.8 per cent of the people polled voted Rot-Weiss-Rot (the U.S. Army controlled station) as the most popular.

Trailing far behind was the Russian zone outfit, Ravag, with 17 per cent of the Austrians. British Alpenland was even more unpopular with 16 per cent of the people giving them a popular rating. Bringing up the rear was French Radio West with 5 per cent.

Rot-Weiss-Rot, which was named after the Austrian national colors, red-white-red, was formed by the

(Continued on Page 6)

House Group Told TV Needs Same Chance As AM

Washington Bureau of RADIO DAILY
Washington — A powerful front was presented the House Ways and Means Committee Tuesday in opposition to the proposed ten per cent manufacturers' tax on TV sets. With the testimony coordinated by former Congressman Joseph E. Casey, special counsel to RMA, ten spokesmen

(Continued on Page 8)

Service Office Needs Emphasized By Baker

Some sort of servicing organization to handle reports of the Second BMB Survey will have to be set up if no new survey firm is established to take BMB's place when it goes out of existence on July 1, Dr. Kenneth Baker, acting president of BMB reported yesterday.

Special tabulations, additional

(Continued on Page 8)

Kraft Named Vice-Pres. Of Paul Raymer Company

Ben Kraft, formerly NBC network TV sales manager, has been appointed a vee-pee of the Paul H. Raymer Co., Inc., station reps. effective immediately. Kraft will head Raymer's TV department.

Kraft joined NBC in 1937, sold the

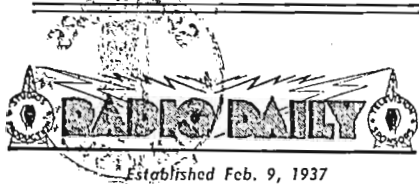
(Continued on Page 8)

Family Affair

The Bing Crosby show over CBS will be something of a family affair during March with Bing playing host to brother Bob on March 1, to son Gary Crosby on March 8, and to twin sons Phil and Dennis on the 15th. Gary's guest shot is a return engagement following the raves he received after his last appearance a couple of weeks ago.

Protest Ban

A ban of the tune "Can I Come In For a Second" by a major network has brought a strong protest by MGM Records. The company terms the censorship "an unfair, narrow-minded decision" and is circulating petitions among entertainers in New York and Hollywood theaters, night clubs and broadcasting stations in an effort to lift the ban.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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6425 Hollywood Blvd. Phone: Gladstone 8436

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Phone: Wisconsin 3271

CHICAGO BUREAU

Herbert M. Kraus

188 West Randolph St.

Phone: ANdover 3-6050

SOUTHWEST BUREAU

Paul Girard, Manager

Tower Petroleum Bldg.,

Dallas, Texas

Phone: RiVerside 3518-9

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

FINANCIAL

(February 21)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Merchandising Tieup

Nancy Craig, ABC's women's commentator, is currently originating her daily gab session from the auditorium of Brooklyn's Abraham & Strauss department store in conjunction with A & S's Home Furnishings and Houseware Carnival. She returns to the ABC studios on February 20.



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850 W. 4th St., New York 14, N. Y.

KFI Sets "Value Weeks" For Merchandising Tieup

West Coast Bureau of RADIO DAILY

Los Angeles — "Value Weeks" at KFI, Los Angeles, have brought about one of the closest tie-ups between an ad medium and food retailers to hypo sales of the retailer's products in the history of local promotion. Approximately 200 stores in the metropolitan LA area are cooperating with KFI.

The tie-in involves a continuing series of "Value Weeks" jointly conducted by the station and cooperating retailers during which time the station's leading shows will plug the cooperating stores with an eye to drawing customers to them for their shopping.

In addition, the stores will hold up their end of the promotion by displaying seven different types of point-of-purchase promotional material provided by the station and will mass display KFI-advertised products.

The KFI "Value Weeks" will run through February, March and April with Von's Grocery Company currently cooperating as well as, in future weeks, the Mayfair stores, Alpha Beta Food Markets, Carty Bros. stores, Market Basket Stores, and three other chains.

Special Anniversary Program For Catholic Hr.

To mark the 20th anniversary of the "Catholic Hour" over NBC the web will air a special documentary program featuring Eddie Dowling as narrator, and including a special message from Msgr. Fulton J. Sheen, on Sunday March 5 at 6 p.m. (EST), it was announced Tuesday.

The script will be written by Robert C. Healey and directed by Harry Junkin. The program over the past 20 years has been produced by NBC in cooperation with the National Council of Catholic Men, and has missed only one broadcast in that time. The interruption came about as the result of clearing time for a special broadcast during the depression by the then President Herbert Hoover.

To Report British Election

WFDR, New York FM station, has arranged with Press Wireless for six special BBC election reports which will begin Thursday afternoon and will be picked up again with the resumption of broadcasting at 7 a.m. on Friday. In addition the station has arranged with Reuters news agency for special British election coverage.

WGTM Joining CBS

WGTM, Wilson, N. C., becomes an affiliate of CBS on Sunday, June 18, it has been announced by Herbert V. Akerberg, web vee-pee in charge of station relations. The addition of WGTM to the network brings the total number of CBS affiliates to 187.

WGTM is owned and operated by Watson Industries, Inc., Wilson, N. C. Allan E. Wannamaker is general manager.

Hotel Buys WBZ Time To Air Dance Orchestra

Boston — D. B. Stanbro, manager of the Hotel Statler, Tuesday announced the airing of five nightly band pickups each week on a commercial basis from the Statler's Terrace Room over Westinghouse stations WBZ and WBZA beginning next Monday, Feb. 27.

Unique in radio broadcasting, the Boston Statler will sponsor the airing of Bob Millar's orchestra on Monday through Friday basis from 11:30 to midnight, commercial copy will feature the Terrace Room and other facilities of the local Statler Hotel.

Frank A. Wellman

Philadelphia—Frank A. Wellman, radio pioneer and head of a Philadelphia advertising agency, died at the Bryn Mawr Hospital on February 17. Wellman originated the Lucky Dollar Club on WCAM in Camden and was formerly associated with WLAB in Lebanon, Pa. and WTTM in Trenton.

Wedding Bells

Clifton Fadiman was quietly married last week to Annalee Jacoby, it has been announced. The new Mrs. Fadiman was the widow of Melville Jacoby, Time-Life-Fortune correspondent killed in the Pacific.

Broadcasters Seek Equal News Rights

(Continued from Page 1)

addressed to the mayor last week the broadcasters pointed out that although adequate facilities are made available for reporters from the daily newspapers, members of the association "have consistently been barred from covering the meeting with tape recorders . . . a method that obviously is the most efficient and accurate means of reporting."

Officers Listed

Officers of the group include Richard Elliott, WCFL, vice-president; Will A. Whitney, WGN, secretary; Sam Paxton, WMBI, treasurer; an William Ray, WMAQ, and Ervi Lewis, WLS, executive board members at large.

Meanwhile Len O'Connor, WMAQ's "News on the Spot" man has been interviewing every alderman in the council in an effort to poll their sentiments before the next council meeting on March 2. Alderman Nicholas Bohling, long a proponent of "open" meetings for radio and TV as well as the press, has promised to introduce a resolution that effect.

The mayor, to date, has maintained silence.

Jocko the Jockey



There's just one best way to ride a race horse, and professional jockeys call it the "monkey crouch." Jocko shows the correct style in the picture.

There's just one best buy in Baltimore radio, too. It's W-I-T-H the big independent with the big audience.

Just a little bit of money goes a long way on W-I-T-H! The because W-I-T-H delivers more home listeners-per-dollar than a other station in town. And in addition to this biggest home audience a recent survey made under the supervision of the Johns Hopkins University showed that of all radios playing in grocery stores, 42% were tuned to W-I-T-H!

So, if you want low-cost results from radio in Baltimore, call your Headley-Reed man today and get the whole W-I-T-H story.



W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, President - Represented by Headley-Reed

THE NEW ERA IN *Thesaurus* BRINGS YOU A SENSATIONAL NEW SHOW
starring

8 of the biggest
names in jazz!



JIMMY LYTELL
and the "DELTA EIGHT"

OLD NEW ORLEANS

HAPPY DIXIELAND JAZZ AND BLUES!

Jimmy Lytell and the "Delta Eight":
Jimmy Lytell, clarinet; Will Bradley,
trombone; "Yank" Lauen, trumpet;
Paul Ricci, tenor sax; Dave Bowman,
piano; Bob Haggart, bass; Tony Mottola,
guitar; Bunny Shawker, drums.

Rockin' Dixie rhythm, hot solo breaks, low-down blues and solid delta bounce are served up by eight top jazzmen in the *new era* Thesaurus show "Old New Orleans."

Fronted by Jimmy Lytell, "Old New Orleans" is a showcase for the happiest Dixieland jazz and blues that ever captured an audience.

"Old New Orleans" is just

one of your many big sales-builders in the *new* Thesaurus. *New* Thesaurus gives you more practical help than ever before. You get more big-name stars, *comprehensive* programming and promotion, a steady flow of *current* material. Scripts by network-experienced writers ... lots of production "extras." Wire or write today for full details.



recorded
program
services

Radio Corporation of America
RCA Victor Division

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

This



David Stone Martin



man is dangerous

He's got to like what he sees, or he'll turn you off.

With advertisers, too, programs come first.

In the seven cities where more than half the television audience is, CBS programs are first*... with 6 of the 10 most popular shows—all CBS-created—winning for advertisers television's largest average audiences.

Turn first to CBS...
because CBS has most of the programs
most of your customers want.

CBS-TV

*January 1950, 7-City Pulse Ratings:
New York, Philadelphia, Chicago, Boston,
Cincinnati, Washington, Los Angeles.

—first in programs

U. S. Army's Station Tops In Austrian Poll

(Continued from Page 1)

Americans to compete with the Russian controlled radio, Ravag. Ravag had been the Austrian national radio and was founded in 1924. It was supervised by the Ministry of Education and was always government controlled. Ravag found itself in Russian hands in 1945.

RWR was staffed by Austrian personnel and controlled by the Army, although much of the programming is now handled by the Austrians. Though Ravag has a budget much larger than RWR and is more than 25 years old, experience gained in the competitive American market has proven to be the winning card.

Present program officer of the station is Ted Masters while other Americans such as John Merrill, Stu Green and Doug Fox have taken part in the operation.

American radio stand-bys as quiz shows, soap operas, forums, roundtables and disc jockeys have been introduced to Austrians with apparent success.

RWR now uses Voice of America short-wave programs, in addition, and beams them on the regular broadcast band.

A new 10 kw transmitter was opened last week by RWR and now beams programs eastward.

Five New Accounts Buy WNBC Participating Time

(Continued from Page 1)

in the Mary Margaret McBride show has been signed by Fred Fear & Co. on behalf of Burton's Creamed Cake Frosting. Peter Hilton, Inc., was the agency.

Announcements in the Bob Smith Show were ordered by the American Safety Razor Co. (thru R&R), and by J. W. Manny, Inc., (thru A. W. Advertising Agency). American Safety Razor purchased on behalf of Silver Star Blades, and Manny's time will push the Maico Hearing Service.

American Safety Razor also bought announcement time on the Henry Morgan program, as did Garrett & Co., Inc., for Virginia Dare Wines. Garrett signed through R&R.

The Whitehall Pharmacal Co., purchased announcement time on the Norman Brokenshire program on Wednesdays and Fridays to ballyhoo Kolynos Tooth Paste. SSC&B is the agency.

Bulova renewed sponsorship of the evening time signals for a 52-week period of three announcements per evening, seven days a week through the Biow Company.

Thought for Today

WE LIVE in deeds, not years;
in thoughts, not breaths.
—BAILEY



By SID WHITE

Man About Manhattan...!

● ● ● In Tuesday's col'm, we carried a line stating that theater operators will be up in arms when a new TV ad series starts in which set owners are told to "Pay off your set instead of going to the movies," etc. Well, in the language of Al Jolson, you ain't heard nothin' yet. The movie industry is not only up in arms over the offending copy—they're burned to a crisp over it and are planning to bring pressure from a dozen different angles to stomp it out pronto. The advertising heads of the major film companies met the other afternoon to discuss ways and means of cracking down. Among other things, they decided to yank all their advertising from any station that carried the anti-movie copy. (So far only one indie station in N. Y., WNEW, has co-operated in killing the copy). Secondly, they will nix any of their stars' appearances on any program on stations using the ad. Furthermore, they intend to go right to the agency and inform the sponsor why their stars won't be permitted on said programs. Aside from the bad taste indicated in TV trying to sell itself at the expense of the motion picture industry, it also strikes us as violating the primary principle of good salesmanship—never rap your competitor.

★ ★ ★ New techniques of producing film developed by Jerry Fairbanks studios in Hollywood paid off Monday night on the silver Theater production of "My Brother's Keeper" on CBS-TV. The half-hour dramatic episode produced by Frank K. Telford of Young and Rubicam, in the Fairbanks studio was far better than the kinescopes seen on TV. Aside from good camera work, improved use of backgrounds in sets, and splendid acting the film registered sharp and clear on the TV receiver tube. Acting honors went to Ward Bond, Beverly Tyler and Glenn Corbett.

★ ★ ★

Conferences Continue On Web-Guild Issues

(Continued from Page 1)

consensus around the web exec offices, and in some of the production offices too, is that there will be no strike.

At a meeting of the entire Guild membership at New York's Holland House last Monday night, the sentiment of the members was to continue to grant authority to the Negotiating Committee to go ahead with additional mediation meetings in hopes of reaching a settlement. At the same meeting, the Guild refused to accept the latest offer of the webs regarding commercial fees.

Late Tuesday evening, mediation meetings were still going on in the offices of the State Mediator, Mabel Leslie.

"Voice" Contest Winners To Visit President Today

Washington Bureau of RADIO DAILY

Washington—The four winners of the "Voice of Democracy" contest will visit President Truman this morning, having received their awards at a luncheon yesterday at

KDKA Offers Facilities For Coal Strike Appeal

(Continued from Page 1)

"sincere desire to help avert possible disaster in this area."

In his telegram inviting Lewis to make a personal plea to the miners, Baudino said: "coal shortage creating catastrophic conditions in this area. Business, schools, hospitals seriously effected and causing great suffering among miners as well as general public. Your telegrams to the miners to return to work have not been heeded. We believe that a personal appeal by you direct to the miners by radio would be most effective. For this purpose we will be glad to make available to you at any time the facilities of KDKA by means of which you can reach the majority of your men in the Pennsylvania, West Virginia and Ohio coal fields. We make this offer in a sincere desire to help you avert a possible disaster in this area."

the Hotel Statler. The four high school students are victors in the annual contest sponsored jointly by the NAB, the RMA and the Junior Chamber of Commerce.

Waldorf Premiere Off For Radio Industry Pic

(Continued from Page 1)

ally been set for March 1 but was called off in order to make revisions in the film. Certain criticism was voiced by NAB and others on parts of the movie.

Attending the meeting when it was decided to call off the premiere were: Lewis Avery of Avery-Knodel; Joseph Creamer of WOR; Charles Hammond of NBC; Louis Hausman of CBS; Ivor Kenway of ABC; Ben Gradus of International Movie Producers Service; Richard Swift of WCBS; Ralph Weil of WOV, and Maurice Mitchell of BAB.

Minute Maid Increasing 1950 Advertising Budget

(Continued from Page 1)

magazines and outdoor advertising is being used.

Minute Maid is currently running a transcribed Bing Crosby show daily on 13 stations and the new schedule calls for eight additional stations in the West. Spot radio is being considered on the expanded budget. Doherty, Clifford and Shenfield, Inc. is the agency.

New Recording Service Launched In New York

A new tape editing and recording service for advertising agencies, industrial clients and civic organization, Gotham Recording Corporation, has been organized by Herbert M. Moss, radio and video producer, and Stephen F. Temmer, former supervisor of the ABC tape recording, the company announced this week. Recording lines will be installed to all network studios in New York, it was revealed, with headquarters being located at 2 West 46th Street.

WEVD

5000 WATTS 1330 K.C.

PROGRAMS OF
DISTINGUISHED FEATURES in

- ENGLISH
- JEWISH
- ITALIAN

3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA

Send for WHO'S WHO
Among Advertisers on WEVD

WEVD
117-119 W. 46 ST.
HENRY GREENFIELD, Mg. Director N.Y. 19

TELEVISION DAILY

Section of RADIO DAILY, Thursday, February 23, 1950 — TELEVISION DAILY is fully protected by register and copyright

MEMBERS. ESTIMATE 1950 PRODUCTION

TELE TOPICS

A NEW PERSONALITY, old in the theater but new to TV, made his debut on WNBC on Monday night in the person of Menasha Skulnik, veteran comedian of the Yiddish theater. The program, titled "The Magnificent Menasha," was a delightful half hour comedy skit in English with Skulnik proving his talents of the theater completely adaptable to the requirements of the video art. . . . Skulnik, cast as a frustrated restaurant manager who tangles with holdup men, used the art of pantomime and the gift of being a good dialectician to a point of perfection seldom seen in the video screen. At times his artistry was reminiscent of Charlie Chaplin and again he had the dour expression of a Buster Keaton. . . . "The Magnificent Menasha" was sort of a TV trial balloon for Skulnik. It was an original skit written by Lou Quinn, Marty Brooks and Shelton Reynolds. Al Neuman was the director and Marty Goodman, the producer. The supporting cast was excellent.

CBS IS READYING a new three-a-week series for Red Barber to begin with the opening of the baseball season. Program, for which the web expects to have a bankroller signed by debut time, may be an across-the-board feature, but Barber will appear only Monday, Wednesday and Friday. The Ol' Redhead, incidentally, celebrates his 20th anniversary as a sports-caster on Mar. 4. . . . Johnny and Penny Olson have hung up the SRO sign for studio audiences at their "Rumpus Room" anytime on DuMont until April 15. Total of 7,142 ticket requests poured in for their Washington's Birthday show alone, said to be the largest number yet to apply for a single telecast.

MAYOR WILLIAM O'DWYER will make his third appearance on John Crosson's "City Hall" stanza on WPIX this Saturday. Program is sponsored by the Uniformed Firemen's Association and directed by Clay Yurdin. . . . Two days before Louise Allbritton's premiere on "Stage Door" several weeks ago, her husband, Charles Collingwood, moderator of "People's Platform," contracted an infection in both eyes and was ordered not to watch TV. As a result, he'll be permitted to see his wife's show for the first time next week. . . . Makeup artist Bucky Buchman is working on a new three-dimensional makeup for video to allow proportion and depth from all angles.

RICHARD HIMBER'S comedy-magic spot on "Sports For All" over DuMont last Friday was so well liked by a competing web that it is building a half-hour show around the former band leader. . . . Herbert Bayard Swoppe, Jr., has taken over as producer of NBC's "Lights Out," succeeding George McGarrett, supervisory producer of the web's Saturday night shindig.

Gov't Groups Study Set Sales Practices

Washington Bureau of RADIO DAILY
Washington — Complaints that small TV dealers have been forced to handle unwanted merchandise by "tie-in" forcing and have been victimized in other ways by manufacturers and distributors of sets have been lodged with the Justice Department, the Federal Trade Commission and the House Committee on Small Business Problems. The protests have been outlined by the National Assn. of Television Dealers.

Apart from the submission of "numerous complaints about coercive tactics," the association has taken no direct action. It contemplates no case of its own with any of these agencies, said executive director Edwin Dempsey, but will continue to furnish them with information reaching it.

The antitrust division of the Justice Department has been studying the general subject of tie-in sales in the electrical appliance field for some time, and the TV information furnished by Dempsey is understood to have fit in with other findings which may eventually form the basis of a formal complaint.

Will Televis Rodeo

San Antonio—The World Championship Rodeo at the first annual San Antonio Livestock Exposition in the city's new Coliseum will be televised by WOAI-TV on Thursday, Feb. 23, 8:00-10:30 p.m. Television cameras will cover the complete schedule of events. Commem-

Hooper's Top Ten

(Network-January)

Texaco Theater.....NBC	64.0
Talent Scouts.....CBS	54.7
Godfrey Friends.....CBS	44.9
Toast of Town.....CBS	43.8
Stop The Music.....ABC	41.8
Lone Ranger.....ABC	37.7
Boxing (Gillette).....NBC	37.3
Cavalcade Stars....DuM	36.9
Fireside Theater.....NBC	36.0
Lights Out.....NBC	34.5

'20 Questions' Signed By ABC For Ronson

Ronson Art Metal Works, Inc., has signed with ABC to air "Twenty Questions" on a 12-station network beginning Mar. 31, Fridays, 8-8:30 p.m. Program will not be aired by the ABC flagship, WJZ-TV, but will continue to originate at WOR-TV, New York. ABC's four other o. & o. outlets will carry the show, however, as part of the hookup.

Program is a panel quiz emceed by Bill Slater and featuring Herb Polesie, Fred Vandewater, Florence Rinard and Johnny McPhee.

The 26-week contract was placed through the Grey agency.

Program is currently simulcast on WOR-TV and the Mutual radio web. When it moves to ABC, however, audio portion will be recorded for airing in the same Saturday night slot on MBS.

tary will be handled by Bill Shomette, WOAI Farm and Ranch director, and Ed Hyman, WOAI-TV sports director.

97% Favor Color Over Mono., According To CBS D. C. Survey

Ninety-seven per cent of those who saw CBS color demonstrations in Washington thought color "much more enjoyable" or "somewhat more enjoyable" than black-and-white; 97 per cent also thought the "overall quality" of the color pix was "excellent," "very good" or "good"; 92 per cent offered the same opinions on "trueness-to-life of the colors" and 97 per cent for "clearness of detail," according to first tabulations released yesterday by CBS.

All percentages are based on 9,423 completed questionnaires turned in during the public showings which began in the capital Jan. 12 and ended Tuesday. Public's reaction to

color will be presented to the FCC hearings which resume Monday as will information obtained from CBS tests in Washington, Philadelphia and New York.

When questioned on "defects, or anything wrong . . . which interfered with your enjoyment of" color, 62 per cent answered "no" and 34 per cent "yes." The 34 per cent broke down as follows: "a little," 19 per cent; "somewhat," 12, and "a great deal," two per cent.

Brightness of the color images was "just about right" for 53 per cent; "little too bright," 41; "much too bright," four, and "a little too dim," one per cent.

Total Of Receivers Is Averaged At 1,500,000

Washington Bureau of RADIO DAILY

Washington—An informal poll of 44 manufacturers of TV sets, parts and tubes attending the RMA luncheon in Chicago last week on the industry's 1950 production has been tabulated, with the average for the estimates at about 4,500,000 sets. Individual estimates ranged from a low of 3,200,000 to 6,750,000 sets.

During the meeting plans for greatly expanded RMA services and activities and a proposal to change the name of RMA to specifically include television were discussed at length, preparatory to submitting recommendations to the membership at the June convention.

The organization plans are being developed by the organization and services committee. Among other proposals under consideration are suggested regional meetings of RMA members and numerous projects designed to encourage greater participation of members in association activities.

Plan Gala Convention

The board of directors approved preliminary plans for a gala convention in Chicago June 5-8 with a banquet as the climax.

Acting chairman H. C. Bonfig, of the set division, said a proposed industry code of ethics on receiver advertising is being prepared by a special committee headed by Walter L. Stickel, of DuMont. It will be presented at a meeting of all sales managers of set manufacturers in March.

Proposed rules on advertising will be designed to correct certain practices in advertised claims for sets by recommending industry standards. The Better Business Bureau is assisting the sales managers committee in preparing the proposed code. RMA said.

The set division executive committee also approved recommendations of chairman Frank W. Mansfield to expand RMA statistics by including classifications on sets according to picture tube sizes and by issuing monthly, instead of quarterly, tabulations on television receiver distribution in prescribed TV areas.

Both the set and parts divisions discussed proposals for revising the recommended RMA standard warranty to cover receivers, and the set division approved a recommendation of Dr. W. R. G. Baker that the warranty be expanded to cover picture tubes and parts. President Cosgrove will appoint a special committee to work out the revision for future board action.

Don't Tax Television, House Group Urged

(Continued from Page 1)

for all branches of the industry pleaded that TV be given the same chance to development without crippling excise taxes that radio had for more than the first decade of its development as potent factor in life.

At the same time, CIO Secretary James E. Carey, speaking for the CIO Electrical Workers union, called upon the committee to remove the ten per cent tax on radio and radio parts. The remedy to the inequity existing today, he said, is not to tax TV equally, but rather to remove the tax on radio sets.

Other witnesses confined themselves to the video problem. They included David B. Smith of Philco, R. W. Durst of Hallcrafters, Richard Graver of Admiral, G. Emerson Markham of NAB, Lawson Wimberly of IBEW, P. T. Hines of WFMY-TV, Greensboro, N. C., Lee B. Wailes of the Fort Industry Company, speaking also for TBA, David Kahn of Thomasville Furniture Company, makers of TV cabinets, Cleveland Distributor Elmer Crane and Upper Darby, Pa., retailer Mort F. Farr.

The committee was told that the increased price to the public (from \$10 to \$30 in most cases) would narrow the potential market for TV receivers dangerously, leading to decreased employment. Not only would millions who might otherwise receive the entertainment and enlightenment of TV programming be deprived of these benefits, but the industry would also find itself unable to proceed as rapidly as it would like in reducing set prices.

The burden of the tax, it was said, would fall most heavily on low-income groups. The committee was told that 60 per cent of all TV sets are bought on the installment plan.

While the various witnesses presented testimony leading to the same conclusions from different angles, there was some conflict between retailer Farr and distributor Crane. Crane remarked that "many dealers are currently being kept in business by the working margin obtained from the sales of television sets," but Farr told the committee "retailers of television are already working on the lowest profit margin in the history of major appliances. Many television retailers have already closed and many larger stores carrying other lines of merchandise are discontinuing television because their overhead will not permit them to operate on present discounts."

The committee was given the general impression that manufacturers are not greatly concerned about the ten per cent tax on radios. As voiced by Wimberly for the Electrical Workers union, "the ten per cent tax today on the \$30 or \$40 product of a mature radio industry may be unjust as some contend, but it is not a major handicap." On TV, however, the added tax burden would prove to be a very serious handicap.

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 February 10-16, 1950

TITLE	PUBLISHER
A Dream Is A Wish Your Heart Makes.....	Walt Disney
A Dreamer's Holiday.....	Shapiro-Bernstein
Bibbidi Bobbidi Boo.....	Walt Disney
Bye Bye Baby.....	J. J. Robbins & Sons
Chattanooga Shoe Shine Boy.....	Acuff & Rose
Copper Canyon.....	Famous
Daddy's Little Girl.....	Beacon
Dear Hearts And Gentle People.....	E. H. Morris
Dearie.....	Laurel
Don't Do Something To Someone Else.....	Fred Fisher
Enjoy Yourself.....	E. H. Morris
Everything They Said Came True.....	Johnstone-Monteil
Half A Heart.....	Hill & Range-Pemora
Happy Times.....	Harms
I Can Dream Can't I.....	Chappell
I Don't Know Whether To Laugh Or Cry Over You.....	Porgie
I Said My Pajamas.....	Leeds
I Wanna Go Home.....	Paxton
It Was So Good While It Lasted.....	Maypole
I've Got A Lovely Bunch Of Cocomnuts.....	Cornell
Johnson Rag.....	Miller
Marta.....	E. B. Marks
Music Music Music.....	Cromwell
Old Master Painter.....	Robbins
Save A Little Sunbeam.....	Capitol
Sorry.....	Henry Spitzer
There's No Tomorrow.....	Paxton
Wedding Samba.....	Duchess
You're Always There.....	Bregman-Vocco-Conn
You're Wonderful.....	Famous

Second Group

TITLE	PUBLISHER
A Cow And A Plow And A Frau.....	Crawford
All The Bees Are Buzzin' Round My Honey.....	Sanly-Joy
Big Movie Show In The Sky.....	Chappell
Blossoms On The Bough.....	Bourne
Candy And Cake.....	Oxford
Crazy She Calls Me.....	Massey
Cuckoo Waltz.....	Sam Fox
Echoes.....	Laurel
Festival Of Roses.....	Witmark
God's Country.....	Robbins
I Gotta Have My Baby Back.....	Peer
In Santiago By The Sea.....	Life Music
Leave It To Love.....	Broadcast Music
My Foolish Heart.....	Sanly-Joy
Out Of A Clear Blue Sky.....	Dreyer
Rag Mop.....	Hill & Range
River Seine.....	Remick
Sitting By The Window.....	Shapiro-Bernstein
Stay Well.....	Chappell
Sweetest Words I Know.....	Life Music
You Missed The Boat.....	Advanced

Copyright, 1950, Office of Research, Inc.

Sales Organization For Language Outlets

(Continued from Page 1)

present the foreign language operations as a complete package either regionally or nationally, Barrere said. It is hoped to sign up a total of 20 or 25 stations eventually, he added.

The network has already signed Trans World Airlines and a toy distributor, the manager disclosed.

The appointment of Irving Collin as sales manager was also announced by Barrere. Collin was formerly sales manager of WLIB and assistant sales manager of WHOM.

Commenting on the network, Barrere said "it is our earnest desire to aid national and regional advertisers and their agencies in helping them reach the very valuable and prosperous audiences loyal to our stations. The Italian and Polish markets, as well as other languages," he continued, "have been neglected by many advertisers, for lack of readily available information. This we will try to remedy by offering, in answer to a single phone call, all the data required by the most exacting time buyers."

Service Office Needs Emphasized By Baker

(Continued from Page 1)

facts on non-subscribing stations and other data will be requested after the July 1 date, Baker said. Whether or not NAB or another organization will set up a new Audience Measurement Service to replace BMB as has been proposed remains to be seen, he added.

Comments already have been received from more than half of their subscribers and they rare from "strong disagreement" to the "strongest possible endorsement," he continued. Many stations urged the survey to carry on, Baker said.

The majority of reports are favorable, he reported. As yet BMB has not sent out reports to agencies and advertisers and comments from these groups is awaited.

The BMB president set May 15 as the date on which all reports should be out to networks and agencies, but other reports will be necessary beyond that date.

A BMB board meeting has been set for late in March or early April, he revealed, and at that time, some sort of a successor organization might be proposed.

The present staff of BMB totals six persons, having been halved in the past year.

Kraft Named Vice-Pres. Of Paul Raymer Company

(Continued from Page 1)

first web TV show and the first commercial video program in 1946 and 1941 respectively. Kraft has recorded an annual gross of twenty millions of dollars in radio time sales.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 37

NEW YORK, FRIDAY, FEBRUARY 24, 1950

TEN CENTS

COMPARATIVE TV COLOR TESTS STAGED

Radio Aids Storm Swept Areas With Warnings

Every Station Aids With Emergency Announcements

Radio was called upon to give emergency service the past 48 hours as snow, sleet and rain created traffic hazards in New York and on the eastern seaboard and resulted in dangerous highways, closing of schools, and other storm area inconveniences. The emergency of Washing-

(Continued on Page 3)

Tentative Agreement Set With Directors

Agreement as to terms of 1950 contracts between the major networks, WOR and the Negotiating Committee of the Radio and Television Directors Guild (AF of L—New York Chapter) have been reached, it has been announced. Only problem remaining in the two-months-old controversy is to whip the terms into legal jargon for presentation to the

(Continued on Page 6)

Miss Carrington Honored By Top Radio Figures

A score or more of radio's top "names," gathered from all phases of the broadcasting industry, joined together yesterday to laud the work, over many years, of master script writer Elaine Carrington at a testi-

(Continued on Page 6)

Fix Radio Licenses In Canada For 1950

Montreal—The radio receiving set license fee in Canada will stay at \$2.50 for the year commencing April 1, as the report of the Massey Royal Commission on the subject will not be available until next fall.

The Canadian Government must decide how CBS is to meet its yearly deficit which for the operating year ended March 31, 1949, was \$43,449. One suggestion supported by CBC officials is to double license fee for receivers.

St. Catharine's City Council passed a resolution opposing CBC proposal to double time cost of radio receiving set licenses from \$2.50 to \$5. Alderman Arthur Willis declared: "If the license fee is doubled I will turn off my radio."

Godfrey Gives Views On AM-TV Mediums Press Readership Off, TV Cause—Abrahams

Arthur Godfrey, CBS' living example that you can entertain on both radio and TV and still have a Hooper, was the guest of the Radio Executives Club at their Hotel Roosevelt luncheon yesterday and proceeded to say "amen" to the Jack Benny assertion of two weeks ago that radio and TV can live together. In fact Arthur went a step further. He advocates more of the simulcasts

(Continued on Page 3)

Columbus, Ohio—Retail promotion men believe evening newspapers are getting less minutes of family readership than ever before because of television, Howard P. Abrahams, manager of sales promotion division of National Retail Dry Goods Association reported yesterday before the Ohio State University Advertising and Sales Promotion Conference. Continuing, Abrahams said he

(Continued on Page 3)

FCC Finds Many Oppose Its CP-Forfeiture Ruling

Washington Bureau of RADIO DAILY

Washington—The FCC proposal that it adopt a regulation providing for automatic forfeiture of construction permits when permittees enter into sales contracts before

(Continued on Page 6)

Expose On Fight Game Promised By Putnam

George Putnam, WABD newscaster on the "Broadway To Hollywood Edition" TV program, promises an inside story of the boxing business tonight when he does a round-up story on some of the recent

(Continued on Page 2)

FCC Members View Three Systems Yesterday

Washington Bureau of RADIO DAILY

Washington — Confusion reigned as CBS, RCA and CTI battled it out yesterday in a comparative test of their respective color TV systems at the FCC's Laurel, Md. laboratories. At the end of three hours of tests—usually consecutive, with different programming—CBS and RCA re-

(Continued on Page 7)

Special Network Set To Air Yanks Games

A special network of 13-stations has been lined-up for broadcasts of New York Yankee baseball games this year in New York, Connecticut, Massachusetts and Pennsylvania. WINS will be key station of the web and will carry the games under the sponsorship of White Owl Cigars and Ballantine Beer. Atlantic Refining

(Continued on Page 6)

New Religious Records To Be Produced By Decca

The creation of a new line of top-talent religious records, to be sold under the "Decca Faith Series" label, was announced yesterday by Milton R. Rackmil, Decca prexy. Leonard W. Joy will be chief of the

(Continued on Page 6)

Eighteen Program Awards Announced By Cal. Group

West Coast Bureau of RADIO DAILY

Hollywood—The "NBC Theater" won top honors among eighteen programs cited for the 1949 annual awards of the Southern California Assn. For Better Radio and Television Broadcasting, it has been announced. "Theater" was cited as the outstanding radio program for the year, and also as the outstanding program of drama entertainment.

"The Ruggles" won the same hon-

ors in TV programs for the year. "NBC Theater" is heard locally over KFI, and "The Ruggles" is telecast over KECA-TV.

Other programs to win awards included "Ozzie and Harriet," KECA, as the outstanding program for family listening; Jack Benny, KNX, outstanding comedy and variety show; and Chet Huntley, KNX, as the outstanding program of news re-

(Continued on Page 3)

Special Report

NBC News and Special Events promises something special tomorrow on the "Voices and Events" program when they air a six-minute resume of the Vogeler spy trial. The resume is the end product of editing a 12-hour transcript of the actual trial, and will feature Vogeler himself, and the voice of Sanders, his British co-defendant.

New Survey

Toledo, Ohio—Findings of a survey of family buying habits will be released at the fifth annual conference sponsored by the Brand Names Foundation at the Waldorf-Astoria in New York on April 5, Henry Abt, president of the foundation and Howard Trumbull, president of National Family Opinion announced yesterday.



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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Phone: Riverside 3518-9

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FINANCIAL

(February 23)

NEW YORK STOCK EXCHANGE

Table with columns: ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Zenith Radio. Includes Net Chg. and Bid/Asked prices.

NEW YORK CURB EXCHANGE

Table with columns: Hazeltine Corp., Nat. Union Radio. Includes Bid/Asked prices.

OVER THE COUNTER

Table with columns: DuMont Lab., Stromberg-Carlson. Includes Bid/Asked prices.

King Takes KDYL Post

Salt Lake City—Appointment of Jean Paul King as program director of radio station KDYL, was announced by S. S. Fox, president and general manager of the Intermountain Broadcasting and Television Corp. In addition to his duties as program director, King will also do a half-hour daily program for KDYL from 11 to 11:30 each weekday morning. His program will be entitled, "The King's Truth."

Advertisement for KGW Portland Oregon, featuring a target graphic and text: 'THE ONLY STATION THAT ACTUALLY DELIVERS COMPREHENSIVE COVERAGE OF THE NATION'S FASTEST-GROWING MARKET. KGW PORTLAND OREGON AFFILIATED WITH NBC REPRESENTED NATIONALLY BY EDWARD PIVRY & CO.'

★ COMING AND GOING ★

EARL GAMMONS, vice-president of CBS in charge of the Washington office, visited on Monday of this week at the New York headquarters of the web.

PAULINE FREDERICK, American network commentator, will be in Washington, D. C., next Thursday and Friday to originate her early-morning program from WMAL.

AL ROSS, disk jockey on WBAL, Baltimore, is visiting Hollywood and will guest on Walter O'Keefe's "Double or Nothing." He is accompanied by two Baltimoreans who won the trip in a contest.

JOSEPH HIGGINS, general manager of WTHI, Terre Haute, Ind., is back at the station following a trip to Gotham for conferences with CBS officials.

FRED RIPLEY, general manager of WPTR, Albany, N. Y., in Gotham yesterday for conferences with his national reps.

CARL JEFFREY in town this week. He's the vice-president and general manager of WIOU, the CBS outlet in Kokomo, Ind.

THOMAS CONNOLLY, manager of program sales for CBS, spent yesterday in Richmond, Va., on business.

PIERRE LACKEY, president of WPAD, Paducah, Ky., and W. PREWITT LACKEY, general manager of the station, conferred this week at the headquarters of CBS, with which WPAD is affiliated.

J. LOTHAIR BOWDEN, general manager of WKBN, Youngstown outlet of the Columbia network, arrived in New York earlier this week on station business.

ROBERT C. FEHLMAN, station manager of WHBC, Canton, is back in Ohio after having visited New York for conferences with his national representatives.

ROBERT COLESON, Pacific Coast representative of the Advertising Council, is in New York following a short stay in Washington. He plans to leave for the West Coast tomorrow.

WELLS CHURCH, editor in chief of CBS news, and EDWARD R. MURROW, newscaster, in London to report yesterday's election.

CARLTON E. MORSE, writer and producer of "One Man's Family" on NBC, is back in New York following a week in Hollywood, where he launched the first radio version of the program under the sponsorship of Milos Laboratories.

FRANK TELFORD, producer-director at Young & Rubicam, is at the Jerry Fairbanks studios completing the cutting of the Silver Theater television program titled "My Brother's Keeper."

LEO FITZPATRICK, chairman of the board at WGR, Buffalo, N. Y., a CBS affiliate, in New York early this week on station and network business.

CARL MARK, executive vice-president and general manager of WTTM, affiliate of NBC in Trenton, N. J., was in New York Tuesday. FRED BERNSTEIN, assistant general manager of the station, is vacationing with his family in Charleston, S. C.

HARRY H. CARMAN, general manager of WGGB, Freeport, L. I., is back on the job following a vacation in Florida.

JIM LUCAS, director of programming for Associated Program Service, has completed a series of visits to Yankee Network owned-and-operated stations.

WILLIAM J. McNALLY, president of WTCN, American network affiliate in Minneapolis, Minn., was a recent visitor to the web's New York headquarters.

Expose On Fight Game Promised By Putnam

(Continued from Page 1)

deaths of boxers resulting from ring-sustained injuries. In addition to presenting the boxing story, Putnam will feature as his guest Steve Belloise, the middleweight, who will propose that fighters form a guild to protect themselves against financial loss in the event of severe injury, or their families in the event of death.

Idea for the program came about as one result of the death yesterday of Laverne Roach, following injuries sustained Wednesday night during a bout at New York's St. Nicholas Arena. Program will be telecast from 8:30 to 9 p.m. (EST).

Gets Fourth Estate Award

Philadelphia—John Facenda, WIP newsman, broke a tradition of long standing when he won the Fourth Estate Square Club's annual news award last week. The award has always been bestowed on a working newspaperman in the editorial field and the Club virtually had to change its by-laws to honor the radio newsman.

Renew Bob Smith Show

Mennan Company has renewed, for an additional 52 weeks, its sponsorship of the 7:45 to 8 a.m. segment of the "Bob Smith Show" over WNBC, New York, it has been announced. Duane Jones was the agency.

WANTED: OUTSTANDING BASEBALL SPORTSCASTER

One of New England's leading advertisers seeks the services of an outstanding baseball sportscaster—starting with the coming season. The man finally selected will have intimate knowledge of baseball—must have at least 3 years' baseball sportscasting experience—and be able to project warmth and friendliness over the air. The job pays an interesting salary—can lead to continued sportscasting of all kinds—and there's the additional advantage of living in a pleasant, leading New England city. For preliminary consideration please submit tape or wax recording—at least 200 words—of your voice, or of actual sportscast. Submit a recent photo, but do not appear in person or telephone.

MAIL APPLICATIONS TO THE REINGOLD COMPANY INC. ADVERTISING AGENCY 10 State Street, Boston, Mass.



Plus One Eland

Now that mama eland has a baby, there's plus one eland in the St. Louis Zoo.

There's a radio station in Baltimore with a great big plus for advertisers. It's W-I-T-H, the BIG independent with the BIG audience.

Here's how the PLUS comes in: first, W-I-T-H delivers more home listeners-per-dollar than any other station in town. And, in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in barber shops, 49.3% were tuned to W-I-T-H.

That means low-cost results! That means that small appropriations accomplish big results on W-I-T-H. Call in your Headley-Reed man and get the full W-I-T-H story today.

Advertisement for W-I-T-H radio station, featuring a stylized face logo and text: 'FM WITH AM Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed'

Emergency Warnings Sent Out By Radio

(Continued from Page 1)

ton's Birthday and yesterday morning resulted in the Automobile Club of New York putting into effect a pre-arranged co-operative plan with metropolitan radio stations for weather and safety bulletins. The club, gathering the information from state police, city police tunnel officials and field reporters, was able to service radio stations with up-to-the-minute data on weather and highway conditions.

To provide special reports on all schools in the area, three stations placed into action set-ups arranged months ago. WOR, through a plan worked out with school principals using a code number, gave information on 271 schools in New York, New Jersey and Pennsylvania. Broadcasts were made on the John Gambling morning show from 7:15 to 8 a.m.

"Codes" Also On WNBC

WNBC, which sent letters to the principals giving them a code word to use when calling the station, reported the opening or closing of schools in their coverage area. The code is used by both stations to prevent pranksters from reporting false information.

The same set-up was used by WHLI to relay the data on 71 Long Island schools. WHLI also reported for business concerns and cooperated with newspapers to pass on the details.

Other stations through the Bureau of Public Information of the Board of Education in the city and the wire services broadcast messages from the schools in the Metropolitan area. WNYC, the city station, also cooperated with the board to pass along the information.

WJZ gave detailed reports on three of their morning shows while WQXR aired special requests from schools in New York and Long Island. WMGM passed on bus and train information in addition to other facts.

WOV, WHOM, WCBS, WINS, WLIE, WMCA, WBNX, WNEW, WEVD—all carried the weather conditions and the New York school data.

Columnist On WINS With Two Sponsors

Columnist Earl Wilson will begin a new series of nightly programs over WINS, beginning February 27. Wilson will emcee the Monday through Saturday 11 to 12 p.m. show which will originate in Monte's Restaurant under the sponsorship of Monte's and Tele-King, television manufacturer. Hal Tunis, WMGM disc jockey, will work with Wilson on the program. Featured will be interviews with celebrities, comments and records. Agency is Leland K. Howe, which will produce the broadcasts.

Godfrey Gives Views On AM-TV Mediums

(Continued from Page 1)

and sees no reason why a radio show can't be televised.

Godfrey stressed the need for being natural on TV as well as radio and the responsibility of an artist who comes into the home either as a radio or television entertainer. He spoke lightly of the announcers who seek diction awards and emphasized the appeal of informality especially when talking to housewives.

The CBS artist is of the opinion most every radio show is adaptable to pickup by television. He argues that people come in droves to view radio shows and if they enjoy watching the artists work in radio they will also like them on television.

Dislikes "Vaudeville" Type

Speaking of his Wednesday night TV show for Chesterfield, Godfrey said he was endeavoring to get away from the vaudeville or variety form of presentation and hoped that his adventure in informality would prove to be an innovation.

Seated on the dais at the REC luncheon were Thomas Lane, vice-president in charge of radio and television; Edward Barnes, vice-president of Young & Rubicam; George Oliva, director of advertising of the National Biscuit Company; Joseph Ream, executive vice-president of CBS; James Seward, vice-president of CBS; John Karol, CBS sales manager and president of REC.

Out-of-Towners Present

Out-of-town guests introduced at the luncheon were Benedict Gimbel, Jr., WIP, Philadelphia; Kark Jeffrey, WIOU, Kokomo, Ind.; Robert Kennett, WONS, Hartford, Conn.; Miles Heberer, State Radio Bureau, Albany; J. D. Saumenig, WIS, Columbia, S. C.; I. I. Sperling, assistant vice-president Cleveland Trust Company; Gene Trace, WBBW, Youngstown, Ohio; Robert Kerns, WLOK, Lima, Ohio; Peter Kettler, WGBS, Miami; John Esau, KTUL, Tulsa, and Max Ryder, WBR Y, Waterbury, Conn.

WGGB Covered Wreck

Coverage of the Long Island Railroad train wreck in which 30 persons lost their lives was provided by WGGB, Freeport, in addition to those stations mentioned in RADIO DAILY of February 21. Harry Carman, general manager, was in Rockville Center, scene of the head-on collision of two trains, at the time and phoned in a report to the station at once. WGGB aired a bulletin within 15 minutes of the accident. Staff announcer Eugene Troobnick was on one of the trains involved and went directly to the studios of WGGB, about a mile away, to give a description on the air within an hour.

Wedding Bells

Edna May Wehner, sales service manager of WCBS, and William Ellwell, manager of operations for the station, will be married March 17.

Press Readership Off, TV Cause—Abrahams

(Continued from Page 1)

doubted that stores would divert money from other media to video. "I believe that their television budgets will be separate and additional funds."

The use of TV to sell was cited by the NRDGA official and he gave examples of programs mentioned by the association at their convention in January. New methods of advertising introduced by video and the relatively short time in which they were learned were noted by Abrahams.

Cites Use By Stores

Retail radio and reasons for its use were also given by Abrahams. He said stores used radio because it has a personal appeal, has widespread circulation, reaches customers in their homes, is flexible, helps to develop store character, creates word-of-mouth publicity, builds store traffic and increases the acceptance of other media.

The change in the use of radio was reported by Abrahams. "I remember when radio was used almost exclusively as an institutional medium. Today, storekeepers use radio," he said, "the way they always used newspapers, to bring immediate sales."

Abrahams called radio an adult member of the retail promotion

So. California Group Honors 18 Programs

(Continued from Page 1)

porting and interpretation honored.

"University Explorer," KNX, was cited as the best educational and informational program; "Symphonies For Youth," KHJ, as the best live musical entertainment program; "Evening Concert," KFAC, the best recorded musical program; "Jump-Jump of Holiday House," KFI, the best children's program; "Frost Warnings," the outstanding agricultural program; Herbert J. Mann, KFI, for the outstanding gardening program; and Tom Harmon, as the outstanding sports program.

The "bests" among TV programs during 1949 included: "Meet Your World," KFI-TV, outstanding educational and informational program; "Ed Wynn," KTTV, the best comedy and variety program; "Music Theater," (opera), KFI-TV; "Time For Beany," KTLA, best kids show; Tom Harmon, KFI-TV, best sports show.

The SCAFBA selected only programs of local origin for their awards.


family and television, the problem child. He predicted video would leave the experimental advertising scene and become a factor in producing business.

for profitable selling **INVESTIGATE**

<p>WDEL WILMINGTON DELAWARE</p>	<p>WGAL LANCASTER PENNSYLVANIA</p>
<p>WKBO HARRISBURG PENNSYLVANIA</p>	<p>WRWA READING PENNSYLVANIA</p>
<p>WORK YORK PENNSYLVANIA</p>	<p>WEST EASTON PENNSYLVANIA</p>
<p>WDEL-TV WILMINGTON DELAWARE</p>	<p>WGAL-TV LANCASTER PENNSYLVANIA</p>

and

STEINMAN STATIONS
Clair R. McCollough, Managing Director
Represented by **ROBERT MEEKER ASSOCIATES**
Chicago San Francisco New York Los Angeles



LOS ANGELES

By ALLEN KUSHNER

HOW to halt development of juvenile criminality will be discussed by Donald Moyer, regional executive of the Boy Scouts of America when he speaks over KECA, Hollywood, in the third of a series of four broadcasts arranged in cooperation with Jerry Devine's "This Is Your FBI" over ABC. KECA manager Clyde Scott is scheduled for the windup spot, March 3rd. Earlier speakers in the series were J. Edgar Hoover, FBI chief, and Clarence Runkle, president of the Los Angeles Bar Association. Stints are part of a national ABC promotion for Devine's official FBI show.

Doug Fishel, former commercial manager at KREO, Indio, Calif., and more recently of KGVO, Missoula, Mont., has joined the staff of KXO, El Centro, Calif. as account representative.

Bob Nichols "Radio Parade" which is aired over KOMO, Seattle, and is rated Seattle's top daytime show would be glad to hear from press agents on the coast with any good human interest stories, short blurbs, etc.

Ken Carson has become a leading Guest Star. He appeared recently on Carnation Hour and Art Linkletter's "House Party." Three more, all on CBS, are in the offing. A Los Angeles radio editor this week said of Ken: "He sings better than anyone now in radio."

Bob Hawk and Mary Rechner will be married April 11, but so far plans for their honeymoon are in the formative stage.



By SID WHITE

Man About Manhattan. . . !

● ● ● FRIDAY-DREAMING: Don't be surprised if NBC, CBS and ABC resign their membership from the Nat'l Ass'n of Broadcasters. These three webs, who contribute over \$100,000 annually to the industry organization, are reported fed up with administrative policies. . . . Milton Berle's 'take-home' pay for 10 days at Copa City, Miami, will be 48 G's. . . . Aside to Ted Husing: Still waiting for that call, pappy. . . . Is the Railroad Hour, now on NBC, shifting to another web? . . . Those lovable FitzG's, Ed & Pegeen, will have Police Commissioner O'Brien on as their guest tomorrow ayem discussing the operation of the world's biggest police dep't. . . . Jack Gilford's nifty description of Fred Allen: The Happy Worrier. . . . Morey Amsterdam to star in a U-I comedy short on radio commercials. . . . Ben Gross running an exclusive interview with Jack Benny in his Sunday col'm. The Waukegan Wit told the dean of radio eds all about his plans in video.

★ ★ ★ ★

● ● ● Jerry Wayne, one of the top selling record stars, will interrupt his transcontinental vaude tour to fly from Milwaukee to Calif. to guest on the Contented Hour Sunday nite. Wayne, one of the best looking entertainers in the biz, is the logical successor to the late Buddy Clark on the Sunday nite milk show.

★ ★ ★ ★

● ● ● Wanna hear more about the film industry's answer to those offensive TV ads which are advising the public to "pay for your set instead of going to the movies?" Well, take it from this cub reporter, the film boys haven't even started yet to line up their big guns. Before they get through, those TV dealers who started the slogan will wish they'd thought up some other catch-phrase instead. Latest move in the film industry's campaign was to contact every theater in the country and have them pull out all advertising from any station anywhere that uses the copy. And that ain't all, by any means. They've got a few more trumps up their sleeves which we'll take up later on in this space. Make no mistake about it, this is one fight the film industry has got to win. They're holding all the aces.

★ ★ ★ ★

● ● ● APPLAUSE DEPT': The comedramatics of Sid Caesar at the Waldorf's Wedgwood Room. Sid's better than he ever was in "Make Mine Manhattan"—and he was great then. . . . Al Siegel's Music Shop stanza on WOR-TV. . . . Toy & Wing's dancing at the China Doll. . . . Al Sabatini's ayem warbling via WINS. . . . Leo De Lyon's clowning at the New Yorker's Terrace Room. . . . Richard Hayes' "My Foolish Heart" via the Mercury label.

★ ★ ★ ★

● ● ● IN ONE EAR: Monica Lewis, Jerry Lester, Mary Small, Bill Callahan, plus a bevy of other celebs, will be on hand to mingle with opening day customers when ex-vaudevillian, Al Saphin, president of Monarch-Saphin Dep't Stores, opens his newest store on Bedford Ave., B'klyn, today. . . . Jo Stafford and Jack Benny slated to entertain at the Press Photog's Ball in Washington tomorrow. . . . TV producer, Marc Daniels, will be cited at the March 21st dinner of the Radio and Television Academy of Arts and Science. His citation will come for his "special effect achieved during the video version of 'On Borrowed Time,' done last Oct. on the Ford Theater." . . . Sid Ascher off to Bermuda for a rest, Doctor's orders. . . . They say that Sammy Kaye's Victor platter, "It Isn't Fair," will outsell his all-time smash, "Daddy."

AGENCIES

D-R REPRESENTATIVES, INC recently formed by Frank M Headley, Dwight Reed and Pau Weeks, is now established in its Chrysler Building offices, Suite 1015. The Chicago office has been opened at 79 West Monroe St., and a San Francisco branch will go into operation March 1. First station signed up effective Feb. 27, is KMPC, 50,000 watter in Los Angeles.

DAVID CORY, formerly with Lamont, Corliss and Company, has joined J. Walter Thompson Company.

BEN SOKOLNIK, formerly of WHOM and WGY-FM, has joined the sales department of WLIB.

DIAMOND STATE BREWERY, INC. of Wilmington and Lee Products, Inc. of Philadelphia to McLair Dorville, Inc. of Philadelphia. Fred Fielding is account executive.

EARL B. MORGAN, JR., will join McCann-Erickson on March 10 as account executive. He is now with James Lees & Sons Company.

ROBERT P. ENGELKE has joined the A. W. Lewin Company in an executive capacity. He was formerly with Cecil & Presbrey.

Hollywood's New

COUNTRY CLUB HOTEL

• The Country Club Hotel occupies a magnificent location on the heart of the exclusive Wilshire residential district. . . . adjacent to Wilshire Country Club and overlooking the expanse of its gorgeous fairways and greens.

• Rates from \$6.00 up. Single Kitchenette Apartments Available by Week or Month.

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AIR LINES**



AM-TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, Feb. 24, 1950

Portable Radio Tubes Triple Battery Life

Manufacturers of portable radio sets have now available to them, a new line of miniature radio tubes which triples useful battery life, according to an announcement made this week by the Radio Tube Division of Sylvania Electric Products, Inc. C. W. Shaw, general sales manager said: "The new line of tubes are the first to be announced in this country in more than ten years in which filament current has been reduced below 40 milliamperes per tube. The new tubes require only 25 milliamperes per tube or a fraction of the current required for a flashlight bulb. This means that 'A' batteries used in portable receivers will last approximately three times as long with the new tubes."

Greater Economy Possible

Shaw stated further that the new tubes will provide radio set performance comparable to that of other available battery types for portable broadcast receivers. The low current requirements of the new type tubes should also make possible radio receivers that are more compact and lighter in weight while requiring less frequent replacement of filament batteries, thereby making possible a more economical set operation.

The new tubes consist of four different types, all with 25 milliamperes filaments and are supplied with 7-pin miniature button bases.

Philco To Show Microwave & TV Equip.

Among the outstanding exhibits to be seen at the National Convention of the Institute of Radio Engineers to be held at Grand Central Palace, New York City, March 6-9, will be Philco Corporation's display of microwave relay equipment for communications, TV test equipment for station, laboratory and factory use, and a flying spot scanner for use by video studios and receiver manufacturers. The microwave equipment will consist of the type used by railroads, utilities, pipelines and telephone and telegraph common carriers. Also featured at the Philco exhibit will be a tableau showing the activities of the company's Engineering and Research departments work for the Army, Navy and Air Force in the U. S. and overseas.

DuMont Names Two As Assistant To Execs.

The appointment of Norman Skier as administrative assistant to Ernest A. Marx, general manager of the receiver sales division, Allen B. DuMont Laboratories, Inc., was announced this week by Marx. Skier will be concerned with detailed duties connected with the administration of the expanding receiver sales division. Harry T. Goerger was appointed executive assistant to Rowald Guildford, sales manager of the New York regional sales office, DuMont Laboratories. Prior to joining DuMont, Goerger was associated with the Ford Motor Company for 17 years.

Resigns From Tele-tone To Start Own TV Firm

In a joint announcement made this week, it was disclosed that J. D. Mendelson, Tele-tone New York sales manager, has resigned in order to form his own company. The statement was released by Mendelson and S. W. Gross, president of Tele-tone. Gross said that no successor to Mendelson has as yet been named, but it was learned this week that top sales personnel are currently being interviewed at Tele-tone for the post to be vacated by Mendelson next week. Mendelson informed RADIO DAILY that he would manufacture "a high priced, deluxe line of television receivers" in New York City.

Tape-ET Programs For Home Showing

Tape recordings for home use are now being marketed commercially by a Lansing, Michigan, firm. The company, Tape Recording Industries, revealed yesterday that eight reels of popular and semi-classical music are available to the public.

Reels are being duplicated by the L. S. Toogood Company of Chicago which uses an electronic duplicator developed by the Minnesota Mining and Manufacturing Company, maker of "Scotch" brand sound recording tape, who recently announced the opening of a new research laboratory, to provide the movie industry as well as radio and TV networks, recording companies and manufacturers of recording equipment with "on the spot technical service" on magnetic recording films and tapes.

Records Play 60 Minutes

The Toogood Company reels play for one hour and include 16 to 26 numbers.

Transcriptions are designed for home tape recorders that operate at 7½ inches per second, with a dual track, although the company will fill orders for reels to fit any tape recorder.

The American Federation of Musicians have approved the tape recorders, Dale W. Perry, owner-manager of the company reports. Perry also makes recordings of music for hotels, restaurants, lounges and other public places.

PRODUCTION PARADE

Magnefilm Recorder

A new magnetic film recorder has been added to the line of Movie-Mite Corporation, Kansas City, Mo. Known as the Magnefilm Recorder, the new equipment is a synchronous motor driven, 16 mm magnetic film recorder which can be used for location sound recording for film producers, radio stations, TV stations, or anyone desiring HF sound recordings. The complete unit is housed in one case.

Takes Magnavox Post

Fort Wayne, Ind.—M. D. "Bud" Schuster, formerly general manager of the Hoffman Sales Corporation of Los Angeles, has been appointed district sales manager for The Magnavox Company in the Los Angeles area, Frank Freimann, executive vice-president, announced. Schuster will be in complete charge of the Southern California territory with headquarters in Los Angeles.

Prior to his association with Hoffman Corporation, Schuster was for twenty years affiliated with various radio and appliance wholesale firms.

Sightmaster Adds To TV Line

Latest model to be added to Sightmaster Corporation's line of video sets is the "Stanton," a 19-inch console which includes the patented Sightmirror. The new model is housed in a 24¼ inch deep by 26 inch wide and 39 inch high mahogany or blonde cabinet. Set is equipped with

New GE Receiving Tubes

Three new receiving tubes (6AS5, 6BQ6-GT and 25BQ6-GT), designed primarily for TV receivers, have been added to GE's tube production lines, according to E. F. Peterson, manager of sales for the tube divisions. The 6AS5 is a beam-power amplifier of miniature construction and is intended for use as the audio-power output tube in TV receivers and small radio receivers. The 6BQ6-GT and 25BQ6-GT are beam-power amplifier tubes designed to withstand high-surge plate voltages for short periods of time. The tubes are intended for use as horizontal-deflection amplifiers in TV receivers.

Megohm Meters In Two Models

Two new Megohm Meters are announced by Industrial Instruments, Inc., Jersey City, N. J. The Model L-4A and Model L-6A feature an internal circuit assuring the user that the applied voltage is the specified voltage as long as the resistance of the piece under test is within the range of the meter. In this manner tests may be conducted with a known voltage. Model L-4A contains an internal 500 volt measuring source, as well as a 200 volt source. The models are designed for production as well as lab work and contain inclined control panels with easy-to-read meters.

a phonograph attachment and lists at \$449.50.

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

Tentative Agreement Set With Directors

(Continued from Page 1)

full Guild at a meeting one week from next Monday night.

After the negotiators, at the behest of the New York State Board of Mediation, agreed several weeks ago on minimum wages, only two major points of the 1950 contract were still not settled. These were: the minimum take by staff directors of commercial fees, and the settlement of associate director's right to direct a local program with director's credit.

Settlement on these issues was reached this week to the effect that staff directors would receive 80 per cent of their commercial fees after the fees reached \$65, and associate directors would be permitted to direct local shows only when they would be paid full directors wages.

Previously, minimum wages for directors in radio and TV had been set at \$145 per week, and minimum wages for associate's and floor managers were set at \$100 per week.

Upon ratification by Guild members, the 1950 contracts will go into effect with all director gains being retroactive to January 1st.

Will Expose Dope Traffic

"Perry Mason," will turn his attention to the marijuana trade starting March 1. The CBS mystery show will base its script for that day and ensuing programs on material gleaned from official Bureau of Narcotics records, and from talks with U. S. Treasury and other officials whose interest it is to stamp out the illicit dope trade.

Send Birthday Greetings To—

February 24

Dora Johnson Joe Laurie, Jr.
Bert Lytell John Neff
Robert A. Schmid Joe Sage

February 25

Jack McNally Ranny Weeks
Lisa Kirk

February 26

Bill Manns Larry Stevens
Davidson Taylor

February 27

Upton Close Ruby Cowan
Frank Munn David Sarnoff
Frank Kingdon Emmett Hardt

"Texas" Jim Robertson

Maurice Spitalny

February 28

Harry Kramer David Lowe
Harold Parkes Olan Soule
Alan Wray Patty Clayton
Jim Boles Jimmy Dorsey

March 1

Jimmy Stevenson Charles Lyon
Ted Shupp Edward A. Davies
Dinah Shore Ralph J. Gleason
Teddy Powell Charles Martin

March 2

Jessie Fordyce Irv Atkins

Miss Carrington Honored By Top Radio Figures

(Continued from Page 1)

monial luncheon in her honor at New York's Waldorf-Astoria.

Sponsored by the National Conference of Christians and Jews, the luncheon preceded an on-the-air presentation of an NCCJ award to Miss Carrington in recognition of her efforts to bring about understanding and tolerance between religious and racial groups through the medium of her many "serial dramas."

Presented By Willard Johnson

The award was given Miss Carrington at the close of yesterday's airing of "Pepper Young's Family" over CBS, by Willard Johnson, national program director of the NCCJ.

In addition to lauding Miss Carrington's promotion of the Brotherhood theme, the luncheon speakers praised radio, "national networks, regional networks, and small stations alike" for the "tremendous job radio is doing in promoting the brotherhood ideal."

In attendance at the luncheon were: Roy Bailey, Benton and Bowles; Erik Barnouw, Radio Writer's Guild; Everett D. Clinchy, NCCJ president and luncheon emcee; Walter Craig, Benton and Bowles; Carolyn Darling; Sterling Fisher, NBC director of public affairs; Bill Gittenger, CBS; Edgar Kobak, radio consultant; Dorothy Lewis of the UN's radio division; Tom McDermott, Benton and Bowles director; Everett C. Parker, Protestant Radio Commission; Frank Pellegrin, Transit Radio; and William M. Ramsey, Procter and Gamble.

Also: Hubbell Robinson, CBS program vee-pee; Richard Rothschild, American Jewish Committee; Bruce Robertson, Broadcasting Magazine; Tom Revere of the Biow Co.; Betty Shay, Pedlar and Ryan; Ben Grauer, NBC announcer-narrator; Cathy Carrington, radio producer and Miss Carrington's daughter; and Elsie Frank of Miss Carrington's staff.

Called "Personality Of Year"

The NCCJ award which Miss Carrington received cited her "as the personality of the year" for her work in promoting the ideals of brotherhood. Miss Carrington has been a radio writer for the past 18 years.

FCC Finds Many Oppose Its CP-Forfeiture Ruling

(Continued from Page 1)

their stations are on program tests goes beyond the scope of the Communications Act, the FCC Bar Association told the FCC this week. The same protest was voiced by a number of individual broadcasters, who maintained that the Commission's duty is to determine in each individual case whether the public interest would be served by the transfer.

The Commission has no right to surrender this obligation by adoption of an iron-clad rule calling for forfeiture, the lawyer group said.

New Religious Records To Be Produced By Decca

(Continued from Page 1)

new religious department of Decca.

The initial release of nine records in the new series, slated for March 20, features, among others, Bing Crosby, Jack Owens and the Andrews Sisters. The records will be especially marked with purple and gold labels, will sell for 75 cents each and will be distributed through regular Decca distribution channels.

Also yesterday, Decca's directors declared a regular quarterly dividend of 12½ cents per share on capital stock, payable March 28, 1950 to stockholders of record at the close of business March 14, 1950.

Tello-Test Sales Up

Sales on Tello-Test, nationally syndicated telephone give-away quiz, are at an all-time high, according to Walter Schwimmer, president of Radio Features, Inc. New sales have been announced for WIP, Philadelphia, WJBK, Detroit, KFH, Wichita, WRFN, Topeka, KICM, Mason City, KTTS, Springfield, Missouri, WHBC, Jackson, Mississippi, WIRL, Peoria, WMRC, Greenville, South Carolina, WSLs, Roanoke, Virginia, WDUZ, Green Bay, Wisconsin, WLBZ, Bangor, Maine, WHTN, Huntington, Virginia, WATN, Watertown, New York, and WKNY, New York. Total sales on Tello-Test coast to coast are now more than 150.

Special Network Set To Air Yanks Game

(Continued from Page 1)

Company and Ballantine's will sponsor the games on the network.

Mel Allen and Curt Gowdy will give the play-by-play account during the season. Due to the major league rule preventing stations from broadcast major league games in towns where a minor league game is being played, a maximum of 10 dates will be carried by any one of the stations.

Included on the web are the following: WVET, Rochester; WROV, Albany; WAGE, Syracuse; KGA, Utica; WXRA, Buffalo; WKO, Binghamton; WLEA, Hornell; WCBA, Corning, N. Y.; WALL, Middletown; WQAN, Scranton, Pa.; WSFL, Springfield, Mass.; WKN, New Britain, Conn.

Broadcasts may also be carried in stations in Malone, N. Y., Watertown, N. Y., Kingston, N. Y., and Williamport, Pa.

Joining AFRS In Germany

Newark—John E. Dunn, member of the engineering staff of WNJ, has resigned to accept a post as Chief Engineer of the Armed Forces Radio Service in Germany, France and England. Dunn left for Europe on February 20. Previously, he was chief engineer of KOMA, Tulsa.

● faces ● facts ● figures ● wins ●

WINS offers top year-round news coverage with

DON GODDARD

(12 NOON TO 12:15 PM)

AND

CARROLL ALCOTT

(6:30 TO 6:45 PM)

FOR ONLY

\$1.15

PER 1000 RADIO HOMES

WINS
50KW NEW YORK

CORPORATION

● faces ● facts ● figures ● wins ● faces ● facts ● figures ● wins ●

TELEVISION DAILY

Section of RADIO DAILY, Friday, February 24, 1950 — TELEVISION DAILY is fully protected by register and copyright

FCC SEES THREE-WAY COLOR SHOW

TELE TOPICS

TELEVISION FIGHT FANS who had followed Laverne Roach into the ring at St. Nicholas arena on Wednesday night were parties to a tense, dramatic incident until CBS-TV elected to sign off for a station break commercial and a sustaining newsreel at 11 p.m. Roach, who died yesterday from injuries sustained in the ring, was shown slumped in his corner after a 10th round knockout. Viewers saw feverish efforts to revive him and heard Russ Hodges' excitable commentary about the fighter's condition. Then came the complete let down. Hodges apologized for leaving the scene, the St. Nicholas arena faded from the receivers and a station-break commercial preceded a 11 P.M. sustaining newsreel. Later RADIO reported the hospitalization of Roach and his subsequent death from ring injuries.

MORE TOP-FLIGHT COMEDY is wanted on video, according to a survey of over 500 TV homes in New York and New Jersey by Advertest Research. Respondents were asked to name the radio programs they wanted to see on tele, and six of the ten shows named most often were in the comedy category. No single soap opera is among the first ten, but total of all soapers mentioned was 4.6 per cent. Programs and percentages follow: Jack Benny, 15.9; Bing Crosby, 13.7; Bob Hope, 11.5; Lux Radio Theater, 9.2; Fred Allen, 6.6; Amos and Andy, 4.9; Crochard Marx, 3.7; Breakfast Club, 3.1; Hit Parade, 2.4, and Burns & Allen, 2.0.

A CHICAGO NITERY, Club Alabam, will sponsor a weekly quarter-hour musical seg on WGN-TV beginning Monday. Titled "Bound for Alabam," program will star Judy Talbot with Norman Kraft as emcee. . . . William Covington Parker, formerly with Telecast magazine, now writing "Apartment 3-C" on WOR-TV. In addition to his script chores, Parker occasionally doubles as an actor on the show, which stars John and Barbara Gay. . . . Jack Carson makes his first video appearance Mar. 10, playing Gordon Miller in "Room Service" on Ford Theater over CBS. . . . Brenda Joyce, Gale Robbins and Marjorie Reynolds have been signed by Perry Fairbanks to appear in a series of film commercials for Oldsmobile. Seven other stage and screen personalities will appear in the series.

MERCHANDISING OF Howdy Doody, which includes everything from jeans to wrist watches, has been extended to marionettes. Pact between Peter Puppet Playthings, Inc., and Martin Stone Associates gives the toy firm exclusive rights for the first stringed reproduction of the ID marionette and other characters on the show. . . . The Peter Puppet company makes Bob Emery's Small Fry puppets.

CBS, RCA Claim Victory Over Each Other And CTI In Spirited Session At Laurel Lab; RCA To Demonstrate Single Tube Color Soon

(Continued from Page 1)

peated their earlier claims that, respectively, each has the system which should be adopted, while CTI let it be known that it will seek another chance to demonstrate to the Commission.

Dr. Allen B. DuMont said he sees no reason to change his earlier opinion that color is something for the future, and added that he thought the programming presented by the participants yesterday was "not honest" in that it did not show groups of people or even full-length pictures, for the most part.

Temperatures were flaring, and at one point Lawrence Hardy of Philco drew the ire of FCC Chairman Wayne Coy. The latter angrily insisted that comments he had overheard Hardy make about the Commission handling of the tests be included in the record of the proceedings.

Raibourn Is Critical

Paul Raibourn, president of Paramount's, Television Productions, said that he would personally not have shown any of the systems. His own standards of what is required, based on the achievements of the motion picture screen, would not have permitted him to show anything so far below that standard, he said. Raibourn added that he believes color for theater TV is as close as it is for home TV.

Overshadowing the entire test session was the news that RCA has completed testing on a direct-view three-color tube, and will demonstrate it within three weeks.

It was the opinion of some that the CBS color was more natural than that of RCA—but the margin of superiority was so slight that at times it appeared to have dissolved entirely.

President Arthur Matthews of CTI said that had his company anticipated the variations in power which it met with at Laurel, it would have brought out equipment

to cope with the difficulty. As it was, he said, line voltage varied as much as 22 volts, with the result that three transformers blew and the CTI sets were crippled.

On the other hand, he added "we did stay functioning long enough to demonstrate that our system has absolutely no flicker or crawl of any kind."

CBS President Frank Stanton, in a press conference at the laboratory, said his company's system came through "with flying colors" and that the superiority of that system is now clearly established. CBS color was superior, he said, in color fidelity, definition, constancy, and even on the various interference tests run yesterday.

As for the single color tube RCA is ready to bring out, Stanton said, "if it will work in their system, it will work in our system better." It would mean elimination of the color wheel and other equipment, he believes.

Jolliffe Speaks For RCA

Dr. C. B. Jolliffe, executive vice-president in charge of RCA Laboratories, pointed out that the RCA all-electronic system is the only one demonstrated thus far that has all of the following advantages: High-definition pictures; unlimited picture size; unlimited picture brightness; flickerless pictures; no color break-up or fringing; complete compatibility with present black-and-white.

Emphasizing their basic importance to the problem of providing a color service to the public, Dr. Jolliffe said that three or more of these advantages are lacking in the two other systems demonstrated in the comparative tests. The RCA system alone, he explained, offers high-definition pictures, unlimited picture size and brightness, and flickerless pictures with no color break-up or fringing.

Press-Time Paragraph

Walter Duncan Named Sales Manager Of WPIX

Walter Duncan has been named sales manager of WPIX, replacing Scott Donahue, acting sales manager, who resigned this week. Duncan has been in radio sales for 24 years. From 1930 until 1938 he was with the national sales department of NBC and for the next 10 years he was vice-president in charge of national sales at WNEW. For the past two years he has been vice-president in charge of sales at WSNY, Schenectady, N. Y. He is a graduate of Cornell University. Donahue joined the sales staff of WPIX in January, 1948. He was named assistant sales manager in June, 1949, and acting sales manager in December, 1949.

Freeze Jeopardizes TV Jobs—Hoffman

West Coast Bureau of RADIO DAILY

Los Angeles—The FCC freeze on new stations is a "political log jam created by the Commission that not only deprives many people of the pleasure and benefits of television, but also threatens the jobs of many thousands of Americans now working in the industry, and deprives those who wish to work in the industry from jobs and opportunity." These charges were made by H. L. Hoffman, Los Angeles receiver manufacturer, in an address at a marketing clinic sponsored by the American Marketing Association and UCLA.

Demands Compatibility

Hoffman urged that the question of color be separated from the problems of new channels in the VHF and UHF and said, "Any color system in the public interest must be compatible with our present black and white system of video reception."

There is no need for a TV box-office to improve programming, he said, because this end will "be achieved when advertisers use television to its fullest power in selling their products."

CBS Signs Bert Lahr To Exclusive TV Pact

CBS has signed comedian Bert Lahr to an exclusive three-year TV contract, it was announced yesterday by Hubbell Robinson, Jr., web veepee in charge of programs.

A weekly 30-minute show is in the works and will audition on a closed circuit within a month. The program is being produced by Irving Mansfield.

Dodge Joins WDTV

Pittsburgh—Jacqueline M. Dodge, formerly with NBC, ABC and Booth, Vickery & Schwinn, New York, has joined WDTV as account exec.

Unexpected

Washington—Part-time pay-as-you-see TV operation is an idea worthy of serious consideration, CBS President Frank Stanton said yesterday. He supported the FCC in its decision to permit testing of Zenith Radio's Phonevision system in Chicago, and refused to be recorded as against the principle of paid viewing.

PLUG TUNES

a hit — A Hit — A HIT
"TWO-FACED HEART"

Recorded by Eddle (Piano) Miller
 ON RAINBOW RECORDS
MICHAEL MUSIC CO., INC.
 1619 Broadway New York City Jerry Johnson
 Gen. Mgr.

getting **BIG!**
IT'S THE LITTLE THINGS
REGENT MUSIC CORP.
 1619 BROADWAY N. Y. C.

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.

The Panic Is On For!
 (Put Another Nickel In)
MUSIC! MUSIC! MUSIC!
CROMWELL MUSIC, Inc.
 119 West 57th Street N. Y. C.

My Heart Goes With You
 by Thomas G. Meschan
 —◆◆—
JAMES MUSIC, Inc.
 1650 Broadway Room 709 N. Y. C.

FAIRY TALES

recorded and featured by
OWEN BRADLEY & QUINTET
 Coral
SALLY & MARVIN CLARK
 London
ELLA FITZGERALD & MILLS BROS.
 Decca
FONTANE SISTERS
 RCA Victor
RED KIRK & JUDY PERKINS
 Mercury
RUSTY WELLINGTON
 Belle
P. WESTON-JUD CONLON SINGERS
 Capitol
CECIL BAILEY
 Bullet
MILLER MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Another cycle? hmm? . . . this time ditties with the word 'Dream' in the title. . . current top tunes include: "A Dream Is A Wish Your Heart Makes," published by Walt Disney Music, "A Dreamer's Holiday," a Shapiro-Bernstein number and the oldie, "I Can Dream Can't I" published by Chappell & Co. . . . ● Egbert Van Alstyne, top-flight ASCAP composer, who wrote "In The Shade of the Old Apple Tree," "Memories," "Pretty Baby," "Pony Boy," "Your Eyes Have Told Me So," "What's The Matter With Father" and many others, will be 72 years young (with songs like these he'll always be young) on March 5. . . he wrote over 700 numbers, his first one, published in 1900 entitled, "Navajo." . . . ● Rex Marshall doing a swell pinch-hit job for Bob Smith on the NBTerrific "Howdy Doody" series. . . . ● Claire Oldsen, WGN exec and her hubby, bandleader Saxie Dowell in Gotham for a few days. . . . ● The big apple talking about the smooth music composed and played by Organist Paul Taubman on "The Clock" and "Lights Out" NBTelecasts. . . . ● His "Okay Mother" WABDaily program has been pulling so much mail that Dennis James hired five girls to handle the traffic. . . . ● Last week's item that "Managua Nicaragua" is featured in the British thriller, "The 3rd Man," seems to have been but the figment of an over-enthusiastic press agent's imagination. . . . actually the musical score consists of Viennese Waltzes. . . . ● A gal with a fine voice and a face to match will soon head East from Hollywood where she's a sensation. . . . her name is Mae Williams and the 'new look' is due to the fact that she's shelved 45 pounds.

☆ ☆ ☆ ☆
 ● ● ● Last November a Mr. Monks of Wilkes-Barre, bawled out several distaff employees for listening to Bob Poole's mid-day MBSpieling. . . . several 'on-the-air' telephone conversations subsequently took place and the ensuing publicity so pleased the local Chamber of Commerce that it designated today "Bob Poole Day" and has sent 40 citizens (including Mr. Monks) to New York to visit. . . . ● Gertrude Lawrence has been added to a stellar cast that includes Burgess Meredith and Sid Caesar which will be seen and heard on Max Liebman's "Show of Shows" which NBTees off Saturday at 9 p.m. . . . ● Skylark Songs has a beautiful and philosophical number in "So Tall A Tree." . . . clefted by Helen Teddy Hall. . . . ● Perhaps it's because we're in a sentimental mood but we've just run across another song, based on simple truth, which we think has a chance for hitdom. . . . "It's the Little Things," written by Art Waner, Ed Weiner and Hal Gold and published by Regent Music. . . . ● The simple ballads seem to be in vogue again and the Hartmann & Van Horn ballad, "I'm Broken-Hearted" (Because of You) is definitely a strong contender for the Hit Parade. . . . this torch was written by Joe Palermo. . . . ● Fred Bowers, the 'songwriter-Ambassador of good-will' is now making his cross-country treks for the Ringling Bros. & Barnum & Bailey Circus.

☆ ☆ ☆ ☆
 ● ● ● **ON AND OFF THE RECORD:**—Hugo Winterhalter's debut on Victor is a commercial platter featuring "Flying Dutchman" and "Count Every Star." . . . with effective choral-group warbling, backed with modern orchestral background, this pancake will be utilized to good advantage by deejays. . . . ● Vic Damone again comes thru for Mercury with an ace in "God's Country" slipped with "Where I Belong," a MUST for juke and platter-spinners. . . . ● Admiral diskery has something new in the Johnny Guarneri Quintet's unusual treatment of the classical "Keyboard Caprice" and "So In Love" and the oldies, "Basin Street Blues" backed with "Sweet Georgia Brown."

☆ ☆ ☆ ☆
 ● ● ● **ADD SHARPS AND FLATS:**—Sammy Kaye's band broke two records in successive days. . . . drew 3,200 patrons at Appleton, Wisc., Saturday nite and 2,100 fans the next evening at the Playdium, Sheboygan. . . . ● Matt Brooks has been named head scripiter for the "Jack Carter" TV series.

PLUG TUNES

Our Latest HIT
"ECHOES"

LAUREL MUSIC CO.
 1619 BROADWAY NEW YORK CITY

Open Door - Open Arms
LEEDS MUSIC CORPORATION

A Waltz WINNER!
COME DANCE WITH ME
BEN BLOOM MUSIC CORP.
 1619 BROADWAY N. Y. C.

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

A Sure Winner!
"BROKEN DOWN
MERRY GO ROUND"
Fairway Music Corp.
 6612 Sunset Blvd., Hollywood 28, Cal.

A Great Ballad!
SENTIMENTAL ME
Knickerbocker Songs, Inc.
 1619 Broadway, New York, N. Y.

IT ISN'T FAIR
 recorded by
BILL FARRELL M-G-M
BENNY GOODMAN Capitol
BILL HARRINGTON Coral
SAMMY KAYE Victor
FRED WARING Decca
Words & Music, Inc.
 1619 Broadway N. Y. C.

FCC, IN BUSY DAY, OK'S 4 NEW STATIONS

RCA Net Earnings Show Increase During 1949

Annual Report Emphasizes TV Expansion

An increase in net earnings for Radio Corporation of America in 1949 as compared to 1948 was disclosed Friday in the 30th annual RCA report which was released by Brigadier General David Sarnoff, chairman of the board. The net earnings for the past year amounted to \$25,144,279,

(Continued on Page 7)

Storecast To Enter New York Market

A new corporation headed by Stanley Joseloff, president of Storecast Corporation of America, will file application with the FCC today for assignment of the WMCA-FM channel. The action, if approved, will bring Storecast music service for markets into the Metropolitan area, Joseloff reports. The corporation

(Continued on Page 6)

Ivy Leaguers Given Hints On Radio By NBC Execs.

Top NBC execs last Friday held a special all-day seminar for Ivy League college radio stations at the Hotel Dorset in New York. Covering all phases of a station and network operation, the execs spoke

(Continued on Page 2)

Web Correspondents To Caribbean

Complete coverage, under conditions simulating those of war-time, of the joint Army, Navy and Air Caribbean maneuvers to be held in Central American area from March 6 to 10 will be offered network listeners by the major webs starting the day maneuvers begin. Already assigned by the webs are commentators H. R. Baukhage representing ABC, John Bosman representing Mutual and Arthur Barriault for NBC. Most of the commentators will leave their home stations about March 3 to be on hand in San Juan, Puerto Rico, when the games begin. Accounts to be broadcast include descriptions of the airborne invasion by the Army, an account of the attack and defense, interviews with "prisoners," and descriptions of Puerto Rico under war conditions. Several special broadcasts are expected to be aired. Baukhage will close his coverage with an interview of leading Puerto Rican industrialists.

Also Permits Sale Of Jersey Outlet; Boosts Power

Washington Bureau of RADIO DAILY
Washington—In an unusually busy day, the FCC on Friday approved four new stations, granted three power boosts, okayed the sale of a New Jersey station and reaffirmed its band-and-kilowatt authorization to WLAP, Lexington, Ky. The four new stations, three of them daytime

(Continued on Page 4)

Heavy Sales Increase Forecast By Motorola Over 500 To Attend Midwest TV Sessions

Motorola, Inc. had net sales totaling \$81,803,357 in 1949, according to an announcement made by Paul V. Galvin, president, on Friday. Net earnings for the year were \$5,280,196, equal to \$6.60 a share.

Galvin also reported that sales at the beginning of 1950 were at a much higher level than at the start of 1949. Sales for the first quarter of 1950

(Continued on Page 3)

Chicago—At least 500 delegates and observers from all phases of the television industry are expected to attend the Second Annual TV Conference scheduled for March 6, 7, 8 at the Palmer House under the auspices of the Chicago TV Conference.

More than 100 registrations have come in already, including at least 50 from outside the Chicago area, ac-

(Continued on Page 6)

Invite Radio Lawyers To Amer. Bar Meet

The Federal Communications Bar Association will be represented for the first time as the mid-year meeting of the house of delegates of the American Bar Association gets under way in Chicago today. The FCBA has only very recently affiliated with ABA. Past president Guil-

(Continued on Page 3)

Renew Jack Benny Show On CBS Until June, 1952

"The Jack Benny program" has been renewed through its sponsor, the American Tobacco Company, through June, 1952, over CBS, J. L. Van Volkenburg, vice-president in

(Continued on Page 2)

Community Turns Out To Honor Broadcaster

Wilkes-Barre—A switch on the old gimmick whereby a radio entertainer honors a town for a day took place here last Friday when the population of this city turned out to

(Continued on Page 5)

Sponsor Western Singer On 64 CBS Stations

The "Rex Allen Show," featuring cowboy singer Rex Allen, premieres over CBS Friday, March 17 in the 10 to 10:30 p.m. (EST) time slot, it was announced Friday. Phillips Petroleum Co. will sponsor the show on 64 stations, mostly in the mid-west. Show, after the premiere will be a Hollywood origination.

Atmospheric Disturbances Hamper Election Returns

Because of bad atmospheric conditions, the major webs experienced considerable difficulty late Thursday evening and early Friday morning in picking-up direct on-the-spot reports of British election results, necessitating, in some instances, giving up the attempt.

NBC's news and special events department, which had planned extensive on-the-spot coverage, came out,

generally speaking, better than the other webs, but even they were forced to rely on their own accumulation of cable and background material to stay on the air with the election story. At one point after 11 p.m., NBC was able to pick-up a four-minute segment of a Henry Cassidy report from London which they tape-recorded and broadcast as

(Continued on Page 4)

C. C. Series

Los Angeles — Clear channel broadcasting is being discussed in a series of four programs which began over KFI last week. The first in the series was a brief history of broadcasting given by Nelson McIninch, KFI agricultural director. Three other interviews will explain additional facets of clear channels and their value to broadcasting.

Cheers Polio Victims

Charlotte, N. C.—Grady Cole of WBT received a supply of ten gallon cowboy hats from CBS star Gene Autry to be presented to polio patients in the children's ward at the Memorial Hospital here. Cole will give each child one of the hats, plus a cowboy gun and holster set and will have Autry visit the children here March 5th.

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8425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU
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Phone: Wisconsin 3271

CHICAGO BUREAU
Herbert M. Kraus
188 West Randolph St.
Phone: ANdover 3-6050

SOUTHWEST BUREAU
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Dallas, Texas
Phone: Riverdale 3518-9

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FINANCIAL

(February 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	9 1/2	9 1/8	9 1/8	- 1/8
Admiral Corp.	26	25	25 1/2	+ 1/2
Am. Tel. & Tel.	150 1/2	149 3/8	150	+ 1/8
CBS A	30 5/8	30 1/2	30 1/2	- 1/8
Philco	38 1/2	37 1/2	37 1/2	- 1/2
RCA Common	15 1/2	15 1/8	15 3/8	+ 1/4
RCA 1st pfd.	76	75 3/8	76	+ 1/4
Stewart-Warner	17 3/8	16 1/2	16 5/8	+ 1/8
Westinghouse	34 3/8	34	34 1/4	- 1/4
Zenith Radio	49	47	47 3/4	+ 3/8

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

DuMont Lab.	Bid 18 5/8	Asked 19 5/8
Stromberg-Carlson	Bid 15 3/4	Asked 17 1/4

Sure Sign Of Spring; Seed Company Buys Time

Phil Alampi's new "Home Gardener" series which bowed in on Saturday in the 12 noon to 12:30 p.m. time slot, picked up its first participating sponsor, Wonderlawn Seed, late last week. Contract calls for a 13-week schedule through Garfield and Williamson, Inc., Jersey City, N. J. ad agency. Alampi is WJZ's farm editor.

Morgan Takes New Post

Clay Morgan has been named public relations and publicity counsel for the French Institute, Reginald T. Townsend, president, announced yesterday. Morgan was assistant to the president of NBC for 13 years before resigning last year to establish his own business.

Ivy Leaguers Given Hints On Radio By NBC Execs.

(Continued from Page 1)

to the students for an average of 15 minutes each, and then held 25-minute conferences at the close of the lecture period. Also included in the session was a luncheon.

Ivy League schools which sent representatives included Harvard, Yale, Princeton, Dartmouth and Penn. The reps appeared for, respectively, WHRB, Harvard; WPRU, Princeton; WYBC, Yale; WDBS, Dartmouth and WPNX, Penn.

NBC execs who discussed the secrets of their specialties included Hugh Beville, director of plans and research; Ernest de la Ossa, personnel director; Carleton Smith, director of TV operations; James M. Gaines, director of owned-and-operated stations; John F. Royal, NBC vee-pee, and Walter Scott, eastern sales manager for radio sales.

Student conferences were held with Sydney Eiges, public relations, Van Woodward, scripts; John H. McDonald, finance; Beville, research and plans; James Kovatch, production; George McElrath, technical operations; Mitchell Benson, package program sales; James Nelson, advertising and promotion; Ernest Walling, TV production; Bill Brooks, news and special events; Norman Cash, station relations, and Theodore Thompson, personnel.

Meg Zahrt Will Succeed Lee Hart On BAB Staff

Meg Zahrt, radio and public relations director of Polsky's of Akron, has been named to the BAB staff, replacing Lee Hart, who is on leave of absence, Maurice Mitchell, BAB director, announced yesterday. Miss Zahrt introduced local programs for women while at Polsky's and won recognition in the annual competition sponsored by the National Retail Dry Goods Association. Previously, she did a women's show with WAKR. She will join BAB on March 15.

Brewery Buys News Spot

WCBS, New York, has signed John F. Trommer, Inc. to sponsor the nightly 11 to 11:15 p.m. newscast on Tuesdays, Thursdays and Saturdays, effective at once, it was announced on Friday by Don Miller, WCBS sales manager. Product is Trommers Beer.

George Bryan reports on the 11 p.m. newscast. Agency is Federal Advertising Agency, Inc., New York. The program is sponsored on Mondays, Wednesdays and Fridays by the Odell Co. on behalf of Trol Hair Tonic.

Trout Hospitalized

Dink Trout of CBS' "Lum and Abner" entered Good Samaritan Hospital, Los Angeles, Sunday for major surgery on Tuesday. He'll be out of the show for five weeks. Comic Cliff Arquette joins the cast during Trout's absence beginning March 1.

Renew Jack Benny Show On CBS Until June, 1952

(Continued from Page 1)

charge of network sales, announced Friday. The Benny program moved to CBS from NBC on January 2, 1949. The program is heard Sundays, 7:00 to 7:30 p.m., EST, from Hollywood. BBD&O, Inc., is the agency.

Special Program Planned For Factory Employees

Buffalo—A special early morning show for factory workers in local industries is being aired by WKBW. The station contacted some 800 firms in the area and designed the program to fit the workers needs. Production Parade includes news roundups, weather, sports lineup, service and merit awards made by plants, births, birthdays and marriages. The parade is run Monday through Saturday from 7:15 to 8 a.m.

Aiding Cancer Crusade

Philadelphia—Donald W. Thornburgh, president of WCAU, Inc., has been named chairman of the public relations committee of the 1950 Cancer Crusade, which will be conducted by the Philadelphia division in April, Morris Lloyd, general chairman of the Crusade announced yesterday. Thornburgh was previously vice-president of CBS in charge of the Western division.

COMING and GOING

FRANK STANTON, president of CBS; HERBERT V. AKERBERG, vice-president in charge of station relations; JOHN KAROL, sales manager, and LOUIS HAUSMAN, director of advertising and sales promotion, are in Beverly Hills, Cal., for the meeting of District 9, CBS Affiliates Advisory Board.

JOSEPH H. McCONNELL, president of NBC has returned from Washington, where he was a guest at the White House.

BILL McGRATH, managing director of WHDH, Boston, left last Friday for two weeks in Sarasota, Fla.

JOHN ESAU, general manager of KTUL Tulsa, Okla., in town Friday for conference at the offices of CBS, with which the station is affiliated.

WILLIAM S. BROOKS, vice-president of NBC in charge of news and special events, is spending two days in Chicago.

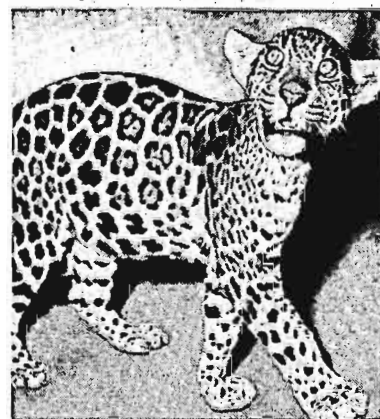
ARTHUR GODFREY's "Mariners Quartet" has returned from Baltimore, where on Sunday they gave a concert of classical music in the Douglas Memorial Church.

PAUL ADANTI, general manager of WHEN TV, Columbia network's video outlet in Syracuse, was a visitor last Friday at the headquarters of the web.

CHARLES WOODS, announcer at ABC, commuting between New York and Miami, where he is heard on the Henry J. Taylor show.

ARTHUR DURAM, video market research counsel for the Columbia network, today will leave for Gainesville, Fla., where tomorrow he will deliver an address before the Advertising in Action Clinic, which is conducted by the Douglas Lehigh Chapter of the Alpha Delta Sigma Fraternity.

"Well, I'll be darned!"



Timothy, the jaguar from South America, seems to be overcome with amazement at what he sees. Maybe Tim is seeing for the first time one of the new hair-dos our young ladies are sporting these days.

Many businessmen are amazed when they see how much their sales have increased after advertising over W-I-T-H. This might be due to the fact that W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area!

Remember W-I-T-H, the radio station that produces amazing results. Call in your Headley-Reed man, he'll tell you the whole W-I-T-H story.



W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

Invite Radio Lawyers To Amer. Bar Meet

(Continued from Page 1)

ford Jameson is the FCBA delegate. Radio lawyers are especially interested in reports to be delivered on taxation, trademark, patent and copyright law.

The tax section will consider a revision of section 102 of the internal revenue code, which imposes additional taxes upon corporations unreasonably withholding distribution of earnings for the purpose of evading payment of surtaxes by their stockholders. Only recently such additional taxes were imposed in the KOMA-KTUL decision of the tax court, in a case where the stations involved withheld the distribution of earnings on the ground that additional funds would be needed for FM and TV expansion, and the court upheld the Commissioner in his additional assessment on the ground, among others, that the taxpayer failed to sustain the burden of proof imposed upon it to establish an immediate need for the use of additional funds. The section 102 committee, of which Jameson is a member, will recommend that the statute be amended so as to shift the burden of proof, except in the most flagrant cases, to the Commissioner and that the additional taxes shall not apply if the corporation can show the

★ AGENCY NEWSCAST ★

WALTER M. CRAMP has been appointed advertising and sales promotion manager of the Industrial Tape Corporation. Simultaneously it was announced that Lincoln Brudno has been appointed assistant advertising manager. Cramp was formerly vice-president of Brooke, Smith, French & Dorrance, and served in executive capacities with Ruthrauff & Ryan and Batten, Barton, Durstine & Osborn advertising agencies. Brudno's previous associations were with Vita-Var Corporation where he was sales promotion manager and art director and production manager for the Mack Truck Company.

GIPPS BREWING CORPORATION of Peoria, Ill. to Kaufman and Associates, Chicago. Budget calls for the largest expenditure for radio and newspaper advertising in company history. Robert E. Jackson is account executive.

NELSON AMSDEN has been named merchandising counselor for Morey, Humm & Johnstone, Inc. He was previously with McCann-Erickson and Neal D. Ivey.

funds are needed in connection with long-term planning, as distinguished from the immediate needs of the corporation.

RAYMOND J. VISCARDI will become vice-president in charge of client relations for Dundon Associates, Inc. on March 1. He has resigned as advertising rep for Fairchild Publications.

GEORGE L. CUMMINGS, art director of Kastor, Farrell, Chesley & Clifford, Inc., New York and Chicago, has been elected a vice-president. He has been with the agency for two years and was previously an art director with Young & Rubicam for six years.

THE AMERICAN SAFETY RAZOR CORPORATION announces the appointment of McCann-Erickson, Inc. for its new camera and accessories line. For the present its development will be on a test basis in a few markets.

DEBBIE O'ROURKE, formerly with WPIX, has joined the Ascher-Schreier publicity firm.

SHIRLEY L. COOGAN is now on the copy staff of Hening and Co. of Philadelphia. She was formerly with Gary & Rogers.

EAST SMITHFIELD FARMS, INC., Philadelphia cream cheese producer, to Gray & Rogers.

Heavy Sales Increase Forecast By Motorola

(Continued from Page 1)

will more than double sales volume of \$15,200,000 for the corresponding period of 1949.

Expect Rise In Auto Radios

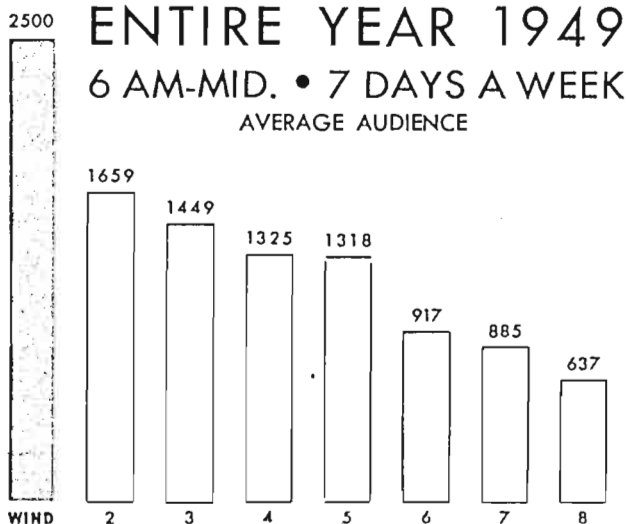
Motorola car radio sales should be 50 per cent greater than last year, he added. Reports from the field indicate that a much higher percentage of new cars is being delivered without radios, resulting in a greatly expanded "after market" demand, Galvin said.

University FM Station Will Go On Air March 1

Boston—Opening day ceremonies of WBUR-FM on March 1 will include talks by Governor Paul Dever, Mayor John Hynes of Boston and Dr. Daniel Marsh, Boston University president, Dean Howard M. LeSourd of the college announced last week. The educational FM station will be staffed entirely by students from the radio division of the university's school of public relations and will feature news, music, drama, discussions and forums, LeSourd also revealed.

WBUR-FM will operate on a frequency of 90.9 megacycles with a power of 400 watts.

W-I-N-D is FIRST IN CHICAGO HOMES PER DOLLAR



SOURCES: Pulse of Chicago, Jan.-Dec., 1949; Standard Rate & Data; Figures based on Chicago Metropolitan area, 50-word ann., max. discount; All nets & leading independents included above.



560 KC-5000 WATTS • CHICAGO, ILLINOIS • 24 HOURS A DAY • KATZ AGENCY, INC., REPRESENTATIVES

Atmospheric Storms Hurt Election Returns

(Continued from Page 1)

a shirrtail on the story. As soon as Cassidy finished, however, reception again became unintelligible.

Mutual, which used AT&T feeds, aired a round-table show from 10:30 to 11 p.m. during which the reception of London-originated comment was pretty good until the last seven minutes when the air went dead and was filled in by domestic commentators.

CBS Loses London

CBS, another network which has planned heavy on-the-spot coverage of the election returns, was unable to air a London pick-up on their 11 p.m. newscast. A special half-hour election program from London, scheduled for 11:15 p.m. to 11:45, was pretty well cancelled out when the Columbia engineers lost London after the first two-minutes of static. CBS was obliged to use background music until 11:30 p.m. when another attempt to get London was made. This, however, also failed, and the CBS newsroom aired the latest cable news for a few minutes and then reverted to music.

ABC news, which experienced difficulty after 11 p.m. in picking up London, used earlier recorded BBC "color" pick-ups on the 11 p.m. news show, and filled-in time allotted to pick-ups with local newscasters reading bulletins which had been cabled here from England.

NBC Claimed A Beat

A hassle on the election coverage developed early Friday afternoon with the claim by NBC of a clean newsbeat over all stations, networks and press wire services when they aired a direct pick-up from London at 1:30 p.m. (EST) during the course of which Henry Cassidy, NBC newsman said:

"So Labor has won the British election. The 313th seat in the new House of Commons which means a majority in that house and which means that labor can have a government in this country, has just come in. It came from a district called Central Ayrshire which is in Northern Scotland where labor returned to power Mr. A. C. Manuel who got a 1,962 majority over his Conservative opponent. That is a new constituency and that 313th seat in the House of Commons means that labor has a majority. But it is still so small that there is doubt whether a labor government can manage to hold on to power in this country for the next five years."

WFDR Also Makes Claim

WFDR, however, said they broadcast a Reuters dispatch at 1:23 p.m. saying that Labor had defeated the Conservatives but still could lose control of the House via a Liberal-Conservative coalition. Several of the networks also broadcast this dispatch at about 1:30 p.m.

Labor's victory was flashed by the other networks at 3:24 p.m. by ABC, at 3:30 p.m. by CBS and at 3 p.m. by Mutual.



By SID WHITE

Man About Manhattan. . . !

● ● ● WEEK-END CUFF NOTES: Don McNeill, of the ABC Breakfast Club, may move his headquarters from Chicago to New York to be closer to some sponsors who've big television plans for him. McNeill until now has been a TV holdout, but has been quietly grooming himself for the sight and sound medium. . . Friends of Ralph Weil, gen'l manager of WOV, N. Y., believes he is the logical successor to Ted Cott as head of the indie station group within the ranks of NAB. Cott will resign the post following the April NAB convention. . . When the All-Radio Presentation committee cancelled the March 1st date for showing of the industry film, "Lightning That Talks," in the ballroom of the Waldorf-Astoria, they're reported to have forfeited \$2,500 deposit on the date. . . Robert K. Adams, former national production manager for NBC, joining Gale, Inc., as head of their radio and television dept., concentrating on building and selling of new radio and TV packages. He'll also handle artists managed by Moe Gale. . . Carnegie Hall commentator, Gene Hamilton, can thank an argumentative cab driver for saving his life. En route to the L. I. Railroad, his driver took time out for some words with another cabbie and the genial Gene missed his train—the very one which later crashed and took a total of 30 lives.

★ ★ ★

● ● ● IN ONE EAR: Buddy Rogers getting plenty of complimentary mail over at ABC for his exciting daily "Pick A Date" stanzas. Buddy's charm and graciousness in handling his guests is gonna make him another Tom Brenaman, if he doesn't watch out. . . Ford Bond and Albert Black, who've merged forces for TV packaging, have come up with "After Hours Club," starring Fred Robbins, which bows in over CBS-TV March 3rd. Show has been signed for 26 weeks, with Philco and Winston Television Stores picking up the tab. . . Top radio and TV execs flocking daily to the Health Roof atop Grand Central Palace. . . Earl Wilson reports that Margaret McBride will make herself an extra \$150,000 a year now that she's no longer local. . . Used to be that the best vocalists of the day were those singing with bands. Can't think of any ork around now with an outstanding warbler.

★ ★ ★

● ● ● WELL, FOR TYPING OUT LOUD: You've heard of those swank spots where they stop serving while artists like Rosita Serrano or Edith Piaf are on? The owner of a west side saloon is so nutz about M. Berle that no drinks are served during his Texaco show. . . The town's chuckling over columnist Sid Schalit's comment about "Lassie" being dropped by his radio bankroller. "The sponsor," said Sid, "must have figured Lassie's bite was worse than his bark." . . No one in radio's history has won more citations from civil, military and inter-faith organizations than Kate Smith and she rates another low bow for her great new Friday nite Variety Hour via Mutual. . . The new technique on some video variety shows is to bring in a new emcee every week. But what's the diff—they all use the same jokes anyhow. . . Gorgeous George was telling publicist Art Franklin (now producing television packages) that he would like to become a disc jockey. "What would you spin," asked Art, "records—or people?" . . The only thing Billy Rose has on WJZ disc jock, Joe Franklin, is seniority. Joe broadcasts nightly, is program consultant for WPAT, makes a G a week on the side producing vaude shows, lectures, transcribes "Main Street Memories" and now will produce Eddie Cantor's first concert in N. Y. in over 10 years at the Carnegie March 21st. On his lunch hour, he's planning his annual "Joe Franklin Varieties," vaudeville theater in the Earl Carroll and Ziegfeld tradition.

Okay 4 New Stations, Other Activity At FCC

(Continued from Page 1)

only, included a permit to the Pochontas Broadcasting Company, Welch, W. Va., for operation with one kilowatt on the 1150 band; a grant to Ohio Valley on the Air, Inc., Gallipolis, to operate with 250 watt on the 990 band, and a grant to Clatsop Video Broadcasters, Astoria, Ore., for the 1050 band with 25 watts, on condition that Leroy I. Parsons first dispose of his stock in KAST, Astoria.

Reaffirms Grant To WLAP

The Commission reaffirmed its grant of the 630 band, with one kilowatt night and five kilowatts day, to WLAP, Lexington, Ky. Turned down were Queen City Broadcasting and Scripps-Howard (WCPO), both of Cincinnati. WCPO presently operates on the 1230 band with 250 watts while WLAP is on the 1450 band with the same power.

The award was on the ground that it would lead toward "a more fair, efficient and equitable distribution of radio facilities among the various communities," the Commission said. The original proposed decision favoring WLAP appeared in May, 1948, following hearings in February, 1948. A final decision, still granting the WLAP application, appeared in March, 1948, after which the case was reopened and a new proposed decision issued in October of last year.

Commissioner Robert F. Jones dissented, explaining that for reasons of coverage and interference he favored the WCPO application.

Oregon-Washington Broadcaster, Hood River, Ore., were granted a permit for unlimited operation with 250 watts on the 1340 band.

KVOL, Lafayette, Ind., was permitted to change from the 1340 to the 1330 band, upping its power from 250 watts to one kilowatt, with the same power boost okayed for KUGN, Eugene, Ore. KUGN will go from the 1400 to the 590 band.

Power Increases Approved

Power boosts were okayed for WKMH, Dearborn, Mich., which increases its daytime power on the 1310 band to five kilowatts, staying at one kilowatt nighttime, also for KPQ, Wenatchee, Wash., which goes from one to five kilowatts on the 560 band, and for WAYS, Charlotte, N. C., which increases its nighttime power from one to five kilowatts on the 610 band.

The Commission also approved the sale of WSNJ and WSNJ-FM, Bridgeton, N. J., by Elmer Wenzel, unsuccessful New Jersey gubernatorial candidate last year, to Paul Alger and Russell S. Henderson for \$82,500 plus unpaid dividends and preferred stock at closing date. Control of WWSC, Glens Falls, N. Y., passes to the Glens Falls Post Company, with the Commission approving the sale of a 50 per cent interest by Martin Karig and Alexander Robertson for \$10,000.

★ **THE WEEK IN RADIO** ★

... Open Season For Awards

By BILL SILAG

THE first of the year having come and gone, radio is now at the height of its award season with designations and nominations of the past year's "best" shows inundating all radio news desks. Announced last week were the awards of the National Conference of Christians and Jews and the Southern California Association for Better Radio and Television. Specific national programs and personalities cited by these groups included the "NBC Theater," "The Tuggles," Mollie Berg, Jack Benny and Elaine Carrington as well as a host of others.

Spot news coverage by webs and local stations was emphasized last week what with the occurrence of such headline grabbing events as the British general election, the Vogeler spy trial, the Long Island Railroad disaster and the death of Lavern Roach, the boxer, following injuries sustained during a New York bout.

On another news front, sports, webs and regional webs have announced extensive game broadcast plans covering the American League and some minor league games. The National League has yet to announce any overall broadcasting plans.

The long-drawn-out controversy between the New York Chapter of the Radio and Television Director's Guild and the major webs and WOR over terms of the director's 1950 contracts seemed about to draw to a close.

C. E. Hooper, the rating-man, in a letter to the NAB, ANA and AAAA, declared that a "multiplication" of audience measurement services exists, and suggested that these be subjected to examination to determine the soundness of services and the

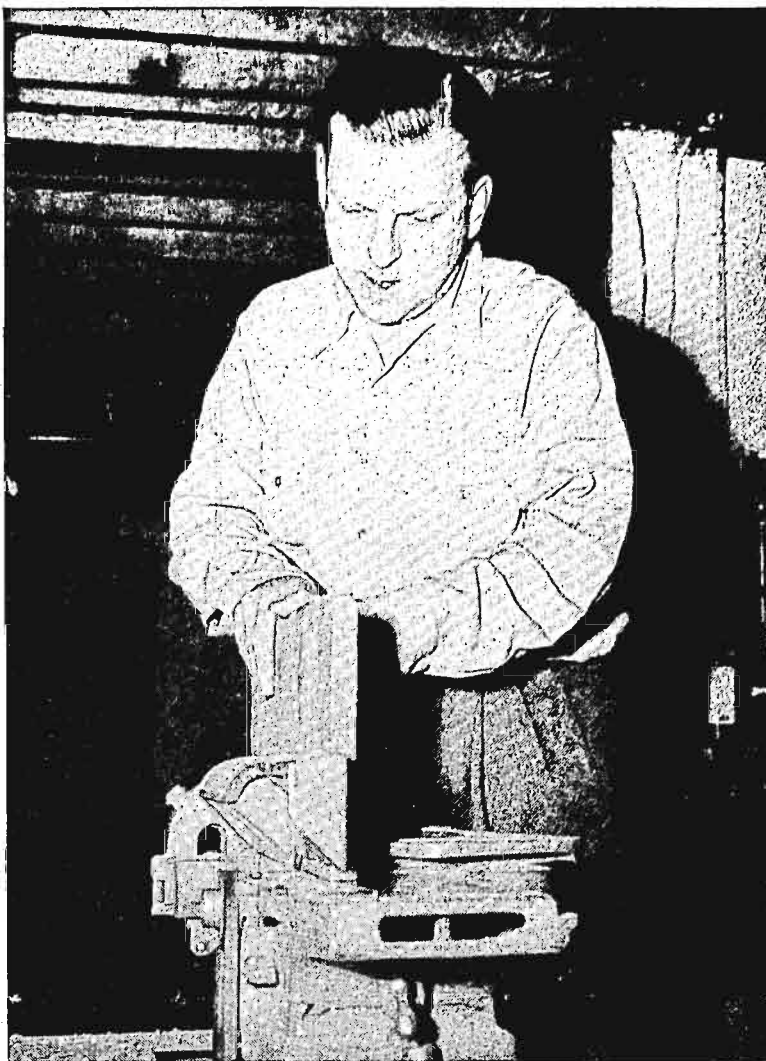
costs to subscribers of the service.

Rating-wise, CBS took the bow of the week with the word that for the rating period of January 15 through 21, Nielsen gave 17 of the "Top Twenty" rated positions to Columbia.

The 1949 Annual Report of the Admiral Corporation, released last week, dramatically pointed up the RADIO DAILY analysis of the recent strong bull activity on the New York Stock Exchange of radio and TV shares with the information that Admiral's 1949 earnings were up more than double over '48's for a net of \$8,239,582 on \$112,004,251 income. Admiral reported that earnings per share on 1949 business amounted to \$4.12 as compared with \$1.82 per share in 1948.

The FCC announced that it was ready to proceed with its fight to do away with giveaway shows. . . . President Truman announced the formation of a temporary Communications Policy Board of five members with Dr. Irving L. Stewart as chairman. . . . and Don Tatum, Don-Lee vee-pee, was elected chief of the California State Broadcaster's Association.

Plans for the formation of a new five-station regional web in Colorado were announced with KFXJ, Grand Junction, as key station. Other members are KIUP, Durango; KUBC, Montrose; KRAI, Craig; and KOIN, Glenwood Springs. . . . and America was reported winning one phase of the cold war with the word that ROT-Weiss-ROT, the army station was leading in Austrian popularity over Russia's Ravig by 61.8 per cent over 17 per cent. Britain trailed with 16 per cent.



Plane Fact: He Makes Furniture Sales Too

Amateur cabinetmaker, professional commentator, he's as skillful in producing business as he is in working wood. Says Mr. Ralph C. Bromwell of *Bromwell Furniture*, Summerland, Calif., to Station KDB, Santa Barbara:

"Campaign featuring Mutual's Fulton Lewis, Jr. has been amazingly successful. On his first broadcast I gained \$630.00; on the second I again had unusually good results with sale items.

"So many new faces have come into our store, actually mentioning the program, that it has certainly kept us busy. It has proved to us that radio reaches into homes. . . ."

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost, with pro-rated talent 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).

Baby Snooks Preferred In Grade School Poll

Hazleton, Pa. — Baby Snooks and the Straight Arrow shows top the list of favorite programs selected by elementary school children, according to a group of papers written recently for a Hazleton teacher. The teacher, Miss Grace Kleckner, asked for a composition on the subject, "I received a Radio for Christmas," and the students were also requested to give their top three selections of radio shows.

WAZL compiled a list of the votes which showed Baby Snooks, first with 62, and Straight Arrow, second with 56. Sam Spade was third with 36, and Roy Rogers, fourth with 30.

Program To Honor Johnson

ABC will air a special half-hour program Tuesday, February 28 at 11:35 p.m. (EST) when it broadcasts a portion of the Gala Testimonial to Edward Johnson, retiring general manager of the Metropolitan Opera Association. The program will include a special opera pageant and ceremony honoring Johnson.

Community Turns Out To Honor Broadcaster

(Continued from Page 1)

pay their respects to Mutual's gabber Bob Poole.

A joint Wilkes-Barre Day and Bob Poole Day was celebrated Friday when local schools closed and local industries ceased work for the hour that Poole was on the air, originating his show from here.

Engineered by Augustus W. Grebe, the general manager of station WBAX, Mutual's local affiliate, the stunt brought Poole gifts from more than 100 Luzerne Valley manufacturers and industrialists, a proclamation from the Mayor and the hearty applause of residents of highly industrial districts.

About 150 local industrialists installed public address systems in their plants in order that workers might hear the Poole broadcast. The response to the program was so great that arrangements were made to rebroadcast the full show at 9 p.m. Friday night. The rebroadcast was plugged with spot announcements over WBAX from 4 p.m. through rebroadcast time.

Storecast To Enter New York Market

(Continued from Page 1)

tion, WYOU, Inc., will use the call letters WIFE for the WMCA-FM spot. Originally, the call letters WYOU were to be used, but they were taken by another station.

Joseloff is president of WYOU, Inc., and will hold a 10-per-cent interest in the business. Nine other persons will also hold like shares. They are: John B. Kelly, chairman of the board; Joseph Lang, first vice-president; Paul F. Harron, secretary; Ben Gordon, treasurer; P. J. McCall; Douglas Arthur, Barbara Joseloff, Gloria Hirtz and Betty Gordon.

Programming of WIFE will be "pretty much conventional," with the exception of the daytime hours when programs will be devoted to Storecast, Joseloff said. The station will not be used as a wired music service, he added.

M. Laurence Kaufmann will serve on the board, though not a stockholder. Studios and transmitter will be located in the Chanin Building, 122 East 42nd Street.

WMCA-FM will remain on the air as a duplicate operation of WMCA until FCC approves the purchase by WYOU.

WMCA had previously intended to close its FM operation at the end of 1949. Station execs reported at the time that the station had losses of \$25,000 yearly.

Negotiations were handled by Frank Stapleton, of Engel, Judge and Miller and John Morgan Davis for the new firm and Louis Colman of Goldwater and Flynn for WMCA.

Storecast now operates in other large markets to provide programs for stores.

Lone Ranger Audience Reported Expanding

The "Lone Ranger" aired thrice weekly over 110 ABC stations, has an audience of between eight and ten million radio listeners, and a video audience estimated at nearly 2,500,000, it was revealed on Friday following a web survey.

According to ABC, the radio version of the "Lone Ranger" ranked first among all multiple week nighttime programs on all webs from October through December, 1949. During the same period, with an average Hooperating of 10.2, the cowboy saga ranked fifth among all ABC evening programs.

The program is sponsored on Mondays, Wednesdays and Fridays from 7:30 to 8 p.m. (EST) over the 110 ABC stations by General Mills, Inc. In addition, it is sponsored over 36 Southeast stations by the American Bakeries Co.

General Mills sponsors the video version of the "Lone Ranger" over 33 TV stations on the ABC video network; and American Bakeries sponsor it on seven non-connected ABC-TV affiliates in the Southeast.

California Commentary

By ALLEN KUSHNER

BOB GARRED, recently switched from CBS to ABC for his daily news broadcasts, may become a coast-to-coast feature of ABC within three months. If the deal goes through he will become the first news broadcaster to do a regular national chore from the West Coast.

Fran Van Hartesveldt is in a unique, but enviable position, producer of the "Gildersleeve" radio program, he has a television show, as yet unreleased, for which three networks—ABC, CBS and NBC—are bidding. It is "How Wrong Can You See?"

Hattie McDaniel, star of CBS' "Beulah Show" is one of the most avid collectors in Hollywood. She collects everything she can get her hands on, but most of her collections were started by something some fan sent her, and most of the items in her collections were contributed by fans. She has many fans in Japan and China where her pictures have always been very well received.

Donna Fargo's Teleparancies which made such a big hit at ABC Television Center recently when ABC-TV hosted most of the agency and TV people in Hollywood, is scheduled for national distribution in the very near future.

KECA-TV's brilliant and popular young program operations manager Carol Howard is leaving ABC in Hollywood to marry WENR-TV, Chicago's Jimmie Valentine. Marriage will take place in Carol's home town, Washington, D. C. on April 22nd.

The Trouble With The Truitts—family comedy—scripted by Frank and Doris Hursley, was cut last Monday at NBC. . . This is the mysterious package which NBC will keep under wraps until, as they say, "special time is available."

Sibyl Bowan, comedienne, etched a 15-min. transcribed show of her original singing impressions, which Larry Finley will release to radio stations the middle of March.

Title of Gertrude Niesen's TV show will be "Private Eye-ful," a musical comedy series on which she and writers have been huddling for months.

Irene Ryan of the Bob Hope air-

show will make an eight-week theater tour this summer. . . Tom Corradine has been appointed director of film at KTTV, according to an announcement just made by Robert M. Purcell, program director.

Elliott Lewis is now an instructor of radio acting and direction at UCLA in addition to his other stints. Such ambition!

Frank Lovejay's new airshow "Night Beat" over KFI and NBC has created a terrific interest. He plays a newspaper columnist and does more than a convincing job. The writing by Larry Marcus and the direction of Warren Lewis makes this show tops.

Maestro Frank DeVol is now busy writing a "United Nations Suite" which he'll record in album form for Capitol this spring, featuring songs dedicated to members of the U.N. He plans to introduce part of the suite on the CBS Oxydol Show.

It's good to have Jack Smith, Margaret Whiting and Dinah Shore back at CBS's Vine Street Studios once again.

The Garry Moore show on CBS, occupying a full hour in mid-day, is destined to leave the air in March, from present indications. While Moore has had several opportunities to sell his program as a thirty-minute package, he has refused to trim it. No sponsor has appeared, it seems, willing to foot the bill for sixty minutes.

Hollywood hears that wrestling's ban against telecasts in the Los Angeles area can be expected to spread to grunt and groan parlors across the country. Johnny Doyle, representing rasslers on the local circuit, pulled the switch on video last week and L.A. sports writers quickly predicted that bans against TV at boxing, baseball and football soon would follow.

Paramount Pictures is making extensive use of television for motion picture exploitation. A six-minute film showing John Payne homecoming events in Roanoke, Va. in connection with the recent world premiere of the Pine and Thomas production "Captain China," is being supplied to TV outlets throughout the country.

Menjou Sold In South

Meet the Menjous, featuring the actor and his wife, Verree Teasdale, has been bought by The White Lilly Flour Company of Knoxville, Tennessee for three markets in Tennessee and South Carolina, Frederic W. Ziv announced.

TV Audience Growing

Hollywood—An estimated 400,000 television receivers are now in the Los Angeles area, according to William J. Quinn, Electric League managing director. Sales in January were 46,384. The total of sets in the West is now placed at approximately 750,000.

Westinghouse-Movie Tie

Westinghouse Electric Company will synchronize its campaign in behalf of its new television line with a United Artists release, Champagne for Caesar, giving the film the benefit of \$500,000 in national advertising. The company will use the film and its stars to bombard dealers and consumers through media used.

Brown Drops Commuting

Allen Brown, WINS and WMMW, Meriden, Connecticut disc jockey, has dropped his New York program because of commuting difficulties. Art Scanlon will replace Brown on WINS, from 8:30 to 9 a.m.

Over 500 To Attend Midwest TV Session

(Continued from Page 1)

cording to "Red" Quinlan, director of publicity. Last year's attendance was 300.

Entertainment highlight of the conference will be a Gridiron Banquet, patterned after the famous roasting sessions given by the Washington newspaper correspondents. The affair is expected to satirize some of the biggest names and prevalent practices in the TV industry. The program planned for Monday night, is still under wraps, but its taking rapid shape under the "evil" genius of Ernie Simon and his cohorts on the gridiron committee.

Speakers Listed

Several men have been added to the list of outstanding speakers for the conference. They include Joe McLaughlin, advertising manager of Kraft Foods, Chicago, who will make one of the keynote addresses; Alexander Stonach, national director of TV program operations for ABC at Seymour Mintz, advertising manager of Admiral Television, Chicago, both of whom will speak on Monday panel concerning time buying and selling.

Martin Codel, editor of TV Digest will appear on the color television panel, which will be moderated by Clifton Utley; and Russ Johnson, vicepee of Jerry Fairbanks Films, New York, will participate on a panel on Future Trends in TV, which includes Bob O'Brien of Paramount Theaters, and H. Z. Bonfig, vice president of Zenith.

Another addition to the speaker roster is Wesley I. Nunn, advertising manager of Standard Oil, Chicago, who will talk Wednesday on Public Service in TV.

Heavy Reservations For Chi. Trade Show

Chicago—The 1950 Parts Distributors Conference and Show to be held from May 22 to 25 already has more than 1,200 advance registrations and is expected to attract record attendance, Kenneth D. Prince, show manager reported last week. Prince met with Alec K. Gianaras, chairman of the industry relations committee of the representatives of Radio Manufacturers, Inc. to discuss transportation problems.

NBC
CHEVROLET - TELE - THEATRE
 Presents
CHARLES WINNINGER
 in
THREE SMART GIRLS
 Produced by
VICTOR McLEOD
 Directed by
BARRY BERNARD
TONIGHT AT 8 - CHANNEL

TELEVISION DAILY

Section of RADIO DAILY, Monday, February 27, 1950 — TELEVISION DAILY is fully protected by register and copyright

RCA EARNINGS ROSE DURING 1949

TELE TOPICS

INTERNATIONAL SHOE CO., of St. Louis, has signed with ABC to sponsor Sunday afternoon half-hour on the web beginning in May. Program details have not been announced but it is believed the firm will pick up the tab for half of the four-long "Super Circus" stanza originating in Chicago. Canada Dry also bankrolls half the show. . . . Every week on their M show, Tex and Jinx McCrary make an award for acting. Last week, for the first time, it went to a video actor, Theo Goetz, for his work in "The Karpoldi Letter" on Colgate Theater. Goetz, who plays Papa Bauer on the CBS soap "The Guiding Light," has three more TV shots lined up following last Sunday's performance.

PREPARATION for the debut of its new Saturday nite revue, NBC last Tuesday flew actor George Raft from Hollywood to Chicago, where he was to be featured in Jack Carter's portion of the show. Raft became ill on Thursday, however, and Friday morning the web flew Franchot Tone from New York to the Windy City to fill in. Meanwhile Raft's bit in the stanza was rewritten. . . . Meliza Korjus has been signed by Black, Rogers & Reisbeck, Hollywood package firm, for a new musical series to be directed by Tibor Fajer.

DOCUMENTARY attempting to point up what happens in a man's mind to make him a traitor to his country will be aired on "Newsweek Views The News" over DuMont tonight. Titled "The Casebook Of Treason," the program will bring to the cameras principals in recent trials including Whittaker Chambers and Hedda Hoss as well as Peter Pirogov, refugee Soviet pilot. Dr. Hugo Wolff, chairman of the American Federation of Scientists, also will take part and John Daly will be narrator. . . . Erstwhile disc jockey Fred Robbins will star in "After Hours Club," to be sponsored by Philco and Winston Torres on WCBS-TV beginning Mar. 3. According to producers Ford Bond and Albert Black, show will "feature the intimacy of a boite." Ken Hart will supervise.

RCA SAID to be making a pitch for "The Clock," mystery series recently cancelled by Lever Brothers on NBC. . . . NBC being swamped for membership in Sniffin's Secret Society," presided over by Mr. Sniffin, a puppet who speaks three languages, plays guitar and xylophone and bakes cakes. Lucille Hudiburg is the producer. . . . Ben Grauer replaces Warren Hull on Doubleday's "Warren Hull Show," which quite naturally becomes the "Ben Grauer Show." Alan Neuman directs for NBC and John Munhall is writer and producer.

TV Lesson For School Teachers

Philadelphia — More than 30,000 school teachers and principals, members of the American Association of School Administrators, will get a first-hand demonstration of TV's role as an educational medium Tuesday when WFIL-TV will present a special showing of two programs designed for in-school viewing to the organization's convention at Atlantic City. Programs scheduled to be seen on a three-by-four-foot Video screen in Conventlon Hall are "Billy Penn, M.C." and "Science Is Fun." Former is a 15-minute period of civics instruction, while the latter features laboratory demonstrations. Scripts for the school shows are written by Katherine Bovaird and Lyde Ickler, of the radio-TV committee of the Philadelphia Board of Education, which cooperates with WFIL-TV in presenting the weekly stanzas.

WNBT Signs Norris To Head Daytimers

WNBT will inaugurate daytime programming in May, building a two or three-hour noontime schedule around Kathi Norris, emcee of WABD's commercially successful "Your Television Shopper," who moves to the NBC flagship at that time.

Miss Norris will do a daily show on WNBT at 11 a.m., the same time she is now seen on the DuMont station. It is believed that some of her six sponsors on WABD will make the change in stations with her. Miss Norris was represented in negotiations with NBC by her husband, Wilbur Stark, of the Stark-Layton package firm.

WABD will continue "Your Television Shopper" with a team of six

Brewery To Sponsor Cleve. Team On WXEL

Cleveland—All home games of the Cleveland Indians will be scanned by WXEL under sponsorship of Standard Brewing Co., through Gerst agency, it was announced last week. Total of 79 games will be carried beginning opening day of the season, April 18.

In addition, WXEL will send a staff photographer to the team's training camp in Tucson, Arizona, to film training activities. Films will be aired as a regular 15-minute program for Standard twice weekly during March and April.

women, each an authority in some field of interest to homemakers and each making two or three appearances a week.

Webs Encroaching On Spot Biz; Stations Warned By Flanagan

A warning of network encroachment on national spot business was voiced last week by T. F. Flanagan, managing director of the National Association of Radio Station Representatives.

In a letter to all TV stations not owned by networks, Flanagan pointed out the importance of spot business, "with its high net return," to the economic well-being of stations and said that no outlet "can live on the few pennies out of the advertiser's dollar that it nets from a network sale of time.

Warns Against "Short Step"

"When the networks begin to encroach on spot business," he said, "through any of the many current devices that they are trying, they are starting a practice which knows no end. It is a short step from sale of national spot advertising, through network origination, with low in-

come to the station, to the time when the networks will begin to solicit and offer all spot advertising. It is not a long step from national spot advertising in network participation shows to network chain breaks instead of the logical and proper station break.

"The danger to what is obviously a healthy future for spot television is in these attempts of the network to encroach upon spot business. The services of a network are understood by all and need no defense. It is the moving in on national spot business to which we object."

Flanagan said the situation was highlighted by the recent charges of monopolistic practices brought against NBC by DuMont. NBC last week eliminated from its Saturday night program plan the option, provisions termed objectionable by the FCC.

Sarnoff, Folsom Stress Growth Of Video

(Continued from Page 1)

equivalent to \$1.58 per share of common stock, as compared to \$24,022,047 in 1948 when earnings after payment of preferred dividends were equivalent to \$1.50 per share.

The net profits, all after deductions, was 6.3 per cent of the gross income in 1949, compared with 6.7 per cent in 1948. Total gross income from all sources amounted to \$397,259,020, representing an increase of \$39,641,789, compared with the total of \$357,617,231 in 1948.

Growth Of TV Emphasized

Referring to 1949 as "an outstanding year of progress," Chairman Sarnoff of the RCA board and Frank M. Folsom, president of RCA, issued a joint statement in the course of which they emphasized the progress of television. Said this portion of the statement:

"During 1949 the tremendous growth of television set the pace for the entire radio industry. The number of television stations in operation throughout the country increased from forty-seven at the beginning of 1949 to ninety-eight at the opening of 1950. As many of the new stations came on the air, additional markets for television receivers were opened. In twelve months, television receivers in American homes increased from 1,100,000 to approximately 4,000,000. Industry sales estimates indicate that about 4,000,000 additional television receivers will be manufactured in 1950.

"Sales of radio receivers and Victrola phonographs, while excellent competitively, were lower than in 1948. During the last quarter of 1949, however, radio and Victrola radio-phonograph sales developed an upward trend, which is expected to continue through 1950."

This month (February, 1950) RCA Victor produced its millionth television receiver. It is pointed out in the report that, despite a number of major plant expansion projects, public demand for RCA Victor television sets at the year-end continued to exceed the division's capacity to produce. A new television tube plant, acquired in March at Marion, Indiana, was producing picture tubes in September. The luminescent powder plant, a unit of the RCA television tube plant at Lancaster, Pennsylvania, was more than doubled in capacity. Cabinet production was increased approximately 50 per cent by additions and alterations in the factory at Monticello, Indiana. Expansion and increasing rate of sales are expected to continue during 1950.

COAST-TO-COAST

Basketball Broadcast Stopped
Meriden, Conn.—The Sons of Italy Basketball Club announced that WMMW will not be allowed to broadcast any more of the local team's basketball games. The action was voted by the club because they believe that the play-by-play broadcast caused a great loss in gate receipts.

WLOW Engages Business Mgr.
Norfolk, Va.—Joseph B. Matthews, former manager of WIRK, West Palm Beach, Florida, has joined WLOW, as business manager, according to an announcement by Robert E. Wasdon, vice-president of Commonwealth Broadcasting. Matthews, with 18 years radio experience, is former manager of WCMI, Ashland, Kentucky and WGKV, Charleston, West Virginia, and had previous experience in the South-west.

Jewish Music Series On WCSC
Charleston, S. C.—The Jewish Community Center in co-operation with WCSC is presenting a series of programs to celebrate National Jewish Music Month. The programs are heard at 4:45 on Sundays over WCSC. Typical liturgical and folk music, as well as Israeli music, is being presented. Cantor Jacob Renzer will sing some of the songs, while Mrs. Pearl Baum, director of women's programs for WCSC, will act as narrator.

WDAR Aids Polio Drive
Savannah, Ga.—WDAR in its effort to assist the March of Dimes Drive for funds, devoted its entire three-hour disc jockey show on Saturday night, called the Julian Silver Show, to the solicitation of additional contributions. Members of the staff gave their time and automobiles to collect pledges that were made by telephone by the listeners who called in to request tunes and pledged amounts from 50 cents to \$10.

Leahy Tells Story
Detroit—The story of the reported one-million-dollar coaching offer to Coach Frank Leahy was revealed for the first time by Leahy in an exclusive interview with Harry Wismer over WJR. The rumor of a fabulous ten-year contract at \$100,000 a year to coach professional football made sport headlines across the nation, but Leahy clarified the story during his WJR interview. The coach said he wouldn't sell his loyalty to the University of Notre Dame for even a million dollars.

Comedy Show Premiere
Stamford, Conn.—A new program combining records, comment and dialect comedy made its debut Tuesday night, February 14th, over WSTC and WSTC-FM. Starred on the show are Ernest Hartman and comedian Joe Lombardi. The program is aired every Tuesday and Thursday at 10:30 p.m.

WINDY CITY WORDAGE

By HERB KRAUS

● ● ● Rose Dunn, producer of "Stop The Record" over WGN-TV, back from a trip east, where she had been making contracts for syndication of her highly successful show. . . . Is Tony Weitzel, DAILY NEWS town crier, going into television shortly? . . .

Chicago It looks like agent Herb Bailey is about to sign him to a long-term exclusive contract with one of the larger networks. . . . Hal Frye, radio and TV character actor, is getting to be quite a regular on WGN-TV's "Mystery Playhouse." Hal is about the mildest mannered "heavy" in the business.

☆ ☆ ☆ ☆

● ● ● LET THE VIEWER BEWARE: A group of biochemists in Chicago are reportedly studying the genetic effects of the Beta rays omitted from the screen of your TV set. . . . Your descendants may look like fugitives from an atomic-bomb raid if you watch your set too long. This may bring the four-inch screen back to the living room. Which will send the old man screaming out to the back porch.

☆ ☆ ☆ ☆

● ● ● Irv Kupcinet, who wasn't able to get together with Evans Fur Company for a TV show, may pop up as the emcee on a Chicago version of Ed Sullivan's "Toast of the Town." . . . There will soon be more newspaper people in television than Broadway alumni in Hollywood. . . . Jerry Saxon, former corporal of the "Night Watch" over WIND, considering several affiliations, but loath to leave the Windy City. . . . Chuck Reynolds, WJOB Hammond announcer, who did such a fine job with the Hornet football games, has been in town conferring with various station execs. . . . Kling studios completing work on a TV commercial campaign for Brach candy through J. Walter Thompson. Also making film clips for Illinois Meat Packers through Phil Gordon Agency.—Bob Young and his missus hosting the press at the Ambassador last Thursday. NBC's "Father Knows Best" is his raison d'être in Chicago.

☆ ☆ ☆ ☆

● ● ● Hal Tate Productions is now located at 831 South Wabash, in the same office as Hollywood Enterprises. Hal's "Whos' Talking" series doing well on many stations which have requested a four-week trial. . . . "The Quiet Answer," Brotherhood Week documentary written by WBBM staff member Skee Wolff and narrated by Fahey Flynn and Dave Moore, has been made available to all networks and stations. . . . The Easy Aces tell the story about the N'Yawk disc jockey who tried to save water for the city. . . . and got a lukewarm reception. . . . Belated thanks from this corner to The Pine Boys of Brooklyn who gave us a blushing mention in their column some weeks back. . . . Ditto to Len Allen, hard-working editor of "Chicago After Dark" who also threw some kind words our way. . . . Two well-known commentators on the political scene speak to Chicago audiences this week-end. . . . Col. Robert R. McCormick talks from Madrid, Spain, during intermission on "Chicago Theater of the Air" over WGN Saturday. . . . Henry Wallace, Progressive party candidate for president in 1948, talks over a nation-wide ABC network tie-up from the stage of the national Progressive Party convention. WENR airs the speech at 11:15 p.m. Friday.

☆ ☆ ☆ ☆

● ● ● Wendel C. Campbell, WCCO general manager, takes over at CBS in Chicago as western sales manager this week. . . . He succeeds Don Roberts. . . . Gene Wilkey of WCCO upped to general manager of the Minneapolis CBS outlet. . . . David Poler, tenor who has appeared extensively on WGN's "Theater of the Air," sings the leads in "La Traviata" and "Carmen" with the San Carlo Opera Company March 16-19 at the Opera House. . . . Watch for fireworks at the Second Annual Chicago TV Council Conference here March 6-8 when Bob O'Brien of Paramount and H. C. Bonfig, Zenith Veep, square away on the same panel. . . . It'll be theater TV versus phonevision.

PROMOTION

Educational

For the fourth year, WCAE Pittsburgh, has issued their ninth a series of semi-annual bulletins listing the educational programs to be aired throughout the coming school year. The bulletin is prepared by WCAE in cooperation with the Pittsburgh Public Schools, the Carnegie Library of Pittsburgh and the Western Pennsylvania Safety Council and is distributed to all the Carnegie Libraries in the area, the various elementary schools and educational institutions and other outlets interested in educational programs for children. The bulletin describes the various subjects that will be presented on each program and the dates they are to be heard.

WOV Seeks Recipes

A promotional campaign to highlight the Italian food industry's sales has been started by WOV. The station will run announcements on the non-Italian morning and evening shows inviting listeners to send in Italian-style recipes and to Italian wines and foods.

The station will run contests to promote the food in newspapers and in other ways later. WOV points out that many Italian products such as broccoli, pasta and pizza are already well-known to the American public and hopes to provide further education on Italian food.

For The Good Cause

Some \$1,300 for the Decatur-Mac County Chapter of the March of Dimes was raised during the recent drive by a competition between Marty Roberts and Hugh Gray and their programs over WDJ, Decatur, Ill. Both disc jockeys asked the listeners to contribute through their shows. The station also staged a staff program for which listeners phoned in requesting staff members to sing or play a musical number. WDJ raised through its efforts more than one-tenth of the money contributed in the county.

Veterans Honored

Rochester, N. Y.—A testimonial banquet given by Stromberg-Carlson Company officers and co-workers for John H. Lewis, Jr., and Warren Eastwood, marked the retirement from active service of Lewis, assistant chief telephone engineer since 1940 and veteran of 7 years with the company, will remain with the company as a consultant. Eastwood, who has been with Stromberg-Carlson for 10 years, has been staff assistant to the general manager's office for the past five years.

Thought for Today

ALL TRUTH is safe and nothing else is safe. —MULLER

RCA AND CBS CONTENDERS BEFORE FCC

Coal Strike Brings Radio Power Curtailment

Illinois Outlets Cut Power Use By 25%

Chicago — All Chicago and Illinois radio and TV stations are complying with the Illinois Commerce Commission order for a 25 per cent reduction in use of electricity because of the coal strike, a RADIO DAILY survey showed today. Primary outlets are in decreased use of lights and heat, curtailment

(Continued on Page 5)

DuPont's Awards To Be Aired By ABC

ABC will air the presentation of the Alfred I. DuPont Annual Radio Station and Radio Commentator Awards on Saturday, March 11, from 7:30 to 8:30 p.m., it was announced yesterday.

The awards, worth \$1,000 each in three categories—to a station with

(Continued on Page 2)

FCC Asks WLIB Record On FEPC 'Editorializing'

Washington Bureau of RADIO DAILY Washington—WLIB is prepared to go to the mat with the FCC on the question of providing equal time for advocates of causes clearly not in the public interest. The New York station was the recipient last week of

(Continued on Page 5)

Weather Note

A red woolen mitten knitted by a WOR listener to keep a mike warm came into use for the first time yesterday when cold weather and piercing winds hit Times Square. John Wingate found the mitten to have a practical purpose as he interviewed people on the weather. Ordinarily, handkerchiefs are used to shield the mike.

OPC Awards To Be Simulcast

Secretary of Defense Louis Johnson's address before the Overseas Press Club will be simulcast by CBS from 10:30 to 11 p.m. (EST) Friday by CBS and CBS-TV from the Grand Ballroom of the Waldorf-Astoria in New York. The annual news awards of the OPC will also be made at this dinner.

Edward R. Murrow, CBS, will receive the award for the best radio interpretation of foreign news, while the award for the best radio reporting of foreign news will go to CBS' Bill Downs, the web's Berlin correspondent.

The OPC's 1950 Polk Memorial Award, founded last year in memory of the young CBS correspondent who was slain in Greece, goes to Associated Press reporter Wayne Richardson. Other awards are: best press reporting from abroad, Joseph Newman, N. Y. Herald Tribune; best interpretation of foreign news, Joseph and Stewart Alsop, N. Y. Herald Tribune; best television reporting and interpretation, Ernest K. Lindley of Newsweek Magazine; best photo reporting from abroad, Henri Cartier-Brisson.

Radio Getting Share Of Army Adv. Budget

Equality between radio and newspaper expenditures for Army and Air Force recruiting has been ordered by the government, BAB's Pitch revealed last week. "Out of the total budget—national, regional and reserve—more money is being spent on radio than any other medium,"

(Continued on Page 6)

Nielsen Board Names Two Vice-Presidents

A. C. Nielsen Company's board of directors announced two new promotions last week. J. P. Napier, founder and first president of A. C. Nielsen Company of Canada, Ltd.,

(Continued on Page 6)

253 Exhibits Planned For IRE Convention

Some 253 exhibits valued at more than \$7-million will go on display next week at Grand Central Palace when the Institute of Radio Engineers stages its 1950 national convention. Among the exhibitors are DuMont, which will have an actual television studio set-up, the armed

(Continued on Page 6)

AVCO Reports Decline In Net Income Past Year

Consolidated net income of Avco Manufacturing Corporation, parent organization of the Crosley Broadcasting Corporation, fell to \$4,150,466 for the fiscal year ending No-

(Continued on Page 5)

NBC Revenue For Past Year Shows Two Per Cent Increase

Eighteen point three per cent of RCA's 1949 income came from sales of radio time over NBC facilities, a total, in dollars and cents, of \$72,866,510, according to RCA's 1949 annual report. This figure represents a two per cent increase in NBC revenue as compared with the web's 1948 \$70,949,218 income.

Highlights of NBC's year in 1949

were led by the reorganization of the company into three major divisions, closely followed by the ascension of Niles Trammell to the chairmanship of the board of NBC, and assumption by Joseph McConnell of the presidential duties at the web.

Other factors in NBC's 1949 activities were the addition of two new

(Continued on Page 5)

Both Claim Large Improvement In Polychrome

Washington Bureau of RADIO DAILY

Washington — Spokesmen for RCA and CBS took verbal potshots at each other yesterday as the FCC's color TV hearings reopened. Both companies claim that in the weeks since the last hearing they have strengthened their respective TV systems, and each claimed to be ready now for

(Continued on Page 7)

11 New Advertisers Named By Storecast

Storecast Corp., during February, signed 11 new advertisers and 17 renewals for a total of 25 new Storecast advertisers since the first of the year, it was announced yesterday. Kenyon & Eckhardt is the agency for Storecast.

More than 125 products are currently being advertised in 500 super

(Continued on Page 5)

Helfer Signed By MBS For Sports Buildup

Mutual has inked an exclusive contract with Al Helfer, sportscaster, under the terms of which Helfer becomes the "sports voice" of the MBS. Deal calls for Helfer to do a sports commentary program on Saturdays

(Continued on Page 5)

TV Added

Stephens College, Columbia, Mo., one of the most progressive girls' schools in the country, will add a new subject to its standard curriculum with the start of the school's 1950-51 fall semester—television. Utilizing the "finest TV equipment available today," the course will be under the direction of Dr. Hale Aarnes, school's radio department chief.



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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CHICAGO BUREAU
Herbert M. Kraus
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Phone: ANdover 3-6050

SOUTHWEST BUREAU
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Tower Petroleum Bldg.,
Dallas, Texas
Phone: RiVerside 3518-9

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FINANCIAL

(February 27)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Announce Agency Merger

Hollywood—A merger of Sheldon, Quick and McElroy of New York and Walter McCreery, Inc. of Beverly Hills has been announced by Walter McCreery, president of the latter firm. The name of the New York firm will be changed to McCreery, Quick and McElroy. John F. Quick has been named v-p and general manager of the combined New York operations.

Massce-Barnett Co. Inc. Established 1887. 723 - 7th Ave., N.Y.C. Tel.: CI. 5-6080. INTERNATIONAL FILM FORWARDERS AND CUSTOMS BROKERS FOR THE TELEVISION AND MOTION PICTURE INDUSTRIES. Agents in all parts of the world.

COMING AND GOING

TED NELSON, general manager of WIKK, Eric, Pa., is back at the station following a short trip to New York for conferences with his national representatives.

WELLS CHURCH, editor-in-chief of CBS news, and EDWARD R. MURROW, news commentator, back from London, where they covered last week's British elections.

MURRAY GRABHORN, vice-president of ABC in charge of owned-and-operated stations, also manager of WJZ and WJZ-TV, left for Chicago yesterday on business.

BOB HOPE and his program company arrived at La Guardia Field yesterday aboard a chartered DC-6 of United Airlines. Thus they completed a cross-country tour which started in Palm Springs, Cal.

ROBERT YOUNG, star of "Father Knows Best" on NBC, arrived in New York Sunday from Albany, where on Saturday he appeared with Governor Dewey as a feature of the current safety campaign. He was accompanied East by MRS. YOUNG. They'll remain in New York for about 10 days.

LLOYD GEORGE VENARD, vice-president and district sales manager of The Taylor Co., Inc., national station representatives, is spending today in Washington, D. C., on business.

RAY HENLE, editor-in-chief of Sunoco Three Star Extra, heard on NBC from Washington, will broadcast Thursday's program from Buffalo, where he also is scheduled to address the 20th Century Club.

H. R. BAUKHAGE, American network commentator, will leave following Friday's program for San Juan, P. R., from which point he will join—and report—the Navy's Caribbean maneuvers.

GEORGE V. DENNY, JR., founder and moderator of "America's Town Meeting," has returned from Florida and will be on hand tonight for the program's 600th broadcast. While in Florida, he lectured at Rollins College in Winter Park.

WARREN HULL, starred over CBS on "Strike It Rich," is back in New York following a motor trip to the Southland.

Merchandising Franchise Granted By Mutual Web

Marking the first time that MBS has granted a license for the exploitation of subsidiary rights of one of its properties, the web last Friday announced that it had granted a license to Jerry Sanford & Co. to handle the franchise of merchandise items bearing the "Bobby Benson" label.

Sanford & Co. has, to date, licensed fifteen manufacturers to make "Bobby Benson" merchandise items ranging from comic books through gun holsters, but mostly concentrating on boys apparel items.

In connection with the new line of merchandise, R. H. Macy and Co. had declared March 4 as a special "Bobby Benson" Day, and the new line of merchandise will be introduced at that time.

The program, which is aired over Mutual on Mondays, Tuesdays and Thursdays, has built a fan club, the "B-Bar-B Riders," which now numbers more than 250,000 members.

CBS Programs Renewed

Fifty-two week renewals for "Aunt Jenny" and "Perry Mason," both CBS, were announced by the network yesterday.

"Aunt Jenny," across-the-board Monday thru Friday in the 12:15-12:30 p.m. (EST) time slot has been renewed by Lever Brothers, effective March 20, on behalf of Spry through Ruthrauff & Ryan, Inc. Procter & Gamble Co. through Benton & Bowles, Inc., renewed "Perry Mason," effective April 3. "Mason" is in the 2:15-2:30 p.m. (EST) time slot.

Will Make P. A. Tour

Hollywood — Evelyn Knight will air her last Club 15 show over CBS on March 23 in order to concentrate on personal appearance dates. She will open at the Coconut Grove for a four-week run starting March 7 before leaving the Campbell Soup program.

242 Students Graduate From RCA Institutes

The largest class in the history of RCA Institutes—242 students—was graduated at commencement exercises held in the Western Union Building yesterday. The graduates included seven from Central America, Cuba, Hawaii and Palestine, as well as men from 18 states.

Dean James K. Finch of the Columbia University school of engineering spoke. Major General George L. Van Deusen, president of the Insti-

DuPont's Awards To Be Aired By ABC

(Continued from Page 1) more than 5,000 watts, and to a station with less than 5,000 watts at the Radio Commentator Award have been established in memory of the late financier.

Previous winners of the Radio Commentator Awards include ABC's Elmer Davis and Henry J. Taylor in 1948, and CBS' Edward R. Murrow in 1949.

DuPont's awards were originally designed to hold the same place in radio that the Pulitzer Awards hold in the press.

R. C. Instruction On TV

Hollywood — Some 35,000 Red Cross workers will gather in front of television sets all over Los Angeles to get last minute instruction on Wednesday, March 1 when a special half-hour kick-off rally is run on KFI-TV. The "mass-meeting" will eliminate the need for travel at numerous talks by officials of the Red Cross.

tutes, gave a message of welcome to the ceremony.

Diplomas were presented to students who have completed courses in radio and television broadcasting, radiotelegraph operating, radio and television servicing, and advanced technology.

Not a worry in the world



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

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

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

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THE NEW ERA IN *Thesaurus* BRINGS YOU A SENSATIONAL NEW SHOW
starring

8 of the biggest
names in jazz!



JIMMY LYTELL
and the "DELTA EIGHT"

OLD NEW ORLEANS

HAPPY DIXIELAND JAZZ AND BLUES!

Jimmy Lytell and the "Delta Eight":
Jimmy Lytell, clarinet; *Will Bradley*,
trombone; *"Yank" Lausen*, trumpet;
Paul Ricci, tenor sax; *Dave Bowman*,
piano; *Bob Haggart*, bass; *Tony Mottola*,
guitar; *Bunny Shawker*, drums.

Rockin' Dixie rhythm, hot solo breaks, low-down blues and solid delta bounce are served up by eight top jazzmen in the *new era* Thesaurus show "Old New Orleans."

Fronted by Jimmy Lytell, "Old New Orleans" is a showcase for the happiest Dixieland jazz and blues that ever captured an audience.

"Old New Orleans" is just

one of your many big sales-builders in the *new* Thesaurus. *New* Thesaurus gives you more practical help than ever before. You get more big-name stars, *comprehensive* programming and promotion, a steady flow of *current* material. Scripts by network-experienced writers ... lots of production "extras." Wire or write today for full details.



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Radio Corporation of America
RCA Victor Division

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New York 10, N. Y.
Chicago • Hollywood

CHICAGO

By HERB KRAUS

CY HOWARD, former WBBM salesman and creator of the CBS network comedies "My Friend Irma" and "Life With Luigi," is currently at work as co-author and assistant producer of the second "Irma" film, "My Friend Irma Goes West."

Radio history of a dubious sort was made last week when WMAQ's June Marlowe and Louis Roen conducted a broadcast from a moving escalator at the opening of Wieboldt's new department store.

WGN has already completed six of the fourteen radio and television studios planned for the new WGN building in Tribune Square. The only studio to be retained, the famous Studio One, is being remodeled with permanent seating facilities for 400 spectators.

Courtesy Motors, one of the big TV users in Chicago, begins a new all-star variety show over WENR-TV March 3. Show will feature name talent appearing in midwest and will be me'd by Jim Moran, the owner of Courtesy Motors who is becoming almost as popular as the professional entertainers in these parts.

Al Morgan and Nancy Wright, WGN-TV's hottest piano-vocal combination, fly to Dayton this weekend for a special concert Sunday. The pair are seen in Dayton over WHIO and the DuMont Network.

WIND has announced that Bert Wilson's play-by-play of the Chicago Cub games this summer will be sponsored by Chesterfield cigarettes. The games will also be fed to 35 stations on the mid-west baseball network. The contract was placed through Cunningham and Walsh in New York.

H. Scott Leonard, prominent Chicago advertising executive, has been appointed sales coordinator in charge of promotion and advertising for New World Distributors, the exclusive DuMont television distributors in Chicago, according to vice-president Jerome A. Markoff.

Nancy Carr, popular WGN soloist, has been chosen to sing the role of Mimi in the opera "La Boheme," to be presented during the Grant Park concerts this summer. WMOR will again broadcast the entire series from the outdoor band shell.

Tom Pickering, formerly of WIMA, Lima, Ohio, has joined the staff of WIND here as an announcer. Pickering has also worked at stations in Dayton and Cleveland.

Zanuck To Receive Award

Darryl Zanuck will receive a silver trophy for 20th Century-Fox on the NBC Screen Guild show of Thursday, March 2. The award, made by Redbook, is for the contributions made by the movie company during the past year. NBC, Redbook, 20th Century-Fox and William Esty Agency are cooperating for the special program.



By SID WHITE

Man About Manhattan. . . !

● ● ● **BIGTOWN SMALL TALK:** Ford a likely bankroller for that Sat. nite NBC extravaganza. (It's on a multiple bankrolling setup). Speaking about the show, the whole town's still gabbing about Sid Caesar's wonderful job on the preem. The lad's custom built for the new medium. . . Jack Benny told Ben Gross that he had no definite plans at this moment regarding television and when he does get into it, he'll prob'ly only do about four shows a year. Jack added that he feels it's impossible to appear often in both mediums and keep it good. . . No chance of Telephone Hour switching from NBC to CBS. They merely want a different time slot. . . If NBC signs Paul Douglas to an exclusive contract, as seems likely, network will have to part with considerable coin because Douglas has never forgiven the run-around he got back in '45. . . Bing Crosby cut 7 spots to be played on CBS between now and March 27th plugging Bob's return to "Club 15" on that date. Bob, meanwhile, transplants his entire family back to the coast again on the 6th. . . Leo De Lyon claims that Jolson and Crosby have solved the coal shortage. They're burning money. . . It's a boy, Robert, for the Geo. Foleys. Pop Is TV director for Cecil & Presbrey.

★ ★ ★ ★

● ● ● **WPIX's** chief announcer, John Tillman, is really an expert on 'spot' announcements. The other nite, as he was about to do a 30-second spiel on one of his news shows, a 'spot' directly above his head exploded and showered the lad with hot glass. Without even blinking, John went through his piece and then had his head bandaged. That was one show, he sez, which went over with a bang.

★ ★ ★ ★

● ● ● **IN ONE EAR:** Jack Perlis' idea of Spot News is that leopard story in Oklahoma City. . . Will Yolen, pres. of Yolen, Ross & Salzman, Inc., has resigned and sold his interest in the firm to Hal A. Salzman. However, he'll continue as gen'l consultant for the company as well as for other public relations outfits. . . ABC-TV script ed, Rod MacLeish will have his tome, "The Pursuit of Judas," published by Harpers in June. . . Joel Preston and Howard Weissman joining publicity forces and representing Henry C. Rogers and all his clients in the east. . . Ex-GI singer, Bobby Colt, signed new contract with Admiral records. . . Alan Dale has signed with Lang-Worth for a new series of transcribed shows. Alan plays several New England dates with Bob Hope this week. . . Wonder if it's true about the easy-going Dave Garroway losing 7 lbs on his weekly TV stanza. . . Jack Durant set for 6 TV guest shots in April following his click on "Toast of the Town." Dennis James along with Ed Franco, former All-American from Fordham, and Vincent Andrews, a lawyer, have formed a corporation called The Jersey City Professional Football Club, Inc., and have brought the franchise for the Jersey City Giants.

★ ★ ★ ★

● ● ● We don't claim to be any crystal-gazer when it comes to picking winners, but we'd like to get our vote in early for a lad named Merrill E. Joels, who oughta go very far in this biz. Joels hit the Big Town some four years ago after a 3-year hitch in the army, and has since appeared on almost every top radio show in town. He's now in his 2nd year on "Versatile Varieties," did the heavy lead in New Stages' "The Sun & I," recorded as narrator for Columbia, Caravan, Admiral and Magitone records, etc. In other words, what we're trying to say is that the boy's in demand plenty.

SAN FRANCISCO

By NOEL CORBETT

BILL PABST at KFRC threw cocktail party for Ben Alexander Foote, Cone and Belding and Acme Brewing gang to help kickoff Ben's new disc show (Monday through Saturday, 10:30 to midnight). - Guess they served beer too, and must have been Acme, though Pabst gave the party!

Dink Templeton, KFRC sportscaster seems to have set a night precedent when it comes to guests he's interviewed. On different Saturdays Dink's had Pop Warner, Tom Cobb, Sam Barry (USC), March Schwartz (Stanford), Lynn Waldor (Cal.), Jeff Cravath (USC), Casey Stengel, Lefty O'Doul, and on and on.

Dave Bogart is back at his desk in KGO slackery after a kidney operation.

S & C Motors, Ford Dealers, has purchased the KGO 7:15 a.m. new broadcasts on a Tuesday, Thursday and Saturday basis. Program voiced by Tony Morse and prepared by Vic Reed and his KGO news staff.

Merv Griffin, now singing with Freddie Martin, dropped into KFRC where he started a couple of years back, was promptly collared by Dink Templeton and steared onto Marg King's "Spice of Your Life"—The everybody made much ado about the local boy who's going places—which is true, because Merv seems to be climbing right up to that top rung.

Peter Paul Candy, Pic Sweet Foods and Dennison Foods, through Brisacher, Wheeler and Staff, has signed a 52-week contract for the Bob Garred News Show. Program on KGO, will be twice a day, six days a week.

Brisacher, Wheeler and Staff, have also signed a 13-week contract with KRON-TV for spot announcements for Dennison Foods.

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
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WEVD
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HENRY GREENFIELD, Mg. Director N.Y. 19

Power Curtailment In Coal-Strike Wake

(Continued from Page 1)

of FM affiliate operations, shortening of test pattern time, and reduction of effective radiated power.

Harold Safford, WLS program director, and newly-elected president of the Illinois Broadcasters Association, reported that WLS was curtailing ERP to approximately 40,000 watts and that all other 50,000-watt Illinois stations were planning to do the same. He reported that downtown Illinois outlets were cutting power proportionately.

Reductions At NBC And ABC

NBC is curtailing its WMAQ-FM operations to the FCC minimum— from 3:00 to 9:00 p.m., from its former schedule of 5:30 a.m. to 1:30 a.m. the following morning. WNBQ is beginning its test patterns at 1:30 a.m. instead of 9:00 a.m. "for the duration."

ABC is also cutting its TV test pattern and is adopting other power-saving techniques around the studios of WENR and WENR-TV to conform to the 25 per cent reduction.

WGN has petitioned the FCC to eliminate all duplicating broadcasts over WGN, its FM outlet, during the emergency, and is reducing its TV test pattern time an hour per day. WGNB presently broadcasts from 10:00 to 10:00 p.m.

WBKB, a non-network TV operation, is dropping its test pattern from 10:00 a.m. to 2:00 p.m. and has petitioned the FCC to eliminate broadcasts of WBKB-FM temporarily.

AVCO Reports Decline In Net Income Past Year

(Continued from Page 1)

December 30, 1949 from \$7,913,736 in 1948, Victor Emanuel, president, announced yesterday. The earnings were "adversely affected by the slump in television and appliance sales during the Summer months, curtailment of production by early model changeovers of certain household appliances, and competitive price reductions," Emanuel said.

Avco in 1949 "launched a vigorous and forceful program designed to consolidate and further strengthen its position in radio and television, some appliances, farm equipment and broadcasting," he continued. Large outlays were made for these projects, Emanuel reported.

Melick Gets New Post

Los Angeles—James V. Melick has been named executive assistant to the management for CBS, Hollywood, A. E. Joscelyn, director of CBS Hollywood operations has announced. Melick will work with Edward Meighan, Harry Ackerman, Joscelyn, Merle Jones and Kenneth Gould in the West Coast set-up. He has been executive assistant to Jerry Smith, CBS v-p in charge of station administration for the past two years.

Eleven New Accounts Inked By Storecaster In February

(Continued from Page 1)

markets via Storecast FM facilities in Southern New England, Pittsburgh, Philadelphia and Chicago.

In southern New England via WMMW-FM, Meriden, Conn., the following new advertisers will use Storecast to reach shoppers in First National Stores and FM listeners: Beech-Nut Packing Co., New York (Beech-Nut Cereal Food for Babies and Beech-Nut Gum and Peanut Butter); H. C. Brill Co., Inc., Newark, N. J. (Brill's Macaroni Dinner).

In the Philadelphia area reaching American Stores: American Home Foods, Inc., New York (Clapp's Baby Foods); Reddi-Wip Co. of Philadelphia (Reddi-Wip); Reynolds Metal Co., Richmond, Va. (Reynold's Wrap); National Selected Products, Inc., New York (7-Minut Pie Crust and Corn Muffin Mix); International Salt Co., Scranton, Pa. (Sterling Salt); Swift & Co., Chicago (Swift-Ning).

Chicago-Area Subscribers

In the Chicago area via WEHS, Chicago, reaching National Tea Co. stores and Chicago FM homes: Holsum Products, Milwaukee (Holsum Olives, Crunch Peanut Butter, Thousand Island Dressing); Kraft Foods Co., Chicago (Kraft De Luxe Slices, Parkay Margarine, Blue Chips Cheese Roll); Van Holten & Son, Milwaukee (Van Holten Pickles).

In the Pittsburgh area via KQV-FM reaching Thorofare, Giant Eagle and Sparkle Markets and Pittsburgh FM homes: Beech-Nut Packing Co., New York (Beech-Nut Baby Foods). Renewals in the New England area

are: J. W. Beardsley's Sons, Newark, N. J. (Beardsley's Shredded Salt Codfish & Codfish Cakes); J. H. Filbert, Incorporated, Baltimore (Mrs. Filbert's Margarine); Taylor-Reed Corporation, Glenbrook, Conn. (Q-T Frosting); Bu-Tay Products Ltd., Los Angeles, California (Rain Drops); Rockwood & Company, Brooklyn, N. Y. (Rockwood Bits); The Savol Bleach Co., Hartford, Conn. (Savol Purified Bleach); Sawyer Crystal Blue Company, Boston, Mass. (Sawyer's Crystal Blue); General Foods Corp., Evansville, Ind. (Swans Down Instant Cake Mix); Swift & Company, Boston, Mass. (Swift's Cleanser).

Renewals in the Philadelphia area are: J. W. Beardsley's Sons, Newark, N. J. (Beardsley's Shredded Salt Codfish & Codfish Cakes); Allen V. Smith, Incorporated, Marcellus Falls, New York (Smith's Peas & Beans); Good Bros., Inc., Phila., Pa. (Snow Crop Orange Juice); General Foods Corp., Evansville, Ind. (Swans Down Devil's Food Mix, Swans Down Instant Cake Mix); Walbeck Foods, Inc., Phila., Pa. (Walbeck Pickles).

Renewals in the Pittsburgh area are: Diamond Crystal Salt Co., St. Clair, Mich. (Diamond Crystal Salt); George E. Drake Baking Co., Pitt., Pa. (Drake's Bread); Minute Maid Corporation, New York, N. Y. (Minute Maid Orange Juice).

Storecast last week announced the purchase of WMCA-FM for a reported \$7,500 to cover the metropolitan New York market.

Helfer Signed By MBS For Sports Buildup

(Continued from Page 1)

from 6:30 to 6:45 p.m., starting March 4, and to play a central role on the web's "Sports Parade" programs, also beginning that day in the 4:30 to 5 p.m. time slot.

Helfer will also do the network's "Game - Of - The - Day" American baseball airings starting April 18, the opening day of the 1950 major league baseball season. The deal was closed by Mutual's sports director, Paul Jonas.

NBC Past-Year Revenue Increased Two Per Cent

(Continued from Page 1)

radio affiliates for a total of 172, 166 of which are under independent management and six are owned and operated by NBC.

TV-wise, NBC during 1949 doubled the size of its network, increasing from 22 video stations at the end of 1948 to a total of 56 by the end of 1949, six of which are owned and operated by the network. Twenty-six of these TV-affiliates were interconnected by the coaxial cable.

FCC Asks WLIB Record On FEPC 'Editorializing'

(Continued from Page 1)

a letter from the Commission inquiring about its recent editorializing about fair employment practices and the FEPC bill which went before the House of Representatives here last week.

The Commission asked what requests for time to reply had been received, whether they had been granted or, if there were none, whether the station had taken affirmative steps to see to it that the conflicting viewpoint was expressed. To the first two questions the station is prepared to answer "No."

Detailed Reply In Preparation

To the third, the station is readying an exhaustive reply treating generally on its obligations in serving the public. It will make the point that almost any public service announcement could be interpreted as editorial in nature—but that WLIB does not feel constrained to seek out people to use its microphone to urge the public not to conserve water, not to buy U.S. Savings Bonds, not to contribute to the Red Cross or to practice discrimination in employment.

Heavy Reservations For WOW Farm Tour

Omaha—WOW farm service director Mal Hansen has added the Florida cattle boom, the 2100-acre strawberry patch and Texas livestock show to the WOW farmer's "New South" farm study tour, it was announced Friday. Thus far, he said, 155 of a possible 200 farmers and farm wives have signed up for the tour.

Other trip highlights include the Carswell atom-bomb-carrying B-36 base at Dallas; Louisiana's bayou-area truck farms; the 1,100 acre Alabama "Black Belt" grass-experimental station; the Channing Cope "New South" experimental area near Atlanta; and Oakridge, Tenn., the atom-bomb city.

Previously, the WOW farm tour announced intentions to cover an exhibition baseball game between the Boston Red Sox and the Detroit Tigers.

Civic Officials To Participate

Lawrence Youngman, who is the tour's advance agent, announced that governors, congressmen and mayors will head reception committees along the 6,000-mile route.

Tour members will share its cost with all-expense prices ranging from \$425 to \$460, depending on Pullman accommodations.

Hansen said Friday that he expected all 200 reservations will be received by February 25, and said that some would probably have to be rejected because of lack of space. Hansen plans to broadcast details of the tour daily on his "Farm Service Reporter" program over WOW.

Stork News

Chicago—A girl, Sarah Jane, was born Feb. 21 at Evanston Hospital to Mrs. George Arkedis. Baby is their second child. Father is western sales manager of CBS television.

Philadelphia—William C. Ellsworth of the Westinghouse Radio Stations' engineering staff in Washington, D. C. and Mrs. Ellsworth are the parents of a new daughter, Nancy Linda, born February 20.

Oklahoma City, Okla.—Born to Mr. and Mrs. Oscar Alagood: A daughter, Pamela. Alagood is public service director of WKY, Oklahoma City.

Additionally, Jack Cleverly, staff announcer at the station, is being congratulated upon the birth of Philip Thomas, his and Mrs. Cleverly's second son.

A girl, Christina, 7 lb., 10 oz., born to Mr. and Mrs. Bill Gale at Lying-In Hospital on Feb. 15. Father is musical director on CBS' "County Fair" series.

A son, their third child, was born to Mr. and Mrs. Paul de Fur, Saturday, Feb. 11 at Norwalk, Conn. Father is heard on CBS' Sunday afternoon "Jack Sterling Show."

253 Exhibits Planned For IRE Convention

(Continued from Page 1)

services and leading manufacturers of radio, television and electronic equipment.

Three floors of the Palace will be occupied by the engineers on March 6 through 9. Also, IRE will hold sessions in the Hotel Commodore.

Other companies with shows at the Palace include: RCA, Westinghouse, Collins, General Electric, Philco, Bendix and Federal Telephone and Radio. Tape recorders and disc transcribing devices will be demonstrated by Fairchild, Presto, Magnecord and Brush Development Company.

Navy Ship To Participate

In connection with the convention, the Navy will bring a weather ship into a Hudson River pier for inspection by the engineers. The ship, equipped with all types of electronic devices, will broadcast to the Palace.

The armed services will have exhibitions in which applications of electronics to warfare will be shown. The Air Force, Navy and Signal Corps are among the largest exhibitors at the show.

Displays have come from some 23 states, England and Canada. The show deals with technical problems rather than commercial applications.

Nielsen Board Names Two Vice-Presidents

(Continued from Page 1)

was named executive vice-president while A. C. Nielsen, Jr. was appointed administrative vice-president.

Napier will direct all Nielsen drug and food index sales and client-service activities in the Western Territory. Nielsen will act as administrative head and coordinator of all food and drug index activities in the United States.

Phillips Joins Fairbanks

Hollywood—Paul C. Phillips, producer-director of the Phil Harris-Alice Faye Show on NBC, has joined Jerry Fairbanks Productions as West Coast sales head, Russ Johnston, v-p in charge of sales and distribution for the video film company announced yesterday. Phillips previously had been an advertising executive with Lord and Thomas, Foote, Cone and Belding and the Ted Bates agency. He has also been producer-director for such programs as Information Please, Bell Telephone Hour and The Borden Show.

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 February 17-23, 1950

Title	Publisher
A Dream Is A Wish Your Heart Makes.....	Walt Disney
Bibbidi Bobbidi Boo.....	Walt Disney
Bye Bye Baby.....	J. J. Robbins & Sons
Charley My Boy.....	Bourne
Chattanooga Shoe Shine Boy.....	Acuff & Rose
Copper Canyon.....	Famous
Daddy's Little Girl.....	Beacon
Dear Hearts And Gentle People.....	E. H. Morris
Dearie.....	Laurel
Did Anyone Ever Tell You Mrs. Murphy.....	Johnstone-Monte
Don't Do Something To Someone Else.....	Fred Fisher
Enjoy Yourself.....	E. H. Morris
Happy Times.....	Harms
Have I Told You Lately That I Love You.....	Duchess
I Can Dream Can't I.....	Chappell
I Said My Pajamas.....	Leeds
I Wanna Go Home.....	Paxton
It Isn't Fair.....	Words & Music
Johnson Rag.....	Miller
Lost In A Dream.....	Triangle
Music Music Music.....	Cromwell
Old Master Painter.....	Robbins
Quick Silver.....	E. H. Morris
Sitting By The Window.....	Shapiro-Bernstein
There's No Tomorrow.....	Paxton
Too-Whit Too-Whoo.....	Gallico
Wedding Samba.....	Duchess
With My Eyes Wide Open.....	Crawford
You Missed The Boat.....	Advanced
You're Wonderful.....	Famous

Second Group

A Cow And A Plow And A Frau.....	Crawford
A Dreamer's Holiday.....	Shapiro-Bernstein
Big Movie Show In The Sky.....	Chappell
Candy And Cake.....	Oxford
Dreamboat Rendezvous.....	Campbell
Everything They Said Came True.....	Johnstone-Monte
God's Country.....	Robbins
Half A Heart.....	Hill & Range—Pemora
I Gotta Have My Baby Back.....	Peer
If I Knew You Were Coming.....	Mellin
In Santiago By The Sea.....	Life Music
I've Got A Lovely Bunch of Coconuts.....	Cornell
Let's Go West Again.....	Berlin
Marta.....	E. B. Marks
Rain Or Shine.....	Lombardo
Save A Little Sunbeam.....	Capitol
Sorry.....	Henry Spitzer
Sugar-Coated Lies.....	Goday
Sweetest Words I Know.....	Life Music
They Say It's Wonderful.....	Berlin
Two-Faced Heart.....	Michael Music
You're Always There.....	Bregman-Vocco-Conn

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Radio Getting Share Of Army Adv. Budget

(Continued from Page 1)

the report on Service requirements went on to say.

Only catch in the budget is the much of the money goes for producing free time shows. Otherwise, "radio compares fairly favorably with the newspapers."

A conference between BAE Charles Batson and Will C. Grant, Grant Advertising, which was named to the recruiting account last year, disclosed that radio advertising is being bought on a regional basis, the report said. The six agencies have about \$500,000 to spend during the year ending June 30. Pitch said best approach for stations is through the Commanding General of the Army in the area.

\$100,000 For Reserve Spots

"Grant Advertising will buy about \$100,000 worth of spot radio this spring for Organized Reserve Corps," BAB states. Grant will select stations after designation of areas for Reserve Corps.

No national radio is being bought at present, Pitch reported. However, additional funds may be diverted to radio soon, it added.

Television will be tested this spring, Grant said, but the medium has not made itself felt as yet.

TOPS IN TELEVISION

WMAR-TV
The Sunpapers Station
channel-2
BALTIMORE, MARYLAND

Why buy 2 or more...
do 1 big sales job
on "RADIO BALTIMORE"
Contact EDWARD PETRY CO. **WBAL**

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, February 28, 1950 — TELEVISION DAILY is fully protected by register and copyright

FCC HEARS RCA, CBS TALK COLOR

TELE TOPICS

THE ENTERTAINMENT PRECEDENT set with the debut of NBC's "Saturday Night Revue" continues, Saturday night will become a stay-home night with televiewers. Saturday's debut was a sort of an inter-city talent and production competition with the New York end of the two-and-one-half hours of entertainment proving best. However Jack Carter as the entertaining emcee of the Chicago hour turned in a better emcee job than Burgess Meredith in New York and made the most of the talent shortcomings in Chicago. . . . "The Saturday Night Revue" is variety entertainment deluxe. It is variety in the sense that it combines the artistry of the vaudeville stage with the cultural contribution of grand opera and the finished performances of names from the musical comedy and dramatic stage. It demonstrated too the increasing flexibility of TV production and the effectiveness of more intelligent use of stage settings and camera work. . . . Cass Daley, singing comedian, was the standout performer of the "Jack Carter Show" which originated in Chicago. She was at her best while singing and a delightful foil for Carter in his burlesque bit on the giveaway shows. Other artists who contributed to the Chicago funfest were Dorothy Clair, Penny Baker, Donald Richards, Franchot Tone, and the Muriel Abbott dancers.

THE NEW YORK ORIGINATION, "Your Show of Shows" was a revue of the first order. Here were combined the talents of such greats as Gertrude Lawrence, Sid Caesar, Imogene Coca, Burgess Meredith, Robert Merrill and Marguerite Piazza. Miss Lawrence was sparkling in triangle skit and a compelling personality as she sang. Sid Caesar and Miss Coca as usual turned in a finished TV performance. Their pantomime skit of burlesque in the gay nineties and Sid's satirical impression of a bridegroom on the eve of his wedding were among the highlights. Robert Merrill, Met baritone, and Marguerite Piazza, soprano, offered a fine operatic interlude, and the dance production number based on Kenny Gardner's vocal specialty, "Dangerous Dan Mc-rew" was a tribute to the production genius of Max Liebman and the choreography of James Starbuck.

TEXAS JIM ROBERTSON has been signed by WATV for daily appearances during the station's afternoon western films, which have the highest ratings of any show before 5 p.m. . . . Clay Yur-in, former WPIX director, has joined V-Programs, Inc., as producer-director. . . . Dancer Tommy Morton has been signed by Trans-Films to choreograph two new Camel commercials. . . . Arnold Stang will join Arthur Godfrey in guesting on "The Goldbergs" next Monday.

Engstrom Testifies For CBS, Murphy For RCA; Additional Columbia Witnesses Scheduled Today; RMA And JTAC Believed Out Of Proceedings

(Continued from Page 1)

the establishment of color video standards. Meanwhile the Joint Technical Advisory Committee said it had no new data to present, and the RMA said it has elected to stand on its statement of last fall that color is a matter for the future and the important thing now is to lift the freeze. The RMA silence came as a surprise, since it had been reported that RMA was ready to open a new anti-freeze offensive.

CBS attorney Richard Salant asked RMA counsel Edward Wheeler if his clients were ready with new cost estimates for production of color receivers. When the answer came in the negative, he observed that "RMA dealt itself out of the proceedings."

RCA's case was presented by Dr. E. W. Engstrom, vice-president of RCA Laboratories, who reported rapid progress in development of several types of single tri-color direct-view tubes, as well as a number of specific major improvements and simplifications in the firm's all-electronic color system. Two of the color tubes will be demonstrated within the next few weeks, he said.

Parallel with development of single-tube color, Engstrom said, RCA has been working to simplify circuits and "may produce in the not too distant future a fully-electronic color television receiver with but ten to 15 tubes more than for a comparable black-and-white receiver."

The RCA engineer reported also developmental portable camera equipment for color remotes. The new camera will first be used at Princeton in color tests of co-channel and adjacent-channel interference, he said. Later it will be used in field measurements of interference between New York and Washington stations and then moved to Wash-

ington for field tests of the system.

It was with reference to what he termed "hazy" statements by RCA that CBS vice-president Adrian Murphy charged the rival company and RMA with stalling. "I respectfully suggest," he said, "that what each of the parties has actually done to comply with the November 2 notice is a revealing measure of the worth of their systems or their enthusiasm for color."

"We assumed that the Commission's notice expressed the Commission's views as to the information it needed to reach a decision, and on that basis we have tried our utmost to be helpful. We feel that the delinquency of RMA and RCA in providing their respective shares of the data asked for should not be permitted to frustrate the public interest in the prompt adaptation of color."

With additional CBS witnesses to be heard today, Murphy spoke generally of the CBS testing in recent months, presenting statistics of time on the air, people reached and their reactions. Of especial interest to advertisers and broadcasters was his declaration that CBS has found "no evidence that programming or production is more costly in color than in black and white."

While Engstrom promised that television will eventually produce colors far more natural than any other medium of reproduction, Murphy told the Commission that the testing of CBS color has "revealed no specific problems or deficiencies as to fundamental color systems, color apparatus, color station operation, or color network operations. Such problems as we did encounter were identical with those met day after day in black and white television operations."

TvA, SAG Hit Snag Over Re-Use Of Film

Problems of TV films and film recordings have created a new snag in partnership negotiations between Television Authority and Screen Actors Guild. The impasse was highlighted yesterday when TvA released a letter from its executive secretary, George Heller, to SAG, charging that the film union has "taken a backward step on the road to peace," making it "extremely difficult" to resolve the jurisdictional dispute.

Heller's letter urged the SAG board to "reconsider its position so that we can go forward in the interests of our joint membership."

In addition to the film question, the two groups are at odds over membership meetings. TvA urges joint meetings or their equivalent, while SAG insists that the two meet separately. In his letter, Heller said that separate membership meetings "would continue a deadlock and thus not afford the performers working in television their democratic rights of expression and determination."

Heller said also: "What the Screen Actors Guild evidently proposes is an empty partnership arrangement where one partner, SAG, would have the sole determination of the most important single objective desired by television performers—namely, the re-use of film principle. TvA in good conscience cannot accept such a proposal."

'Showbiz' Dropped

"This Is Showbusiness," on CBS, will be dropped by Crosley after the March 26 airer. Future plans for the series, produced by Irving Mansfield, are not set, but web expects to sign another bankroller after Crosley drops out.

Rayel Joins NBC

Jack Rayel, formerly with DuMont, has joined NBC as supervisor of program procurement, Carl Stanton, director of the NBC talent and procurement department, announced yesterday. While at DuMont, Rayel was daytime program manager and assistant network program director.

Young Debut Set

Alan Young Show on CBS, for Esso Standard Oil, will debut Thursday, 9-9:30 p.m., April 6. Program will originate in Hollywood under supervision of Harry S. Ackerman, web vicepres and Coast program chief. Marschalk & Pratt is the agency.

SONGS WITH THE LARGEST TV AUDIENCE Survey Week Of February 17-23, 1950

THE TOP 5 SONGS OF THE WEEK

Bye Bye Baby.....	J. J. Robbins & Sons
Candy And Cake.....	Oxford
Dearie.....	Laurel
I Wanna Go Home.....	Paxton
Taking A Chance On Love.....	Miller

THE 5 FAVORITE STANDARDS OF THE WEEK

Always.....	Berlin
Hot Canary.....	Loeds
St. Louis Blues.....	Handy
Summertime.....	Chappell
Thou Swell.....	Harms

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AGENCIES

THE GARDNER ADVERTISING COMPANY of St. Louis has announced the appointment of three new members to its board of directors. Those who were newly elected at the annual meeting of stockholders of the company are: Joseph V. Kirchhoff, secy. & treas.; Roland M. Martini, vice-pres. in charge of radio and television; and Charles E. Claggett, vice-pres. and account executive. Other members of the board who were reappointed are: H. S. Gardner, chairman; Elmer G. Marshutz, president; Beatrice Adams, executive vice-pres., and S. M. Ballard, executive vice-pres. in charge of the New York office.

JACKSON TAYLOR will join Lennen & Mitchell, Inc. as an account group supervisor on March 1. He was formerly vice-president and director of McCann-Erickson, Inc.

REHBOCK - HOLLINGER ADVERTISING, INC., has moved to 130 West 42nd Street.

AMERICAN SAFETY RAZOR CORP. to McCann-Erickson, Inc. for its new camera and accessory line.

RAY OVINGTON has joined Hirsch-Garfield, Inc. as radio and television director. He was formerly with Birmingham, Castleman & Pierce in a similar capacity.

MISS POLLA GANONG has been named copy department head of Van Diver & Crowe, Inc. She was formerly with H. B. Humphrey Co.

HEADLEY REED COMPANY has announced a number of additions to its staff. William Kost, formerly of NBC; Jack Hardingham of WOV, and Dan Ferris of McGillvra have joined the AM radio staff. Don Severin, previously with Young and Rubicam and Kenyon & Eckhardt, is now with the TV division. In the Chicago office, Ira Morton and Frank Rice have been added.

H. GORDON SCOWCROFT, now with Lever Brothers, will join the Campbell Soup Company in the middle of March. He will handle special merchandising assignments.

FM As Educational Force Given Emphasis

Columbus, Ohio—FM broadcasting gives promise of being an important factor in educational radio of the future. Harold T. Ross of DePaul University reports in the February issue of the Quarterly Journal of Speech, official publication of the Speech Association of America. Ross said the new low-power FM station costing between \$3,000 and \$5,000 "becomes the ideal laboratory and workshop for the classroom instruction in radio."

COAST-TO-COAST

Paul Sullivan At KALL Post
Salt Lake City, Utah—Paul Sullivan, newscaster, has joined the 23-station Intermountain Network to handle daily air assignments at KALL. Sullivan's initial duties at the station include 7:30 a.m. newscasts presented with the co-operation of the Tribune and Telegram newspapers of this state.

Named KEX Sales Manager
Portland, Ore.—Robert H. Prigmore's appointment as new KEX sales manager was announced recently by C. S. Young, KEX general manager. Prigmore will succeed Eldon Campbell, who has been promoted to the newly-created position of national sales co-ordinator in New York City for all Westinghouse radio and television broadcasting activities.

Lenten Series On WLDM-FM
Detroit, Mich. — The Lutheran Churches of this state have signed for a heavy schedule of programs over WLDM-FM. During the Lenten season broadcasts are being heard daily at 10:00-10:30 a.m., and Sundays at 10:45-12:00 noon. After Lent the broadcasts will be heard each Wednesday and Sunday. Broadcast will be under the direction of Rev. E. H. Buchheimer, Rev. H. C. Bernthal, and Rev. E. V. Fitz.

WFIL Starts Cancer Series
Philadelphia, Pa.—As a public service to its listeners, WFIL has inaugurated a series of 13 weekly radio broadcasts dramatizing known facts about cancer, its danger signals and methods of combating the disease. The programs, titled "For the Living," are aired on Saturdays from 7 to 7:15 p.m. The series is presented in co-operation with the local division of the American Cancer Society, and features screen actor Edward G. Robinson as narrator.

"Mr. D. A." On WPAT
Paterson, N. J.—Jay Jostyn, radio's "Mr. District Attorney" was starred over WPAT Sunday night, February 12th, in a specially recorded Lincoln Memorial program. The presentation was written and produced expressly for Jostyn by Maurice Barrett, WPAT's program director. Jostyn and Barrett have been associated as actor and director respectively in many network radio presentations.

Newsman Joins WJBC
Rock Island, Ill. Paul Liggett, formerly with WJBC, Bloomington, Ill., has joined the news staff of WHBF.

Two Staff Changes At WKBN
Youngstown, O.—Jack Jurey has been made news editor at WKBN, and Don Smith has joined the station as an announcer. Don comes to WKBN from WBNS in Columbus, Ohio.

Named WCCO Station Director
Minneapolis, Minn.—Robert Sutton, member of the production staff of WCCO, has been appointed program director for the station, it was announced by Wendell B. Campbell, WCCO general manager. Sutton succeeds Lee Bland, who is joining the radio department of Leo Burnett Company, Inc., in Chicago.

WWDC Adds Three Announcers
Washington, D. C.—The addition of three announcers to the WWDC announcing staff was announced recently by Ben Strouse, vice-president and general manager of the Capital Broadcasting Company. The announcers are Ed Studney, Sherman Butler and William H. Miller. Studney was formerly with WOL-Mutual, Butler with WASH-FM, Washington, and Miller with WMAL, Washington.

WPEN Airing "Phillies"
Philadelphia, Pa. — WPEN will broadcast an exhibition and home and away National League games of the Philadelphia Phillies. It is the first time that all exhibition and away games will be broadcast locally. WPEN will also air a new daily quarter-hour show, "Here Come The Fightin' Phillies," which will feature interviews between the players and fans, stories about the Phillies and other teams of the National League, plus other data pertinent to the progress of the Phillies in the 1950 pennant race.

Nusbaum Emceeding R. C. Show
Rochester, N. Y.—Mort Nusbaum, veteran WHAM morning man and emcee, will be master of ceremonies for a "Red Cross Spotlight Parade" at the Auditorium Theater March 1. The show will launch the annual financial drive of the local Red Cross Chapter. Nusbaum is recruiting talent from local night clubs, radio stations, and television station WHAM-TV.

WMT Sounds "No School"
Cedar Rapids, Ia.—WMT newsmen are lending school bells a helping hand this winter. When unpredictable winter weather forces temporary vacations, WMT's morning news crew takes over to spread the happy word to the state's youngsters. To prevent over-eager students from phoning "school-closed" messages, WMT has special identification code which schoolmen must use.

WTAG Starts New Series
Worcester, Mass.—Sixty Central New England high school seniors will have a chance to win college and trade school scholarships as a result of the new WTAG (and FM) "Forum For Living" series, which began Sunday, February 26, at 12 noon. Margaret Cox, star-director of WTAG's program "Open House," will emcee the series.

BEHIND THE MIKE

KEN MAC SARIN hosting at the Headquarters' Restaurant on V 49th Street. Latest gimmick there having busts made of celebs by Judith Simmons, famous sculptress. That promotion film on the radio industry, "Lightning That Talks," skedded for a March 1st preem here in N. Y. Incidentally, Trendle-Campbell Enterprises' "Lone Ranger" series gets a nice plug via a mention in the script.

WHOM getting plenty of favorable comment for its recent public-service shows.

Irving Fields, whose sizzling track has more N. Y. airtime than any other musical combo, with 8 wires week from the Park Sheraton's Me maid Room and his "Treasury Show" stint every Thursday via NBC, readying a television series tagged "Melody Cruise."

Dick Cox, former NBC page boy now with Y & R as assistant director on Gen'l Electric Road Show.

Joe Holton, former talent scout for 20th Century-Fox, now associated with the Ken Later agency.

Wyllis Cooper, director of "Escape" on CBS-TV, manages to score over 100 thespians every Friday.

Barry Bernard, veteran director who was brought in from H'wood by NBC, is well-known for giving unknowns a break. His latest discovery is Jack Ewing, who scored hit in the Chevrolet Tele Theatre "The Hoosier Schoolmaster."

21 Canadian Stations Signed For ET Series

A 21-station schedule in Canada for The Sealed Book, half-hour transcribed mystery feature, has been bought by ENO's Fruit Sale through Atherton — Currier Advertising Agency, Charles Michelson, Inc., announced yesterday.

Included are the following: VOCM, St. John's, Newfoundland; CKWX, Vancouver, B. C.; CFA Alberta; CJCA, Edmonton, Alberta; CFQC, Saskatoon, Sask.; CKC Regina, Sask.; CJOB, Winnipeg, Man.; CFRB, Toronto, Ont.; CHM Hamilton, Ont.; CFRA, Ottawa, Ont.; CHOK, Sarnia, Ont.; CFC Chatham, Ont.; CHLO, St. Thomas, Ont.; CKWS, Kingston, Ont.; CJK Kirkland Lake, Ont.; CJAD, Montreal, Quebec; CHSJ, St. John, N. B.; CHNS, Halifax, N. S.; and CJCB, Sidney, N. S.

WFMJ Boosts Power

Youngstown, Ohio—WFMJ moved Sunday, February 19 by increasing its power from 250 to 5,000 watts and moving its dial position from 1450 to 1390 kc. At the same time WHHH in Warren shifted from 1400 to 1440 kc and also boosted its power from 250 to 5,000 watts.

The stations both had to make changes to accommodate each other on their new frequencies.