

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 21

NEW YORK, MONDAY, MAY 1, 1950

TEN CENTS

ANNUAL OSI RADIO AWARDS ANNOUNCED

NAB Board, Indocrination Meet June 19-22

Special Session Set For Five New Members

Washington Bureau of RADIO DAILY

Washington — NAB said Friday that its board will meet here June 20-22, with a special "indoctrination" session for new members June 19. The new district directors to attend the preliminary meeting will be William A. Fay, WHAM, Rochester, N. Y. (District 2); Harold Essex, (Continued on Page 4)

Generoso Pope Dies; Was Owner Of WHOM

Generoso Pope, president of WHOM, New York language station, and publisher of Il Progresso Italo Americano, died early Friday at Post Graduate hospital, New York, which he entered for treatment a week ago. He was 59 years old.

The life story of Pope is that of an immigrant boy who came to America at the age of 10 from Ap- (Continued on Page 5)

Hooper Curtails Service To Northwest Area

Changing method of operations, E. E. Hooper, Inc. announced Friday that only two monthly pocket pieces would be published and that new services would be provided in other (Continued on Page 2)

About Benny

An article currently appearing in Look Magazine on Jack Benny will be read over WNEW tonight from 10 to 10:30 p.m. on the "Talking Magazine" show for the blind. The article, which cites the recent poll by RADIO DAILY naming Benny the greatest radio personality in the past 25 years, will be read by Wesley Addy, radio and TV artist.

Coy Reported Optimistic

Network executives were guests at the Engineers Club in New York Thursday night at a dinner meeting at which Wayne C. Coy, chairman of the FCC, was the principal speaker. While Coy's talk was off the record it is reported that he expressed some optimism about lifting the TV freeze before year's end. Among those attending the dinner were Frank Stanton, president of CBS; Charles R. Denny, vice-president of NBC; Joe Ream, vice-president of CBS, and Commander Mortimer Loewi of the DuMont TV web.

So. Calif. Programs Better, Says SCABRT

West Coast Bureau of RADIO DAILY
Hollywood—"There is definite improvement in the type of television programs being presented during the early evening hours," Clara S. Logan, president of the Southern California Association for Better Radio and Television, said last week when she released the results of the Association's second television study.

She said that the survey showed a decline in fictional video murders (Continued on Page 7)

NAM Radio Quiz Program Will Have ABC Premiere

First of a series of new radio quiz shows produced under the auspices of the National Association of Manufacturers will premiere on ABC Tuesday from 10:30 to 10:45 p.m., EDT. Program will feature high school students who will pose spontaneous questions about American (Continued on Page 4)

Mfrs. 3-Month Total Triples 1949 Figure

Washington Bureau of RADIO DAILY
Washington — Production of well above six million TV receivers this year seemed likely as RMA announced at the week-end that its members had turned out 1,227,930 sets in the first quarter. Total industry production was estimated at 1,600,000 sets. Radio receivers also continued to come from the plants at a rapid clip. RMA announced there were FM bands on 273,732 of 1,724,660 radios turned out. FM reception was (Continued on Page 2)

Calls TV 'Biggest Boon' To Appliance Industry

Calling television the "biggest boon to the electrical appliance field of the past 20 years," Allen B. Mills, gen. sales mgr. of the RCA Victor Home Instrument Dept., addressed the Electrical Association of Atlanta, Ga., over the weekend. Specifically, Mills cited four major ways in (Continued on Page 2)

Radio-TV Sales Competition Shows Radio Holding Own

Competitive selling of radio and TV time in the sixty markets now served by TV has worked no hardship on radio to date and has resulted in more intensified selling on the local level, RADIO DAILY learned Friday.

Observers returning to New York after having visited several key center cities find that radio sales are up on the local level, national spot

business is as good or better than last year, and that the prospects for the coming fall are good. One factor that has helped radio sales is the fact that stations can deliver air time on a spot or program basis at a lower rate than is currently asked by TV stations.

Boston, Philadelphia, Chicago, Detroit and Milwaukee are some of the (Continued on Page 5)

103 Radio Awards Released By Institute

(By Staff Correspondent)

Columbus—How much the ever-widening impact of television had to do with the case can be argued. But it's a fact that the nation had more high-quality radio programming last year than ever before in history. This assertion is borne out by the impressive list of 103 awards by the 14th (Continued on Page 6)

Would Widen 'Voice' Broadcasts Abroad

Washington — Brig. Gen. David Sarnoff made a plea on the weekend for an increase in the broadcasting power of The Voice of America as a strong aid in waging the peace. His suggestion came during an address to the American Society of Naval Engineers convening in the Nation's Capital, and was made during an enumeration of six ways (Continued on Page 4)

Judge Miller Bows Out Of Radio Chairmanship

Judge Justin Miller, NAB president, has declined to accept the chairmanship of the radio committee of the Citizens Committee for (Continued on Page 2)

Hit By Strike

One of a small number of offices affected by strike of apartment elevator operators which began last week in New York City were those of BAB and BMB on the 11th floor of the Hotel Marguery on Park Avenue. At last report, BAB's Charlie Batson and BMB's Ken Baker gave no immediate indications of approaching collapse.

RADIO DAILY



Established Feb. 9, 1937

Vol. 51, No. 21 Mon., May 1, 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. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Postage free) United States (other than California) \$10.00 one year; California, \$15.00. Foreign, \$15.00. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

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

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

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

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

ROME BUREAU
John Perdleari
Ludovisi 16

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

FINANCIAL

(April 28)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
ABC	133/8	127/8	127/8	- 1/2
Admiral Corp.	35 3/8	35 1/4	35 1/2	+
Am. Tel. & Tel.	156 5/8	155 5/8	156 1/2	+ 1 1/8
CBS A	36 3/4	35 3/4	36 3/4	+ 3/4
CBS B	36 1/2	36 1/4	36 1/4	+ 1/4
Philco	51 7/8	51 1/8	51 1/2	+
Philco pfd.	94	94	94	- 1/2
RCA Common	21 1/4	20 7/8	21	+ 1/4
RCA 1st pfd.	78	78	78	- 1/4
Stewart-Warner	19	18 3/4	18 3/4	- 1/4
Westinghouse	34 1/4	33 3/8	33 3/8	- 1/8
Zenith Radio	65	64 1/8	65	+ 3/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	21 1/2	21 1/2	21 1/2	+ 3/8
Nat. Union Radio	5 1/8	4 7/8	5	- 1/8
OVER THE COUNTER				
DuMont Lab.			Bid 25 3/8	Asked 26 3/8
Stromberg-Carlson			17 1/2	19

Berns Joining WJZ-WJZ-TV

Bill Berns, currently on a special publicity assignment in connection with NBC-TV's "Show of Shows," has been appointed promotion manager for WJZ and WJZ-TV, New York, effective May 8.

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

★ COMING AND GOING ★

MIKE DANN, trade publicist at NBC, is in Gary, Ind., with the road junket of the "Theater Guild of the Air" program.

DOUG McNAMEE, producer of the Margaret Arlen program on WCBS, left last Friday for Washington, D. C., where he'll spend two weeks in training at the Naval Communications Center.

JANE BARTON, program director of the New York State Radio Bureau, has arrived from Albany to serve two weeks of Naval training duty at the Brooklyn Navy Yard. She's a lieutenant in the Naval Reserve.

GROUCHO MARX, one of the Columbia network's claims-to-fame, left yesterday for the West Coast. He had been in New York for the past two weeks.

DAVE MOORE, director of public relations at WBBM, Chicago, is spending this week in New York for conferences with Columbia-network executives. He'll also supervise the special tape-recorded interviews to be used for a WBBM public-service series scheduled for this summer.

SIG MICKELSON, director of public affairs for the Columbia network, tomorrow will go down to Washington, where he will participate in the meeting of the Education Writers Institute conducted on Wednesday by the National Education Association.

PHIL BOTTFFELD, assistant director of publicity for Benton & Bowles, is touring the Eastern cities on behalf of B&B.

GORDON GRAY, vice-president of WIP, Philadelphia, and **SAMUEL HILL**, commercial manager of the station, were in New York last Friday on business.

JOHN DERR, associate director of sports at CBS, left yesterday for Louisville, Ky., where today through Saturday, he will produce a series of Kentucky Derby "previews."

JOHN L. SINN, executive vice-president of Frederic W. Ziv Co., program producers, will arrive home today from a business trip to Hollywood. Incidentally, the Ziv organization's **HENRY Z. UNGAR** has just arrived in Youngstown, Ohio, to take over his new duties as assistant sales manager of the north-central division.

Hooper Curtails Service To Northwest Area

(Continued from Page 1)
areas. Pocket pieces will continue in New York and Los Angeles, but those which were contemplated for the Northwest and Chicago and one containing a summary will not be published.

Hooper, which published pocket pieces for the West and nationally before selling out part of its services to Nielsen in February, reports that lack of interest in the Northwest and the need for economy in operation brought about the changes. The areas will now be included in the group of approximately 100 cities where reports are made up to three times a year.

New services include a city-by-city network program analysis published once a year and "share of audience" indexes published monthly for all reported cities. The latter will show audience distribution by various day parts and evenings. A chartbook for TV-cities showing radio and TV share of audience comparisons by day parts month by month, will also be published annually. The station audience indexes will now be released to agencies which have not received them in the past. The additions will be made, starting in June.

Judge Miller Bows Out Of Radio Chairmanship

(Continued from Page 1)
the Hoover Report, it was learned on Friday. With NAB's board adopting a resolution against the report because of its proposed reorganization of the FCC, Miller's position would have been a difficult one, had he accepted.

Annual RCA Meeting

The annual meeting of the RCA stockholders will be held tomorrow, May 2 at 11 a.m. in studio 8-H of the National Broadcasting Company in Radio City.

Mrs. 3-Month Total Triples The '49 Figure

(Continued from Page 1)
included on 134,629 of the TV sets reported.

The first quarter production by RMA companies was 21 per cent higher than the rate for the fourth quarter of last year—highest previous period—and more than triple the figure for the first quarter of 1949. March production hit a new high of 525,277 sets over a five week period. Highest previous figure had been 414,223 for November of last year.

The weekly production rate was up 14 per cent over February and 126 per cent over the average weekly figure for 1949.

Calls TV 'Biggest Boon' To Appliance Industry

(Continued from Page 1)
which TV has bolstered the over-all electrical industry: by its own tremendous volume of business, as a sales inducement for new types of lighting, encouraging labor-saving appliances in the home to allow more leisure time, and as an advertising medium. Concluding his talk, Mills dubbed Atlanta one of the South's top leaders in the field of television.

WFIL Gets Safety Award

For its contributions to highway safety during 1949, WFIL in Philadelphia has copped the Alfred P. Sloan Highway Safety Radio Award, given annually to the local station waging the most effective safety campaigns. Announcement of the citation quickly followed Public Interest Awards for 1949 that were voted to WFIL and WFIL-TV together with the Philadelphia Inquirer by the National Safety Council. The Highway Safety award will be presented to WFIL at a reception and dinner at New York's Waldorf-Astoria, May 8.



"Ordinarily our agency doesn't make presentations. But in this case . . ."

You know how it is. When the big, important accounts are at stake, agencies will do almost anything to make an impression.

One way an agency can make a good impression is to recommend W-I-T-H in Baltimore. Because a little bit of money produces such big results on W-I-T-H.

Here's why: W-I-T-H regularly delivers more listeners-per-dollar than any other station in town. And at such low costs!

For a full presentation about W-I-T-H, call in your Headley-Reed man.

FM  AM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Station managers: Attention, please...

here's a new service that can pay off fast for you

A completely new package that must pay you more than your card rates... or else!

Costs You Nothing.

Ramer Service offers your station a continuous source of revenue from the sale of new and varied merchandise on which you receive 30% of the selling price of each item ordered through your station. Commission payment for every order you send us is guaranteed.

Just Play the Platter and Pass Along the Orders

This is *not* just another P.I. deal. Selling copy for each item is transcribed. Four different items are included on each standard 16-inch disc; a one-minute and a three-minute commercial for each product. You use it in free time. Orders are received by the station and forwarded to Ramer Service. 30% of the retail price on these orders is paid to your station by Ramer on a guaranteed monthly basis. No commissions are deducted because of returned merchandise.

This service costs you nothing but the time you give it. The choice of availabilities is up to you. Get the disc—try all four items—push the ones that work best for you—and if you don't make more than your card rates, return the disc to us and we'll eat it... or something...

Merchandise Has Popular Appeal

Each item is carefully selected to appeal to a wide mass audience on the basis of its quality, price, seasonal appeal, news and utility values. None of these products is generally available through retail outlets. All merchandise is obtained from well-established, reputable manufacturers who guarantee satisfaction.

For instance, here are the items sold on Platter #450:

Scots Guard Automatic Fire Alarm— Sounds alarm when heat reaches 130 degrees. Thermostat operates spring wound mechanism. No wiring, no batteries, no installation. Simply hang on the wall. Endorsed by Fire Chiefs and Insurance Companies. Ideal for homes and farms. Only \$3.98.



One small station, as a test, using just 2 short plugs a day, plus a 1-minute spot once a week for only 4 weeks, pulled 1500 orders for the Scots Guard Automatic Fire Alarm described below. That would mean \$1,800.00 clear profit for you, under the Ramer plan.

Otello Hair Coloring Preparation— Not a dye. Easily applied liquid guaranteed to give gray or faded hair a beautiful, youthful-looking normal color. Successfully used for 52 years. A natural for continued repeat business. \$1.98 per bottle including Federal tax.

Damp Champ— New plastic laundry bag that dampens clothes for ironing without sprinkling. Allows housewife to iron what she needs and let the rest go until later. Lasts for years. Only \$1.50.

Child's Wading Pool, with 3 Large Water Toys— Big 8-foot-around heavy-gauge plastic pool in bright red and yellow colors. Made by Vanguard. Stands 8 inches high. Holds 14 gallons of water. Easily inflated. Not affected by sun or air. Plus 3 pliable plastic water toys: (1) 20-inch round beach ball. (2) 5 x 6 inch floating swan, (3) 11-inch Al Capp Kigmy. All for \$4.98.

Transcribed to Sell

All commercial copy written by top creative writers from New York's largest advertising agencies. Our announcer, Ralph Paul, is heard regularly on Gang Busters, Second Honeymoon, and other major network shows. All transcriptions of the finest quality. FTC copy regulations scrupulously observed.

Continuous Service

New transcriptions with more fast-selling products will be made available as you require them to give your station a continuous source of revenue.

Here's What to Do

Just to prove to you that we mean business we're offering Transcription No. 450 for your examination with no strings attached. Send for yours today on your station letterhead. Hear it. Then let us show you how your station can get an exclusive for your area, if you act now.

ramer, inc.

"A Creative Service
Specializing in
Merchandising by Radio"
1890 Palmer Avenue
Larchmont, New York
Phone LArchmont 2-2642

MAIL TODAY ATTACHED TO STATION LETTERHEAD

Ramer, Inc. NAME _____
1890 Palmer Ave.,
Larchmont, N. Y. STATION _____
Without obligation
please send me STREET _____
Pay-Off Platter #450
and full information CITY _____ STATE _____

Would Widen 'Voice' Broadcasts Abroad

(Continued from Page 1)

by which he felt the U. S. could promote peace and prevent a third world war.

"It seems to me," he said in urging the power boost, "that in addition to Marshall Aid we need to find methods to export the purposes of the Marshall Plan as well; for it includes ideas as well as goods and money." In essence, the general said that the message of America should be spread on both sides of the Iron Curtain "so that our investment in peace and the maintenance of a free world front will not be lost," he reasoned.

"Whisper Must Be Amplified"

In summarizing his feelings regarding The Voice of America, General Sarnoff said, "Its whisper must be amplified to a roar that will override man-made interference. We must give the Voice of America greater strength, wider range, and a larger audience. In particular, we should ask our British friends to aid us in this task of education for peace, through the world-wide facilities of the British Broadcasting Corporation."

NAM Radio Quiz Program Will Have ABC Premiere

(Continued from Page 1)

industrial programs to industry leaders.

It is planned to originate the program each week from a different city. The broadcast schedule calls for the program to originate in New York, May 9 and June 20; San Francisco, May 16; Salt Lake City, May 23 and Detroit on May 30. The origin of the June 6 and June 13 broadcasts are to be announced.

Reports On Skiatron

Skiatron Corp., has "comfortably exceeded" the minimum requirements of the company's stock issue within the period stipulated in the offering, it was revealed yesterday at the annual meeting of the stockholders by Arthur Levey, president. Reporting on current and future projects, Levey said the company has also negotiated with three other corporations for the completion of demonstration models of the company's new Supersonic large-screen TV projectors. A model of the firm's Subscriber-Vision system is also being readied for future demonstration, Levey concluded.

IN HOLLYWOOD

la cienega at fourth
bradshaw
2-4241

Condé
FRENCH RESTAURANT



By SID WHITE

Man About Manhattan. . . !

● ● ● **THERE'S NO BIZ LIKE SHOWBIZ:** A youngster named Barry Cahill has spent a young fortune learning how to act and speak properly for the thittir. Like thousands of other young hopefuls, he's knocked himself out looking for the Big Break. It came last week when he got the role of a young detective on Wm. Gargan's TV series. He scoured the town for the right hat and suit and when he found them, showed up for rehearsal—only to be told that his role had been slightly switched. He now was to play a man who was found dead in the opening of the show.

☆ ☆ ☆ ☆

● ● ● **NBC page boys,** according to Frank Farrell, finally got curious about the stream of musicians who paraded in and out of one of its unused studios during the past couple of months. A guard who asked questions discovered that a violin teacher had set up shop there without asking anybody's permission. The "professor" explained that the NBC address lent a great deal of prestige to calling cards.

☆ ☆ ☆ ☆

● ● ● **All this rhubarb about plunging necklines on TV** recalls the time Marie Wilson went on "We the People." She came on-stage for rehearsals in low-cut gown that nearly broke up the show. Cameramen (mounted high enuf to peer down) were going wild—and the place was in an uproar. Marie was promptly ushered off-stage and told to change dresses before the show. But came the show that nite and there was Marie still wearing the same gown. People in the balcony were ripping up their seats and chewing off chunks of plaster. The client was in the TV director's booth making sure that camera No. 2 was kept trained on her straight-forward (no side shots please)—and for some time the audience was hysterical. An alert sec'y of the show's staff quickly prepared a bunch of artificial flowers which she gave to Dan Seymour. With the cameras turned to one side, Dan gave the flowers to Marie and asked if she'd mind putting them in her dress. She did and again the place went wild with laughter. Finally, when the uproar had died down, a voice in the front seat said (loud enuf for all to hear): "Hey, Marie, when did they bloom!"

☆ ☆ ☆ ☆

● ● ● **THEY SAID IT:** Television is a kind of radio which lets people at home see what the studio audience is not laughing at.—Fred Allen. . . I'm not saying that television hurts the movie business, but I do hope that they stop inventing more things in the entertainment field.—Sir Alexander Korda.

☆ ☆ ☆ ☆

● ● ● **MAIN STREET SEEN-ery:** Peter Donald chasing a wind-blown hat like Yogi Berra going after a pop fly. . . . Norman Broken-shire looking, unbelieving, at the sun as it flirts with passing clouds. . . . Bert Parks surrounded by admirers who seek nothing from him, except, of course, a promise that he'll call them on "Stop the Music." . . . Bernie (Big Story) Prockter, Boswell to the American Reporter, carrying his daily quota of 50 papers, from which he gets leads for his NBC-TV and radio shows. . . . Uncle Jim" Harkins, the one-man good-will ambassador, good-naturedly joining an NBC tour to explain to a little girl the wonders of Fred Allen.

☆ ☆ ☆ ☆

● ● ● Jack Gilford and his wife were watching a TV variety show when all of a sudden the set went on the blink and all the images became confused. "It's not the set's fault," snapped Gilford. "It's the director's. He mixed up the 10-inch dancers with the 16-inch dancers."

NAB 'Indocrination,' Board Meetings Set

(Continued from Page 1)

WSJS, Winston-Salem, N. C. (District 4); Harold Wheelahan, WSMF, New Orleans, La. (District 6); George J. Higgins, WISH, Indianapolis, Ind. (District 8); Jack Todd KAKE, Wichita, Kans. (District 12) and William C. Grove, KFBC, Cheyenne, Wyo., (District 14).

Directors-at-large who will attend are: A. D. Willard, Jr., WGAC, Augusta, Ga. (medium stations); John Esau, KTUL, Tulsa, Okla. (medium stations); Patt McDonald, WHHM, Memphis, Tenn. (small stations); Edgar Kobak, WTWA, Thomson, Ga. (small stations); and Ben Strouse, WWDC and WWDC FM, Washington, D. C. (FM stations).

Stations Will Carry Peabody Radio Awards

The George Foster Peabody Radio Awards to be made at the Radio Executives Club luncheon at the Roosevelt Hotel on Thursday, May 4 will be broadcast by WQXR and ABC. Principal speaker will be Edward Weeks, chairman of the awards' advisory board and editor of the Atlantic Monthly. Weeks will be introduced by Dean John E. Drewry of the Henry W. Grady School of Journalism, University of Georgia, which makes the awards.

WQXR will air the presentation from 1:30 to 2 p.m. while ABC will make a tape recording of the session and rebroadcast a condensation from 10:45 to 11 p.m.

Lightning Arrester Works

As lightning struck the N. J. transmitting tower of WJZ, New York, last Thursday night, a new automatic device on the tower took the station off the air, preventing further damage to broadcast equipment. At the end of the five-second duration of the lightning attack, the station was returned to the airwaves with the interruption being barely noticeable.

Jamaica Station Planned

The first commercial radio station in Jamaica will open this summer according to the New York reps for the station, Pan American Broadcasting Company. Radio Jamaica will be located in Kingston and will air programs simultaneously on standard and short wave with five kilowatts.

Why buy 2 or more...
do 1 big sales job

on "RADIO BALTIMORE"
Contact
EDWARD
PETRY CO.

WBAL

Radio-TV Competish Aids All, Study Finds

(Continued from Page 1)

ies reporting radio business hold-
ig its own. In New York, indies
d network affiliates share optim-
n about the outlook for radio
les.
One network TV executive re-
mning to New York the past week-
d said that unless TV stations can
duce local rates to compete with
evailing radio commercial rates in
eir communities, radio will con-
ue to hold the upper hand in time
es. Another TV spokesman thinks
is situation will prevail for an-
er two years.

Commission 'Challenged' To Rescind WKUL Edict

Washington Bureau of RADIO DAILY
Washington—Challenging the FCC
o overturn its own decision ap-
oving the purchase of WKUL,
Cullman, Ala., Attorney Paul Spear-
an, for the station, told the Com-
mission that the purchase contract
is a matter of public record. The
oice of Cullman, permittees for a
w AM station in Cullman, ob-
ved last week that the sale con-
tact included a provision that the
oice would go down \$10,000 if there
ere a second AM station in the
Cullman market within three years.

Background of Dispute

The dispute deals with the Com-
mission's okay to the second group,
which already operates an FM sta-
tion in Cullman. WKUL objected to
the grant on the ground that Cull-
man is not large enough to support
two stations, and sought a hearing.
The Commission refused a hearing
and WKUL appealed to the U. S.
Court of Appeals. Argument is that
the public interest will suffer if
that little revenue Cullman pro-
duces must be divided—that one sta-
tion alone can serve the town well
but two cannot because they cannot
make enough income.

The Voice of Cullman replied that
WKUL had raised no objection
when the FM grant to the Voice of
Cullman was okayed. The objection
to the AM grant, it was charged,
is linked with the contract provi-
sion, which the newcomer feels is
not in the public interest and is evi-
dence of a desire to restrain trade
in the area.

McAvity Joining CBS

Hollywood—Tom McAvity, veter-
producer and radio exec, joins
CBS on May 8 as a radio production
supervisor, it was announced Fri-
day by Harry S. Ackerman, CBS v-p
in charge of network radio and TV
programs, Hollywood. At present,
McAvity is producing "The Saint,"
"The Hardy Family" and "Meet
Orliss Archer." When he joins CBS
he will relinquish duties on the first
two, but will retain the "Corliss
Archer" series till June. Previously,
McAvity was associated with NBC
and the Lord and Thomas Agency.

WINDY CITY WORDAGE

By HERB KRAUS

● ● ● One of the few pleasures accorded a Chicago radio and TV editor is the privilege of watching Kukla, Fran, and Ollie perform sans television screen. Within a few short weeks the press has seen them "au naturel" at the Chicago TV Conference, the NAB Television session, Kukla's induction into the Actor's Club, and the dedication of the RCA exhibit at the Museum of Science and Industry. To our mind the Kuklapollan players will attain the same ageless niche as have Pinocchio, Grimm's Fairy Tales, Alice in Wonderland, and all the other great masterpieces which possess the rare faculty of entertaining the adult and the sophisticated while at the same time enthralling the young and the innocent. You have to be a little inhuman to be unable to appreciate the infra-human antics of these delightful characters. A low bow to one of television's noblemen—Burr Tillstrom.

☆ ☆ ☆ ☆

● ● ● Carol Perel, hard working radio gal at Arthur Meyerhoff's emporium in the Wrigley building, will be married in May to Bernard Colby, barrister. . . . It couldn't happen to a nicer time buyer. . . . Wealthiest exhibit at the recent NAB shindig was the C. P. MacGregor transcription outfit. . . . Bill Mertz claims to have given out \$500,000 in cash to all comers. However, it consisted of what we used to call—in pre-television days—"stage money." . . . Another convention memory—the only two non-BMI songs played at the NAB banquet revue were "Mule Train," sung by Frankie Laine (by request). . . . and "Happy Birthday," sung by the assemblage to popular Ed Kobak.

☆ ☆ ☆ ☆

● ● ● The army "brass" was very much in evidence at the RCA dedication banquet at the Science Museum Monday. . . . Major Lenox Lohr, Museum director, was flanked by General Charles Dawes and Brig. General David Sarnoff. . . . All the saluting, however, was marshalled for television. . . . Dignitaries at the affair included civic leaders from all walks of life including ministers, university presidents, and department store owners. . . . Many were there as old cronies of former Chicagoan and now RCA prexy, Frank Folsom. Among those absent was Folsom's former boss, the fiery chief of Montgomery Ward—Sewell "You Can't Evict Me" Avery.

☆ ☆ ☆ ☆

● ● ● Trav-ler Radio Corp., plans to double its teletest output by July 1. . . . They are completing a 30,000 square-foot addition to the plant at Orleans, Indiana. . . . Miss Pauline Powers, 56, named "best teacher of 1950" in the Quiz Kids fifth annual contest, was in Chicago last week preparing for the presentation Sunday, April 30th. A teacher for 40 years, Miss Powers instructs blind students in Youngstown, O. . . . John Meck, president of John Meck industries, TV manufacturers, has been elected president of Scott Radio Laboratories, which has become affiliated with the Meck Company. . . . Our young daughter, Gale Ann, age 22 months, is presenting quite a TV problem in the house. . . . She disdains to watch Super-Circus in spite of the animals, but sits enchanted thru Ed Sullivan's "Talk of the Town." If this trend continues, current surveys won't be worth the paper they're written on, and what will poor Nielsen do then? . . . Famous Last Words: As the FM station owner wailed when the city council outlawed music in the buses: "Sic Gloria Transit Radio."

Ohio Story On Air

"The Ohio Story," a quarter-hour dramatization of Ohio history, takes a bow on WRFD, Worthington, on May 1, which brings the total stations in a statewide hookup airing the program to a total of 12. Sponsoring the stories of Ohio's proudest epics is the Ohio Bell Telephone Company.

Discuss Mental Health

Hollywood — Judge William B. Needly, presiding judge of the Psychopathic Department of the Los Angeles Superior Court, and Sydney Zagry, of the California Committee for Mental Hygiene, discussed mental health over KFVB Friday evening. The program was dedicated to national mental health week.

Generoso Pope Dies; Was Owner Of WHOM

(Continued from Page 1)

raise, Province of Benevento, Italy, and later became one of the country's most successful Italian-American business men.

Shortly after his arrival, he secured a job in a grocery store at \$3.00 per week, and shortly thereafter was a water-boy in a sand bank in Port Washington. Fifteen years later he became president of the same company at which he had begun his career as water-boy. At the time of his death he was president of Colonial Sand & Stone Company, Inc., largest company of its kind in the world.

In 1928, he purchased Il Progresso Italo Americano, oldest and largest Italian newspaper in the United States. He acquired WHOM in 1946.

He is survived by his wife and three sons, Fortune R., Anthony J. and Generoso P. Pope.

He is reposing at the Campbell Funeral Church at 81st Street and Madison Avenue. Funeral services will be held today.

Seeks To Buy WHOW

Application to the FCC for purchase of a controlling interest in the Cornbelt Broadcasting Co., operating WHOW at Clinton, Ill., has been filed by J. R. Livesay, owner and manager of WLBH and WLBH-FM in Mattoon, Ill. WHOW is a three-year-old thousand-watter operating daytime only. If approved by the FCC, the new ownership will consist of Rolland Looper as v-p and gen. mgr.; Frank C. Jennings as secy.-treas., Livesay as president, and F. A. Higgins, former mgr. of WHOW. Jennings is the present mgr. of WHOW; Higgins is now with WPTZ, Jasper, Ind.

AVAILABLE

TOP FLIGHT
ADVERTISING & SALES PROMOTION
EXECUTIVE

- ★ Production
- ★ Department Manager
- ★ Budget Planning
- ★ Space Buying

Department Store and Radio Network background. Supervised art and production, as well as the building of consumer, trade and public relation mailing lists. Office manager, coordinator, etc. Never missed a deadline in career or fallen down on a job. Best of references. Age 38. Write Radio Daily, Box 128, 1501 Broadway, N. Y. C.

103 Radio Awards Made By Institute

(Continued from Page 1)

American Exhibition of Educational Radio Programs announced today by the sponsoring Institute for Education by Radio which will open its 20th annual four-day conference Thursday.

In addition to the 103 awards to aural broadcasting, there were 11 awards to television programs.

The judging was broken down into four major classifications, as in former years. In the network classification, there were 20 first awards, 12 honorable mention awards, and five special awards. NBC won seven firsts, three honorable mention awards, and one special.

CBS and NBC had five first awards and three honorable mentions, each. In addition, the two networks shared one special award for broadcasting "Memo From Lake Success," and the CBC won two special awards of its own.

The Mutual Broadcasting system took down three first awards and one special, while ABC won three honorable mention citations. In the television awards, also judged under the network classification, NBC had three first awards and CBS the other two that were announced.

General Foods Buys Time On Alaskan Group

All six stations of the Alaskan Broadcasting System have been added to the list of stations carrying the NBC show "Farther Knows Best" sponsored by the General Foods Maxwell House division, Pan American Broadcasting Company, reps for the stations announced yesterday. A 52-week contract has been signed for the broadcasts in Alaska with the first airing scheduled for May 1.

The half-hour program starring Robert Young will be recorded in Seattle and sent to the stations via disc. Agency is Benton & Bowles.

Annual Board Meet Held By Canadian Marconi Co.

Montreal—Following the annual meeting of Shareholders of Canadian Marconi Company, held here last week, S. M. Finlayson, general manager, stated that the results during the first quarter of 1950 were "encouraging." He added that results were better than in the like three months of 1949.

J. A. Boyd, a vice-president, presided at the meeting in the absence of the president, A. H. Ginman, and he declared that no new developments have taken place with regard to the intended expropriation by the Canadian Government of the company's overseas telecommunications services.

Directors were re-elected and report for the year ended Dec. 31, 1949, was adopted.

Annual OSI Radio Awards Announced

The complete list of awards in the 14th American exhibition of educational radio programs, conducted in connection with the 20th annual Ohio State Institute For Education by Radio follows:

Classification I—National Networks.

Class 1—Religious Programs—Three first awards: "Eternal Light," by NBC and Jewish Theological Seminary; "Catholic Hour," by National Council of Catholic Men and NBC; and "Family Theater" by Mutual Broadcasting. Also a special commendation to Canadian Broadcasting Corp., for its "Stories From the Bible," which the judges found "conspicuous in filling a long-standing need for a religious program designed for children."

Class 2—Agricultural Programs—First award to "RFD America," by Louis Cowan, Inc., over NBC; honorable mention to "American Farmer" by ABC.

Class 3—Cultural Programs (Literature and the Arts)—Two first awards: "Stage 1949-50," Canadian Broadcasting; and "The NBC Theater," by NBC; honorable mention to "Invitation To Learning," CBS; also special award to "CBC Wednesday Night" for its "courageous experiments with radio themes."

Class 4—Cultural Programs (Music) Two first awards: "Pioneers of Music," by NBC and School of Music of U. of Southern Cal.; "The CBS Symphony," by CBS. Honorable mention to "Metropolitan Opera," by Metropolitan Opera in New York and a special commendation to "Symphonies for Youth," by Mutual Broadcasting and Los Angeles Philharmonic Orchestra.

Class 5—Public Affairs (drama)—Two first awards: "In Search of Citizens," by CBC and Dominion Government and Department of Education of Province of Ontario; "You Are There" by CBS, also two honorable mention awards: "Cross Section" to CBC; and "Living 1949-50" to NBC.

Class 6—Public Affairs (talks)—First awards: "In Search of Ourselves," by CBC and the National Committee for Mental Hygiene; also "Meet The Press" by Mutual Broadcasting. Three honorable mention awards to: "University of Chicago Round Table," NBC and University of Chicago; "You And The World," to CBS; and "America's Town Meeting of the Air," to Town Hall, Inc., and ABC. Also a special award to a "Memo From Lake Success," The Story of The United Nations, by United Nations Radio broadcast by CBC and CBS.

Class 7—Children's Programs—Three first awards to: "Let's Pretend," by CBS; "Cuckoo Cloek Hours," by CBC; "Mind Your Manners," by Allen Ludden and station WTIC broadcast over NBC. Honorable mention award to: "Maggie Muggins," by CBC.

Class 8—One-Time Broadcasts—Two first awards to: "Eleven Memory Street," by United Nations Radio broadcast over Mutual Broadcasting; "The NBC United Nations Project," United Nations Radio and the NBC; also two honorable mention awards to: "The People's Choice," by CBS; "Teddy Is My Son," by National Society for Crippled Children and Adults, and the NBC.

Class 9—News Analysis and Comment—Two first awards to: "Edward R. Murrow and the News," by Ed Murrow and the CBS; "Howard K. Smith from London," to Howard K. Smith and the CBS. Special citation to "Voices and Events," by NBC in "recognition of the creative use of technical advances to bring news to listeners."

Class 10—Canadian National School Broadcasts—First award, "This Is Newfoundland," by CBC; honorable mention to: "Children of the Commonwealth," by CBC.

Classification II—Regional Networks, Regional Organizations, and Regional and Clear-Channel Stations.

Class 1—Religious Programs—First award to "Here's To The Family," by station WNBC and coordinating committee of Catholic Lay organizations.

Class 2—Agricultural Programs—First award to: "The Modern Farmer," by station WNBC; honorable mention to: "Extension Service on the Air," by station WSJS.

Class 3—Women's Programs—First award to: "Martha Doane Program," by Marion Young and station WOR's Martha Deane.

Class 4—Cultural Programs (Art, Sci-

ence, Literature and Musical but not Straight Music)—First award to: "Music For The Connoisseur," by Municipal Broadcasting System of New York. Honorable mention award to: "History and Myth on the State," by station WHA, University of Wisconsin.

Class 5—Personal and Social Problem Programs—First award to: "We Human Beings," by Lowell Institute Cooperative Broadcasting Council broadcast over station WCOP. Honorable mention: "Everyman's Story," by Federation of Jewish Philanthropies of New York over station WNBC.

Class 6—Presenting Public Issues (Forums, etc.)—First award to: "Take it From Here, The New England Story," by Lowell Institute Cooperative Broadcasting Council over station WHDH. Also three honorable mention awards to: "WIND Forum of the Air," by station WIND; "Murder On The Highway," by station WCAU; and "Junior Town Meeting of the Air," by station WJR.

Class 7—News Interpretation—Not Straight News Summary—First award to: "Capital Correspondent," by station WPTR. Honorable mention to: "On The Communist Front," by station WOR, "for an interesting broad-scale interpretation and background of one of today's most complex and challenging problems."

Class 8—Furthering International Understanding—Three honorable mention awards: "After The Atom," by station WAVE; "The World and You," by station WHDH; and Radio House of the University of Texas for the Texas League of Women Voters, broadcast over station KFJZ, Fort Worth. Also a special award: "United Nations Proceedings," by Municipal Broadcasting System of New York over station WNYC.

Class 10—Children's Programs for Out-Of-School Listening—First award to: "King's Three-Ring Circus," by station KING; two honorable mention awards: "Sounds Fun," by Junior League of Toronto, broadcast over station CBL, Toronto; and "Carnival of Books," by station WMAQ.

Class 11—Teen-Age Programs for Out-Of-School Listening—Two first awards to: "Young Book Reviewers," by station WMCA; and "Young Ideas," by station KLZ. Two honorable mention awards to: "Young America Speaks," by Junior League of Los Angeles and Los Angeles City Board of Education, broadcast over station KFI; "The Family Table," by station WINS.

Class 12—Programs for In-School Use by Pupils in Primary Grades—Two first awards: "Children of Other Lands," by CBC and Ontario Department of Education broadcast over station CBL, Toronto; "Tales From The Four Winds," by station WNYC and New York City Board of Education. Honorable mention to: "The Magic Book," by stations KMBC-KFRM and the Kansas City public schools.

Class 13—Programs for In-School Use by Pupils in Intermediate Grades—First award to: "Classmates Overseas," by WSUI and KSEI. Honorable mention award to: "Dr. Tim, Detective," by Rocky Mountain Radio Council and Colorado State Medical Society broadcast over KLZ, Denver. Special award to: "A Music-Map of America," by Standard Oil Co. of California broadcast over KNBC, "for 22 years of fine services to West Coast elementary school children in presenting unusually high-quality musical enjoyment; for efforts to provide a program which will integrate historical and cultural understanding."

Class 14—Programs for In-School Use by Pupils in Junior and Senior High Schools—Two first awards: "Young People's Symphony Preview," by station KUOM and the Minnesota School of the Air; and "Get The Answer Right," by station WBOE and Cleveland Board of Education. Two honorable mention programs: "My Neighbor and Me," by British Columbia Department of Education and the CBC broadcast over station CBR; and "Understanding One World," by station KDKA, Pittsburgh.

Classification III—Local Organizations and Local Stations.

Class 2—Agricultural Programs—First award: "Indiana Farm Journal of the Air," by station WIQU. Honorable mention to: "Friendly Farm Chat," by Agricultural Extension Service of Jefferson County, O., over WSTV.

Class 4—Cultural Programs (Art, Sci-

ence, Literature and Music—But Not Straight Music)—First award: "The NBC Theater," by the University of Louisville. Honorable mention: "Music of The Nations," by WCFM.

Class 5—Programs Dealing With Personal and Social Problems—Two honorable mention awards to: "Syracuse, It's Your Problem," by Radio Center of Syracuse University broadcast over station WAER; a "PTA of the Air," by Fort Pierce PTA, Station WIRA.

Class 6—Presenting Public Issues (Forums, etc.)—First award: "On The Spot" by Radio House of the University of Texas broadcast over KTBC, Austin. Honorable mention: "Brown America Speaks," KDIS.

Class 7—New Interpretation (not straight Reporting)—First award to: "Report From Congress," by Radio Center of Syracuse University broadcast over WAER. Honorable mention: "Understand The Peace," WSPR.

Class 9—Special One-Time Broadcasts To be announced later during the institute sessions this week.

Class 10—Children's Programs for Out-Of-School Listening—First award: "Children's Workshop," by Indiana University over WTOM, Bloomington; Two honorable mention awards: "Magic Music Box" by Junior League of Binghamton, N. Y. over WINR; and "Playtime for Children" by WEXT.

Class 11—Teen-Agers Programs for Out-Of-School Listening—First award: "Treachers off the Shelf," by University of Michigan broadcasting service over WUOM.

Class 12—Programs for In-School Use Primary Grade Pupils—Honorable mention to: "WBGO Story Hour," by New Jersey Board of Education over WBGO-FM.

Class 13—Programs for In-School Use Intermediate Grade Pupils—Two honorable mention awards to: "Under America Skies," by WABE-FM; "Listen To A Legend," by Junior League of Cedar Rapids, Iowa, over WMT, Cedar Rapids.

Class 14—Programs for In-School Use Pupils in Junior or Senior High Schools—Two honorable mention awards: "8-Quiz," by New Jersey Board of Education over WBGO-FM; and "Teen Topics," WABE-FM.

Classification IV—Organizations Preparing and Distributing Transcribed Series for Use on Stations (Complete List of awards follows although awards were not made some classes.—Ed.)

Class 1—Religious Programs—First award: "All Aboard For Adventure," Protestant Radio Commission over various stations.

Class 4—Cultural (Art, Science, Literature and Music but not Straight Music)—First award: "The University Hour," by University of North Carolina's Department of Radio. Honorable mention award: "The America Heritage," by Armed Forces Informatics and Education Division, Office of Secretary of Defense.

Class 5—Programs Dealing With Personal and Social Problems—First award: "V Radio Project," by Columbia University. Honorable mention award to: "The American Indians," by American Restitution at Right of Old Wrongs, Inc.

Class 6—Presenting Public Issues (Forums, etc.)—Honorable mention award: "Rutgers University Forum," by Rutgers and the State University of New Jersey over WCTC, New Brunswick, and WAAE, Newark.

Class 8—Furthering International Understanding—Honorable mention: "GI Ambassador of Goodwill," by Armed Forces Information and Education Division, Office of Secretary of Defense.

Class 10—Children's Programs for Out-Of-School Listening—First award: "Adventure In Folk Song," by Gloria Chandler Recordings, Inc.

Class 11—Teen-Agers Programs for Out-Of-School Listening—Honorable mention award to: "For A Daring and Unique Educational Experiment in VD Control."

Class 13—Programs for Use In-School by Intermediate Grade Pupils—First award: "This Week In Nature," by Cornell University's Department of Extension Teaching and Information, over WHCU, Ithaca, N. Y. Honorable mention award: "California Stepping Stones," by Junior Leagues of California.

TELEVISION DAILY

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

FIVE OHIO S. AWARDS FOR TELE

TELE TOPICS

WHEN COLUMBIA RECORDS elected to sponsor the Robert Q. Lewis Thursday evening show over CBS-TV, they provided a natural merchandising outlet for their product. The Lewis show as a sponsored vehicle differs not extraordinarily from its sustaining format. Lewis is still engaging and personable—albeit there is a little too much of him—the showcased talent still varies from fair to fine, and the talent buyers are still obviously along for the publicity involved. The commercials are neatly integrated into the program, and the addition of an occasional recording artist performing his specialty, tends, if anything, to lift the actual quality of the entertainment value of the show.

PECULATIVELY INTERESTING is the word, just received from Hollywood, that M-G-M refused to loan-out one of its top stars to another producer unless the producer guaranteed that the film to be made would never be televised. Apparently, the movie moguls are getting increasingly sensitive on the matter of video competition. . . . Also from Hollywood comes the intelligence that, due to an ever-increasing demand for their services, the Fairbanks Productions firm has begun the conversion of its annex building to a better sound stage. . . . There is a possibility that Charles Laughton's readings and discussions of Bible passages may become a video feature over CBS-TV, and it doesn't sound like a bad idea. . . . Richard Grant snared the lead role on Richard Procter's "The Big Story" May 1st edition over 42 other aspirants who tried for the part. The program is an NBC-TV feature.

EDNEY SMITH replaces Kathi Norris at DuMont today. . . . Norris switches to WNBC-TV. . . . "Hands of Destiny" will be sponsored over WABD by local New York Chevrolet dealers. . . . CBS-TV will do a special show, "A Measure of Freedom" on May 7 on behalf of the Anti-Defamation League with a telecast of governmental VIPs, athletes, labor leaders and educators. . . . That was, incidentally, is mulling a TV show featuring Cedric Adams. . . . KDYL-TV marked its second anniversary last week. The RCA public color demonstration will be given at the Home Builders Exhibition May 12 to 20 in Washington. WAVE-TV has pulled 10,000 entries into its contest to find "Miss City Beautiful" of Louisville. . . . Stanton Osgood has been signed to pen a book for Doubleday based on the contributions of motion pictures and the theater in the field of television.

So. Calif. Programs Better, Says SCABRT

(Continued from Page 1)

during a specified week from a previous 91 to 18, a decline in televised hold-ups from seven to two, and one jail-break instead of two. The SCABRT second survey covered the hours of six and nine p.m. during the week of March 20 and the first survey covered the same hours during a similar week's study last November.

Mrs. Logan said, however, that there "is still an abundance of attempted murders, drunkenness, brawls, false arrests by bungling and corrupt public officials and other unsavory fare." This, she continued, appears very vivid to children.

The Association expressed the opinion that Southern California telecasters "are making a sincere effort" to meet the Association's request calling for the substitution of "wholesome family entertainment" during the early evening hours when the viewing audience is largely juvenile.

Will Preview DuMont Line

The new DuMont television receiver line will be introduced to direct dealers in the Buffalo area Tuesday afternoon, May 2 at the Hotel Statler, H. James Tait, eastern regional sales manager, receiver sales division, Allen B. DuMont Laboratories, Inc., announced Friday.

Tait stated that the entire new line, now being introduced at distributor showings all over the country, would be on display at the Statler starting at 3:00 p.m.

So True!

Ed Wynn's definition of a kinescope bears repeating: "Kinescope," he says, "is from the Greek word, 'escape' meaning to recognize, and 'kin' means relatives—a medium in which even your best friends can't recognize you!"

Movie Co. Own Boss In Selling, Says Myers

Washington Bureau of RADIO DAILY
Washington—Film companies may supply product for Phonovision, or they may refuse to supply it, it was pointed out here Friday by Abram F. Myers, chairman of the board and general counsel of Allied States Assn. of Motion Picture Exhibitors. No legal threat can force individual film companies to sell their pictures, he wrote in a special bulletin in which he criticized Eugene F. McDonald, president of Zenith, for his recent allusion to court action to force the release of films.

Statement By Myers

McDonald, said Myers, "conveniently, or inadvertently, overlooks the fact that every manufacturer, acting singly, and not in collusion with others, always has the right to select his own customers."

"That always has been, and still is, the law," he asserted, "and there is nothing in any anti-trust statute or any decision of any court to the contrary."

Myers observed that "no exhibitor group has threatened to boycott any producing company which licenses its films for exhibition on Phonovision, or even on plain television."

Press-Time Paragraphs

RCA Equips First Mexican Station

Mexico City—Mexico's first tele station, scheduled to go on the air this summer, will be equipped with a 5-kilowatt transmitter and associated studio and mobile pick-up units supplied by RCA. The station, which will operate on Channel 4, will be located in the 20-story National Lottery Building in the center of this city. It will be owned by Romulo O'Parrill.

Sets Selling 1,000 A Week

Ames, Iowa—Video set sales are moving at a 1,000 per week clip here in an area served by video since only February 21 when WOI-TV, an adjunct of Iowa State College, went on the air. There were 3,500 sets-in-use prior to the stations going on the air in the area and seven days later had jumped to 5,600, on March 19 to 6,785 and on April 3 to 8,860 sets.

CBS Leads Pack, NBC Close, ABC 3rd

Television programs received five first awards and six honorable mentions without regard to program classification from the 20th Annual Institute For Education by Radio, sponsored by Ohio State University, it has been announced.

First award programs in television included "Mr. I. Magination," (CBS-TV) "for the skillful blending of education and entertainment;" "Studio One" and "The Ford Theater," (both CBS-TV); "Meet The Press," (NBC-TV); "Kukla, Fran and Ollie," (NBC-TV) for "maintaining the high standards of quality, originality and imagination that make it the most engaging five-times-a-week program in television," and "Your Show of Shows," (NBC).

The six honorable mention awards went to "The Author Meets The Critic," (ABC); "NBC Television Opera Series" and "CBS Television Opera Series;" "Arthur Godfrey and His Friends," (CBS-TV) "for demonstrating consistently that an informal program in the studio can mean friendly entertainment in the home;" "Today With Mrs. Roosevelt," (NBC-TV); "The Fred Waring Show," (CBS-TV), and "Escape," (CBS-TV).

Miner Double Winner

Interesting to note was that fact that two of the award winners in the top five awards were productions of Worthington Miner, who produces "Mr. I. Magination" and "Studio One," and the fact that Arthur Godfrey, who has been so much on the pan lately for his "blue" entertainment, was given an honorable mention.

Statistically, NBC-TV and CBS-TV shared the majority of the awards losing only one to ABC-TV. The breakdown shows that CBS-TV took six of the top awards, NBC-TV took four, ABC-TV took one and NBC split one other award between them.

NAB TV Survey

The third annual survey of television employment and wages is currently being conducted by NAB. Questionnaires have been sent to all stations asking data on staffs, average weekly wage scales, staff structures and operating costs. The completed study is expected to be distributed to stations in mid-May.

COAST-TO-COAST

Glen Perkins Class Speaker

Wichita, Kans.—Glen Perkins, sportscaster of KFJH and KFJH-FM and former baseball editor for the United Press, addressed radio and journalism classes at the Wichita University on Wednesday April 26th. Perkins spoke on sports publicity.

Royer Joins WCSI

Columbus, Ind.—Virgil Royer is the newest staff addition to WCSI. Royer, who was formerly with WWNI, Wabash, is replacing Mike May who has joined WXGI, Richmond, Virginia.

Atomic Energy Speakers On WDRC

Hartford, Conn.—Three speakers at the Atomic Energy Institute held at William Hall High School here were interviewed in a series of broadcasts over WDRC. Philip LeCorbeiller of Harvard was interviewed on April 24th; Albin E. Johnson, consultant on atomic energy for the U. N., on April 25th; Harry A. Winne, General Electric Co. executive, was interviewed on April 26th.

Radios For WONS Listeners

Hartford, Conn.—Milt Berkowitz, rounding out his 15th year as sports and news director of WONS, is giving away a radio set a week to the listener who answers the question of the week on his 6:15 p.m. sports show. Berkowitz also gives 10 sets of ducats to the home games of the Hartford Chiefs. The first week's contest brought mail from every New England state, New York and three letters from Maryland.

Joins KFJH Staff

Wichita, Kans.—Paul Wilson has joined the sales staff of KFJH and KFJH-FM as an account executive. Wilson is a radio veteran of 13 years experience and was formerly with KANS as program director.

New Morning Series On WTIC

Hartford, Conn.—A new morning feature over WTIC titled "Hear Something New" is being presented Mondays through Fridays at 9:30-10:00 o'clock. New inventions, books, plays and events are discussed on the program, supplemented by guest interviews and the playing of the latest musical selections received by the station's recording library. Five different announcers have been assigned to the series. Each will be responsible for building his own show and selecting the music used.

Staff Promotions Set At WKNE

Keene, N. H.—Osborne C. Wade has been named program director of WKNE, it was announced by the directors of the station. Howard E. Wheelock will serve as special services director and news editor; Ernest Batchelder, chief engineer, will assume the added duties of director of personnel relations and station operations, and Arthur N. Goodyear will become active in sales service and promotion in addition to his regular duties as announcer and record library assignments.

THE WEEK IN REVIEW

... Highlights Of Radio-TV News

By BOB GREBE

The pattern of news was irregular last week as many broadcasters returned to their desks following the NAB convention. Setting the pace for the most part were top personalities in and out of the industry. General Lucius D. Clay, formerly military governor of Germany, was offered the presidency of RMA, but turned down the post to accept the chairmanship of a "Crusade for Freedom" to be sponsored by the National Committee for a Free Europe. Wayne Coy, FCC chairman, announced that he does not plan to seek reappointment when his term expires in June. Brig. General David Sarnoff forecast that the outcome of the 1952 presidential election may well hinge on how the candidates go over on TV. Also speaking on video was Spyros P. Skouras, 20th Century-Fox president, who saw a bright future for theater-TV, while writing off Phonevision. Two network presidents, Frank White of MBS and Frank Stanton of CBS, were elected to terms on the Advertising Council.

In the networks, a surprise strike by the National Association of Broadcast Engineers and Technicians caught ABC and NBC off guard and interrupted regular schedules. Later in the week, however, a new agreement was reached between the groups for an 18-month period. In another labor hassle, the Screen Actors Guild in its jurisdictional dispute with Television Authority over talent asked the NLRB in California for certification as bargaining agent. Other web actions included: plans for covering the Fall elections; the signing of the U. S. Steel Corp. for a renewal of the Theater Guild on the Air for another year on NBC and numerous revisions of programs for the summer hiatus.

FCC actions reported during the week were: a ruling that stations should not veto all controversial discussions because one side refused to take part; okaying of a new transmitter for tests of Phonevision and hearings on business practices of major nets. Also in Washington: Wayne Coy told the Interstate Commerce Commission that he favored legislation which would permit broadcasters to cover races and other sporting events, but would ban any broadcast of betting odds; NAB general counsel Don Petty told a Senate Committee that the President's bill on reorganization of the FCC was objectionable; former FCC chairman Frank McNinch passed away, and the House Ways and Means Committee decided to retain the 10 per cent Federal tax on radio receivers.

Other items: WINS got an injunction to prevent the musicians' union from picketing the station, claiming that their contract had expired and that there was no strike; Jose Ramon Quinones, president of WAPA, said that radio is the public

information and entertainment lifeblood of the Puerto Rican people; Sidlinger & Co., Inc., folded its radio and TV measurements; AAAA announced new officers and governors of sectional councils; NBC's station planning and advisory committee met in New York; ASCAP reported its income about equal in 1949 to the previous year; H. J. Heinz Company renewed its sponsorship of "Ozzie and Harriet"; CBC reported it would have a deficit for the year ending March 31; the Springfield, Mass., farm club of Chicago waived its rights to ban "foreign" games to be broadcast in its area; Camels bought a five-minute baseball summary following the NBC "Game of the Day"; and WNEW, making a strong bid for the out-of-home listening audience, expanded its coverage of traffic reports.

The Better Business Bureau of New York reported that it had worked out standards with dealers for the advertising and selling of radio and tele sets. . . . C. E. Hooper took issue with charges of Craig Lawrence of WCOP, Boston, which indicated that Hooper was selling radio short since selling part of his service to Nielsen. . . . Ohio State University readied plans for its radio and tele conference this week. . . . INS and UP reported new gains in servicing broadcasters during the past year. . . . Lux Radio Theater held its lead in the latest Nielsen ratings. . . . Magnovox sales reported at nine-million dollars for first quarter of year.

A NAB sponsored code for video was said to be unlikely in the near future by George Markham, NAB-TV head. . . . TV billings in March climbed more than one-million dollars since March, 1949. . . . Chicago set up a board to review video shows. . . . Dancer-Fitzgerald-Sample sought rate slashes for re-runs of the "Lone Ranger" over ABC-TV. . . . Prospect of a new TV center on the New Jersey side of the Hudson River was reported by Governor Driscoll. . . . Goar Mestre of Cuba completed deals for TV equipment and toured stations before returning home. . . . CBS said it now had an "electronic color system. . . . TV sets in use were reported at more than five-million on April 1, 1950 by NBC research.

Signs RCA-Victor Contract

Met Opera star Rise Stevens has been signed to an exclusive long-term RCA Victor Red Seal recording contract, it was announced last week by Paul A. Barkmeier, v-p and gen. mgr. of RCA Victor's Record Dept. Under the new contract, Miss Stevens makes her first Red Seal records immediately after the termination of her present affiliation with Columbia Records. Currently, she is on tour with the Metropolitan Opera Company.

AGENCIES

HENRY W. LOWE has been elevated a vice-president of the William Esty Company, Inc. He is executive on the Colgate-Palmolive Peet account.

WALTER M. HAIMANN has joined Flint Advertising Associates an account executive. He was formerly with Jardine Liquor Corp.

ROBERT W. ROBB has joined Calkins & Holden, Carlock, McClintock & Smith, Inc. as director of public relations. He was formerly with N. W. Ayer & Sons, Inc.

JACK PETTERSEN has been named assistant advertising manager of Motorola, Inc. N. H. Tevinger has also been named by the company as sales promotion manager and Frank J. Eder has been appointed budget control supervisor.

DEANNE E. WITT has been appointed to the new business department of Fred Gardner Compar Inc.

CORBIN ADVERTISING AGENCY has moved to new quarters: 20 Vesey Street.

So. Calif. Broadcasters To Elect New Officers

Hollywood—This year's Board Directors of Southern California Broadcasters Association will hold final session at Brown Derby Room, Tuesday, May 2nd, 6:00 p.m. New officers and board will be elected at general membership luncheon in Hollywood Roosevelt Thursday, May 11th. Members are currently nominating by mail for president, vice-president a secretary-treasurer, with top three names for each office to be voted May 11th. Election committee appointed by President William Beaton to supervise nominating a voting consists of Frank Burlingame, KFVD; Thelma Kirchner, KGI and Harrison Dunham, KTTV.

World Renewals Reported

Twenty more radio stations have agreed to renew or extend their contracts for use of the World Broadcasting System's transcription library service. The announcements from World listed the stations: KFUN, Las Vegas, N. M.; WWS Glens Falls, N. Y.; WWST, Wooster, Ohio; WLEC, Sandusky, Ohio; KVLH, Pauls Valley, Okla.; KRNR, Roseburg, Ore.; WEDO, McKeesport, Pa.; WPEK, Alexandria, Virginia; KTBI, Tacoma, Wash.; WRAL, Reading, Pa.; WRHI, Rock Hill, S. C.; WGNS, Murfreesboro, Tenn.; WAYX, Waycross, Ga.; WDAF, Danville, Ill.; WDZ, Tuscola, Ill.; KSCJ, Sioux City, Iowa; KRM Shreveport, La.; WIGH, Fort Dodge, N. J.; WMRC, Greenville, S. C., and KRRV, Sherman, Texas.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 51, NO. 22

NEW YORK, TUESDAY, MAY 2, 1950

TEN CENTS

NAB EXECs TO MEET WEB OFFICIALS

University Seeks Opinions On Advertising

Leaders Invited To Conference At NYU

Top executives of all advertising media are being called together by New York University for an advertising convention on May 11 and 12 to discuss practices, theory, and education in advertising. The university, which was primarily interested in getting ad execs. to pool their opinions

(Continued on Page 3)

Stanton Makes Issue Of AM Research Data

Declaring that "the air is full of saucers, slide rules and dead cats these days," Frank Stanton, president of CBS, yesterday sent a letter to the agencies in which he charged, "conflicting network leadership claims are creating confusion in many people's minds."

"This can be damaging, not only to radio, but to all advertising—since

(Continued on Page 3)

Urge FCC To Recognize Culture, Art In Programs

Washington Bureau of RADIO DAILY
Washington—High-level programming, meeting cultural and artistic needs not provided for by most broadcasters, should be so recognized by the FCC, the Commission

(Continued on Page 8)

Broadcast Sign

A broadcast sign utilizing radio techniques has been installed by Joseph Kaliff Associates on a roof at Broadway and 47th Street in New York City. Sign will give quotes from columnists, news, baseball scores and caricatures by Kaliff. Advertisers will be signed for fifteen, thirty and sixty-minute programs. George Lewis is program director.

Poll Seeks Agreement On BAM Board

Washington—Organizers of the new Broadcast Audience Measurement, Inc., are being polled now for agreement on the composition of the board of directors of the new Measurement Company, which will succeed BMB. No stock is yet issued and no money subscribed, with everything awaiting the action of the board.

The board will include 18 members—three representing independent stations and three affiliates (large, medium and small stations in each case), three representing advertisers and three representing agencies, one representing TV stations, one representing FM stations and one representing each network.

Hayes Gets TV Rights To 3,600 Coast Reels Additional Awards Announced By OSI

West Coast Bureau of RADIO DAILY

Hollywood—Sam Hayes yesterday consummated a deal giving him exclusive TV sales rights of 3,600 reels of motion pictures. The deal was made with Hollywood Film Enterprises, Inc.

Included in the deal are 426 Christie comedies. Other films catalogued include 314 western features, 100 serial reels, 100 sports shorts, 30 historical dramas, 34 dog star pic-

(Continued on Page 3)

Streibert Hosts White; Speaks On MBS Surplus

"A substantial surplus has now accrued" in the Mutual operation, according to a statement issued yesterday by Theodore C. Streibert, chairman of the board, on the oc-

(Continued on Page 3)

Columbus — Two additional first awards and three honorable mentions have been announced in the 14th American exhibition of educational radio programs, conducted in connection with the annual IER opening Thursday. All five citations were in the special one-time broadcast class.

Among regional networks and clear-channel stations, the first awards were: "Race Prejudice," sta-

(Continued on Page 3)

Cincinnati Agency Opening N. Y. Office

Stockton, West, Burkhart, Inc., Cincinnati agency which recently acquired the Gruen Watch Company account, will open a New York office about June 1 with Richard M. Dunn, who has been named manager

(Continued on Page 2)

Chevrolet, In 'Spot' Survey, Asks 600 Stations For Data

Chevrolet may soon buy a heavy schedule of radio spots, it was learned yesterday. Questionnaires have been sent out to some 600 stations by the auto maker's agency, Campbell-Ewald of Detroit, asking for rates and times available for a three-minute musical commercial.

Chevrolet is reported to be asking for prices on a five-minute program rate basis plus a one-minute spot announcement rate divided by two.

The rate resulting would be only slightly more than one for a one-minute period on most stations.

Ordinarily, a half-hour rate at night for the three-minute commercial would be quoted. Some stations are opposed to the basis while many others are giving prices subject to hearing the platter.

While no definite plans for the spots are known as yet, it is believed

(Continued on Page 3)

Will Stress Value Of Membership In The Assn.

Washington Bureau of RADIO DAILY
Washington—NAB toppers will meet May 15 at the Waldorf-Astoria Hotel in New York for a day-long, chips-down session in which they will seek to convince network executives of the importance of continued network participation in NAB. Although network membership fees, as

(Continued on Page 2)

Americanism Series Produced By World

A new Americanism program series, "Forward America," has now been released to some 763 affiliated stations, the World Broadcasting System revealed yesterday. Featured in the shows are readings of passages from American literature by the late Walter Huston, the New World Singers and specialty artists such as Jimmy Wakely and Susan Reed.

World, together with its parent

(Continued on Page 2)

Pillsbury Mills Renews Grand Central Station

Pillsbury Mills, Inc., Minneapolis, has renewed its sponsorship of "Grand Central Station," Saturday afternoon dramatic series for another

(Continued on Page 3)

New England Show

Boston—The first Boston showing of the all-industry movie, "Lightning That Talks" will take place at the luncheon-meeting of the Radio Executives Club Wednesday at the Hotel Touraine, 12:15 p.m. Maurice Mitchell, director of BAB, will present the film which is being brought to Boston under the auspices of WBZ, WCOP, WEEL, and WNAC.



Established Feb. 9, 1937

Vol. 51, No. 22 Tues., May 2, 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. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Postage free) United States (other than California) \$10.00 one year; California, \$15.00. Foreign, \$15.00. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

WEST COAST OFFICES
Ethel Rosen, Office 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
Suite 314, Thomas Bldg.
Dallas, Texas
Phone: Riverside 5491

ROME BUREAU
John Perdleari
Ludovisi 16

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

FINANCIAL

(May 1)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
ABC	13 1/8	12 7/8	12 7/8	- 1/8
Admiral Corp.	36 7/8	36	36	- 3/8
Am. Tel. & Tel.	157 1/2	156 3/4	157 1/2	+ 3/8
CBS A	36 3/4	36 1/2	36 1/2	- 1/8
CBS B	36 3/4	36 1/2	36 1/2	- 1/8
Philco	52 7/8	52 1/8	52 1/8	- 1/8
Philco pfd.	95 1/2	95 1/2	95 1/2	+ 1
RCA Common	22 3/8	21 3/4	22	+ 1/4
Stewart-Warner	19 1/2	19 1/8	19 1/8	- 1/8
Westinghouse	34 1/2	34 1/8	34 1/2	+ 3/8
Zenith Radio	66 1/4	64 1/2	65	- 1/8

OVER THE COUNTER		
	Bid	Asked
DuMont Lab.	25 5/8	26 5/8
Stromberg-Carlson	17 1/2	19

Will Receive Award

J. Edgar Hoover makes one of his rare microphone appearances to-night on Mutual (10:30-10:45 p.m.) when he accepts the 1950 "Medal of Achievement" from the N. Y. State Grand Lodge of Masons. Mutual will give the award exclusive airing from New York's Hotel Asfor.

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 ★

STERLING W. FISHER, manager of NBC's public affairs and education department, and DORIS CORWITH, supervisor of talks and religious broadcasts for the network, tomorrow will leave for Columbus, Ohio, where they'll participate in panel discussions at the Institute for Education by Radio held by Ohio State University.

LEON LEVINE, director of discussion programs at CBS, has returned from a ten-day flying trip to Rome, Paris and London.

RAYMOND F. GUY, manager of radio allocations and engineering for NBC, also president of the IRE, returning from a series of TV conferences in Cincinnati.

ROBERT PURCELL, program director of KTTV, television station of the Los Angeles Times, is expected in New York today for huddles with agency executives and program producers.

ELEANOR FITZWILLIAMS, switchboard operator at WBBM, Chicago, is in Los Angeles on a two-month leave of absence.

JACK MITCHELL, of the American network's script department, is aboard the Queen Elizabeth bound for a three-week vacation in Europe. He'll visit England, France, Switzerland and Norway.

CLARENCE WHEELER, vice-president of WHEC, Columbia network affiliate in Rochester, N. Y., is in town for conferences with officials of the web.

GRACE JOHNSON, director of continuity acceptance at ABC, today will board the motorship Oslofjord for a trip to Norway, where she'll spend next three weeks.

JERRY FAIRBANKS, piloting his own plane, has arrived in New York for several weeks of conferences with television executives. He is accompanied by LAWRENCE AICHOLZ, head of the Fairbanks sound department, and NAT WINECOFF, director of the Fairbanks music-publishing company.

WILLIAM GILLETTE, television director of Young & Rubicam, is back in New York following several weeks on the West Coast.

Americanism Series Announced By World

(Continued from Page 1)
company, the Frederic W. Ziv Company, has just completed moving its operations to 488 Madison Avenue. The Ziv Company has announced that its "Boston Blackie" mystery series has been sold to the Terre Haute Brewing Company for airing in 53 markets covering Michigan, Indiana, Georgia, Tennessee, Alabama, Florida, Louisiana, South Carolina, Kentucky, Mississippi and Arkansas. The program has also been sold to individual groups in nine other markets throughout the country.

Col. George C. Johnston

Colonel George C. Johnston, president of the Orlando Broadcasting Co., owner of radio station WDBO, Orlando, Fla., died Saturday at Crescent City, California of a heart attack at the age of 78. The colonel was on a 20,000-mile tour of the country in his car. Colonel Johnston practiced medicine for many years in Pittsburgh and during world war one was in charge of all medical field equipment used by the army of the AEF. He came to Orlando for his health in 1922 and became interested in broadcasting. In 1924 he gave Florida one of its first broadcasting stations WDBO. Colonel Johnston was truly a radio pioneer just as he was one of the first in the medical profession to see the great benefit of the X-ray.

Carolyn Turner

Miss Carolyn Turner, forty-six, a senior time buyer for radio and television for Young and Rubicam, Inc., died Saturday (April 29) at Harkness Pavillon. Born in Philadelphia, she lived in New York at 135 West Sixteenth Street. Surviving are her parents, Mr. and Mrs. Henry C. Turner, Sr.; a sister, Mrs. John Guyon, and a brother, Henry C. Turner, Jr. A funeral service will be held at 2 p.m., today at the Kirk & Nice Funeral Home, 6301 Germantown Avenue, Philadelphia.

Cincinnati Agency Opening N. Y. Office

(Continued from Page 1)
of the radio and TV department, temporarily in charge. Dunn, radio and TV producer-director for N. W. Ayer & Sons for the past nine years, will supervise the opening of the New York office and will return to Cincinnati at a later date to handle the agency's radio and television activities.

NAB Execs. To Meet With Web Officials

(Continued from Page 1)
nets, amount only to \$5,000 each per year, the overall loss if they should pull out their owned-and-operated stations would be from \$175,000 to \$200,000 per year. President Justin Miller, general manager William Ryan and department heads are slated to meet with MBS President Frank White and top executives of the other three webs. Just who will represent the other three nets could not be said definitely yesterday. A complete run-down of NAB activities seems to be lined up for the meeting, with each department director apparently planning to "sell" his program to the network representatives.

New KTLA Musical Show

Hollywood—A new musical program will premiere on KTLA, Friday, May 12 at 8:00 p.m., it was announced by Klaus Landsberg, vice-president of Paramount Television. Ina Ray Hutton and her all-girl orchestra will headline the new one-hour musical variety show from the Aragon Ballroom on Lick Pier in Ocean Park. The Hutton girls will be featured with top flight variety acts and guest artists.

"Okay, Louie, the coast is clear..."

One word from his partner and this cat-nipper is going to work. Might be the biggest haul of the year for the alley brigade up around Fulton Fish Market in New York. And speaking of big hauls, (legitimate variety) you time-buyers ought to see what W-I-T-H can do for you in Baltimore. For just a little money, you can produce big results. W-I-T-H is the big bargain buy in Baltimore. It regularly provides more listeners-per-dollar than any other station in town. W-I-T-H has a BIG audience, too—it covers 92.3% of all the radio homes in the Baltimore trading area. Call in your Headley-Reed man and get the full story today.

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

NYU Seeks Opinions On Educational Advg.

(Continued from Page 1)

on the future of advertising for the benefit of its students, has picked the occasion of the fiftieth anniversary of its School of Commerce for the Golden Jubilee Ad Convention. Being thrown open to all advertising people as well as students and alumni of the university, the convention is expected to attract large crowds to the Park Sheraton Hotel in New York for one session on the 11th and four on the 12th.

Highlighting the two-day jubilee confab is the banquet on the evening of the 12th with the following as guests of honor: Dr. G. Rowland Collins, dean of the School of Commerce at NYU; Samuel C. Gale, vice-president of General Mills, Inc., and chairman of the board of the Ad Council; and Garner and Fleur Cowles, of Cowles Magazines, Inc.

Lowen to Speak

Speakers during the first day of the convention are tackling the title, "The Future of Education in Advertising." Prof. Darrell B. Lucas, NYU professor and director of the Research Foundation of America, will moderate the evening panel discussion while the talks will be made by: Prof. George Burton Hotchkiss, chairman of NYU's marketing dept.; Walter Lowen, prexy of Walter Lowen Placement Agency, which specializes in advertising personnel; and Sydney H. Giellerup, v-p of Marschalk & Pratt Co. and chairman of the AAAA Committee on Examinations.

"The Future of Public Relations in American Business" is the topic for the early morning session on May 12 when Joseph E. Boyle, v-p of J. Walter Thompson; and Howard Chase, v-p of General Foods, will be the principal speakers. Moderator of the 10:00 a.m. session is Edward L. Bernays, publicist, author, and consultant.

William Gittinger Included

The late morning session of May 11 is slated to iron out problems on making advertising more effective, Eldridge Peterson, editor of Printers Ink, is moderator. Principal speakers on this subject are Otto Kleppner, president of the Kleppner Co.; Robt. M. Gray, advertising and sales promotion director of Esso Standard Oil Co. and director of the Ad Council; and William E. Robinson, executive v-p of the N. Y. Herald Tribune.

During the afternoon sessions Bruce Robertson, of Broadcasting Magazine, and John Crichton, executive editor of Advertising Age, are moderators of the discussions which are respectively: "Television — Its Place and Impact" and "How Far Should Government Control Go In Advertising." Speaking on the former topic are William Gittinger, v-p of CBS, and Kendall Foster, v-p of William Esty Co. And on the latter topic, the speakers will be Daniel J. Murphy of the FTC, and George S. McMillan, v-p of Bristol-Myers Co.

Additional Awards Listed By Ohio State "U" Institute

(Continued from Page 1)

tion WMAQ, Chicago; and "PTC Strike," station WCAU, Philadelphia. In the same classification, honorable mention went to "Kidnap" over station WWJ and the Detroit News.

Among local stations, honorable mention went to station WAER, Syracuse University, for its program, "For This I Die," in classification IV, organizations preparing and distributing transcriptions. Honorable mention went to "The Only Good Indian" planned-produced by the American Restitution and Righting of Old Wrongs, Inc.

These additional awards increased the number announced this year to 119.

Of the four general sessions at the institute for education by radio, opening here Thursday, educators probably will be most interested in the one that will discuss the question: "What Part Should Radio and Television Play in Schools and Colleges?" A distinguished panel of four speakers will discuss this question Saturday at 8 p.m.

The opening general session Thursday evening will be devoted to the question, "Do We Need a New National Policy for Radio and Television?" The Friday morning general session will be devoted to: "International Affairs—A Challenge To Broadcasters" and Friday evening, the topic will be: "Are We Losing Our Constitutional Freedoms?"

Dr. Howard L. Bevis, president of the Ohio State University and chairman of the radio committee for the national land grant colleges, will preside at the Saturday evening meeting.

First speaker on the symposium

Hayes Gets TV Rights To 3,600 Coast Reels

(Continued from Page 1)

tures and 105 miscellaneous shorts. Hayes, in addition to his radio newscasts, is also producing TV subjects as head of Hayes-Parnell organization.

An unusual feature of the TV releasing deal is that many of the properties have never been reduced from 35mm. to 16mm. for home use, but will be as the prints are made for TV. Prints of the 16mm. film made for TV will also be made available for home use rental through Hollywood Film Enterprises.

Pillsbury Mills Renews Grand Central Station

(Continued from Page 1)

er 52 weeks effective with the broadcast of Saturday, June 3. The program, presented Saturdays, 12:30 to 1:00 p.m., EDT, has been sponsored by Pillsbury since March 3, 1944. Agency for the sponsor is Leo Burnett Co., Inc.

will be William B. Levenson, assistant superintendent of schools, Cleveland, author of the book, "Teaching Through Radio," and former director of WBOE, Cleveland board of education station.

The Philadelphia public school system, which has been doing the outstanding experimental work in teaching with television, will send its superintendent of schools, Louis P. Hoyer, to appear as second speaker. Third speaker will be Dr. J. Max Bond, distinguished Negro educator, director of the school of education at Atlanta, Ga., and president-elect of Liberia College, Monrovia, Liberia. Rounding out the panel will be Richard Hull, director of WOI, Iowa State College, Ames, the first college television station. Hull also is president of the National Association of Educational Broadcasters.

Pack and Forbes Scheduled

Among the nearly two score smaller group and work-study meeting will be one on the promotion of educational programs. This will be the first in IER history devoted exclusively to that subject.

The participants will include: Edward L. Bernays, New York, public relations counsel; Richard M. Pack, WNEW program director, New York; Irving Merrill, KUSD manager, U. of South Dakota; Carroll Forbes, WOV, New York. Chairman of the session will be Seymour N. Siegel, director of radio communications for New York City. Bernays also will participate in a session arranged by the National Junior Town Meeting League to seal with radio and TV programs for youth discussions.

Stanton Makes Issue Of AM Research Data

(Continued from Page 1)

it tends to cast doubt on the validity of research on which many important buying judgements are based," Stanton declared.

Charging that "other networks are basing their claims on 1949 information" Stanton said that the CBS claims are based on 1950 information.

The letter apparently is a sequel to full page advertisements carried in New York dailies and in cities where both CBS and NBC have owned and operated stations. These ads were designed to emphasize the superior coverage of each of the radio networks.

New Series On WCAE

Florence Sande, director of women's activities for station WCAE in Pittsburgh, will launch a new program, "Home Hints," today, at 4:45 p.m. over WCAE for Borden's Ice Cream.

The program will be heard Tuesdays through Fridays.

Chevrolet Surveying Spot Radio Markets

(Continued from Page 1)

that the response from the stations will determine plans. Chevie was previously in spot radio in 1927 on some 300 stations, but dropped out later when it ran into difficulty with Internal Revenue because of dealer allowances for advertisers.

Streibert Hosts White; Speaks On MBS Surplus

(Continued from Page 1)

casian of Frank White's first anniversary as web president. Streibert and other members of the MBS executive staff staged a surprise luncheon for White to mark the anniversary date.

In his statement, Streibert noted that on May 1, 1949, White took over a budget operating at a deficit with slim prospects for the summer. He reported that business had increased and that through White, the "Game of the Day" had been added to an increased programming schedule.

The directors were pleased and look forward to White's continued leadership in the radio and television operations of the network, Streibert said.

Mat-Ladies On KLAC-TV

Hollywood—Don Fedderson, general manager, KLAC-TV, announced yesterday that starting Sunday, May 14th, KLAC-TV will produce exclusively as a television show for the first time, Girls Wrestling. It will be staged and produced by KLAC-TV which will rent a theater or an arena for the weekly event. No admission price will be charged the public attending in person. The same girls that are wrestling in eastern arenas will fly to Hollywood especially for the event. In addition, starting May 8th, men's wrestling will return to KLAC-TV from the Pasadena Arena.

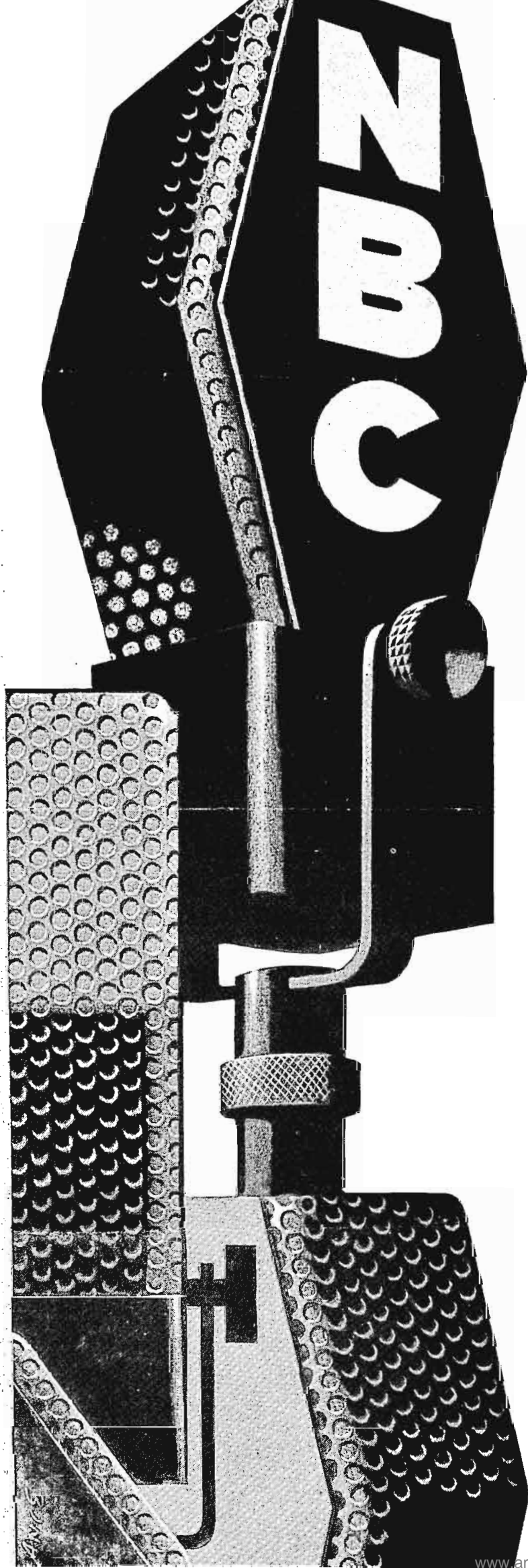
WDRC

CONNECTICUT'S PIONEER BROADCASTER

- MORNING
- AFTERNOON
- EVENING

Your best buy in Hartford! Send for new Market Study, now going to press! Write Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.





TODAY Network Radio is the *only* medium that's 95% as big as America — 40,700,000 radio families, up 12 million in 10 years—and 86 million sets, twice the 1940 total. It is a *selling* force of fabulous appeal and influence.

And as always in Network Radio—the first choice is NBC. Because NBC is Bigger, Busier, More Economical.

Today, more than ever

BIGGER According to Broadcast Measurement Bureau, Study No. 2, NBC has the biggest audience in all radio—day and night.

Specifically: the combined total *weekly* daytime audience of the stations of the NBC Network is 35,430,000 families—3,000,000 more than the second network. At night the figure is 37,750,000 and that's 4,870,000 more than the second network.

NBC's margin of leadership on the basis of *daily* audience is 12% more families daytime and 14% more families at night than the next network.

BUSIER In 1949, advertisers invested more money in NBC than in any other network.

And in 1950, advertisers are again making NBC their first choice.

One recent record-breaking example: General Mills has signed with NBC to sponsor 65 evening half-hour programs to run through the summer.

More Economical NBC today costs about 15% less per 1,000 homes reached than it did 10 years ago.

Even more important to the advertiser: NBC today reaches more people at lower cost than any other national advertising medium—including the other networks.

ell America you need

NBC

America's No. 1 Advertising Medium

A service of Radio Corporation of America

LOS ANGELES

TEDDY HART left here over the weekend for New York to complete plans for his television production company. Hart will star in a series of domestic comedies and produce them as well. Before returning to Hollywood, he goes to Houston where, on July 10, he will appear in the stage production of "One Touch of Venus."

Through an important national tieup, Jimmy Wakely, Capitol recording artist, has transcribed "Under the Anheuser Bush," theme song of Ken Murray's TV show sponsored by the brewing company, with the record to be used as a commercial each week on the CBS production originating in New York and seen locally over KTTV. The recording will be planted by Anheuser Bush in tavern juke boxes throughout the country and also with disc jockeys.

Marjorie Lord has been signed to co-star with Buddy Ebsen in "Mister Fix It," television feature which will be directed by Edward Lilley.

Kal Phillips has signed a new writer-producer contract with Frank Veloz for 13 weeks on "The Veloz Show" over KECA-TV Wednesdays.

Milt Josefsberg, of the Jack Benny writing staff, is in the Good Samaritan Hospital with an undiagnosed blood ailment. The length of his stay is indefinite.

Jack Benny program goes off the air with the broadcast of May 28. The broadcasts of May 21 and May 28 will be recorded on the nights of May 4 and May 11 in order for Benny to leave Hollywood the night of May 14, to start his 21-city personal appearance tour.

Ed Reimers, KTTV staff announcer, has been signed by Filmmakers Productions to narrate several dialogue sequences for "Outrage." Reimers was on the announcing staff of ABC in New York before joining KTTV.

Duke Ward, formerly vice-president Premiere Radio Productions, St. Louis, is now operating out of Vallee-Vido and has in preparation several commercial television films.

Allan Jones and his actress-wife, Irene Hervey, have been set by manager Eddie Sherman to audition their "Mr. and Mrs." video series for NBC-TV head Norman Blackburn. Format calls for a half-hour variety musical featuring Allan's singing and the interviews of Irene with guest celebrities who visit their "telestyled home" in Hollywood.

SOUTHWEST

KFRD, Rosenberg, Texas, has named winner in the "small town" class, of the Scripts-How newspaper award in Texas for being the small station in the state that the most for soil-conservation during the year 1949. The award will be in the form of a bronze plaque will be awarded at the annual awards banquet at the Rice Hotel, Houston, Tuesday night, May 2. Principal speaker at the awards banquet will be Senator Clinton Anderson, former Secretary of Agriculture, and other dignitaries such as Governor Allen Shivers.

Zack Hurt, Texas State Network master of ceremonies for the night ABC Chesterfield Roundup, has announced the addition of KCRS, Midland, to the station list, effective April 24. Program now carried on stations, extending from Texarkana to Midland, and McAllen in the Valley, to Ft. Worth and Dallas; Wichita Falls, in North Central Texas.

Governor of Texas Allen Shivers April 17 inaugurated a weekly series of quarter-hour public service broadcasts over the 17-station Texas State Network. Series title is "Report to the People." Program will be of forum type, featuring various department heads, etc. For the first part, all broadcasts will originate from KNOW, Austin, TSN's State Capital affiliate.

Texas Interscholastic League track and field meet, from Memorial Stadium, University of Texas, Austin, will be broadcast over the Texas State Network on Saturday afternoon, May 6. Charlie Jordan, TSN veepee, will handle the microphone assignment, while the engineering will be handled by the staff of Radio House, University of Texas, Austin. Highschool Class AA, A & B competition will feature the track meet activities.



By SID WHITE

Man About Manhattan. . . !

● ● ● **SHORT STORY:** "Everybody wants to see a broadcast," writes our pal, Herb Polesie, "but when you finally deliver the tickets, 99 out of 100 never go. The other day I got a phone call that ran something like this: 'Hello, Herb? This is Joe Blow. You prob'ly don't remember me, but I went to Carnegie Tech with you. I'm in town with my wife and daughter showing them the sights, you know. I'm in business out in Lima, Ohio. If you ever come out, I'd like to show you our plant. Say, Herb, would it be asking too much to get three tickets for your show, '20 Questions?' Love the game. We often guess 'em before you do. Just send 'em over to the Waldorf Towers.' . . . So now you start scurrying around for the tickets. They never want a pair. Always three or five. You call the station. No tickets left. In desperation you call the agency. The girl you get on the phone has just come into radio and never heard of you OR the show. You finally get the account exec and he suggests you call the sponsor—at your own risk. By this time you're desperate. You can't let Joe Blow go back to Lima and tell his associates that you couldn't deliver three lousy tickets to a broadcast. So you take the bull by the horns, throw your charm into high gear and call the sponsor. This is just what he's been waiting for. Oh, yes, he'll send you the three tickets, but, incidentally, while he has you on the phone, would you perform for his favorite charity in Westchester next month? . . . "Comes the night of the show and you wait for the three Blows to come back-stage. Of course they never show and you wind up in the corner pub buying your own grog. The next morning at 8:30 (never a minute later) the phone rings. It's Blow. He's sorry he couldn't get to your show last night. At the last minute he got tickets for 'So. Pacific.' However, he makes it all up to you by saying: 'But don't worry, Herb, your tickets weren't wasted. I gave them to the elevator boy.'"

★ ★ ★ ★

● ● ● Paul Denis reports that Tallulah Bankhead was teasing Thelma Carpenter about the gown she was wearing for a TV appearance. "You really think it's too low?" asked Thelma. "Well," snapped Tallu, "it's certainly open to discussion."

★ ★ ★ ★

● ● ● **ONCE OVER LIGHTLY:** June Allyson and Dick Powell would like to take a Manhattan fling as a Mr. & Mrs. radio team, instead of a Bermuda vacation. . . . The Pimms Cup set of Radio Row are wearing caps instead of hats. A new style trend, Mr. Bachrach? . . . Jimmy Dunn looking for a Martin Kane type of script. . . . Ginger Rogers due in town late this month but will have no time for relaxing. She's booked solid on the guest-appearance radio circuit. . . . N.Y.U. so impressed with Bernie Prockter's discussion on his "Big Story," they want him back next year. . . . Kraft Tele Theater, oldest commercial show in TV, celebrates its 3rd ann'y on May 10th by presenting "Macbeth," with Uta Hagen. Title role will be played by E. G. Marshall, who also did the adaptation. One of the big reasons this stanza remains at the top of the dramatic heap is its consistent good taste in script selection. . . . David O. Alber Associates, Inc., have landed the Fred-eric W. Ziv account. Gene Shefrin will be account exec. . . . Publicist Dick Linke hired a gal to visit disc jockeys with new platters. The next day she phoned from Jamaica, asking: "Which jockeys should I see?"

★ ★ ★ ★

● ● ● **IMPressions:** Marie Wilson: The girl you never wind up with, darn it. . . . Vaughn Monroe: The Big Lift. . . . Arthur Godfrey: A guy whose smile is his umbrella. . . . Milton Berle: A man's best friend is his mother. . . . Charlie McCarthy: That next door brat.

RUBY EDITORIAL SERVICE, INC.

8 Complete Film Editorial Rooms
For Motion Pictures & Television

RENTALS BY DAY, WEEK OR MONTH
ALL NEW MOVIOLA EQUIPMENT

Also Off the Premise Rentals

Tel.: Circle 5-5640

729 — 7th Ave. N. Y. 19, N. Y.

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. 4
HENRY GREENFIELD, Mgr. Director N. Y. 19

TELEVISION DAILY

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

TBA TO REVIEW '48 PRINCIPLES

TELE TOPICS

HERE'S NO BUSINESS like show business and Milton Berle proved it again the week-end with his NBC-TV Telethon on behalf of the Damon Runyon Memorial Cancer Fund which netted almost a million-and-a-half dollars. Berle finally took the brunt of the physical strain involved, but also to be applauded for giving freely of the time he saved; the NBC Guides who stayed on the job full time; Berle's producers, Irving Berlin and Bill Garden, who masterminded the telecast; Marko, the clown, for whose virtuosic bulk the hours on foot must have been an ordeal; and the hundreds of volunteers who womaned the phones. Additionally, the talent who guested are worthy of mention if only because of the way in which they willingly took second-billing. It was a great show for a cause in memory of a great guy—Damon Runyon.

WALTER WINCHELL'S appearance on the Berle Telethon underlined WW's enormous potential as a telecaster. Since rumors regarding his entrance into the field are not without basis it is hoped that he jumps in soon. It is a fact that he will bring to television the talent of showmanship that televised needs for its full dramatic effect. Bill Hayes really scored as a first-rate comedy triller on the "Show of Shows" Saturday. . . . Charlie Chaplin's appearance on the Ken Murray stanza Saturday night was nothing to write home about. His dad is too great a talent to imitate. . . . DuMont's "Starlit Time" is a better one-hour show than it was a two-hour show.

JOE BELL will be featured in a new weekly 90-minute western show over KFI-TV starting today. . . . Berle accepted for \$1,304,835 in pledges and contributions for the Cancer Fund as a result of his Telethon. . . . NBC-TV will co-star in the next "Lights Out" drama titled "The Silent Voice." Sharing billings will be Douglas Parkhurst. . . . Tele-Radio Company's switch to new Chicago quarters will triple the company's production capacity. . . . KFI-TV premieres a new show "Let's Eat With Me" next Friday afternoon. . . . ABC unveils "My True Story" over the web on Friday. Show is transplanted from the radio version which will continue. . . . "Pop The Music" celebrates its first anniversary on Thursday. . . . KGO-TV will present "Behind the Lions," a special telecast on Friday. Program is based on background scenes at ABC's San Francisco center.

SONGS WITH THE LARGEST TV AUDIENCES Survey Week Of April 21-27, 1950 THE TOP 5 SONGS OF THE WEEK

God's Country.....	Robbins
If I Knew You Were Coming.....	Robert
Music Music.....	Cromwell
When You Wore A Tulip.....	Feist
Wilhelmina.....	Feist

THE 5 FAVORITE STANDARDS OF THE WEEK

Darktown Strutters Ball.....	Feist
Let's Take An Old-Fashioned Walk.....	Berlin
St. Louis Blues.....	Handy
Take Me Out To The Ball Game.....	Broadway
You Do Something To Me.....	Harms

Copyright 1950, Office of Research, Inc.

Comm. To Make Changes To Fit TV Expansion

An Advisory Committee on Television programming has been established for the purpose of "reviewing the 'Principles and Policies' established by the TBA in 1948," it was announced yesterday by the TBA board of directors in New York. Lawrence W. Lowman, CBS vee-pee and a TBA board member, has been named chairman of the new group. TBA directors issued in 1948 a "Statement of Principles and Policy" relative to video programming. At that time TBA recommended that this statement be used by all TV broadcasters until a code or guide for the industry was drawn.

The 1948 principles follow:

1. The television broadcasters recognize their obligation to observe the highest standards of good taste and fairness in the programming of their stations.
2. The tremendous potentialities of television, combining as it does visual and aural appeal, create for the television broadcaster responsibilities far beyond those of any medium directed only to the eye or only to the ear.
3. Now, as in the future, public confidence and good-will form the only foundation on which to perpetuate the democratic competitive system of television broadcasting in which we all firmly believe and on which to develop the full measure of service which this new medium can provide.
4. Television advertisers, too, have a tremendous stake in the development of this new medium. Advertising already makes possible the presentation of some of the finest television programs of entertainment and information. The ultimate possibilities which may be realized by television advertisers are, as yet, barely imagined.
5. The Committee recommends that television broadcasters use for guidance the general principles of service in the public interest which the older media of radio broadcasting and motion pictures have developed, so far as they are applicable; copies of the "Motion Picture Production Code" and of the "Standards of Practice of the National Association of Broadcasters" are being sent to each television station.
6. Pending further experiment and experience, no quantitative limitations for sponsored programs are suggested. Such standards on the quantitative side, as well as on the qualitative side, will continue to be determined in individual cases by the individual television broadcasters operating under the general principles of this statement and the radio broadcasting and motion picture codes.

Baker Against Setting Color Standards Now

Washington Bureau of RADIO DAILY Washington—The time is not yet ripe for the setting of standards for color video, the FCC was told yesterday—and when such standards are set they should be worked out by the industry with FCC approval first. The witness was Dr. W. R. G. Baker of General Electric, head of the RMA television engineering department and also head of the National TV Standards Committee.

Dr. Baker said he does not think the Commission has the time, the manpower or the knowledge to set standards, basing his determinations upon the 10,000 pages of testimony now in the record of the color hearings. What he apparently believes, as it emerged from lengthy and confused questioning, is that the Commission should take the record of the current hearing and turn it over to NTSC or some other representative group of top industry engineers. Within ten or 12 months, then, standards could be worked out—possibly combining the best features of the presently proposed systems.

WPIX And WNBT Expand Day Shows

Daytime telecasting in the New York area has been expanded with the entrance yesterday into the daytime field of independent station WPIX, and the inauguration of daytime programming today by WNBT, New York flagstation of the NBC television network.

Previously, only WABD, New York flagstation of the DuMont web, was telecasting daytime programming on a regular schedule. WABD has telecast days since Nov. 1, 1948.

Currently, WPIX goes on the air at 1:20 p.m. with a newsreel, followed at 1:30 by a film. As of yesterday, the station transmits the Ted Steele three-hour program starting at 2:30 p.m.

Today, WNBT starts telecasting at 9:30 a.m. with a news program followed by a cooking show at 9:45, and then continues through the day until the kids shows start airing late in the afternoon.

WABD goes on the air at 9:30 a.m., effective today, with "Camera Headlines," and continues through the day to the kids shows.

Some Vital Statistics

Flacks engaged in promoting the "Kraft Television Theater" are currently circulating the following information by way of noting the show's third anniversary next week. The KTT, video's oldest sponsored program, bowed over WNBT when there were only 32,000 TV sets in use in New York. It was the first dramatic show to go over the cable. To date, it has given 156 performances made up of 82 comedies, 50 dramas, 13 mysteries and 11 fantasies. Vaughn Taylor has appeared more than any other actor, 26 times; and Valerie Cossart tops the actresses with 14 appearances. A total of 1,641 roles have had to be filled and the show has auditioned 5,223 actors and actresses. 247 different actors have taken parts; 478 actresses and a smattering of children and animals have also appeared. 150 plays have been adapted, the most were originals written for the program which has used up a total of 101,695 man-hours in getting on the air. The largest cast was 25, the smallest, two. The anniversary show will be an adaptation of "Macbeth."

Truman To Headline Bond Drive Telecast May 15th

NBC-TV will carry a special, exclusive, hour-long telecast on behalf of the Treasury Department bond drive program on May 15 at 10 p.m. (EST), it has been announced. Featured will be President Harry S. Truman, Secretary John Y. Snyder, Admiral Forrest Sherman, FCC Commissioner Freda Henneck, Supreme Court Justice William O. Douglas, Harold Stassen and Paul Hoffman.

NEW BUSINESS

WNBC, New York: The R. J. Reynolds Tobacco Company, for Camel cigarettes, has signed a 52-week renewal for announcements on the Norman Brokenshire program on a Monday-thru-Thursday basis. The order was placed through William Esty Company, Inc. Weekly Publications, Inc., for Newsweek magazine, has renewed its announcement schedule on the Bob Smith Show on Thursdays and Fridays. Lennen & Mitchell is the agency. An order for station breaks by the General Foods Corporation on a Monday-thru-Friday basis was placed for LaFrance. The contract, running through May 26th, was placed through Young & Rubicam, Inc.

Urge FCC To Recognize Culture, Art In Programs

(Continued from Page 1)

was told yesterday by WMCP, Baltimore. Commissioner Examiner Jack Blume recommended last month that WMCP, which is now an FM station only, be turned down in its bid for an AM frequency—primarily on engineering grounds. WMCP filed exceptions to his decision yesterday. In addition to objecting to his conclusions on the engineering points, Attorney John Clagett took Blume to task "for failing to affirmatively conclude that applicant's program service does meet an important need in broadcasting, which has long been neglected, that is to say, the need for a high standard of program service in the fields of music, cultural development, education, health and a method of handling commercial announcement and spots that has a decent regard for a large segment of the public which is offended by singing commercials, long and raucous announcements, bad taste and vulgarity."

"Unique Programming"

Clagett objected that Blume had "to conclude that the unique programming of WMCP creates program balance in the Baltimore area by adding its high quality musical program service to the popular, dance, hill-billy and other music carried in the Baltimore area."

In fact, he held, Blume should have found that WMCP's policies with regard to spots and commercials "constitute a uniquely high and meritorious standard of program service, not approached by any other station serving the area." Such service, Clagett said, should be made available to Baltimore listeners who do not have FM sets—and he added that Blume should have found the overall programming of the station would further improve as the result of the financial support of an AM station.

Samuel Ross

Samuel Ross, 88-year-old father of announcer David Ross, died last week at his home in New York City.

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 April 21-27, 1950

TITLE	PUBLISHER
A Dream Is A Wish Your Heart Makes.....	Walt Disney
Ask Me No Questions.....	Witmark
Baby Won't You Say You Love Me.....	Feist
Bewitched.....	Chappell
But Me I Love.....	Campbell
Candy And Cake.....	Oxford
Chattanooga Shoe Shine Boy.....	Acuff & Rose
Copper Canyon.....	Famous
Cross Your Heart.....	Harms
Daddy's Little Girl.....	Beacon
Dear Hearts And Gentle People.....	E. H. Morris
Dearie.....	Laurel
Did Anyone Ever Tell You Mrs. Murphy.....	Johnstone-Montei
Don'cha Go 'Way Mad.....	Advanced
Down The Lane.....	Broadcast Music
God's Country.....	Robbins
Hoop-Dee-Do.....	E. H. Morris
I Don't Care If The Sun Don't Shine.....	Famous
I Said My Pajamas.....	Leeds
If I Knew You Were Coming.....	Robert
It Isn't Fair.....	Words & Music
Music Music Music.....	Cromwell
My Foolish Heart.....	Santly-Joy
Old Piano Roll Blues.....	Leeds
On The Outgoing Tide.....	Shapiro-Bernstein
Rag Mop.....	Hill & Range
Rain.....	Miller
So This Is Love.....	Walt Disney
Sunshine Cake.....	Burke-Van Heusen Assoc.
They Say It's Wonderful.....	Berlin
Third Man Theme.....	Chappell
Wilhelmina.....	Feist

Second Group

TITLE	PUBLISHER
Are You Lonesome Tonight.....	Bourne
Canasta Song.....	Gallico
C'est Si Bon.....	Leeds
Count Every Star.....	Paxton
Enjoy Yourself.....	E. H. Morris
Girl That I Marry.....	Berlin
Have I Told You Lately That I Love You.....	Duchess
Horse Told Me.....	Burke-Van Heusen Assoc.
I Gotta Have My Baby Back.....	Peer
I'm Gonna Paper All My Walls With Your Love Letters.....	Goday
In Santiago By The Sea.....	Life Music
It's So Nice To Have A Man Around The House.....	E. H. Morris
Monday Tuesday Wednesday.....	Leeds
On An Ordinary Morning.....	Remick
Sentimental Me.....	Knickerbocker
Spaghetti Rag.....	Shapiro-Bernstein
Stay With The Happy People.....	E. H. Morris
Sweetest Words I Know.....	Life Music
There's A Lovely Lake In Loveland.....	Mills
There's An X In The Middle Of Texas.....	Simon House
With My Eyes Wide Open.....	Crawford

Copyright 1950, Office of Research, Inc.

AGENCIES

CHARLES F. METZGER has joined the copy staff of Grant Advertising, Inc. He was formerly with Vick Chemical Company.

THE TAYLOR COMPANY, II radio station reps, have moved 488 Madison Avenue.

EDWARD PETRY AND COMPANY, INC., radio station reps, have moved to 488 Madison Avenue.

ROBERT KILBRICK has been named business manager of the search division of Kenyon & Eckhardt, Inc. He was formerly with the New York Sun.



more delicious than on any other airline!

"the Hollywood"

fly

UNITED

DC-6 Mainliner 300
11 hrs. onestop to

LOS ANGELES

Scenic daylight flight, Leaves
11 am (E. S. T.) Arrives 6:50 pm

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 23

NEW YORK, WEDNESDAY, MAY 3, 1950

TEN CENTS

RCA TRIPLES OUTPUT OF 10 YEARS AGO

Problems Of Radio-TV Operations On Agenda

CBS Affiliates Group To Meet In New York

Members of the Columbia affiliates advisory board will meet in New York on May 10 and 11 to discuss television policy of the stations and the network and to review problems of AM operation in cities in which television stations are operating. The two-day session will cover the CBS stand (Continued on Page 5)

FCC Hears Goldsmith, Baker; Sarnoff Today

Washington Bureau of RADIO DAILY
Washington—Appearance of RCA chairman David Sarnoff on the witness stand this morning is expected to climax the color TV hearings now rounding out eight tortuous months before the FCC. Sarnoff is expected to tell the Commission just (Continued on Page 7)

Zenith Seeks Volunteers For Phonevision Tests

Chicago—Zenith Radio Corporation bought full-page ads in Chicago Sunday papers this week soliciting 300 prospective guinea pigs for its phonevision experiment scheduled to begin here sometime this fall. Those interested, whether or not (Continued on Page 2)

Tax On TV Sets Killed

Washington—The House Ways and Means Committee yesterday voted against imposing a new manufacturers tax on TV sets, thereby turning down President Truman's bid to pick up an estimated \$40 million in additional revenue. The committee voted last month to retain the present 10 per cent manufacturers tax on radio sets. Industry pressure had been applied to keep the TV tax off, while little interest was shown in the tax on radio. The amount involved is comparatively very small, and the attitude of RMA was that averting the new and more costly levy was so much more important that the battle merited overlooking the rather remote chance of getting the tax on radio lifted.

Babb Named Pres. Of Lever Brothers

John M. Hancock, partner of the banking firm Lehman Brothers, yesterday was named to the newly-created post of chairman of the board of Lever Brothers Company, and Jervis J. Babb, presently executive vice-president of S. C. Johnson and Son, Inc., was named president of the company, succeeding Charles Luckman, who resigned; (Continued on Page 6)

De Russey And McGredy Take WCAU Sales Posts

Philadelphia—John S. "Jack" De Russey, manager of NBC national spot sales and a veteran of 13 years in Philadelphia radio and newspaper advertising, has been named general sales director for the WCAU stations. Robert M. McGredy, assistant director of the Broadcast Advertising (Continued on Page 2)

Broadcasters Urged To Contact Jewelers

Co-operation of the Jewelry Industry Council of New York in an effort to stimulate spot radio business on the local level for Mother's Day, May 14; Father's Day, June 18 and Graduation Time is highlighted in the current Broadcast Advertising Bureau retail service release. The Jewelry Industry Council has (Continued on Page 6)

Twenty More Stations Voted AP Memberships

Twenty additional radio stations have been accepted for membership in the Associated Press, Oliver Gramling, AP assistant general manager for radio, announced yesterday following last week's meeting of the board of directors. The new stations are: KUOA, Siloam Springs, Ark; (Continued on Page 6)

Biow Sees Radio Secure For A Long Time To Come

Television will not replace radio as a major advertising medium for a long time to come, Milton Biow, president of the Biow Agency, yesterday told the Fashion Group monthly meeting at the Hotel Biltmore in New York. Neither, he said, will it affect seriously other advertising media such as newspapers and magazines. Speaking at the same luncheon, Commander Mortimer Loewi, director of the DuMont Television Network, said that color television is "many years" away from becoming a standardized medium capable of superseding present day black and white transmitting systems. Biow told the Fashion Group that the cost per dollar to the advertiser to reach consumers with his sales message was comparable in both radio and TV. Biow said that Bob (Continued on Page 7)

Stockholders Hear Progress Report From Sarnoff

Revealing that the volume of yearly business of Radio Corporation of America has increased to more than three times what it was ten years ago, Brig. General David Sarnoff, chairman of the board, reported to the stockholders at the 31st annual meeting yesterday at NBC headquarters (Continued on Page 6)

MBS Documentary On Holy Year, May 14

An hour-long documentary describing the world-wide Catholic pilgrimage to Rome will be presented over WOR and Mutual on Sunday, May 14. Francis Cardinal Spellman will open the program with an explanation of the Holy Year's significance to American Catholics. Material for the program titled (Continued on Page 5)

Richards' Stations Renew Affiliation With CBS

Two of CBS' highest-powered affiliates, WJR, Detroit, and KGAR, Cleveland, have renewed their affiliation for another two years, effective Oct. 1. The renewal agreement was signed yesterday by G. A. Richards, chairman of the board of both (Continued on Page 6)

New Hearings Set

Washington — The FCC announced yesterday that hearings on a new phase of its overall TV allocation problem will get under way June 5, with the record on color systems to be closed by that date. On the agenda will be the highly complicated subject of VHF channel allocations, co-channel interference, and utilization of UHF and VHF.

Mexico Bound

Los Angeles — Stuart Novins, KNX-Columbia Pacific Network Director of Public Affairs, will represent CBS as guest of President Aleman of Mexico as the Cristobal Colon Highway from Juarez to Guatemala is opened on May 3. Novins, accompanied by engineer John Hook, will tape-record highlights on the highway and in Mexico City.

RADIO DAILY

Established Feb. 9, 1937

Vol. 51, No. 23 Wed., May 3, 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. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Postage free) United States (other than California) \$10.00 one year; California, \$15.00. Foreign, \$15.00. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

WEST COAST OFFICES

Ethel Rosen, Office Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

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

CHICAGO BUREAU

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

SOUTHWEST BUREAU

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

ROME BUREAU

John Percicarl
Ludovisi 16

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

FINANCIAL

(May 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	13	12 3/8	12 1/2	- 3/8
Admiral Corp.	36	33	34 1/8	- 1 1/8
Am. Tel. & Tel.	157 3/4	157 1/4	157 1/2	...
CBS A	36 5/8	35 1/2	35 1/2	- 1
CBS B	36	35 1/4	35 1/4	- 1 1/4
Philco	52 1/8	49 3/4	50 1/4	- 1 7/8
RCA Common	22	20 3/4	20 3/4	- 1 1/4
RCA 1st pfd.	77	76	76	- 2 1/4
Stewart-Warner	19 1/8	18 1/8	18 3/8	- 3/4
Westinghouse	34 7/8	34 3/8	34 3/4	+ 1/4
Westinghouse pfd.	104 1/4	104 1/4	104 1/4	- 1/8
Zenith Radio	65 3/8	61 1/2	62 1/8	- 2 7/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	22	21 1/2	21 1/2	- 3/4
Nat. Union Radio	5 1/8	4 1/2	4 7/8	- 3/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	25	26
Stromberg-Carlson	17	18 1/2

Crosby On French Radio

A transatlantic conversation between Bing Crosby, now in Paris, and Claude Dauphin, appearing in New York in "The Happy Time," will be broadcast over the French radio on May 4. Crosby, who is at the Apollo Theater in Paris, will later make a trip to Rome.

WANTED

by station in Eastern metropolitan market, salesman who has experience selling radio time direct or by telephone.

Write Box No. 130, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

★ COMING AND GOING ★

BOB HOPE next Sunday will make a non-broadcast appearance in Milwaukee, then make another in Pittsburgh on Monday, and on Tuesday will be in Philadelphia, from which point his NBC show will emanate. He'll broadcast before an audience of 17,000 attending the AFL-Union Industries Show in Convention Hall.

ERNEST LEE JAHNCKE, vice-president of the American network in charge of stations, is expected back today from New Orleans, where he participated in the ceremonies which marked the opening of WDSU-TV's new telecasting studios.

DR. ALLEN B. DUMONT tomorrow will be in Columbia, Mo., where he will be one of the speakers at the 41st Annual Journalism Week of the University of Missouri.

RUTH ENDERS, leading lady on "Mr. I. Magination," telecast over CBS-TV, is back on the program following a one-week vacation, which she spent in West Virginia.

BERNIE CRAGSTON, assistant sales manager of the Frederic W. Ziv Co., program producers, today will leave New York for a trip to the main offices of the company in Cincinnati.

G. W. "JOHNNY" JOHNSTONE, radio and television director of the National Association of Manufacturers, left yesterday on a four-week trip to Lawrence, Mass., San Francisco, Hollywood, Detroit and Rochester.

LAWRENCE LOWMAN, Columbia network vice-president and general executive, is back at his desk after having spent three weeks visiting key cities of Europe.

SIGMUND SPAETH, whose commentaries on music are heard over ABC, will return to New York from Hawaii a week from today, and two days later will conduct a symposium on "Radio's Musical Audience" at the New York State Convention of Music Clubs, which will be held in Ithaca.

GEORGE BROOKS, chief announcer at WNEW, accompanied by MRS. BROOKS, will sail tomorrow aboard the S. S. Caronia for a four-week tour of France, Germany, Switzerland and Holland.

GEORGE HICKS, newscaster on NBC, who broadcast his "George Hicks and the News" last Monday from Birmingham, Ala., will originate the May 8 program at Chicago, using the facilities of WMAQ.

WALTER PIDGEON, GERTRUDE LAWRENCE and ARTHUR TREACHER, film stars, are heading for Gary, Ind., where this Sunday they'll be heard on NBC's "Theater Guild of the Air" in an adaptation of Mark Reed's Broadway comedy, "Petticoat Fever."

JOE PALMER, Columbia network racing broadcaster, is spending this week in Louisville, doing his part in the series of "Kentucky Derby Previews" now being aired on the web.

Zenith Seeks Volunteers For Phonevision Tests

(Continued from Page 1)

They presently own television sets, were invited by Comdr. E. F. McDonald, Jr., Zenith president, to fill out the coupon at the bottom of the page with their names, addresses, and telephone numbers. Final selection of a "true-section" of Chicago area families will be made by the National Opinion Research Center. No mention was made in the announcement concerning which motion pictures would be shown or what film companies would supply the movies.

Homes selected will be equipped with a TV set capable of receiving phonevision for a period of 90 days. Those families chosen will be required to pay \$1.00 for each picture seen via phonevision. Payment will be made to the telephone company once a month on the basis of the number of motion pictures selected.

The ad pointed out that the "guinea pigs" will be able to see all regular broadcasts from Chicago TV stations in addition to phonevision broadcasts from Zenith TV station on channel 2.

The purpose of the test, the ad read, is to find out:

"1. Whether the public would like to have such a service as 'box-office television' whereby good movies and events that are too costly to be paid for by advertising sponsors can be viewed in the home.

"2. How frequently a typical Chicago family will choose to pay an admission charge of \$1.00 to see a feature motion picture in their own home on their TV screen—the kind you won't get free."

Comdr. McDonald was compared, in an oblique way, to Thomas Edison and Henry Ford in the ad, which challenged the public to help in this pioneer experiment.

De Russy And McGredy Take WCAU Sales Posts

(Continued from Page 1)

Bureau, has been appointed sales manager for WCAU and WCAU-TV.

While in Philadelphia, De Russy was sales manager of KYW and was on the staff of Philadelphia's major daily newspapers. He joined NBC national spot sales in 1944 and became manager in 1947. De Russy will take up his new duties with WCAU on Monday, May 15. McGredy, who started his duties with WCAU Monday has had nearly fifteen years in radio and newspaper advertising and in advertising agency work. He is former sales manager of WTOP, Washington, and was sales manager of WPAT in Paterson, N. J. before joining BAB in 1949.

Prof. Wynant J. Williams

Prof. Wynant J. Williams, head of the Dept. of Electrical Engineering at Rensselaer Polytechnic Institute, died of a heart attack on Monday. Recently, Prof. Williams had been active in the supervision of an all-electronic color TV system which is still in the stage of laboratory production. Since 1922, he had been head of R.P.I.'s radio station WHAZ and technical adviser for the Travelers Broadcasting System, Hartford, Conn., since 1925. Prof. Williams had also been associated with the American Radio Relay League and Croft Laboratory at Harvard.

Washington On DST

Washington—The Nation's Capital will follow large areas of the rest of the country to daylight saving time tomorrow, following Congressional and White House action yesterday. Because of a legislative tie-up which now appears destined to be an annual thing, this city did not shift over to fast time last Sunday.



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

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

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

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

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

FM W-I-T-H AM

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

★ AGENCY NEWSCAST ★

TURNER, LEACH & CO., INC., a new agency, has been formed with offices at 10 East 40 Street. Jawley Turner, formerly vice-president of Lennen & Mitchell, is president and Donald Leach, formerly head of Lindstrom, Leach & Co., Inc., is executive vice-president. John A. Spooner, formerly with American Viscose Company, is in charge of merchandising and is on the board.

MRS. SCHLORER'S, INC., manufacturer of mayonnaise, pickles and relish, to Cox & Tanz of Philadelphia. Radio, television and other media will be used.

GEORGE J. KILGORE has rejoined the advertising department of The New York Herald Tribune in charge of radio station, magazine and newspaper advertising.

WALTER KANER ASSOCIATES have been named to handle publicity and promotion for The Pines Hotel, So. Fallsburg, N. Y.

WHKK, Mutual affiliate in Akron, Ohio, has appointed Robert Meeker Associates, Inc. as exclusive national representatives.

HOWARD W. WEBB, JR. has joined Pedlar & Ryan, Inc. as a space buyer. He held the same position previously with Kastor, Chesley & Clifford, Inc.

RICHARD M. DUNN has been named manager of the radio and television department of Stockton, West, Burkhart, Inc. of Cincinnati. He was formerly with N. W. Ayer & Son.

FRANK L. BLUMBERG ADVERTISING AGENCY has moved to 800 Cathedral Street in Baltimore.

STANTON B. FISHER, INC. has moved to 480 Lexington Avenue.

THE WILLIAM H. WEINTRAUB AGENCY has moved to 488 Madison Avenue.

MARCUS S. CHACONA has joined Ketchum, MacLeod & Grove, Inc. of Pittsburgh as an account executive. He was formerly district advertising and promotion manager for General Electric Appliances, Inc.

GREG HARNEY has joined the H. E. Forwell Agency. He was formerly with WINS in New York.

for profitable selling *INVESTIGATE*

WDEL
WILMINGTON
DELAWARE

WGAL
LANCASTER
PENNSYLVANIA

WKBO
HARRISBURG
PENNSYLVANIA

WRWA
READING
PENNSYLVANIA

WORK
YORK
PENNSYLVANIA

WEST
EASTON
PENNSYLVANIA

and

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

FIGURES AND CLAIMS MAY OR MAY NOT IMPRESS YOU

BUT

THE SPONSORS SPEAK FOR

WHOM

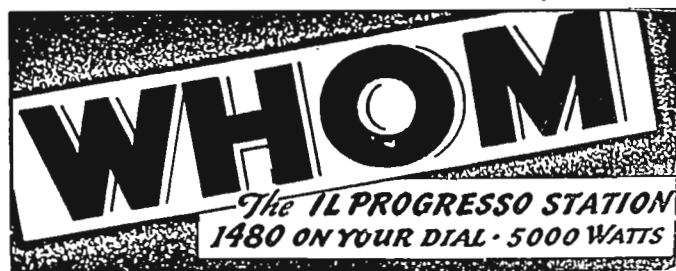
— 0 —

FOR YEARS SATISFIED SPONSORS HAVE ACCLAIMED OUR ABILITY TO REACH NEW YORK'S VAST FOREIGN LANGUAGE MARKET.

WE'D LIKE TO GIVE YOU THE FACTS.

— 0 —

"THE FOREIGN LANGUAGE SHOWMANSHIP STATION"



LOS ANGELES

MARY MACKAYE, night receptionist at KTAR, Phoenix, has announced marriage to Bud Weiss of El Centro, California, last November. Mrs. Weiss has resigned to live in El Centro.

Burley Fulbright, secretary-treasurer of KTAR, Phoenix, won a radio in the finals of the Arizona Country Club Invitational Golf Tournament.

KTAR, Phoenix, has signed Quebecadeaux Chevrolet of Phoenix to a 52-week contract for a daily 15-minute newscast over all seven stations of the Arizona Broadcasting System. The 'cast will be heard at 5:30 p.m.

Descriptions of the preliminary tests, in addition to the actual firing of the Viking Rocket, will be short-waved daily to Los Angeles for broadcast over KFVB, by newsman Cleve Roberts now in the Pacific area.

"Proudly We Hail" presented its two hundredth broadcast May 1st on KFI when Leo Cleary was featured in the light drama "My Brother Abe."

New Nielsen Ratings Gives CBS Eight In Top 10

CBS holds eight of the top ten program spots, according to the latest national Nielsen ratings released yesterday for the week of March 26 to April 1. "Lux Radio Theater" at 21.9, "Jack Benny" at 20.0 and "Author Godfrey's Talent Scouts" at 19.8 took the first three places.

"Amos 'n' Andy" at 18.4, "You Bet Your Life" at 18.1, "My Friend Irma" at 16.7, "Charlie McCarthy" at 16.7 and "Red Skelton" at 15.5—all CBS—placed from fourth to eighth. Two NBC shows—"Fibber McGee & Molly" at 15.1 and "Day in the Life of Dennis Day" at 15.1—completed the list.

Stresses Opportunities For Sales Executives

Sales executives now have the greatest opportunity in our economic history, Carl V. Haecker, RCA Victor's national display director reported yesterday at the Sales Executives Club meeting in the Hotel Roosevelt. Haecker pointed to the need for imaginative merchandising in order to capture the present available market.

Rosary Series On WFUV-FM

Fordham University Radio, Station WFUV-FM, in co-operation with the Bronx County Chapter, Catholic War Veterans, Inc., and Ladies Auxiliary, will present during the month of May a week-nightly recitation of Rosary Devotions at 10:15 p.m., EST. The series, to be heard Monday through Friday evenings in which over forty Posts of the County War Veterans Organizations will participate, was arranged through the services of Commandant William B. Walzer.



By SID WHITE

Man About Manhattan. . . !

● ● ● ONCE OVER LIGHTLY: Joe E. Lewis, who never cared about performing on radio, is now considering teevie. Arnie Rosen and Coleman Jacoby are working on a format that will capture Joe's informal puckishness. . . . Arnie, incidentally, came up with the observation that some guys are never satisfied. Take Bob Waterfield, the football star, for instance. He's married to Jane Russell and he's still kicking. . . . Television has given Roosevelt Raceway officials a headache. Seems the cameras don't pick up the landscaped grass on the track properly—so the track had to hire painters to paint the green grass even greener. . . . Henry Morgan, playing host to some 200 secretaries of Congressmen at his NBC broadcast, told them: "Tell your employers that you can fool some of the people all the time, all the people some of the time—and to cut it out" . . . Record dealers claim that platters of all three speeds are here to stay. . . . The talk of the nation is Berle's amazing marathon in behalf of the Damon Runyon Cancer Fund—but the talk of the trade is the way Winchell registered in television. The Winchell punchline would outdraw any plunging neckline.

★ ★ ★ ★

Poem: Once Frank Gallop had a flair
For the manner debonair;
But since "Lights Out," Karloff fans chorus
This old charm boy's "another Boris."
. . . .Irv Cahn

★ ★ ★ ★

● ● ● THINKING OUT LOUD: You can credit some more Ted Collins showmanship for the ann'y "Kate Smith Variety Hour" Friday nite sensation via Mutual last week. Discussing their 19 years of making broadcasting history, Collins and Kate brought warm memories flooding back to listeners—and with a simple device. They simply ad libbed the whole thing. . . . Charlotte Manson took her first stab at emceeing the other nite at a Waldorf charity affair and came through like a veteran. (Last year's show was handled by M. Berle so you can see what league she stepped into). Charlotte, incidentally, is playing the heavy in ABC's new series, "Crossroads," with Ted Malone. . . . Saturday, Ken Murray, the Anheuser-Busch league comic, is certainly no bush league comedian. He's strictly big league, big time and big laffs. . . . At Le Coq Rouge, an actress was panning her coast agent. "Lady," cautioned Herb Sheldon, "you're biting the underhand that feeds you." . . . When Cornel Wilde appeared on "MGM Theater of the Air" over WMGM, Howard Dietz, the program host, cracked: "Now, Mr. Wilde, somehow I can never get used to call you Cornel. It seems like a college cheer."

★ ★ ★ ★

● ● ● Jimmy Jemail starts his 30th year as Inquiring Photographer of the Daily News this month with a record of having interviewed more people on more subjects than prob'ly any guy since the art of polite conversation was invented. (Seems only yesterday we taught Jimmy how to load a camera). Kidding aside, James is quite a guy in his profession. He was the first to put on an Inquiring Photographer type of show on radio back in '23, and he was the first to put it on TV. His daily feature in the News is the most widely copied idea in newspaperdom, it being estimated that over 10,000 publications throughout the world have since inaugurated the strip. Reader interest surveys show that his col'm is tied for the lead-off position in his paper (along with Dick Tracy) and that he has captured 67 and ½ per cent of News customers. Happy anniversary, Jimmy.

CHICAGO

By HERB KRAUS

TWENTY midwest Future Farmers of America were feted at a banquet in the Bismarck Hotel Friday as guests of WLS. Captain Stubbs and the Buccaneers furnished the entertainment for the seventh annual affair. The lucky boys were chosen for outstanding achievement in agriculture from Illinois, Indiana, Wisconsin, and Michigan.

Five members of the working press, all winners of Chicago News paper Guild Awards at the annual Page One Ball were interviewed over WBBM Saturday. Popular winners included Daily News feature writers Norine Foley and Helen Fleming; Guild president Fletcher Wilson of the Sun Times, radio and theatrical critic Bill Leonard of the Journal of Commerce, and lover Frances Gray, Kup's secretary, of the Sun-Times.

Don and Vera Ward's "Parade" over WENR-TV Monday at 7:00 p.m. will be sponsored by a co-op Ford dealer group beginning May 8. Current sponsor, Tauber Ford Motor Sales on Broadway, will share the spot with three other Chicago Ford Dealers for the next 13 weeks. Joe Byrne directs the show, which is an American National Video Production. "Parade" introduces to Chicago each week talent under 26, and quite a lively show.

Claude Kirschner, has added another line to his long list of radio-TV assignments, which have ranged from gargling the classics at the Grant Park summer concerts, gargling Canada Dry for the kiddies on Sunday's "Super Circus." He is emceeing Mages' "Be a Sport" over WBKB Monday, Wednesday and Friday at 6:15 p.m. Sporting merchandise will be given to telephone participants who correctly answer queries on sports.

Buys Time On KMPC

Hollywood—The California Olive Growers Association have contracted for a participation in the "Cher Milani" radio program on KMPC Monday through Friday from 9:00 to 10:05 a.m., beginning Monday, April 30, 1950. This contract was placed through the Ralph G. Cahill Agency of San Francisco.

RADIO TIME SALESMAN

Radio Station Representative
Experience necessary . . .
Excellent opportunity with aggressive, expanding organization of Radio Station Representatives. . . . Send complete resume.

Our staff knows of this advertisement. . . .
BOX 129 RADIO DAILY
1501 Broadway N. Y. C.

Columbia Affiliates Meet In N. Y. In May

(Continued from Page 1)
 color TV; advisability of hiking
 daytime radio rates in TV cities and
 ways and means of stimulating more
 interest in AM radio. Station man-
 agers in cities affected by TV will
 report on the business outlook and
 plans to meet TV sales competi-
 tion.

The two-day session of CAAB
 will be held at the Ritz Carleton on
 Wednesday and Thursday, May 10
 and 11.

Members of the board are:
 I. R. Lounsberry, WGR, Buffalo,
 chairman, representing District No.
 1; E. E. Hill, WTAG, Worcester,
 Mass., secretary, District No. 1; C. T.
 Lucy, WRVA, Richmond, Va., Dis-
 trict No. 3; Glenn Marshall, Jr.,
 TAMBR, Jacksonville, Fla., District
 No. 4; Howard Summerville, WWL,
 New Orleans, District No. 5; Richard
 Lorel, WBNS, Columbus, O., Dis-
 trict No. 6; William Quarton, WMT,
 Cedar Rapids, Iowa, District No. 7;
 Clyde Rembert, KRLD, Dallas, Tex-
 as, District No. 8 and Clyde
 Bombs, KROY, Sacramento, Calif.,
 District No. 9.

Web Officials To Attend
 CBS executives who are to attend
 the CAAB meetings include:

Frank Stanton, president; Joseph
 Ream, executive vice-president;
 Adrian Murphy, vice-president and
 general executive; Lawrence Low-
 man, vice-president and general ex-
 ecutive; Herbert V. Akerberg, vice-
 president in charge of station rela-
 tions; William C. Gittinger, vice-
 president and assistant to the
 president; Hubbell Robinson, Jr.,
 vice-president in charge of network
 programs; J. L. Van Volkenburg,
 vice-president in charge of network
 sales; William B. Lodge, vice-pres-
 ident in charge of general engineer-
 ing; Earl Gammons, vice-president
 in charge of Washington office; J.
 Kelly Smith, vice-president and di-
 rector of station administration;
 Louis Hausman, director of adver-
 sising and sales promotion; William
 Schudt, Jr., director of station
 relations, and E. E. Hall, eastern
 division manager, station relations.

MEXICO

Merle M. Schneeburger, Lord
 advert whiskey advertising man-
 ager, and Frank L. Marshall, export
 manager of same product, arrived
 here from Canada. They have visit-
 ed Mexico City on a combined busi-
 ness and pleasure trip.

"La Cadena Azul" Radio Progra-
 mas de Mexico's Blue Network and
 EQ staged a remote control broad-
 cast on Saturday, March 11, from
 Hollywood. . . the "Cafe Society"
 program featured a group of out-
 standing movie stars as guests in a
 special broadcast dedicated to Mex-
 ico which originated at the Beverly
 Hills Hotel in Los Angeles.

PROMOTION

Father's Day Tieup

The best father in the area of
 Pittsburgh is being sought by
 KDKA combined with the Men's
 Wear Guild of that city, so that he
 may be duly honored on Father's
 Day, June 18. Pittsburgh boys and
 girls under 16 are aiding the search
 by writing competing letters on,
 "Why I think my dad is the best
 father in the world." Three prizes
 to the fathers and three to the win-
 ning contestants are to be awarded
 —taking the form of a complete
 \$500 wardrobe to the top father,
 clothes to runner-ups, and defense
 bonds to the winning children.
 KDKA's Saturday morning show,
 "Starlets on Parade," is plugging the
 contest and will present the winner
 on June 10.

With Aid Of Aircraft

WNBQ is employing aircraft to
 get across the message "Today's Ball
 Games Nightly on TV—WNBQ."
 The blimps first circled the sky
 above the Cubs Park Sunday, April
 23 and on the following Sunday at
 the White Sox stadium. The idea is
 to let the fans know about its new
 show, "Today's Ball Game," which
 will present film highlights of all
 home baseball games seven nights a
 week.

Flying Saucers

Flying saucers are the latest NBC
 gimmick to introduce new shows.
 Made of blue cardboard about seven
 inches square, with a white card-
 board saucer attached, the promo-
 tion pieces are being sent via air
 mail to editors over the country
 plugging "Dimension X," a half-
 hour science-fiction show on Satur-
 days (8:00 p.m., EDT).

Disc Jockey Contest

A double-barreled contest for disc
 jockeys and their listeners is being
 staged as a publicity gimmick for
 Burl Ives' new Columbia record,
 "O-lee-O The Bachelor's Life." Disc
 jockeys are being asked to hold
 contests asking their listeners to
 write letters of fifty words or less
 for or against a bachelor's life. To
 the d.j. who pulls the highest num-
 ber of competing letters goes a
 \$1,000-Natalie Kalmus TV set, and
 to the unmarried d.j. pulling the
 most letters goes a complete week's
 vacation at the Flamingo Hotel in
 Las Vegas. A vast array of prizes
 for competing listeners will also be
 distributed from the office of Ed-
 ward Scofield Associates, public re-
 lations firm in Hollywood staging
 the promotional contest.

Gagwriters Hosting Stu Erwin

Stuart Erwin, film comedian now
 starring on Broadway in "Great To
 Be Alive," will be guest at the Na-
 tional Laugh Foundation Gagwrit-
 ers Association Luncheon to be held
 tomorrow at Trader Tom's Steak
 House, at 1 p.m.

Musical Brochures

In a fresh attempt to boost local
 sales of its subscribers, Thesaurus
 transcription library is sending out
 colorful program brochures contain-
 ing information on all its musical
 shows and performers. For each
 Thesaurus show, a separate brochure
 is made of heavy cardboard and
 shaped like a file folder so addition-
 al data can be added. Descriptions of
 the shows are directed toward local
 sponsors as an aid to station man-
 agers. And whenever a Thesaurus
 subscriber reports the sale of a show
 he is furnished an additional promo-
 tion kit containing newspaper fea-
 ture stories, ad mats, teaser spot
 commercials, and biographical data
 on performers.

Puppet Souvenir

Growing popularity of television
 puppet shows has stimulated the
 makers of Kellogg's Rice Krispies
 to launch a promotion stunt offering
 puppets named "Snap," "Crackle"
 and "Pop" for sale to kids at 25c
 each. Pictured on cereal boxes and
 in cartoon advertisements for years
 as symbols of the Kellogg cereal,
 the puppets are being made of soft
 pliable plastic and outfitted in gaily
 colored clothes.

MBS Documentary On Holy Year, May 14

(Continued from Page 1)

"The Holy Year in Europe" was ob-
 tained on a 16,000 mile trip made by
 WOR's John Wingate. Tape record-
 ings of the Papal procession in
 Rome, description of the Vatican in-
 terior and the catacombs, comments
 by tourists and priests, and music
 by the Students' Choir in Rome, the
 Orphan Singers at Lourdes Cathed-
 ral, the Sistine Choir in Rome and
 the "Little Singers of the Wooden
 Cross" in St. Jervais will be heard.

WOR will carry the documentary
 from 9:30 to 10:30 p.m. while Mutual
 will broadcast the program one-
 half-hour later from 10 to 11 p.m.

Radio Listening Up, WOR Survey Reports


"Radio is not only holding but in-
 creasing its audience," Julius F.
 Seebach, Jr., WOR vice-president in
 charge of programs declared yester-
 day in releasing a Pulse report
 showing that the station had the
 highest rating for any April on rec-
 ord. Seebach noted that radio fami-
 lies had increased 19.7 per cent since
 1940 and said that WOR's rating was
 57 per cent higher than the average
 for the same hours from 6 a.m. to 6
 p.m. in 1942.

IF

- .. studio shows at KEX attract capacity audiences regularly (they do!)
- .. the Portland appearance of "Original Amateur Hour" plays to a sell-out crowd of 8,000 at Civic Auditorium (it did!)
- .. 2,500 youngsters jam Fire Department Hall for KEX-promoted "Firefighters" meeting (they did!)

.. doesn't it follow that KEX programs attract capacity audiences in Pacific Northwest homes, as well? It follows, all right, and results prove it, according to Oregon advertisers who know where of they speak! To build sales in the BIG Pacific Northwest market, 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

RCA Business Tripled In 10 Years, Says Sarnoff; Much Credit To TV

(Continued from Page 1)

ers in New York. Specifically, he said, that the volume had increased from a level of \$128,000,000 in pre-war 1940 to \$397,000,000 in 1949.

In declaring that television now accounts for nearly 60 per cent of the gross income, Gen. Sarnoff announced the net profit earnings for the first quarter of 1950 to be \$11,236,231 against \$5,932,083 for the first three months of 1949. Profit for the first quarter of 1950—before Federal income taxes—amounted to \$18,945,231, compared with \$9,804,083 in 1949.

The earnings per common share for the first quarter of this year amount to 75.3 cents, as compared with 37.1 cents per common share for the first quarter of 1949.

Consolidated gross income for RCA during the first quarter of 1950

Propose Woman Dir.

In the election of four directors for a term of three years, nominating committee's slate consisting of Arthur E. Braun, John Hays Hammond, Jr., Harry C. Ingles and David Sarnoff, was chosen. A woman, Ruth Bryan Owen Robde, former minister to Denmark, was nominated from the floor for a directorship, but was defeated.

amounted to \$127,369,550, compared with \$92,327,827 for the same period last year. This represents an increase of \$35,041,723 over the 1949 figure.

In referring to television as the most active front of the radio industry, Gen. Sarnoff said: "It has already achieved the stature of a billion-dollar industry. No American industrial enterprise ever moved ahead so rapidly in so short a time. It has wrought a revolution in research, manufacturing, sales, servicing, broadcasting and programming, and its expansion is being accelerated in 1950. In February, this year, RCA produced its millionth television set."

Expanding Audience Noted

Noting the expanding TV audience, Sarnoff said: "Television receivers increased from 1,100,000 to 4,000,000 at the end of 1949, and the outlook, based on industry estimates, is that approximately five million more television receivers

Comment On Color

In answer to a question from the floor on color television, General Sarnoff said that the FCC was close to a decision setting standards for color. It would take a year or two following the decision before color would be generally available to the public, the chairman reported.

will be in operation before the end of 1950. This means that by the end of the present year, between nine and ten million television sets should be in use in American homes. On this basis the television audience in the United States will be approximately 32,000,000 persons by the end of the year."

Comments On 'Freeze'

Commenting on the current TV freeze, the RCA spokesman, said: "After the hearings now being conducted by the Federal Communications Commission are concluded it is hoped that the barrier known as the 'freeze' will be lifted in order that new television stations may be added to those now in operation. This action by the FCC would widen the market for receiving sets and increase television as a broadcasting service to millions of Americans who now live in areas beyond the range of existing stations."

Reporting on RCA-Victor, General Sarnoff expressed satisfaction over trade acceptance of the new 45 rpm system and said these records are being manufactured at the rate of more than 30,000,000 a year. He added that turntables capable of playing the '45' records are being produced in excess of 1,000,000 annually.

General Sarnoff said that notable progress had been made by the National Broadcasting Company both in radio and TV the past year. "The dimensions which radio has reached," he said, "graphically illustrate the great potential which exists for television. According to the latest statistics, 40,700,000 American homes are equipped with 65,000,000 radios. Adding to this figure the number of portable radio sets and radios for automobiles, there are more than 85,000,000 radios in the United States.

Speaks Of Electronic Color

Speaking of RCA's new all-electronic color television system, Gen. Sarnoff declared "it promises to be one of the first of the great inventions to be credited to the second half of the century. It is an outstanding development of our time, and the master key to practical color television for the home. It provides a color television receiver unencumbered by any mechanical parts or revolving discs. As a result, there is no flicker, no color break-up, no whirl of discs in the

RCA all-electronic color television receivers."

Comments On Future

In discussing the future outlook, the chairmen of the RCA board said:

"The volume of business and earnings of the RCA for the first three months of 1950 are gratifying. The prospects for the year as a whole are good. It is to be expected that a constantly changing and expanding art and industry, in a world that is far from settled, should present many problems for solution. In our efforts to solve these problems on a firm and lasting basis, we must ever be mindful of the interests of the public, our customers, our employees and our stockholders. We sincerely believe we are doing so and as the record shows, we are making substantial progress from day to day and year to year. We want all of these interests to benefit from the progress made by the Radio Corporation of America."

Twenty More Stations Voted AP Memberships

(Continued from Page 1)

KTHS, Hot Springs, Ark.; WLOI, La Porte, Ind.; KARE, Atchison, Kansas; WFBR, Baltimore, Md.; WLEW, Bad Axe, Mich.; KPBM, Carlsbad, N. M.; WWSC, Glens Falls, N. Y.; WFTC, Kinston, N. C.; WBEX, Chillicothe, Ohio; WERE, Cleveland, Ohio; WICU-TV, Erie, Pa.; KVMC, Colorado City, Tex.; KGNB, New Braunfels, Tex.; WRAD, Radford, Va.; WCOM, Parkersburg, W. Va.; WEIR, Weirton, W. Va.; WWGP, Sanford, N. C.; WLOH, Princeton, W. Va., and KGO, Oregon City, Ore.

Richards' Stations Renew Affiliation With CBS

(Continued from Page 1)

50,000-watters, and Herbert V. Akerberg, CBS v-p in charge of station relations. WJR, established in '22 has been affiliated since '35, while WGAR, established in '30, has been a CBS outlet since '37.

New Kiernan Show

Walter Kiernan will emcee a new radio game called "The Cliche Club" which takes its first bow on the AIBC network May 10, (8:30-9:00 p.m., EDT). Structure of the show calls for Kiernan to read or relate brief stories containing one major cliché which a panel four-some must find in two minutes. Panel regulars will be: Carol Lynn Gilmer, editor-director of Readers Digest; Author Agnes Rogers; and Edward Hill, asst. city editor of the N. Y. World-Telegram and the Sun. Guest member of the premiere broadcast is Frederick Lewis Allan, editor of Harper's magazine.

Babb Named Pres., Of Lever Brothers

(Continued from Page 1)

the election took place at the company's annual meeting.

The new Lever Brothers board will consist of Hancock and Babb together with William H. Burkhardt, v-p of Lever Brothers Company; Laurence Heyworth, director of Lever Brothers and Unilever, Ltd.; Franklin J. Lunding, president of the Jewel Tea Company, Inc.; Charles A. Massey, president of Lever Brothers Ltd., Canada; Robert B. Smallwood, president of Thomas J. Lipton, Inc., and Louis F. Watumulder, v-p of Lever Brothers Company. Lunding will act as chairman of the executive committee of the board.

Hancock, who is also chairman of the board of Jewel Tea Company, served as an alternate to Bernard Baruch as a member of the U. N. delegation to the U. N. atomic energy commission.

Babb held posts with General Electric and Standard Oil and in 1944 joined the Racine manufacturer as executive v-p and director.

Broadcasters Urged To Contact Jewelers

(Continued from Page 1)

prepared special spot copy for use on the three special occasions. Copies of the kits can be obtained through their headquarters at 50 Fifth Avenue, New York City, B33 reveals.

Broadcasters are admonished by BAB to get a thorough understanding of the jewelry business from their information folder released in December, 1949, and to remind advertisers that "Radio Reaches More People for Less Money."

All of these Shares having been sold, this advertisement appears as a matter of record only.

We Offer

**VIDEO
CORPORATION
OF AMERICA**

VCA

Common Stock

Price 40 Cents per Share

Orders executed by

TELLIER & CO

Established 1931

42 Broadway, New York 4, N. Y.

Tel. Dlgby 4-4500

**\$150. FOR 1 MINUTE
TV FILM COMMERCIAL**

**TV ADVERTISING
FILM FOR LOW
BUDGET ACCOUNTS**

FILMACK
1327 S. Wabash Ave., Chicago 5, Ill.

TELEVISION DAILY

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

BIOW ADVISES STYLE UNIT ON TV

TELE TOPICS

PEAKING BEFORE the Fashion Group luncheon yesterday in New York, Commander Mortimer Loewi said that color television was a long way from being perfected for standard use. He backed this statement up with the information that it would cost between 250 and 300 million dollars to convert present-day sets to receive the non-compatible CBS color system. He said that of the three major color systems, he thought the RCA system was the best but said that even it was not yet ready for general use because of its high manufacturing cost. Loewi pointed out that it had taken television ten years to build its current circulation and said that it would take a comparable time for color TV to build the same size audience. Loewi said that his recent 8,000-mile trip through the nation revealed no great demand by broadcasters to convert their transmitting systems to color until they were showing profits in their current B&W operation. DuMont, said Loewi, is not against color TV but believed that it was a long way from actuality. He advised sponsors who are waiting for color to start using B&W transmission.

ABC-TV HAS SIGNED "Creesh" Hornsby, a West Coast comedian who has never before been on TV, to an exclusive one-year contract. . . . "Time For Beany," the popular West Coast originated program, is now being televised in 19 markets. . . . Berle's Telethon netted pledges of \$1,304,835 for the Damon Runyon Memorial Cancer Fund. . . . Pilot Radio has introduced a new TV console set with full length doors that lock. Idea is to keep kids away from the set. . . . The American Research Bureau April TV programming rating shows "Texaco Star Theater" in first place in N. Y., Phila., Chi., Wash., and Baltimore. Godfrey and his friends are in top place in Cleveland. . . . "Meet Your Mate," a new tele program, being packaged by the Charles Henderson Company. Bernie Ebert will direct. Bob Lehman has joined Don Lee Television as a writer-producer.

ALTMAN has signed with WJZ-TV as a participant in "Market Melodies." Bishop Eustace of Camden has backed a TA protest in that city against "harmful" TV programs. He advises Camden residents to start and continue a letter writing campaign to video stations in that area protesting objectionable programs. . . . KFI-TV offering Toscanini's baton as first prize in a letter writing contest going membership in the 1950 Cancer Crusade. . . . Alex Rosenman has been named executive vice-pee and general manager of Official Films, Inc. . . . WPIX had 72 sponsors in April.

Agency Chief Says New Medium Costs No More; Advises Sponsors To Use Film Commercials; Says Video Has Great Sales Impact

(Continued from Page 1)

Hope's radio program was currently delivering to the sponsor a total of 283 consumers per advertising dollar while the Jack Carter TV show was reaching 249 consumers per advertising dollar.

Referring back to his statement regarding the lack of threat that television currently is to radio, Biow said that the rapidly developing video medium has yet to affect radio as an outlet for the sponsors message. He said that television will follow the course of radio as a competitive medium and said that so long as radio had an audience of 80,000,000 radio homes compared with television's present day five million, radio men had no need to worry.

He advised potential television sponsors that filmed commercials were better to use than live commercials because, he said, they al-

lowed for correction and near perfection before presentation.

He said that sponsors in television should realize that the impact of video sales messages was extremely strong since it combined audio and visual presentation of the message. He advised that sponsors concentrate in their commercials on the products usefulness to a potential buyer rather than how well the product is made.

Video viewers, said Biow, were spending 7½ times as many hours viewing television programming as were radio listeners spending listening. He advised potential TV sponsors in his audience to tailor their programs specifically for the audience they wished to reach and said that dramatic programs were first in television ratings closely followed by variety programs.

\$10,000 TV Ad Budget Clicks For Columbia

Following in the wake of an extensive TV advertising campaign on behalf of "Faust and The Devil" which is currently playing the Little Carnegie Theater in New York, information was released yesterday on a \$10,000 TV advertising campaign to boost attendance at the Music Hall showing of "No Sad Songs For Me."

The total advertising budget for the picture is placed at \$60,000, it was revealed.

The TV campaign was built around an integrated video series of

Dodger-Philly Telepulse Sets Night-Game Mark

The Telepulse average rating of 27.9 for the Wednesday, April 26, game between the Brooklyn Dodgers and the Philadelphia Phillies was higher than registered for any night game during the 1949 season, it was announced yesterday by WOR-TV. The viewing peak was set between 10:30-10:45, when the program registered 30.8.

six trailers, four of which are one-minute long, one of which is a 20-second spot, and one of which runs a full two-and-a-half minutes.

N. Y. C. Tele And Film Unit Marks First Anniversary

The Television and Motion Picture Unit of the City of New York, the only municipal production outfit in the U. S. has produced four motion pictures, 15 video programs and 35 video spot announcements on film, according to its first annual report issued yesterday by Clifford Evans, the unit's director.

Evans said that the video programs are part of a series, "This Is Your City," presented over WPIX and are made up of behind-the-scenes views of each City Department. City Commissioners who appear on the program are limited to three minutes of speech making.

A film produced by the unit, "For

The Living," has been televised by WPIX, ABC-TV and WNBT. An exploration of public housing, the film is narrated by Frederic March and in addition to being televised, has been presented to civic groups in this country and abroad.

Evans says that the spot announcements have covered such public interest subjects as V. D., Water Conservation and Sanitation.

Personnel in the unit are limited to two writers, five technicians and one stenographer and Evans.

Evans is currently negotiating with N. Y. tele stations in an attempt to initiate a series of in-school educational programs in the fall.

FCC Hears Goldsmith, Baker; Sarnoff Today

(Continued from Page 1)

what RCA will do as a manufacturer in the event the CBS color system is found acceptable by the FCC. There is a good deal of speculation regarding the Sarnoff answer, which presumably was discussed at yesterday's meeting of the RCA board. There was interest also in whether he would offer free use of the RCA single tube for color to CBS—an offer already hinted at. Adoption of the CBS system with its single tube would mean far less royalties to CBS for its color system, it was believed here.

Questioned by Commissioners Heard yesterday was W. R. G. Baker of GE, head of the RMA engineering department and the NTSC. Also Dr. T. T. Goldsmith of DuMont was on the stand—both men insisting again upon the importance of compatibility as a criterion for adoption of any color TV system.

Baker was under attack in questioning by Commissioner Jones and Hennock, the latter accusing industry engineers as represented by NTSC of "dilatatory tactics." Baker disputed the adjective, replying that "when engineers have taken a position it is hard to get them to move from those positions." He said it is ridiculous to ask engineers to be loyal to their companies in the morning, then go to work in the interest of the public on the same problem in the afternoon. "Engineers are not that good," he said.

Miss Hennock declared that in the light of that testimony she could not understand how Baker could expect the Commission to turn the problem of working out standards for color to NTSC, with another ten months or a year to go by with no assurance that anything would be accomplished.

Jones stressed the importance of programming as the answer to the compatibility argument. If color programming is good enough, he said, people will buy the equipment to convert their sets to bring it in.

"Baby Sitter" Back

"Your Television Baby Sitter," with Pat Meikle, returns to the DuMont network as a regularly scheduled five-a-week presentation. It is marked in the 10 to 10:30 a.m. time slot. The program was previously heard from November, 1948 to May, 1949.

BEHIND THE MIKE

I. ROBERT BRODER, counsellor for such clients as Abbott & Costell, Toscanini, etc., has moved into new penthouse offices at 200 W. 57th St., the plutocrat.

Screen starlet, Lenore Aubert, will be featured on Morey Amsterdam's teevee show this week via DuMont.

J. Freddy Coots' "Tonight" is the best ballad he's done since "You Go To My Head." If you don't take our word for it, catch the Toni Arden-Percy Faith interpretation on the Columbia label.

Jane Pickens returns to her first love—the niteclubs—on May 11th when her new act, Jane Pickens and her Escourtiers, opens at the Waldorf's Wedgwood Room for three weeks.

Ted Husing has developed a new set of 'handies' (signals) to make his smooth deejay show even smoother.

Earl S. Peed, former editor of Telecast mag, has added a theatrical casting agency to his publicity biz.

Jeanne Garry, glamorous ex-Wac Corporal, making a series of recordings for the government to help recruiting for the Armed Forces.

Recommended: Sid Ascher's record promotion campaign on Evelyn Knight. She's been heard over 250 times on records locally in the past three weeks.

Diosa Costello stealing raves in the national company of "So. Pacific," in which she plays Bloody Mary. Show's now in Cleveland.

Ethel Levey, Geo. M. Cohan's widow, made one of her rare radio appearances on Joe Franklin's Record Shop Session the other nite. Joe presented her with one of the rarest discs in his collection—Geo. M.'s "Small-Town Gal," made in 1905.

County Judge Sam'l J. Joseph, of the Bronx, was so intrigued by the Blatz Beer commercials of "Mysterious, the Magician" on the Roller Derby telecasts that he sent for the script and film and is extolling its wonders to all who will listen.

Frankie Lohman, former promotion head for Walter Thornton Model agency, has joined Dick Linke's staff to handle disc jockey promotion.

Robert K. Adams, who quit his NBC post as national production manager to head Gale's radio and TV dep't., has two daughters named Lynn and Brook. When things are good, he calls them Lynnbrook. When times are tough, he switches them to Brooklyn.

Dolly Dawn has insured her doll collection for \$50,000.

Recommended: Doug Edwards' topflight handling of CBS news.

LARGE OFFICE SPACE
FOR RENT

SUITABLE FOR TV OR COMMERCIAL FILM PRODUCER.
STUDIO FACILITIES ADJOINING.

MANNON SOUND STAGES
112 W. 89th St. TRafalgar 3-1800

COAST-TO-COAST

New Disc Show On WHK

Cleveland, O.—Henry Norweb, account executive for WHK, has closed a contract with the Yale Clothing Company for a 52-week, half-hour disc show, with disc jockey Bill Hawkins. The program will be aired six evenings a week from the stage of the Amvets Club.

Joins The WINX Staff

Washington, D. C.—Stewart Kerr has joined the WINX announcing staff. He was formerly with WFLD, Frederick, Md., and before that with NBC in New York. At WINX he will take over the popular Sunday evening "Dreamland," show as well as the daily "Bandstand," 11:00 p.m. to 1:00 a.m.

WSTC Offers Fishing Forecasts

Stamford, Conn.—Harry Downie, WSTC and WSTC-FM sportscaster, is broadcasting a survey of fishing conditions daily on his "Sports of All Sorts" show at 7:15. The forecasts inform anglers exactly what days and hours are best for fishing, and the conditions of tides and weather. The service includes both fresh water forecasts for inland lakes and streams, and salt water forecasts, for Long Island Sound. The fishing report will be broadcast Monday through Saturday, throughout the fishing season.

"Game Of The Day" On KALI

Pasadena, Calif.—KALI is now presenting the top National League baseball "game of the day" at 10:30 a.m., and will continue these broadcasts through October 1, the last day of the ball season. Gordon McLendon, sportscaster, will do the bulk of the play-by-play stints over the Liberty Broadcasting System, of which KALI is the L. A. area outlet.

Judicial Series For WWSW

Pittsburgh, Pa.—WWSW is presenting a series of programs in conjunction with the current conference of the National Council of Juvenile Court Judges. First in the three-program series was a 15-minute broadcast of a panel discussion on April 29 featuring: Emil E. Burgess, Juvenile Probation Officer; Mrs. Helen Booher, Allegheny County Probation staff; Arthur Prasse, Supt., Pa. Junior Republic, and Mary Jane Fullerton, Wash. County Probation staff. On May 1st, another 15-minute discussion was aired by the J. C. Judges at 10:15 p.m. Topic was "Looking Ahead in Juvenile Court." Highlight of the 3-program series will be today's broadcast of an address by Hon. Tom C. Clark, Justice of the Supreme Court of the U. S.

Harwood Is DiMaggio Guest

Philadelphia, Pa.—Cris Harwood, who handles the "Night Watch" program over WHAT starred in the "Joe DiMaggio Show" last Saturday on NBC.

Music School Students On WDRC

Hartford, Conn.—The Hartford School of Music presents two of its students in recitals over WDRC each Saturday afternoon at 4:30 p.m. in a half-hour program. The program is arranged by the school. Nancy Buell, soprano and violinist, and Clara Skrabac, pianist, were the featured performers on the April 29th broadcast.

Jack Kramer On WCSC

Charleston, S. C.—During last week, Jack Kramer, world's professional golf champion, appeared here with the Bobby Riggs tennis tour. George Norwig, sports director of WCSC, interviewed Jack on his Mennen's Sports Show at 6:05. Jack said in that interview that the Australian tennis team had a good chance of taking away the championship cup at Forest Hills this year.

New Announcer For WMTR

Morristown, N. J.—Bob Vesel, program director of WMTR, has announced the addition of Richard Mayes to the station's announcing staff. Mayes, a sophomore at Princeton University, has had previous experience with WSSV in Petersburg, Virginia, and with WPRU, the Princeton station. He will serve WMTR as general staff man.

WCSS Receives Safety Award

Amsterdam, N. Y.—WCSS has been awarded one of the coveted National Safety Council's Public Interest Awards for 1949. The award is made annually to public information media for exceptional public service in the field of public safety. In his letter to Cecil Woodland, president and general manager of WCSS, Ned H. Dearborn, safety council president said, "We are proud to confer this public recognition for exceptional service upon WCSS. There is no doubt your efforts have helped prevent many accidents and saved lives."

WSTC Offers Baby Week Programs

Stamford, Conn.—Interviews broadcast from two local hospitals were featured on a series of special programs marking National Baby Week this week over WSTC and WSTC-FM. The programs, the first of which was aired at 7 p.m. on Tuesday, May 2, and one to be aired May 4th, originates in the obstetrical departments of the hospitals. Included on the shows are talks with doctors and nurses, and interviews with mothers and expectant mothers.

Martin Signs Claar

Hollywood—Freddy Martin signed KTTV's John Claar to direct "Band of Tomorrow," television show which Martin will screen on KTTV next month. Claar will coordinate his activities with writer Sol Stein.

NEW BUSINESS

KTTV, Los Angeles: Alpha B Markets, through Warren Fehlner Advertising, Los Angeles, week half-hour program Home Magazine of the Air, 52 weeks. Peter Robeck is KTTV account executive. International Harvester Company, 13 week of hour-long weekly program Western Barn Dance. The agency is H. Factor, Los Angeles. KTTV account executive is Bill Whiting. Los Angeles Times, through Smiley, Levitt & Smith, Los Angeles has renewed sponsorship of weekly 15-minute program Yesterday's Newsreel, 13 weeks. Also three one-minute announcements week 13 weeks. KTTV account executive is Peter Robeck. Golden State, 14 live participation announcements in The Meakins. The agency is Benton, Barton, Durstine & Osborn, Ir San Francisco. Dodson, Ltd. through John H. Riordan Company, Los Angeles, three live station break announcements. KTTV account executive is Les Norlins. Harris Ferry Company, 13 participation announcements in Wheeler & Rourke Show Wednesdays and Fridays. The agency is Cleveland-Collins, Los Angeles and Peter Robeck is KTTV account executive. Menden Hall, two live participation announcements Wheeler & Rourke. The agency Cleveland-Collins, Los Angeles. KTTV account executive is Peter Robeck.

WNBT, New York: The American Tobacco Company, for Lucky Strike cigarettes, has renewed its station break schedule on Thursdays and Sundays. The 52-week order was placed through BBD&O.

The Murine Company has signed a 13-week order for the 6:55 p.m. station break on Fridays. BBD&O is the agency. The General Foods Corporation, for Birdseye Frost Foods, has signed a 52-week contract for the 7:00 p.m. station break on Mondays. Young & Rubicam is the agency.

FCC Comm. To Speak Before Jersey Broadcasters

Trenton—FCC Commissioner Robert F. Jones will be featured speaker at the Spring meeting of the New Jersey Broadcasters Association in Atlantic City on May 5, association president Carl Mark reported Friday. The broadcasters will take up a bill now pending in the Senate which would levy a 10 per cent tax on radio and TV broadcast rights boxing and wrestling matches, Mark added.

WRITER

Excellent experience, references. Available now for station or agency. Advertising copy, sales-promotion, publicity, script. Thorough knowledge of music and programming. Creative, dependable. Will appreciate opportunity to show samples of work. Box 131, RADIO DAILY, 1501 Broadway, N. Y. C.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 24

NEW YORK, THURSDAY, MAY 4, 1950

TEN CENTS

BAM ACCEPTANCE UP TO BROADCASTER

Sarnoff Urges FCC To Adopt Electronic Color

RCA Spokesman Says CBS System Is "Inferior"

Washington Bureau of RADIO DAILY
Washington — Charging that the CBS color TV system is "inferior" and "unsound," Brig. General David Sarnoff, chairman of the board of RCA, yesterday urged the FCC to set color television standards based on the "RCA all-electronic compatible system." General Sarnoff referred to

(Continued on Page 5)

Fellows Named Pres. Of REC In Boston

Boston—Harold E. Fellows, general manager of WEII, Boston, was elected president of the Radio Executives Club of Boston succeeding Craig Lawrence, general manager of WCOP, at the club's annual election of officers held yesterday at the Hotel Touraine.

Other officers elected were Ed-

(Continued on Page 3)

Circus Gets Record Cover From Radio-TV In N. Y.

Radio and television time given to Ringling Bros.-Barnum & Bailey Circus during its New York run, including plugs, gags, and complete programs, has topped 200 total hours, Bill Antes, radio director,

(Continued on Page 2)

Heavy Reservations

Advance reservations indicate that some 500 persons will be present at the Radio Executives Club of New York luncheon today in the Hotel Roosevelt when the 1949 George Foster Peabody Awards to radio and television are made. Edward Weeks, chairman of the awards' advisory committee and editor of Atlantic Monthly, present the awards.

Forecasts 20 Million TV Sets By 1952

Declaring that he thought the estimate of 20,000,000 television sets by 1954 is too low, Brig. Gen. David Sarnoff of RCA told FCC yesterday that in his opinion there will be 20,000,000 receivers in the hands of the public by the end of 1952. He predicated the prediction on "if normal business conditions prevail and if more television stations go into operation reasonably soon."

New Frequency Rule For Canada And U. S. J. Fred Johnson Dies; FCC Chief Examiner

Washington Bureau of RADIO DAILY
Washington — Moving to simplify interference problems involving transmitters on both sides of the United States-Canadian border, the FCC yesterday announced that it has adopted a new procedure for coordinating frequency assignments with the Canadian Department of Transport.

"The objective is to take all measures possible to avoid serious interference developing between

(Continued on Page 5)

Washington Bureau of RADIO DAILY
Washington — J. Fred Johnson, chief hearing examiner of the FCC, died suddenly of a heart attack Tuesday night, after presiding during the day at a TV relay rate hearing. Johnson had been presiding over the highly controversial inquiry by the Commission into allegations of "slanted" newscasts over KMPC and other stations controlled by G. A. Richards, with the Richards licenses at stake. It was said here

(Continued on Page 3)

ANA And AAAA Issue Advertising Guidebook

A "Guidebook of Major Facilities for the Self-Regulation of Advertising" will be issued jointly today by the Association of National Advertisers and the American Association of Advertising Agencies. Among the codes outlined in the book are those of NAB, the Tele-

(Continued on Page 2)

N. Y. Police Patrol Cars To Be Equipped With FM

Two hundred forty-five New York City police prowl cars will have been equipped with new two-way FM radio by June 15, it has been announced. It is the first time that New York police cars will have been so equipped.

An additional 250 radio prowl cars

(Continued on Page 2)

Coy Reported Considered For Presidency Of RMA

Washington Bureau of RADIO DAILY
Washington—Wayne Coy, chairman of the FCC, may become the paid president of the Radio Manufacturers Association at a salary of \$50,000 a year, according to trade rumors here. Coy, according to reports, is being considered for the RMA post following General Lucius Clay's decision to turn down the offer last week.

Coy's experience as a broadcaster, government official and his knowl-

edge of the electronic industry gained in his post as FCC chairman are considered qualifications for the new job. He likewise is widely known among manufacturers and is regarded as a good speaker.

Coincident with Coy's consideration for the RMA post it was announced here that he would address the annual convention of RMA as chairman of the FCC at their annual dinner on Thursday, June 18, at the Hotel Stevens in Chicago.

Webs Await Poll Returns Before Deciding

Broadcast Audience Measurement—the newly created problem child of NAB, AAAA and ANA—will need the support of stations throughout the country if it is to be successful when it takes over operations from Broadcast Measurement Bureau on July 1, Hugh M. Beville, Jr., direc-

(Continued on Page 5)

Harbach Elected President Of ASCAP

Otto A. Harbach was elected president of ASCAP at a board meeting yesterday, succeeding Fred E. Ahlert, retiring president. Harbach has been a director of the society since 1920 and in 1936 was named a vice-president.

Newly elected vice-president of the firm is Oscar Hammerstein, 2nd. A. Walter Kramer was chosen as

(Continued on Page 2)

36 New Subscribers Signed By Thesaurus

Thesaurus, RCA's transcribed program service, has signed up 36 new domestic station subscribers—many of them during or as a direct result of the recent NAB Convention—it was announced by Wade Barnes.

(Continued on Page 2)

Radio Minded

Montreal — Gerard Dagenais, sentenced to 18 months in jail for stealing radio sets, impressed the court with a set of unshakable nerves. At the time of his arrest, he was found surrounded by seven radios, each tuned to a different station. To acquire the sets, Dagenais posed as radio repair man and never returned sets to their owners.



Established Feb. 9, 1937

Vol. 51, No. 24 Thur., May 4, 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. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Postage free) United States (other than California) \$10.00 one year; California, \$15.00. Foreign, \$15.00. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

WEST COAST OFFICES
Ethel Rosen, Office Manager
6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonaga Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Herbert M. Kraus
188 West Randolph St.
Phone: ANdover 3-6050
SOUTHWEST BUREAU
Paul Girard, Manager
Suite 314, Thomas Bldg.
Dallas, Texas
Phone: Riverside 5491
ROME BUREAU
John Perdicari
Ludovisi 16

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

FINANCIAL

(May 3)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Wedding Bells

WOV's programming assistant Rae Taylor and announcer Giancarlo Rossini were married on Saturday, April 29.



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. 850 W. 4th St., New York 14, N. Y.

36 New Subscribers Signed By Thesaurus

(Continued from Page 1)

manager of RCA's Thesaurus & Syndicated Sales.

Pointing out that the 36 contracts are new business and part of the "new era" campaign, with no renewals included in the figure, Barnes termed the 1950 NAB Convention "the most successful convention for Thesaurus in its entire history."

Stations signed are: WJJK, Montgomery, Ala.; WDAF, Kansas City, Mo.; WOHI, East Liverpool, O.; KPQJ, Portland, Ore.; KWCR, Cedar Rapids, Ia.; KTLW, Texas City, Texas; WJBA, Madison, Wis.; WCOJ, Coatesville, Pa.; WPCF, Panama City, Fla.; WNMP, Evanston, Ill.; WRR, Dallas, Texas; KCUL, Ft. Worth, Texas; KAFP, Pelahuma, Calif.; WCUE, Akron, Ohio; KCRV, Caruthersville, Mo.; WAND, Canton, Ohio; KBIX, Muskogee, Okla.; WFTR, Front Royal, Va.; KVI, Seattle, Wash.; KGNB, New Braunfels, Texas; WKBZ, Muskegon, Mich.; WFAH, Alliance, Ohio; WSBT, South Bend, Ind.; WGL, Ft. Wayne, Ind.; KROX, Crookston, Minn.; WLBB, Carrollton, Ga.; WOWO, Ft. Wayne, Ind.; WVMJ, Biloxi, Miss.; WCEM, Cambridge, Md.; WTAL, Tallahassee, Fla.; WRAD, Radford, Va.; WAGM, Presque Isle, Me.; WGLL, Galesburg, Ill.; WKTY, La Crosse, Wis.; WKRS, Waukegan, Ill.; and WEIR, Weirton, W. Va.

N. Y. Police Patrol Cars To Be Equipped With FM

(Continued from Page 1)

will be equipped with one-way FM radios in a move to "increase efficiency in combatting crime and disaster." A police department official estimates that the new equipment and installation will cost the city more than \$250,000.

A two-way radio system was set up in Brooklyn late in 1947, with operations directed from a broadcasting station atop the five-story Police Headquarters building. Similar operations have been conducted in the Bronx and Queens, as well as Richmond.

In past years Manhattan squad cars have been equipped with one-way short wave, allowing cruising patrolmen to receive messages from either headquarters, but not to send any.

Named Program Director

John Bradford has been named program director of WINS, New York, succeeding John Neal, who resigned, the Crosley station announced yesterday. Bradford has been an announcer with the station and is emcee on the "Three Corner Club."

Neal has been with WINS since 1945, having joined the 50 kw indie as an announcer. He has announced no future plans as yet.

With Apologies To WEII

In reporting on the increase in the Boston radio audience as revealed in a Pulse survey for WEII, RADIO DAILY was in error in referring to an increase in listeners rather than radio families. The figures showed that radio families increased from 736,360 in January, 1950, (before TV) to 839,110 in January, 1950. Other figures on increases were also based on radio families.

ANA And AAAA Issue Advertising Guidebook

(Continued from Page 1)

vision Broadcasters Association, AFA, AAAA, the National Better Business Bureau group and the Chamber of Commerce.

Commenting on the book, Frederick A. Gamble, AAAA president, said: "This new report reflects a story of accomplishment, in industry's effort to serve the public interest and gives a good over-all view of the kind and amount of self-regulation now going on."

Paul B. West, ANA president, said that "many Government people also admit that the advertising industry's own standards, as reflected in the voluntary codes now in operation as presented in the new 'Guidebook' are higher than those Government would try to enforce had it the power."

Circus Gets Record Cover From Radio-TV In N. Y.

(Continued from Page 1)

announced. Of this amount, 75 per cent were over network TV, while more than half the number of radio shows plugging the circus were coast-to-coast broadcasts. In addition, the Voice of America beamed half a dozen broadcasts to Europe comprising back-stage interviews with European performers.

Harbach Elected President Of ASCAP

(Continued from Page 1)

assistant secretary, taking the place of Donald Gray.

Reelected as vice-president was Saul H. Bourne. George W. Meyer was again chosen secretary, Louis Bernstein, treasurer and Frank J. Connor, assistant treasurer of the association.

Commenting on the election, Albert gave his congratulations to Harbach and said that in the coming year, ASCAP would face problems of "consolidation and readjustment within the framework of our new Consent Decree."

Damage Suit Dismissed

A \$2,500,000 suit against the firm of Smith Davis and Company by former partner of the radio and television broker firm, Albert Zugsmith, has been dismissed by the U. S. Court in the Southern District of New York, it was learned yesterday. The complaint was dismissed because it was too vague.

Smith Davis and two other individuals in the firm, Vince Mann and Howard Stark, are dissolving the company and in the meantime are continuing business as individuals. The firm has recently moved to 9 East 62nd Street.

Pussy Cats in Boots



It's rare enough to see one puss in boots. To get two pussy cats in two boots is a right neat trick.

There's a neat (and easy) trick to buying radio time in Baltimore. You just spend a little bit of money on W-I-T-H, and then see big things happen!

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!



W I T H

BALTIMORE, MARYLAND

Tom Tinsley, President - Represented by Headley-Reed

J. Fred Johnson Dies; FCC Chief Examiner

(Continued from Page 1)

that a new examiner will be named to carry on the Richards hearing, which is still scheduled to resume in Los Angeles May 15. Who will succeed to the chair in this hearing is uncertain, nor is it known yet who will become chief hearing examiner.

The Commission yesterday adopted a resolution of sorrow, part of which read as follows:

"His service with the Commission dates from 1935, following service in Alabama as a judge of the 11th Judicial Circuit in that state. His recent elevation to chief hearing examiner of the Commission culminated a long and distinguished career of public service in both his native state and in the Federal Government.

"Judge Johnson's gracious manner and calm personality have endeared him to his colleagues and to all who knew him and have been of inestimable value in carrying out his duties with the Commission as a hearing examiner, and prior to that as principal attorney. His entire public service career has been characterized by his untiring efforts and devotion to duty."

Ryan Feted By SCBA At Testimonial Luncheon

Hollywood—Prior to assuming the post of general manager of the NAB this week, William B. Ryan was feted at a testimonial luncheon given by the Southern California Broadcasters Association. William Beaton, mgr. of KWKW and president of the association, presented a gift on behalf of station managers and network officials who comprise the group to Ryan for his long service as a director. Guests who joined in paying tribute to Ryan at the occasion were: Carl Haverlin, president of BMI; George Moscovics, TV sales mgr. of CBS; Andrew Haley, Washington radio attorney; Donn B. Tatum, president of the Calif. State Broadcasters Assoc.; and Calvin J. Smith, district director of the NAB.

Benny Leads In 'Frisco

Jack Benny, Edgar Bergen and Walter Winchell are the top three programs in San Francisco according to the latest Pulse report released last week. Other shows in the top ten during evening hours were: Fibber McGee and Molly, Louella Parsons, Bob Hope, Bing Crosby, Red Skelton, Life of Riley and You Bet Your Life.

SPECIAL SOUND EFFECTS!

Instruments and special effects for your jingles and limericks. Everything from a bird call to a wolf whistle. For sale or rental. We service all major networks. Write, wire or phone:

CARROLL DRUM SERVICE

339 W. 43rd St., New York 18, N. Y.
 COlumbus 5-4922

★ AGENCY NEWSCAST ★

RINGLING BROTHERS - BARNUM & BAILEY circus are planning a spot campaign on radio stations in the Boston area in conjunction with the opening of the circus there next week. Additional spot campaigns are in preparation for circus dates in Philadelphia and Washington, D. C.

TWO major promotions in the Kellogg sales co. were announced yesterday by E. T. Swan, president. John N. Kane, eastern division sales manager for the past 13 years, has been named chairman of the eastern division and O. K. Berry, vice-president of the sales company in charge of the southern division, will move to the position of sales manager of the eastern division.

PROCTER AND GAMBLE officials have been holding a series of huddles with agency executives in Cincinnati the past few weeks in connection with their radio-TV advertising plans.

STAZE INC. has appointed J. Walter Thompson Company to advertise its denture product.

HOWARD M. ROSHKOW has joined S. R. Leon Company, Inc. to manage the agency's publicity and research activities. He formerly was an account executive at Wain & Baruch, Inc.

R. E. JEFFERS, sales manager of the manufacturing division of S. Bloom, Inc., Chicago, in New York calling on the agencies and networks. Jeffers, at one time promotion director of Russel Seeds agency in Chicago, is introducing a new line of printed tape for commercial use.

BENNET C. KESSLER has joined the copy staff of Monroe Greenthal Company, Inc. He formerly was with Joseph P. Schneider Advertising Company, Ted Bernstein Associates and Artley Advertising.

Hollywood Stars Aiding Palsy Association Drive

West Coast Bureau of RADIO DAILY
 Hollywood — Several Hollywood stars will transcribe a half-hour radio program in behalf of the educational and fund-raising campaign of the United Cerebral Palsy Associations which will be conducted during May. The program will be released over the major networks. Norman McConnell of CBS has been loaned to the Associations to direct the show. The stars who will appear on the program will be announced.

Leonard H. Goldenson, president of United Paramount Theaters, is president of the United Cerebral Palsy Associations, and Bob Hope recently accepted national chairmanship of the 1950 campaign which has a goal of \$5,000,000.

IRVING LEHRER has been appointed director of public relations and sales promotion of Brisacher, Wheeler & Staff, San Francisco.

G. KRUEGER BREWING COMPANY is running a special campaign using its present radio and television programs and other media.

BERT SOMSON, long established in the program field in the Midwest, has been appointed as distributor for Charles Michelson, Inc., program transcriptions, for the states of Illinois, Missouri, Arkansas and Tennessee, with headquarters in St. Louis, effective immediately.

BEN SMITH ADVERTISING, INC. will move to new quarters at 41 East 41st Street next week.

LEVALL ADVERTISING AGENCY, Chicago, takes over account of John Meck Industries, radio and TV manufacturers of Plymouth, Ind., immediately. Account was formerly handled by Frank Nahser, Chicago.

MOTOROLA RADIO, Chicago, has placed its advertising account with Ruthrauff & Ryan, Chicago. Account was formerly handled by Gourfain-Cobb.

Fellows Named Pres. Of REC In Boston

(Continued from Page 1)

mund J. Shea of James Thomas Chirurg agency, first vice-president; Jan Gilbert of Henry Cabot and Company, second vice-president; Elmer Keppell of Keppell & Carter, station reps, treasurer and Rudolph Bruce of the New England Coke Company, secretary.

Directors chosen are Stacey Holmes of Filene's; Paul Provandie of Hoag & Provandie; Bill Swartley of WBZ; Bert Georges, Transcast Corporation; Gerald Harrison, president of WMAS, Springfield, Mass.

Members of the club viewed a showing of "Lightning That Talks" and heard Maurice Mitchell, director of Broadcast Advertising Bureau, discuss the bureau's activities. The majority of the 140 luncheon guests indicated they liked the film presentation but were dissatisfied with the sound track.

"Footlighters" Party May 12

The Footlighters, a newly organized club for show people, that has been in existence since last September, will hold its first public affair on Friday evening, May 12th, at which time they will present a show and dance, at the Carnival Room of the Capitol Hotel.

• faces • facts • figures • wins •

wins • faces • facts • figures • wins •

WINS offers top year-round news coverage with

CARROLL ALCOTT

(12:00 NOON TO 12:15 PM)

FOR ONLY

\$1.15

PER 1000 RADIO HOMES

wins • faces • facts • figures • wins •

WINS
50KW NEW YORK

GROSVENOR BROADCASTING CORPORATION

LOS ANGELES

HAROLD GARY has just returned from a 15-month tour of Australia where he played the comedy lead, the Persian peddler in "Oklahoma." Whilst in Australia he was starred on many radio shows, including "Lux Theater" on the MacQuarrie Network, and one hour dramatic shows on the Government controlled ABC network. Hal returns to Australia in 1951 to star in "Death of a Salesman."

Frank Samuels, vice-president in charge of the western division of ABC, has accepted an appointment to serve on the Television Committee of the Los Angeles Chamber of Commerce, tendered him by Chamber President A. J. Gock.

It's a baby girl for the Mark Finleys, born Friday, April 28th. Father is public relations director of the Mutual Don Lee Broadcasting System, and commanding officer of the Army reserve unit of the Armed Forces Radio Service.

Cowboy Tex Williams cut two sides for Capitol this week, "Birmingham Bounce," and "It Takes a Great Big Needle." The latter song was written by Frank Flynn, drummer in Country Washburne's ork and is being published by Washburne and Foster Carling.

Elliott Lewis has signed a new long term contract with Phil Harris to continue in the role of "Frankie Remley," beginning this Fall.

In order to enable Howard Duff, star of NBC's "The Adventures of Sam Spade," and Lud Gludskin, the program's musical director, to take vacations, a number of "Sam Spade" shows will be taped within the month.

Monroe Traveling

Vaughan Monroe and "The Camel Caravan" will do their May 13th broadcast from the sponsor's hometown, Winston-Salem, N. C., to mark the 75th anniversary of R. J. Reynolds Tobacco Co. During an afternoon concert before the broadcast, Monroe and his orchestra will pack 12,000 Reynolds employees into Winston-Salem's Bowman Gray Stadium.

Will Select Miss L. A.

Los Angeles—Selection of "Miss Los Angeles" to represent the city will be conducted by television station KTTV. This marks the first time a television station has been awarded the franchise to conduct the local pageant for the national "Miss America" pageant, the finals of which are held annually in Atlantic City.

WANTED

by station in Eastern metropolitan market, salesman who has experience selling radio time direct or by telephone.

Write Box No. 130, RADIO DAILY
1501 Broadway, New York 18, N. Y.



By SID WHITE

Man About Manhattan. . . !

● ● ● **BIGTOWN SMALL TALK:** Switcheroo of the week: The Shuberts are angling for the premiere script (Puzzle for Fiends) of Franklin Heller's new thriller series, "The Trap," which bowed in on CBS-TV last Sat., with an eye toward putting it on the B'way boards. . . . Paul Douglas and NBC having a big pow-wow about a comedy radio series. . . . Newsweek readying a cover on Groucho Marx. . . . "Stop the Music-TV" celebrating its first birthday today. . . . On the subject of Frank (Boris) Gallop's 'heavy' on "Lights Out," Bill Tabbert supposes that Frank is starting a new scareer. . . . Ed Tate, a member of Syd Eiges' radio publicity class at NBC, writes that instructor Eiges promised an "A" to the student able to demonstrate his ability to get publicity for the class in a radio col'm. After reading Ed's classic letter, we think he oughta go to the head of the class. . . . Viewing NBC's "Watch the World," it occurred to us that John Cameron Swayze's family could be used as a central theme and the show built around its visits to spots of interest for the younger trade. . . . That added camera placement by the dugout at Ebbets Field (originally tagged 'Crider's Folly' by the trade in 'honor' of BBD&O's Wick Crider, who first suggested it) is paying off rating-wise. Last Wed. nite's Dodger game rolled up a healthy 27.9 on WOR-TV.

☆ ☆ ☆ ☆

● ● ● Vince Gallagher, owner of a Washington niteclub, appeared on Robert Q. Lewis' CBS-TV show the other p.m. to audition some talent. Lewis asked him what the Congressmen talk about while they ate. "I really don't know," admitted Gallagher. "They all talk at once and no one knows what anyone is saying."

☆ ☆ ☆ ☆

● ● ● We don't know exactly who up at United Artists rates the bow, but we strongly suspect the fine hand of Bernie Kamber in it somewhere. At any rate, somebody prevailed on Mel Allen to use the expression D.O.A. during his ball game descriptions when a player failed to reach a base. In other words, he was Dead On Arrival. All of which, of course, adds up to pure coincidence that United Artists is currently exhibiting a film at the Criterion called "D.O.A." However, what we started out to say was that the other nite we passed by the theater and overheard two guys in the lobby. "D.O.A.?" said one guy, reading the three-sheet, "this must be Mel Allen's picture."

☆ ☆ ☆ ☆

● ● ● **MAIN STREET SEEN-ery:** Milty (Millionaire) Berle offering the waiter his "Michael" for an extra glass of water at Lindy's. . . . Buddy Rogers and Jack Gilford reminiscing at Toots Shor's. . . . Jean Arthur running for a cab on Madison Ave. to escape a howling mob of autographiends. . . . Thrush Ann Hathaway roosting at the Fireside Inn to listen to canary Alice Ghostly. The horde of college guys (wearing the old-styled rah-rah raccoon coats) on the "So. Pacific" l. . . . i. . . . n. . . . e.

☆ ☆ ☆ ☆

● ● ● **IN ONE EAR:** Since Ron Dawson quit his job as CBS director in '47, he's been concentrating strictly on radio and TV acting. With his role in Bernie Prockter's "T Men" tomorrow, it'll be his 40th appearance in TV during the past year alone. . . . Hazel Scott renewed by Sitroux Tissues on DuMont, with show switching to Wednesdays. . . . Seemed funny to see Philip Loeb (the kindly Jake of the Goldbergs) playing a maniacal killer on "Suspense" the other p.m.—and very convincing, too. . . . The Ann Marie listed as Shirley Eder's writing mate for the latter's TV audition script is really movie star, Nancy Kelly.

CHICAGO

By HERB KRAUS

WGN songstress Nancy Wright swings down the aisle with musician Phil Agnew in the near future. They plan to live near Mundelein. . . . Jane Quinn, co-emcee with Jim Ameche on "Telephone Quiz" and "Hy-Power Crossword Puzzle" over WGN-TV was married Saturday, April 22, at the U. of C. Graham Taylor chapel to Scott Godron economic adviser to the Victory Chemical Company. She will take over as the Godron economic adviser after the honeymoon.

Bob Chill, latest addition to the ABC press department, comes to ELL Henry with a good publicity background. While with the Sun Times he "spelled off" Fran Gray as Irv Kupcient's assistant and probably read more press releases than any other human living—except Fran and Irv.

Lineup of the WBBM softball team which will participate in the five-team (to date) Press-Radio League beginning May 4 reads as follows: announcer Ed Scott, singer: Lon Saxon and Bill Woodsmall, operations man Warren Rosenberg, engineers Bob Meyer and Jerry Hips: writer Bill Bell, salesman Harvey Struthers, Bob Hyland, and S. Smith, wire room man John Keslinke (manager) publicitor Chuck Wiley, and page boys Bob Erber Joseph Chmura, Bill Ellis, Bob Blaske, Jim Peyton, and Roger Hips: kind. Competition for positions is so keen that some of the top executives couldn't even make the third team or at least that's what they're whispering in Wrigley Building corridors.

FLY TO
HONOLULU
\$121.50 - Plus Tax

RETURN—
\$97.20 - Plus Tax

Charter Flights to all points.
Special attention in handling
given to Radio Show troupes.

Telephone:
Los Angeles - - - - Stanley 7-1829
Oakland-SF - - - - LOckhaver 9-3223
New York - - - - - REctor 2-5835

4-Engine Government
Licensed Douglas Skymaster

U.S. Government Registered
Non-Scheduled, Non-Regular
Common Carrier

**TRANSOCEAN
AIR LINES**



Acceptance Of BAM Up To Broadcasters

(Continued from Page 1)

of research for NBC, and Dr. Kenneth Baker, NAB director of research and acting president of BMB, pointed out yesterday.

Beville said that "stations must utilize research costs money and if they must cooperate" in the new venture. He added that stations could be prepared to carry a large share of the expense in BAM as opposed to BMB where networks carried a heavy load.

"Broader participation" was necessary, Baker declared, to spread the cost over many stations. Baker suggested that subscribers for any new report should be obtained beforehand in order to ascertain the degree of support which would be given.

Board Membership Problem

Another issue facing BAM before it officially gets under way is that of organization of the board. The agencies are understood to agree to broadcasters holding a majority on the board, but want equal representation on research and technical matters. The advertisers desire a set-up similar to the old BMB board where control was in the hands of both agencies and advertisers.

NANA favors generally the manner used by the Audit Bureau of Circulation. ABC's board has 12 advertisers, three agencies, six newspapers, two magazines, two farm papers and two business papers represented on the board.

One difference between ABC and the broadcast survey group noted by all sides is that the costs of auditing press runs is far less than that of surveying audiences. Stand taken by broadcasters remains that of paying the bills and assuming management.

BMB Board Bowing Out

A meeting of BMB's board has been scheduled for next Tuesday, May 9 to take up the question of publishing an area book and the eventual transfer to BAM of its operations. It is expected that BMB will either delegate authority for transfer to the executive board or will set a new meeting date. In the meantime, Dr. Baker, who has headed BMB since last year, is dividing his time between NAB and BMB. Friday, Saturday and Monday are spent in Washington by Baker and Tuesday, Wednesday and Thursday in New York at headquarters of BMB.

With BAM's organization not yet complete and the question of financing yet to be solved, another issue is that of the NAB loan to BMB last year. BAM will be expected to assume the loan by the BMB board. BMB's board would need at least three members from each of the groups to approve any transfer and the deal could be held up by the BMB members of the BMB board if BAM did not assume the loan.

Sarnoff Urges Commission To Adopt Electronic Color

(Continued from Page 1)

the CBS system as "a mechanical, non-compatible system, which gives a degraded picture and has additional defects.

"On the other hand," he continued, "the Commission is asked by the RCA to adopt color television standards which will permit the utilization of an all-electronic, compatible color television system which does not have those defects and which has picture quality at least equal to that provided by existing black-and-white standards.

"CBS has asked the Commission to adopt a system which would saddle an all-electronic art with a mechanical harness. You are being urged by CBS to build a highway to accommodate the horse and buggy when already the self propelled vehicle has been in existence and has been demonstrated."

The RCA spokesman charged that if the CBS system "is now imposed upon the public, great harm will be done to the growth of television and its public acceptance. The recession in the sale of sets which would result from the adoption of non-compatible color standards and degraded pictures tailored from the CBS mechanical apparatus would, in my opinion, cause the bankruptcy of many of the smaller television set manufacturers today."

Gives Basic Requirements

He said that the hearings have proved that color television has advanced technically to a point that justifies the Commission in setting standards now on a regular commercial basis. The general then added what he described as three basic requirements:

1. A channel width of 6 megacycles, as proposed by the Commission.
2. The color pictures, by whatever system transmitted or received, should not be inferior in quality and definition to present black and white pictures.
3. The color system should be compatible with existing black and white standards.

"Broad standards based on these three requirements will enable color television," General Sarnoff asserted, "to move forward as a service to the public. In my judgement, a color television system that does not meet these broad standards will not be acceptable to the public and should not be approved by the Commission."

Would Build Adapters

General Sarnoff declared that if the CBS system were adopted by the Commission that RCA would build adapters as a part of the receiver but would make and sell separate adapter units. "It is estimated that the present annual production of television receiver sets is at the rate of five million a year. With an estimated minimal figure of \$20 for built-in automatic adapters, the public would have to pay more than \$100,000,000 a year for a adap-

tation to a degraded system which is non-compatible.

Color Tube Acceptable

Declaring that the new RCA tri-color tubes have proven acceptable, Sarnoff revealed that by June of next year the company expects to commence the manufacture of color tubes on a mass production basis.

"Within sixty to ninety days from now we expect to have about ten development model color receivers using the tri-color kinescopes available in Washington for field test purposes, he said.

"If final standards are adopted and commercial operation in color is authorized soon, the RCA could and would be in factory production of color television receivers by June of next year. This would amount to a weekly production rate of 200 color receivers. By the end of that year, our color receiver rate of production will have reached over 1,000 a week.

New Converter Ready

Development of an all-electronic converter was revealed by General Sarnoff during his testimony. He added that it would be demonstrated within the next six weeks and that "this all-electronic converter will provide a method of converting existing black and white receivers to color."

General Sarnoff was an exceedingly able witness, standing up firmly and calmly before a barrage of tough questioning from commission counsel Harry Plotkin and Commissioners Coy, Hennock and Walker. He answered very few questions put to him by FCC Patent Counsel William Bauer, with the RCA patent head, Conway Coe—former U. S. Patent Commissioner—to be heard later.

The FCC is fully competent to decide the color question without recourse to the National Television System Committee, Sarnoff said, in contrast to testimony by Dr. W. R. G. Baker of GE. The RCA head said he could agree with no one who recommends delay in color video. He would prefer multiple standards to adoption of the CBS system, he said, but believes adoption of the RCA system is the proper solution. If multiple standards are adopted, the present RCA plan would be to turn out sets equipped only for RCA color.

Joining Raytheon

Captain David R. Hull, USN (Ret.), will join Raytheon Mfg. Co. on May 15 as assistant to Charles Gifford, v-p in charge of equipment divisions. Announcement of the appointment was made yesterday by Raytheon president Charles F. Adams, Jr. In previous years, Hull has been assistant technical director of IT&T; executive v-p and director of Capehart-Farnsworth Corp., and v-p and director of Federal Telecommunication Labs.

New Frequency Rule For Canada And U. S.

(Continued from Page 1)

the rapidly expanding United States and Canadian radio services in the Very High and Ultra High portions of the frequency spectrum and the consequent undue hardship to the licensees of radio stations," the FCC said, and added:

"The procedure adopted is in no sense a frequency agreement for allocating certain frequencies to the United States or to Canada and it will not alter the existing rules of the Commission or the procedure required for filing applications. All frequencies will continue to be available for assignment to United States and Canadian radio stations in the services to which such frequencies are allocated. Furthermore, there is no compulsion on the part of the United States or Canada to make or avoid assignments of particular frequencies.

"It is hoped that by mutual cooperation the maximum use of the Very High and Ultra High Frequency portions of the radio spectrum will be achieved in both the United States and Canada without serious interference to either country's radio services."

NBC Switches Programs On Sunday Afternoons

Three new half-hour dramas at NBC will force a realignment of the web's late Sunday afternoon schedule when they premiere this weekend. Taking over the 4:00 p.m. slot is "Cloak and Dagger," a dramatic series based on the files of the Office of Strategic Services. "Night Beat" was previously aired during this time. For the official launching, former OSS chief Gen. William Donovan will be on hand for a guest shot.

"Voices and Events," previously heard at 5:00 p.m. (EDT) gets moved to the same time on Saturdays, while a new detective mystery, "The Big Guy," fills that half-hour with Henry Calvin playing the title role.

The 7:00 p.m. half-hour, formerly consumed by "Christopher London," will be turned over to "The Falcon," which comes to NBC from Mutual. Les Damon stars as Michael Waring, while Bernard Schubert produces and Richard Lewis directs.

Will Double Production

Evanston—Plans to double radio and television production were disclosed in an announcement by the Sentinel Radio Corporation. Its plant in Evanston will be expanded by the addition of approximately 25,000 square feet of actual manufacturing facilities in a new building for which ground has just been broken. President Ernest Aleschuler stated "with increased space and related program, the company will be able to carry out the plan to double the production over last fiscal year."

PLUG TUNES

Smash Revival Hit!
**WHY DO THEY
 ALWAYS SAY "NO"**

STASNY MUSIC CO.
 1619 Broadway N. Y. C.

From Six to Sixty
**THEY'LL LOVE
 ME AND MY TEDDY
 BEAR**

MUTUAL MUSIC SOCIETY
 R.K.O. BLDG. N. Y. 20, N. Y.

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.

**I WISH I KNEW
 ASK MY HEART**

RCA-Victor Records by DOLPH HEWITT
 ADAMS, YEE & ABBOTT, Inc.
 216 S. Wabash Ave. Chicago 4, Ill.

Riding For A Hit!
"BUFFALO BILLY"

Laurel Music Corp.
 1619 Broadway
 New York 19, N. Y.

Another BMI Pin-Up Hit!
DOWN THE LANE

Published by BMI

Recorded by

Russ Morgan (Dec)—Modernaires (Col)
 Jo Stafford-Gordon MacRae (Cap)
 Del Casino (Caravan)
 Lyn Duddy Singers (M-G-M)
 Chuck Cabot (Atomic)
 Claude Thornhill (Vic)

Licensed exclusively by

BROADCAST MUSIC, INC.

RAIN

recorded by

TONI ARDENColumbia
 BILLY COTTONLondon
 LARRY FOTINEDecca
 DAVE HAMILTONHeidt
 HONEYDREAMERSRCA Victor
 DEAN MARTINCapitol
 EDDIE 'PIANO' MILLER Rainbow
 FRANK PETTY TRIOM-G-M
 PAUL WESTONCapitol
 GENE WILLIAMSMercury
 and more coming

MILLE MUSIC CORPORATION

WORDS AND MUSIC

By TED PERSONS

● ● ● NEW DIGNITY COMES TO THE MUSIC BUSINESS: His Majesty, King Phumiphon Aduldet of Thailand, has written a song, "Blue Night," which will be featured in "Michael Todd's Peep Show" due on Broadway in June. The tune figures to be a number-one plug and will be exploited by a highly polished staff of contact men, dressed in striped pants, who have been elevated to diplomatic status.

☆ ☆ ☆ ☆

● ● ● The way to a nation's heart is thru its kids. "Buffalo Billy," accordingly, figures to follow that route with all the attendant rewards of public favor. Exploitation of the tune (published by Laurel Music) is missing no bets: recorded versions are mainly adult—Roy Rogers on Victor, Robert Q. Lewis on Columbia, Evelyn Knight on Decca, Roberta Quinlan with Jan August and the Harmonicats on Mercury and Bobby Wayne on London; but the moppet department has been taken care of, too, by Jack Arthur on Humpty Dumpty, Tommy Carlin on Abbey and The Lady In Blue on Mayfair. . . . Remember, in our last episode, "Red Roses for a Blue Lady," this guy, see, (offers this gal an orchid if she'll say yes and nobody knows did she or not?) Well, relax: In today's episode, "Thanks, Mister Florist," published by Mills with a view to taking everybody off the hook, we find out. But why should I spoil the climax. Let Vaughn Monroe and the Moon Men tell you. . . . And, on the subject of roses: Some time ago a magnificent melody that had been the rage on the Continent made its bid for American favor under the title of "You're Too Dangerous, Cherie." But, despite fine English lyrics by Mack David and all the support of Harms, Inc., the tune collapsed with a faint paf-f-f. Recently, Victor Young heard a magnificent melody—all the rage on the Continent, "La Vie En Rose," and, on his return, recorded it instrumentally for Decca. *That did it!* Under its original title, without benefit of lyrics, the selfsame tune has stepped out and is headed for the success it deserves. The new English lyrics are also by Mack David.

☆ ☆ ☆ ☆

● ● ● Rosa Rio, who has the unusual ability of being able to play the piano and the organ at the same time, will demonstrate her talent on "Piano Playhouse" over the ABC net, May 14th at 12:30. . . . Frank Luther will leave May 16th on a tour of European countries under the sponsorship the U. S. State Department. He will appear before groups of educators to illustrate the effectiveness of songs in conveying the elements of democracy to children. . . . The most beautiful selections in Eddy Arnold's new album of sacred music are "Beautiful Isle of Somewhere" (John S. Fearis-Jessie Brown Pounds) and "When Jesus Beckons Me Home" (Gene Arnold) both Forster Music publications. . . . Milton Katims will feature a work by Don Gillison on "NBC Spring Concerts" program, Saturday, May 6th, 6:30 p.m. It is titled, "The Man Who Invented Music." Nelson Olmstead will be the narrator. . . . Percy Faith and a 45-piece orchestra, featuring American and foreign singing stars will replace the Edgar Bergen show starting June 4th over CBS. He will originate in New York. . . . Clarence Kelley occupies a key spot with Zenith Records, just organized. . . . Joe Thomas has been named director of Decca's Blues and Rhythm Department. . . . Lauritz Melchior has been signed by Decca Records to star in the recording of an album of Sigmund Romberg's operetta, "The Student Prince." The album will also feature Jane Wilson, Lee Sweetland and Gloria Lane, with the chorus and orchestra under the direction of Victor Young. . . . Irving Fields' recording of his tune, "Take Her to Jamaica (Where the Rum Come From)" has started favorable reaction.

☆ ☆ ☆ ☆

● ● ● TAKING SIDES: Connie Haines' "Teasin'" (Coral); Mindy Carson's "Little Darlin' Little Angel" (Victor); Nat "King" Cole's "Mona Lisa" (Capitol); Frank Sinatra's "American Beauty Rose" (Columbia); Bob Huston's "In the Valley of Golden Dreams" (Beacon); Joe Marine's "A Snow-White Horse and a Golden Saddle" (Decca).

New Stations Sought By Canadian Group

Montreal—Applications for licenses for four new radio stations will be heard by the CBC board of governors at meetings here May 22 and 23, it is announced.

Foster Hewitt, famed local broadcaster, has applied for a 250-watt station in Toronto; John Hunt of Langley Prairie, B. C., applied for a 250-watt station in Langley Prairie.

Dauphin Broadcasting Company Ltd., as applied for a 250-watt station in Dauphin. Last of the applications was from Harold A. Corn for a 250-watt station at S. Stepih N. B.

The board will consider several applications from existing stations for power increases and a number of requests for transfer of shares of existing stations.

Radio Bible Drama Series Marks 20th Anniversary

Los Angeles — "Radio's oldest Bible drama serial is celebrating its 20th year on the air," reports George Logan Price, Inc.

The Sunday Players of Hollywood originated in Colorado Springs a Little Theater group. . . . leapt to regional fame throughout the Rockies on Christmas Eve, 1930, with broadcast of "A Child Is Born," on KVOR. . . . did 52 weeks live on KLZ, Denver, and a similar station on KFI, Los Angeles, and then contracted with Mertens & Price, Inc. to record their series.

First transcriptions were released in 1935, since when The Play have been heard for a grand total of more than 15,000 weeks around 300 representative stations in every English-speaking sector of the world.

Educational Broadcasts

Hollywood—National Congress of Parents and Teachers, a special ABC broadcast from that organization's 53rd annual convention in Long Beach, Calif., May 22-24, Monday, May 22, 8:45-9 p.m., will feature a discussion on the topic "Education Against Darkne."

Discussion participants will include Dr. Harry A. Overstreet, educator and author of "The Mature Mind," Kenneth E. Oberholtzer, Superintendent of Schools, Denver, Colo., Dr. David E. Lindstrom, College of Agriculture, University of Illinois, and rural service chairman, National Congress of Parents and Teachers.

WJR Declares Dividend

Chairman of the Board, George A. Richards, announced yesterday that the directors of WJR, Inc., Goodwill Station, Inc., have voted a dividend of 10 cents per share to be paid June 5, 1950 to stockholders of record at the close of business May 17, 1950.

TELEVISION DAILY

Action of RADIO DAILY, Thursday, May 4, 1950 — TELEVISION DAILY is fully protected by register and copyright

TBA PLANNING MEMBERSHIP DRIVE

TELE TOPICS

WHETHER IT WAS that first named Ed Wynn "The Perfect Fool" is a matter of succinct definition. The latest in Wynn's CBS-TV series that, to date, has been remarkable for its consistently high level of laugh value, is probably the best so far. Featuring Charles Boyton as guest star, the program parodies the Cinderella story in a series of sketches that are nothing short of hilarious. Masterful, too, are Wynn's jibes at the world in general and the kinescope in particular. An engaging and irrepressible character, Wynn is one of the last of the "top comedians," a group which also included the following due to the shenanigans of one Bobby Clark. Wynn's format is simple in the extreme and if he wasn't in charge of the action the telegraphic quality of the gags he uses would result in a very flat show, indeed.

FOR-TV WILL PRESENT the Wednesday night ball games of the "Whewicks. . . DuMont's "Court of Curt Issues" will telecast a special program on Friday in the Columbus, Ohio, arena only in conjunction with the 20th Ohio State University Institute for Education by radio. The program will be aired on WTVN. . . KTLA has issued an interesting study of radio and TV advertising in the Los Angeles area. . . WATV's ratings programs are climbing in ratings with "Junior Frolics" and "Western Feasibility" way up there. . . Starrett Television Corp. is aiming at a total value in division of \$15,000,000 between now and the end of the year. Combined sales of Starrett Corp. in video equipment and electrical appliances will hit \$19,000,000. . . Bob Cheshire has been named assistant eastern sales manager for DuMont.

MARTIN WOLFSON replaces Walter Abel in the first filming of the new "Hard Procter" series which goes before cameras Friday. Abel is bedded down with a virus bug. . . Peter Lind Hayes and Mary Healy, his wife, will probably be up on the new CBS-TV show scheduled to emanate from the hallowed precincts of the Stork Club. Irving Mansfield will be in the limelight. . . World Video is offering a complete summer package of 12 "diversified, low-budget programs" to agencies and stations. . . WNBQ did a special telecast last night on Chicago's Portal House, an alcoholics home. . . A Dictaphone Corp. exec. says video is one of the best advertising mediums for his company's product. . . The Wall Street Journal reports that tele has pushed living room furniture sales way up. The Journal reports that one hassock manufacturer's sales jumped 800 per cent.

Ross Reports Issues New Commercial Info

Major TV producers of filmed spot commercials are now working on a 6 to 15 per cent net profit, according to the first issue of a new service by Ross Reports on tele commercials, just released. Those producers who are still losing money on commercials are staying in business in anticipation of future volume, the report showed.

Bids on production estimates that are being circulated in the industry are ranging from \$800 to \$5,600 for a single live action film, while actually being turned out for \$1,000 to \$3,000. Animation and stop-motion techniques increase production costs by \$500 for partial animation, \$1,500 for full animation, and \$4,000 for stop-motion, the report concluded.

Published by Wallace A. Ross as a separate adjunct of his reports on TV programming, the new service will list advertisers and spots used, give production costs and production credits.

In listing the credits for some 66 active commercial producers, the first monthly report finds that the major organizations are mostly established firms, long engaged in the production of industrial films, with competition coming from producers of theatrical one-minute releases, from specialty or animation firms who previously were merely service units, from fashion and commercial photographers, and from the independent cameramen who "work out of their hat."

Admiral Opens Branch

Admiral Corp., yesterday staged the opening of their fifth factory branch, located in Peoria, Illinois. The new branch is a subsidiary of Appliance Distributors, Inc., Admiral's Chicago factory.

70 Per Cent Better

A total of \$5,058, 70 per cent more than the campaign's quota, was received by WAAM, Baltimore, for the Maryland Cancer Society, following a month long promotion of the Society on the video station. WAAM donated a full hour every week day in April to the Cancer Society Drive so that omcoo Tommy Dukohart could auction merchandise items over the air.

Tel To Push Radio-TV Volume To 3 Billion

Market volume for radio and television equipment during 1950 will hit three-billion dollars, according to Dr. Orestes H. Caldwell, editorial director, Caldwell Publications. This figure, says Caldwell, was reached on the basis of information collected from industrial sources.

An additional \$50,000,000 volume will be done by industrial electronics, which, when figured in percentages, reveals that radio-TV represents 98 per cent and industrial electronics 2 per cent of the entire industry's output.

A breakdown of the figures at customer's prices shows 6,000,000 TV sets will total \$1,600,000; 12,000,000 radio sets—\$500,000,000; broadcast, recording and studio equipment—\$200,000,000; mobile, airplane, police and taxi radio—\$100,000,000; replacements, accessories and instruments—\$250,000,000, and governmental purchases—\$350,000,000.

Caldwell estimates that the radio-TV market may exceed \$5 billion in the next few years once the industry is producing color-TV. Indicative of these trends, the Radio Manufacturers Assn. is changing its title to include "radio-television."

First Fifteen Hooperatings New York—April

ALL HOMES		TV HOMES	
Sponsored Network Programs		Sponsored Network Programs	
1. Texaco-Milton Berle	26.2 TV	1. Texaco-Milton Berle	65.5
2. A. Godfrey's Talent Scouts	21.6 TV	2. A. Godfrey's Talent Scouts	53.9
3. The Goldbergs	20.1 TV	3. The Goldbergs	50.2
4. Toast Of The Town	18.7 TV	4. Toast Of The Town	46.7
5. Lights Out	16.1 TV	5. Lights Out	40.2
6. A. Godfrey & His Friends	15.3 TV	6. A. Godfrey & His Friends	38.3
7. Studio One	15.2 TV	7. Studio One	38.0
8. Jack Benny	14.7 Radio	8. Suspense	31.4
9. Radio Theater	13.0 Radio	9. Cavalcade Of Sports	30.6
10. A. Godfrey's Talent Scouts	12.7 Radio	10. Saturday Night Revue	30.5
11. Suspense	12.6 TV	11. Philco TV Playhouse	29.8
12. Cavalcade-Sports	12.2 TV	12. Silver Theater	27.4
13. Saturday Night Revue	12.2 TV	13. Lone Ranger	26.8
14. Bing Crosby	12.1 Radio	14. Break The Bank	25.9
15. Philco TV Playhouse	11.9 TV	15. Man Against Crime	25.9

Plan Campaign To Enroll More TV Stations

An intensive membership drive among TV broadcasters will be staged by the Television Broadcasters Association during the coming week as a sequel to the appointment of chairmen of eight committees by J. R. Poppele, president of the association.

TBA, which now numbers about one-third of the 104 TV broadcasters as members, hopes to bring into the fold all of the broadcasters. George B. Storer, president of Fort Industry Company, Toledo, and Frank M. Russell, vice-president of NBC, Washington, have been named co-chairman of membership group.

The membership drive puts to an end any prospect that TBA would merge with NAB and that the membership of the association would be transferred to dues paying TV broadcasters on the NAB list. To the contrary it emphasizes TBA's decision to remain autonomous.

In setting up the membership committee, Poppele also announced chairmen of other committees. Heading the new combined Commercial Operations and Legal Committees will be Joseph A. McDonald, vice-president, general attorney and secretary of the American Broadcasting Company. Dr. Allen B. DuMont takes over as chairman of the Finance Committee; Lawrence W. Lowman, vice-president of CBS, as head of the new Advisory Committee on TV programming; Paul Rabinovitch, president of Paramount Television Productions as head of public relations and publicity; Ernest B. Loveman, vice-president of the Philco Broadcasting Corporation, as head of the Executive Committee of Affiliates and Edward Cole, professor in the department of drama at Yale University, as the new chairman of the TBA Educational and Public Service Committee. Frank Marx, vice-president in charge of engineering for ABC, has been named chairman of the TBA Engineering Committee, which is currently preparing considerable data with respect to new allocations in the VHF and UHF, hearings on which are due to start late this spring or early summer.

Standard Rate and Data Service, Inc., one of the nation's top media services, has been approved for affiliate membership in the association. Listed as official representatives to TBA from Standard Rate and Data Service are C. Laury Bothof, president, and Albert W. Moss, executive vice-president.

NEW BUSINESS

KTLA, Hollywood: Spots include: Washington Co-op Farmers, through Pacific National Advertising, for 13 weeks; Dixie Preserves, through Anderson-McConnell, for 13 weeks; renewal of Nutt Brothers Cookies, through Mack-Wharton, for 13 weeks; Sears Roebuck, through The Mayers Company, four times only; Santa Fe Railroad, through Leo Burnett, three times only; General Foods Corporation for Post Sugar Crisp, through Benton & Bowles for 8 weeks; American Cigarette & Cigar Company, for Pall Mall Cigarettes, through Sullivan, Stauffer, Colwell & Bayles advertising agency, for 13 weeks.

Also Polaroid Corporation, through BBD&O, for Polaroid Land Camera for 8 weeks; Transcontinental & Western Air, Inc., through BBD&O, for 8 weeks; International Minerals & Chemical Corp., for Accent, through J. Walter Thompson, for 13 weeks; Carnation Milk, through Erwin-Wasey for 13 weeks; Biltmore Flowers & Gifts, through Anderson-McConnell for 26 weeks; Fletcher Jones Used Cars, through Charles Stahl, for 17 weeks; Sun Batteries, through Henry Swartz Advertising, for four times only; Eastern Columbia, through Stodel, for 26 weeks.

KCBS, San Francisco: Brent's Jewelers has signed for a 52-week announcement schedule. Russell, Harris & Wood is the agency. General Brewing Co. (Lucky Lager Beer) has signed for a 52-week ET announcement schedule. McCann-Erickson is the agency. A. Schilling & Co. (spices and McCormick Tea) has signed for a 52-week announcement schedule. Beaumont & Hohman is the agency. International Mineral and Chemical Co. (Accent) has signed for participations in the Jane Todd Show, through J. Walter Thompson. B. C. Remedy Co. has signed for a 52-week participation schedule in "Do You Remember." Harvey Massengale is the agency.

Don Lee TV, Hollywood: Procter & Gamble (Drene Shampoo) through Compton Ad, Inc., 52 weekly 20-second film announcements on KTSB. American Cigar & Cigarette (Pall Mall) for May 1 through July 28, 39 one-minute film participations three times weekly on KTSB; agency is Sullivan, Stauffer, Colewell & Bayles, Inc. Trico Products Inc. for May 25 through August 17, 13 20-second film participations once-weekly on KTSB; agency is Baldwin, Bowers & Straahan, Inc.

Available by Day, Week
or Month
Modern Sound Studios for
TV and Commercial Production

Sound, Lights, Cameras, Sets
Mannon Sound Stages
112 W. 89th St. TR. 3-1800
Geo. Orth, Mgr.

COAST-TO-COAST

WWDC Disc Jockey On CBS Show
Washington, D. C.—Felix Grant, emcee of WWDC's all-night "Yawn Patrol" program, has been selected by the Columbia Broadcasting System to appear as a guest star on a new network program called the "ABC's of Music." The program, featuring comic Robert Q. Lewis and Ralph Flanagan's Orchestra as regulars, will be sponsored by Chesterfield Cigarettes and will replace the Bing Crosby show during the summer months. The format of the series calls for the appearance of three guest disc jockeys on each program. Two of the three platter spinners selected for the first CBS program are WWDC's Felix Grant and Martin Block of WNEW, New York.

WCOG Sponsoring Kids' Club
Greensboro, N. C.—A talent show with prizes, a quiz program with prizes plus a moving picture and ice cream are all for the members of the newly organized "Circle K Kid Club." Co-sponsored by the City Recreation Department, the local Theater and WCOG, ABC affiliate, this weekly get-together has reached the one-thousand mark in membership.

Special Hospital Series
Philadelphia, Pa. — Lee Stewart, WHAT early morning western hill-billy disc jockey, started a series of shows for patients at the General Hospital here. A three-hour show, featuring square dancing for patients and nurses was headlined by Al Morgan who was appearing at the Click. Stewart is taking another show to the General Hospital for a big Mother's Day affair, May 13.

Georgia Broadcasters To Meet
Athens, Ga.—The effect of radio advertising on sales will be discussed by Georgia broadcasters at the fifth annual Radio Institute at the University of Georgia, May 18 to 20. BAB Maurice Mitchell and Allen Woodall of WDAK, Columbus, will lead a panel on radio advertising and the film "Lightning That Talks" will be shown as part of the show.

Gale Explains Function Of Advertising Council

Columbia, Mo.—The use of advertising for the dissemination of facts and ideas not directly related to the functioning of business were described in an address prepared for delivery this morning by Samuel C. Gale, chairman of the Advertising Council, at the 41st annual journalism week of the University of Missouri, an event which has become a collegiate highlight of each year.

Calling it the fourth dimension of advertising, Gale, who is also vice-president in charge of advertising for General Mills, Inc., reported on the structure of the council and its campaigns.

WDRG Aids Census Workers
Hartford, Conn.—The New England area supervisor of the census, Paul G. Carney of Boston, has written a letter to WDRG, expressing thanks for the "excellent cooperation" shown by the station in the recent census taking. WDRG conducted a series of interviews and used other features to acquaint the public with the census work.

WAAM Cancer Drive Successful
Baltimore, Md.—WAAM's month-long drive for cancer funds netted the State Cancer Society some \$5,058, it was announced by Tommy Dukehart, master of ceremonies in charge of the station's public service Cancer Crusade. WAAM donated a full hour every day in April to the drive so that Dukehart could auction merchandise items over the air.

KXOK-FM Increases Power
St. Louis, Mo.—KXOK-FM received new broadcasting facilities on April 27th including a 10,000 watt transmitter, and the tallest radio tower and antenna in the area, 574 feet above street level. The new facilities enable KXOK-FM to broadcast with radiated power of 70,000 watts in a 17,500 square mile area. KXOK-FM is affiliated with Transit Radio, Inc., and broadcasts a continuous program of music, news, weather reports, time signals and other announcements to 1,000 buses and street cars of the Public Service Company.

WTAG Star Appointed By Bob Hope
Worcester, Mass.—Bob Hope, 1950 national chairman of the United Cerebral Palsy Association, has appointed WTAG (and FM)'s Julie Chase, treasurer of the organization's branch in this city. When the local branch of the society was first being formed in 1949, Miss Chase launched its public education campaign on her five-a-week "Julie 'n' Johnny" participator. As treasurer of this branch, Julie's job is to raise money for the association, which will channel the funds to the Worcester Cerebral Palsy Clinic.

Renew ABC News Show For Another 52 Weeks

Renewal of "Monday Morning Headlines" on ABC by Seaman Brothers, Inc., in behalf of Air-Wick, was announced Friday. News program is heard Sundays from 6:15 to 6:30 p.m., EDT, with Don Gardner as the newscaster. William H. Weintraub & Company is the agency.

Hirsch Named Producer

Appointment of Donald Hirsch to assignment as producer on "Auction-Aire" was made yesterday by Chas. B. Brown, New York manager of Masterson, Reddy & Nelson and executive producer of the program.

BEHIND THE MIKE

PAUL ILTON, famed lecturer and owner of a fabulous three million dollar collection of rare gems from all over the world, has agency a network execs interested in a dramatic TV series, packaged by Triangle Productions, based on the background of each jewel.

Roger Coleman will introduce Fields' new song, "A Toast to Israel," which he wrote with Alb Gamsee, on May 13th, which is the 2nd ann'y of the new free state.

Mari Yanofsky readying her own TV series.

Radio Row co-operating with Associated Blind Benefit at Madison Sq. Garden. Harry Hershfield vice-emcee.

Stodwell, Ltd., swank tailors, believe that they're the first in the business to come out with a special TV suit. (No rear or bulging pockets).

Fran Warren's new Victor 1 "Don't Say Goodbye," chosen by record of the week by a female singer on Martin Block's Make-It-Live-Ballroom.

Congrats to Ted Brown (WMOG-7 to 9 ayem) on carving a niche for himself in the early morning slot. And special kudos to "loudmouth" (Mrs. Brown) for her big NBC auditioning Richard Maxwell, the hymn singer and commentator, because of the current revival of interest in religious themes.

Phelps Phelps, chairman of radio committee for the Veterans Foreign Wars, recorded a set of transcriptions for the Loyal Day parade May 1st which will be heard over all major radio stations during the next few weeks.

Leone Rose, the radio organist now at Headquarters Restaurant teaches Greek during the day.

Miss Pat White has joined Buddy Basch office as assistant account executive.

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. 4th St.
HENRY GREENFIELD, Mgr. Director N.Y. 19

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 25

NEW YORK, FRIDAY, MAY 5, 1950

TEN CENTS

IMPROVE RADIO-TV, EDUCATORS URGED

AWB Convention Set For Cleveland, June 1-4

Miller And Others Among Speakers At 4-Day Meet

Washington Bureau of RADIO DAILY
Washington—NAB yesterday announced plans for the seventh annual AWB convention, to be held June 1-4 in Cleveland. Registration will be Thursday, June 1, with regional luncheons slated for that day at the Hotel Cleveland, followed by an afternoon trip to GE's Nela Park for

(Continued on Page 5)

Truman Cabinet Meet On Television Sunday

Democratic National Chairman William M. Boyle announced last night that the President's cabinet will meet before the TV cameras Sunday. The program will be carried by the CBS-TV net from 3.00 to 4.00 p.m., EDT. This will be the first time the cabinet has ever met in public. Vice-President Alben T. Barkley will preside.

WLIB Appeals To NLRB In Dispute With ACA-CIO

WLIB yesterday filed charges with the National Labor Relations Board against the American Communications Association, CIO, charging unfair labor practices by the union

(Continued on Page 2)

Aids Police

Philadelphia—WCAU-TV yesterday assisted Philadelphia police in the search for a suspect in the slaying of Philadelphia patrolman James J. Donohoe on Wednesday. Supplied with official police photographs and description of the missing suspect, WCAU-TV televised both during its news tape period, also at 15-minute intervals thereafter.

National Baby Week Note

Boston—The Yankee Network launched National Baby Week this week by welcoming two new staffers who'll probably be top quizmasters around 1975, both now weighing in at 8 pounds. The first, Alvin C. Walters, Jr., is the son of the web's liaison officer for owned-and-operated stations outside Boston. While the second, baby Mark Allen Smith, is the son of sportscaster-newscaster Lester Smith and the former Mildred Resnick, who met and married when she was director and he was quizmaster on the web's "Quizzing the Wives."

Weeks Discusses TV At Peabody Awards

"TV is going to be home entertainment all the way," Edward Weeks, editor of the Atlantic Monthly and chairman of the Peabody advisory board, declared yesterday at a luncheon of the Radio Executives Club of New York in the Hotel Roosevelt. Weeks and Dean John Drewry of the University of Georgia were present on the occasion of the official announce-

(Continued on Page 5)

Veteran Broadcaster Dies On The West Coast

A. E. Nelson, well-known executive in radio for many years, died Wednesday in San Francisco. During the course of his association with NBC, Nelson held positions as manager of KOA, Denver; KDKA, Pittsburgh; and as sales manager of the NBC Blue Network, becoming the first head of the Blue under its

(Continued on Page 2)

Fax Development Currently In Labs

Activity in the field of facsimile is being limited to continued laboratory experiments at RCA, Hogan Labs, and Finch Tele Communications, a RADIO DAILY roundup revealed yesterday. A spokesman for RCA said that commercial production of Ultrafax will not begin for some time, adding that Ultrafax is presently in a state of hibernation while studies are being made of various

(Continued on Page 2)

Auto Radio Listeners On Increase In New York

Three out of every four autos in New York City are equipped with radios, according to a Pulse survey released yesterday. The survey made in January shows 590,670 cars equipped, representing a gain of 10.6 per cent in the past year.

Last year, cars with radios numbered 533,670 or 73.6 per cent of all

(Continued on Page 2)

Sales Impact Of Television Emphasized In College Survey

Video's amazing impact as a sales force in the Greater New York area was revealed yesterday following the release of the results of the Hofstra Study, conducted jointly by Hofstra College and NBC Research. The survey findings were based on 3,270 personal interviews in the area conducted in January and May of 1949.

The study shows that video means

the difference of 193 extra customers per 1,000 TV homes to advertisers using the medium; that an average sales gain of 70.2 per cent per product advertised on video is registered among viewers who watch "and like" commercials—over consumers who don't own sets or view regularly; that every one of 15 products advertised on video produced an in-

(Continued on Page 7)

Present Period Is "Crucial," Says Miss Hennock

Columbus, O. — Declaring the present a "crucial period" in the award of television frequencies, Frieda Hennock, only woman member of the FCC, last night called upon educational organizations and educators to get to work. She spoke at the opening general session of the Institute for

(Continued on Page 3)

Full-Day Testimony By Sarnoff Before FCC

Washington Bureau of RADIO DAILY
Washington—Brig. Gen. David B. Sarnoff, anxious to make an RCA board of directors meeting in New York this morning and faced with a tight schedule for the next week, did a marathon stint as a witness before the FCC yesterday. He still was answering (most) questions put to him at the dinner hour by

(Continued on Page 5)

Sale Of Lombardo Series In South Reported By Ziv

Sale of the transcribed Guy Lombardo show to the Pet Dairy Company for sponsorship in 38 markets in the South was announced yesterday by Frederic W. Ziv. The Lombardo show will be placed on stations

(Continued on Page 2)

Pace Setter

Arturo Toscanini is credited with NBC press representatives of being a pace setter on the present tour of the NBC symphony orchestra. The maestro, according to Jo Dine, director of press, at 83 is as active as most of the younger members of the touring company, and has a great capacity for seeing the sights in cities visited on the tour.



Established Feb. 9, 1937

Vol. 51, No. 25 Friday, May 5, 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. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Postage free) United States (other than California) \$10.00 one year; California, \$15.00. Foreign, \$15.00. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337. 7-6338. Cable address: Radaily, New York.

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

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

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

SOUTHWEST BUREAU
Paul Girard, Manager
Suite 314, Thomas Bldg.
Dallas, Texas
Phone: Riverdale 5491

ROME BUREAU
John Perdleari
Ludovisi 16

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

FINANCIAL

(May 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	12 1/2	12	12 1/4	- 1/2
Admiral Corp.	33 3/4	31 1/2	31 7/8	- 2
Am. Tel. & Tel.	157 3/4	157	157 1/4	+ 1/4
CBS A	35 3/4	34 5/8	34 5/8	+ 1 1/2
CBS B	35 3/8	34 3/4	34 3/4	- 1
Philco	49 1/2	46 3/4	47 1/8	+ 3 1/8
Philco pfd.	96	96	96	- 1/4
RCA Common	21 3/8	20 1/2	20 3/4	- 7/8
RCA 1st pfd.	78 1/2	77 1/2	78 1/2	+ 1/4
Stewart-Warner	18 3/8	17 1/2	18	- 3/8
Westinghouse	35 5/8	34 7/8	35 1/8	- 1/4
Westinghouse pfd.	104 3/4	104 3/4	104 3/4	+ 1/2
Zenith Radio	60	55 1/4	56 3/8	- 4 7/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	22 3/4	23 3/4
Stromberg-Carlson	15 3/4	17

Association Terminated

Allen Kushner, formerly in the Hollywood office of RADIO DAILY, is no longer associated with this publication.

Quits Pub. Relations Post

Shelley Dobbins, public relations director of the French Broadcasting System, has resigned his position and will join the CBS promotion department next week.

WANTED

by station in Eastern metropolitan market, salesman who has experience selling radio time direct or by telephone.

Write Box No. 130, RADIO DAILY
1501 Broadway, New York 18, N. Y.

★ COMING AND GOING ★

JANE TIFFANY WAGNER, supervisor of education at NBC, is in Utica, N. Y., where today she will address the United Council of Church Women, of which she is national radio chairman. Her subject will be "Life in 1950."

GARRY MOORE, comic featured on CBS, has arrived from the West Coast for huddles with programming executives.

GEORGE V. DENNY, JR., founder and moderator of "America's Town Meeting" heard on the American network, yesterday was in Hamilton, N. Y., where he addressed the students of Colgate University on "Human Relations in Communication."

JUDSON BAILEY, of the CBS sports staff, is back from Washington, D. C., where on Wednesday he directed the network's television pickup of the boxing bouts held at the Uline Arena.

TED NELSON, general manager of WIKK, Erie, Pa., a visitor this week at the offices of the station's national representatives.

LEON LEVINE, director of discussion broadcasts for the Columbia network, left Wednesday for Columbus, Ohio, and the meeting of the IER.

HARRY SEDGWICK, general manager of CFRB, Columbia network affiliate in Toronto, Ont., is in town for conferences with officials of the web.

BETTY McCABE, featured on NBC-TV, is flying to Sun Valley, Idaho, where she will represent radio and video at the week-long Conference of United States Culture under the auspices of the Association of Junior Leagues of America.

JERRY LAWRENCE, West Coast radio and TV emcee who formerly conducted the WOR all-night record program, is leaving Hollywood and will arrive in New York over the week-end on a business-and-pleasure trip. It's his first visit in five years.

EDGAR KOBAK and MRS. KOBAK sailed yesterday aboard the Caronia for a six-week visit to Europe. They'll visit London, Paris, Switzerland and Rome.

GEORGE F. MCGARRETT, supervisor of production for the Saturday Night Review on NBC-TV, left yesterday for Chicago, where he will discuss commercial operations with Procter & Gamble officials and executives of Sullivan, Stauffer, Colwell & Bayles.

Fax Development Currently In Labs

(Continued from Page 1)

ways to cut current high costs of the system.

Having declined to exhibit at the ANPA and the NAB conventions of the past two years, Hogan Lab and Finch Tele Communications revealed that no new developments justifying the costs of convention exhibitions have been made since the two firms showed their equipment in '48. William Finch, who is at the helm of Finch Tele Communications, is currently on temporary active duty with the Navy but is expected to resume experiments upon his return.

Since the New York Times donated its facsimile equipment (used for one month last year by WQXR) to Columbia University, no other New York stations have pursued the use of facsimile with the exception of WOR whose televised news-print ("Telefax News") does not come under official heading of facsimile.

Veteran Broadcaster Dies On The West Coast

(Continued from Page 1)

separate operation. Later, Nelson moved to San Francisco to become gen. mgr. of KGO and KPO (now known as KNBC). Leaving NBC in 1942, he formed an advertising agency known as A. E. Nelson & Associates, which he operated until his death, gradually lessening his activity in the company during ill health of the past two years.

Auto Radio Listeners On Increase In New York

(Continued from Page 1)

autos. "These cars constitute a vast potential audience on wheels which must be counted when measuring the true dimensions of the radio audience," according to Dr. Sydney Roslow, Pulse director.

WLIB Appeals To NLRB In Dispute With ACA-CIO

(Continued from Page 1)

within the meaning of Section 8b, Sub-sections (3) and (6) of the National Labor Relations Act, by:

(1) Refusing in good faith to bargain collectively with the employer in violation of Section 8b and Sub-section (3) and

(2) By engaging in and/or inducing and engaging the employees of the employer to engage in a concerted picketing demonstration and dissemination of false and slanderous statements among the employer's customers in order to cause or attempt to cause the employer to pay or deliver money for services which are not to be performed in violation of Section 8b Sub-section (6).

Sale Of Lombardo Series In South Reported By Ziv

(Continued from Page 1)

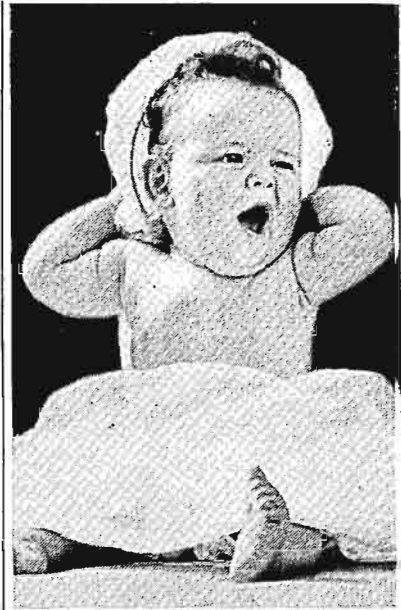
in North Carolina, South Carolina, Virginia, West Virginia, Tennessee and Kentucky.

Additional sales of the Lombardo show announced by Ziv include Smith Grocery Company of Detroit, George Byers' Sons, Chrysler dealers at Louisville, Ky., and the Haas Brewing Company at Houghton, Mich.

The program has also been renewed by the Almer Candy Company for broadcast over WDSU, through the Walker Saussy agency.

New NBC Show Set

NBC premieres "Stars and Starters," a new half-hour talent show on Friday, May 12 (8:00-8:30 p.m., EDT) with Jack Barry as emcee for both gifted youngsters and first-rate stars. Gimmick of the show is to give youngsters a chance to play opposite their idols of stage, screen, radio and TV. Winners each week will be selected by the studio audience.



"Some station reps bore me to tears"

"They're always talking about the power of radio stations. Always showing me coverage maps. What I'm interested in is the results you get per-dollar-spent!"

Well, sonny, you're our man! W-I-T-H in Baltimore is famous for delivering more listeners-per-dollar than any other station in town. And that means low-cost results!

If you want to do BIG things in this rich market with a LITTLE bit of money, buy W-I-T-H. Call in your Headley-Reed man and get the whole story.



WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

AGENCIES

ARTHUR C. LINGE has joined the New York office of Maxon, Inc. as director of media estimates and contracts. He was formerly with Benton & Bowles. Thomas E. Mayhem, who has been with the agency for the last six years as director of marketing and media, has been named director of markets and media research.

CHARLES PHELPS HINES and **ROBERT J. HAKKEN** have joined the copy staff of Kenyon & Eckhardt, Inc. in Detroit. Hines was recently with W. B. Doner Advertising Agency and Hakken was formerly with Benton & Bowles.

ARTHUR PINE ASSOCIATES have been named to handle publicity-public relations for Goubaud of Paris, Inc.

G. A. BRADFORD has been named advertising manager for the tube divisions of the General Electric Company in Schenectady.

FOOTE, CONE AND BELDING has moved from 919 North Michigan into its spacious new offices at 155 East Superior St., Chicago.

Send Birthday Greetings To—

May 5

Dick Ballou Alice Faye
Freeman Gosden Tyrone Power
Walter Kaner Helen Thomas
Warren Jennings

May 6

David Elman Harry Einstein
Orson Wells Carolyn Grey
Alice Reinheart

May 7

Morton Bowe George Stoll
Carlton Kelsey Bill Wyatt
Edmund MacDonald

May 8

James M. Gaines Rose Greco
Ralph Bowman Red Nichols
Tony Russell Ruth Gilbert
Sgt. Johnny Grant

May 9

Carolyn R. Moser Lee Neal
Beatrice Lillie Bill Adams
Ray Clancy Paul Page
Della Orton Lou Strauss
William Frenchey

May 10

Scotty Maclean Lee Reiser
Betty Shaffer John Clark
Jack Sheldon Ellen Fenwick
Hal Simms Ted Brown
Alma Sandra Munsell
Maybell Pringeville

May 11

Burt Champion Irving Berlin
Vernon H. Pribble Joey Lee
Robert Trendler Bob Purcell
Maxine Thorsen Tommy Thomas
Johnny (Scat) Davis

Miss Hennock Asks Colleges To Improve Radio And TV

(Continued from Page 1)

Education by Radio attended by nearly 100 representatives of educational and commercial radio.

All four principal speakers on the opening topic agreed that changes are desirable in our national policy for radio and television but no two agreed upon the changes or how they were to be brought about.

Miss Hennock, member of the FCC only one year, had some stinging remarks about the failure of educators to assume their "responsibility." She asked:

"Where are the titans of our educational system now that the time has come for you to demand your rightful place in the television picture? We at the FCC cannot and will not impose from above our own individual ideas of what American broadcasting should be like. . . .

"Principal Burden"

Miss Hennock laid the "principal burden" for the improvement of radio on the educators, although she admitted "there is no quick cure for what ails American broadcasting." She said that one of the "healthiest things for American broadcasting would be for education and educators to be right in the thick of it."

As for the television situation she said to the educators: "If you want to improve it each of you must come out swinging and make your impress felt."

She told about present FCC hearings regarding color television and said, "The use of ultra high frequencies will allow for a truly nationwide competitive television service."

"As long as the objectives of American broadcasting are commercial it isn't going to go very far to make radio a creative force in our society. We have to get some people in broadcasting who are interested in benefiting the public and we have to get the public interested in benefiting itself. A goodly portion of American programming must be designed to help the public, not merely to perpetuate its limitations. We need programs which will emphasize our great cultural heritage; we need programs which will effectively assist people to assume the responsibilities of citizenship.

Calls Institute "Wonderful Thing"

"The way to do it is to have non-commercial interests an integral part of radio and television. And it is on educators that I lay the principal burden for doing this. This annual Institute is a wonderful thing. But it is too isolated. Discussions like this should be held on every one of our 3,000 college campuses. Every school should have classes in radio production and criticism. Every school should have a radio facility of some sort. Every school must become a partner with its local commercial broadcasters, criticizing their programs and providing them with programs which are in the public interest."

Prof. H. Gordon Hullfish of Ohio

State University called for "responsible ownership of facilities of mass communication." He declared: "If we fail to recognize the distinctive democratic function of the mass communication instruments leading the public to become aware of itself as a reflective body we shall remain insensitive to the responsibilities of the ownership of these instruments which is a matter of major public concern. While American broadcasting wants no iron curtain neither do we wish a town crier who is free to limit his voice to the service of a special group."

Other Speakers Heard

Other speakers of the symposium were Ralph Hardy, NAB director of government relations, and Morris Novik, AFL radio consultant. James Lawrence Fly, New York attorney and former FCC member, participated in the discussion.

General sessions today will be devoted to international broadcasting.

Saturday night educational administrators will take "A Look at Television and Radio."

H. V. Kaltenborn will be the featured speaker at the 20th annual Institute dinner on Sunday.

Nearly two score specialized work-study groups and clinics are meeting during the Institute.

Declaring that too many broadcasters forgot the public interest clause of the NAB code too soon after it was written, Morris Novik, radio consultant, addressed the opening session of the Institute on "Do We Need A National Policy for Radio and Television?"

Quotes NAB Code

Novik quoted from the NAB code the definition of public interest, convenience and necessity as follows: "Such service necessarily includes the broadcasting of a considerable portion of programs devoted to education, labor, agriculture and similar activities concerned with human betterment."

"The greatest threat to radio today is not the existing national policy or the FCC," Novik said. "The greatest threat to the industry today is that broadcaster who persists in ignoring his responsibility to—and again I quote from the record—to serve the public interest, convenience and necessity."

"The threat is not from the FCC which started as radio's traffic cop and became radio's road map and judge as well," he continued. "The threat is the broadcaster who has been remiss all these years and now wants to scrap the public interest clause. By scrapping it he will be wrecking American radio."

Novik continued: "Unless the AM and FM and TV operators recognize that a considerable portion of their time and talent and skill—a portion comparable to that put into commercial programs—is put into public service programs then American radio is in for trouble."

KGW

THE ONLY STATION THAT ACTUALLY DELIVERS

COMPREHENSIVE COVERAGE

in the

Fastest Growing Market in the Nation



... GATEWAY TO SILVERTON STATE PARK

Lumber and agriculture are the economic mainstays of Silverton... a city lying in the heart of the greatest food-producing belt in Oregon. And YOU can tap this well-fed economy through KGW's Comprehensive Coverage!

Besides the usual enterprises of an industrially-awake city, Silverton boasts several saw and planing mills; woodworking and store fixture plants; a large turkey hatchery. Silverton's main agricultural efforts are devoted to prune, cherry, walnut and filbert orchards, and hundreds of acres of strawberry fields.

KGW

PORTLAND OREGON



AFFILIATED WITH NBC REPRESENTED NATIONALLY BY EDWARD PETRY CO., INC.

Radio is the biggest thing in Boston!

Boston is Boston...and there's no place like it. Take radio. Today 99.2% of all homes in metropolitan Boston—the largest percent for any city area in the world—are *radio* homes.

More Boston families are listening than ever before. In 1948, there were 210,599 families listening to radio during the average evening quarter hour between 6 PM and midnight, all week long. In 1950, there are 229,077...a 9% increase! And...

WEEI is the biggest thing in Boston radio. Bigger than ever! Today, the number of families listening to WEEI during the average quarter hour between 6 and 8 PM is 50% greater than in 1948. Between 8 and 10 PM—20% greater. Between 10 PM and midnight—43% greater. Today, WEEI delivers not only more listeners than any other Boston station—but also bigger audiences than ever. And WEEI sponsors get more for their money than ever before!

Sources: BMB, 1949; Pulse of Boston, Jan.—Feb., 1950

The station is

WEEI

Columbia's Friendly
Voice in Boston
Columbia Owned



Full-Day Testimony By Sarnoff Before FCC

(Continued from Page 1)

counsel for DuMont, with interrogation by Commissioner Robert F. Jones and one or two other members of the FCC to follow.

The greater part of the daylight hours was devoted to a lengthy cross-examination of the RCA board chairman by Judge Sam Rosenman, CBS counsel. Rosenman announced that CBS was receding from its announced decision to waive cross-examination because in his appearance Wednesday Sarnoff had introduced new direct testimony, rather than confining himself solely to the specific questions the Commission had put to him.

The RCA patent licensing policies were the subject of a great many questions from Col. Wm. A. Roberts for DuMont and William Bauer for the FCC—but RCA counsel John Cahill was constantly objecting on the ground that the matters are presently in litigation. Testimony, thus, was confined to only a portion of the matters the counsel had hoped to get from Sarnoff.

He turned on Bauer at one point in anger as the FCC patent expert asked if the RCA policy on licensing of patents did not make for dominance in the manufacturing field. Most definitely not, Sarnoff thundered—but it does add up to leadership. "There is an important difference between the words dominance and leadership," he said, adding that the word dominance is in bad odor in Washington.

Estimates Licensing Total

Over objection by Cahill, he estimated for Roberts the proportion of TV receivers manufactured under RCA patent licensing to be as much as 70 per cent of the total. Urged by FCC Chairman Coy to estimate within 10 per cent, he said he thought RCA itself turns out 20 per cent of the TV sets, with another 10 per cent under RCA patents.

DuMont and Zenith are the major producers not using RCA patents, and both firms are now engaged in patent litigation with RCA.

At another point in the questioning, Sarnoff said RCA had discarded the 33 1/3 rpm records in favor of 45 rpm, but that he had personally demonstrated the long-plays and tape recording to a man from CBS. It was after RCA had let it be known it was bringing out the 45 rpm, he said, that CBS decided to go ahead with the long-plays. CBS long-plays are inferior to RCA long-plays, he said.

The RCA chairman also charged that CBS has used "the red herring of color to retard the progress of black and white TV" over the past decade. He offered to present a witness to offer evidence that the CBS purpose has been to delay, he said—but Coy said the FCC was not really concerned about heated charges against each other the rivals in this hearing might want to make.

Weeks Discusses Television At Peabody-REC Luncheon

(Continued from Page 1)

ment of the 1949 George Foster Peabody awards.

Weeks, speaking on radio's younger "sister," suggested that "the good old A pictures" should be included on video regardless of the method. "Whether the cost of films for television will be paid by advertising as in radio or by some subscription method with direct payments by the customers, remains to be seen."

The idea of trying "to pack eight

Ross Is Retiring

New Yorker editor Harold Ross, who received the Peabody citation yesterday, was the sole recipient who made no comment whatsoever to the audience during the presentation. Ross, smiling and shaking his head, thanked Dean Drewry and Weeks and made a quick return to his seat at the head table, next to Henry Luce of Time.

or ten acts into a half-hour show—along with two fifteen-minute commercials" was deplored by Weeks. "What's the hurry? We are not trying to catch a train, sitting around our own living room. Let's try for a little less speed and a little more depth."

Posing the question "How much will television change the use of our leisure?", the Atlantic editor said that there were four areas in which TV has begun to have a "hypnotic effect."

Kids are the most hypnotized members of any family, and the problem of slipping grades caused by TV is a new one for parents and teachers, Weeks added.

The field of sports and sportsmanship was the second area cited by Weeks. "We used to be proud of our sportsmanship in this country but I am not sure that television is making us proud of it today." The revived interest in vaudeville and films were the remaining two areas.

Awards Presented

Following the talk, Weeks presented the awards. Radio took 11 of the honors and television four. Three special citations were also made. Two networks—CBS and ABC—were each named four times while NBC placed twice. Five radio stations completed the broadcasting list.

In radio, two stations—WWJ in Detroit and KXLJ in Helena, Montana—were given awards for public service. For reporting and interpretation of the news, Eric Severeid of CBS was honored, while news citations were given to WMAZ in Macon, Georgia, and Erwin Canham for his ABC program, "The Monitor Views the News."

Benny Gets 'Drama' Award

Jack Benny on CBS received an award in the entertainment and drama category and WQXR, New

York was cited for entertainment in music. A special unclassified citation was given to ABC's "The Greatest Story Ever Told."

"Author Meets the Critic" on ABC was recognized in the educational field and for children's program. WTIC in Hartford, Conn. was chosen for its "Mind Your Manners" program. NBC's U. N. project was honored for its "outstanding contribution to international understanding."

TV Award Goes To Wynn

In television, "The Ed Wynn Show" on CBS was named in entertainment; "Crusade in Europe" over ABC was honored in the educational category; "Kukla, Fran, and Ollie" over NBC for children's programs, and CBS's coverage of the U. N. General Assembly for "reporting and interpretation of the news."

In a unique category was the special citation given to Harold Ross and The New Yorker "for their successful Grand Central Campaign in behalf of the rights of the so-called 'captive audience.'" The magazine's drive, it was noted, helped to bring about the end of the broadcasts in the terminal.

U. N. Radio Recognized

The other special citations went "To the U. N. and American broadcasters in general, as represented through the National Association of Broadcasters, for broadcast contributions to better international understanding," and to cartoonist H. T. Webster for his weekly cartoon, "Unseen Audience."

Among those seated at the head table were: Peter Aylen of the UN; Kenneth Baker of NAB; John W. Houghman, Army sergeant who received the "Crusade in Europe" award; Wilton Cobb of WMAZ; John Crosby of the New York Herald-Tribune; Don DeGroot of WWJ; Paul Deland, managing editor of the Christian Science Monitor, taking the award for Canham; Charles Denny of NBC; Dean Drewry; William Ford, CBS vice-president; T. Gjesdal, UN director of public relations; Lloyd Judd of ABC's program, "The Greatest Story Ever Told"; John Karol, REC president; Robert Kintner of ABC; Dorothy Lewis, UN director of domestic radio; Lawrence Lowman of CBS; Henry Luce of Time; Paul Morency of WTIC; Harold Ross; Elliot Sanger of WQXR; Eric Severeid; Martin Stone, producer of "Author Meets the Critics"; Charles Underhill of CBS; Wythe Walker of KXLJ; Edward Weeks and Carleton Smith of the "Kukla, Fran, and Ollie" program.

Will Install Saudek

At the final meeting of REC on May 18, Robert Saudek will be installed as new president of the club, it was announced. Speaker for the occasion will be Clarence B. Goshorn, president of Benton & Bowles.

Full Agenda Issued For AWB Convention

(Continued from Page 1)

demonstrations of lighting for the home and studio. The next morning the women will attend a fruit auction at the Northern Ohio Food Terminal, where they will also breakfast.

Business meetings at 10 a.m. will be followed by a television show, "Through the Kitchen Window," conducted by Louise Winslow on WNBK, Cleveland. A buffet luncheon will be served at 1 p.m.

The Friday afternoon session will be devoted to a "Forum on Foods," presented by the Grocery Manufacturers of America. Participants in the forum will be W. Howard Chase, director of public relations, General Foods; Milton Fairman, director of public relations, Borden's; Steve Nisbet, director of public relations, Gerber Products Company; Esther Latzke, director of consumer service, Armour's; Paul S. Willis, president, GMA.

The forum will be followed by a cocktail party for the delegates, given by GMA.

Children's Panel on Saturday

Saturday's morning session will open with a panel on programs for children, led by Esther Mullin, WGAR, Cleveland. This will be followed by a panel on public relations, conducted by Robert K. Richards, NAB public affairs director.

Justin Miller will speak to the women broadcasters at the annual luncheon on Saturday, June 3. The luncheon will be followed by a millinery fashion show.

The afternoon session on Saturday will be devoted to a "Radio Work Session" and a "Television Work Session," the latter led by Kathi Norris, WNBT, New York, formerly with DuMont. These will be followed by a panel devoted to the new Broadcast Advertising Bureau sales manual, "Radio's Feminine Touch." Meg Zahrt, a BAB assistant director, will conduct this session.

A "Junetime Cocktail Party," given by the National Association of Greeting Card Publishers, will end the afternoon's program.

Sunday morning, June 4, will be devoted to the annual "Business Brunch."

Plans for the convention are being made by the acting executive secretary of the AWB, Beete Doolittle, with the assistance of an AWB convention committee, composed of Eleanor Hanson, WHK, Cleveland, O., chairman; Mildred Finnell and Gloria Brown, WTAM, Cleveland; Esther Mullin, WGAR, Cleveland, and Jane Stevens, WJW, Cleveland.

PRODUCERS-DIRECTORS!

IS YOUR SHOW GOING OFF FOR THE SUMMER?

Save rental charges of your office and your secretary's salary by having responsible party assume costs of both for months of June, July, August. Require three fairly large rooms. Box 132, RADIO DAILY, 1501 Broadway, N. Y. C.

SAN FRANCISCO

By NOEL CORBETT

TV set ownership in the Bay Area is now 55,000. Something, when one considers there were fewer than 5,000 around 12 months ago.

KGO-TV celebrates their first anniversary this week, and have some interesting facts to offer. When they opened they had an average of 13-14 hours a week, with an average of 5 hours sponsored. The station is now on a 35-hour programming week (Mon. thru Sat.) with 29 of those hours being sponsored.

Commemorating their first anniversary, KGO-TV has put together a documentary entitled "Behind the Lions." Producer-director David Crandell has been building it, and it will tell about the pioneer Sutro family (first of the clan who made history in the West was old Adolph who drilled a tunnel under the Comstock Lode), and how the Sutro mansion has been converted into ABC Television Center here.

KFRC account executive Bill Nichols, through Campbell-Ewald Ad Agency, has sold Dave Schofield's 8:15 news to a 10-station Mutual network. Sponsor is Northern California Chevrolet Dealers.

Lon King, KNBC local sales rep has been elected a member of the board of directors of the Junior C of C.

Bill Cullenward, KCBS director of press information, took a group of radio editors to Camp Stoneman, Pittsburgh, Calif., to interview Lucille Ball who was at the Army post to dedicate a new service club.

In connection with "Be Kind to Animals Week," KGO's Ann Holden is interviewing Charles W. Friedrichs, secretary-manager of the San Francisco SPCA. Friedrichs was recently named Humane Worker of the Year in a national poll among humane societies.

Lowell Thomas originated one of his newscasts through KCBS from the Press Club when he was honored guest of a "Gang Night" dinner.

KNBC's "Light and Mellow" program began its ninth consecutive year this month. Producer Samuel Dickson, emcee-baritone Armand Girard and musical director Tony Freeman have been on the program since it started in 1942.

Resigns CBS Post

Marjorie Morrow, CBS casting director, has resigned from the network effective immediately. Miss Morrow has been with the Columbia network for the past 15 years. Her future plans are not definite as yet and no replacement is contemplated.

Ave Maria Hour
WMCA — Sunday — 6:30
15th year as the number one Religious drama of the Americas.
IT'S A DONALD PETERSON PRODUCTION



By SID WHITE

Man About Manhattan. . . !

● ● ● Annual Peabody Awards luncheon sponsored by the Radio Execs Club yesterday at the Roosevelt Hotel lacked the surprise element of previous years. Reason, of course, was that the press had jumped the gun in releasing the winners and the awards were common knowledge to everybody from the office boy up. Harold Ross, of the New Yorker mag. made the most sense of anybody. He said he was there to find out why the New Yorker should rate a radio award. The luncheon served to bring out plenty of controversial conversation. Some went so far as to state that the Peabody Awards are subsidized by one network. Others around the tables thought the awards should be supported by the NAB or the Radio Pioneers and that all of radio, indies as well as webs, should be given consideration. Still others were of the opinion that radio awards have been over-exploited and that for the good of the industry the whole subject should be dropped.

☆ ☆ ☆ ☆

When "The Goldberg's" Jake turned bad man on "Suspense,"

We legion fans of "The Goldbergs" took offense;

I'll condone old Jake as a fake, or a rake on the make,

But not even for art's sake, will I take Jake as a snake.

. . . Irv Cahn

☆ ☆ ☆ ☆

● ● ● AROUND TOWN: Ted Mack's "Original Amateur Hour" will invade Madison Sq. Garden on June 15th with the biggest show they've yet lined up for the benefit of the N. Y. Foundling Home. Tickets are priced from 1 to 5 bux and they expect to raise some \$25,000 for the charity. . . . Twentieth Century-Fox taking a bow for opening "The Big Lift" at the Rivoli the day of the elevator tie-up. . . . Hal Salzman is master-minding Topps Gum's big-time entry into TV and radio. . . . Arlene Francis, who has TV shows on 3 webs, now wants to do one on WOR-TV, too. Sez she doesn't want to be accused of playing favorites. . . . "There is one here that is tougher than Eddie Cantor's plug for 'that wonderful Schic Kit'," postcards A. W. Bernsohn, from Philly. "Peggy Towne on WFIL-TV sells 'Magic Wrap!'" . . . Bob Monroe will write the Burgess Meredith film starring Franchot Tone, which will be shot in England starting June 30th. Monroe will take a leave of absence from his writer-producer chores on "High Adventure." . . . Jack Barry, who's already producing and emceeing four network shows, launches his fifth next Friday on NBC—a new talent series tagged "Stars and Starters." . . . An arty actor complained to Ezra Stone that radio acting gave him no satisfaction. "Okay," soothed Ezra, "so you'll have to settle for money."

☆ ☆ ☆ ☆

● ● ● APPLAUSE DEPT: Tim Herbert and Don Saxon's comedy routine at the Palace Theater. . . . Hank Sylvern's performance as a guest on Eileen O'Connell's teeveer. . . . Nat King Cole's Capitol record, "The Greatest Inventor of Them All." . . . Songwriter Trudi Michel's Apollo recording of "As Long As I Live" by the Four Blues. . . . Betty Lou Walters on the Ken Murray TV click. . . . Martin Block's smooth "Make Believe Ballroom" delivery.

☆ ☆ ☆ ☆

● ● ● Paul Denis recalls the time that Gov. Dewey introduced Harry Hershfield to Winston Churchill at the Waldorf last year. Harry groped around for a topic that would interest global-thinker Churchill, but, after a painful silence, finally gave up and said: "Mr. Churchill, this introduction reminds me of the fellow who wrote, 'I'm writing you this letter because I have nothing else to do, and now I close because I have nothing to say.'" Churchill laughed and said: "That's good. I'm going to use that quip some day!"

PROMOTION

Informative Booklet

The complete story of RCA has been compiled in one compact 52 page booklet titled "RCA—What is—What it does," by the company Department of Information. Mainly the booklet is devoted to the company's present operation, reserving a small space at the end for a survey of early pioneering over the past 31 years of RCA's existence. Pictures and data on the company's new research projects cover: (1) the diminutive TV camera made possible by the Vidicon tube, (2) color television, (3) instruments for testing the efficiency of radio and television parts, and many others. In addition, the booklet is broken down in sections giving answers to oft-asked questions regarding company organization, officials, and income. Specifically, departments of RCA are listed as broadcasting, telecasting, manufacturing, communications, marine radio, technical training, foreign trade, and research.

High School Workshop

The annual High School Forum Spring Workshop sponsored by WNAX, of Yankton, S. D., has come to a close with the announcement of student Alvin Poppen of Sioux Center, Iowa, as winner. Each year WNAX broadcasts a series of forums recorded in high school throughout Minn., Iowa, S. D., and Neb. An all-school assembly provides the forum audience in which a traveling mike allows students to hurl questions at four chosen student speakers on current topics. The award of a \$250 scholarship went to Poppen for having made the best talk, which was on religion's place in the public schools. Recognition for the forum was accorded WNAX by school principals of the nation during their February convention in Kansas City.

Heads WBBM Sales

Chicago — Ralf Brent has been named sales manager of WBBM according to an announcement yesterday by John L. Akerman, assistant general manager of the CBS stations. Brent was station manager of WHYN in Syracuse prior to his joining WBBM a year ago as sales promotion manager.

THE VOICES OF ADAM HATS 8 YRS.

JINGLES
that don't
JANGLE!

A.M. & T.V.'s MOST COMPLETE
EFFECTIVE JINGLE SERVICE
YOUR Jingle Sung -or-
Written, Packaged,
Produced
'Lanny & Ginger' GREY
1300 Madison Ave., New York 28
AT. 9-4020

SATTLER'S DEPT. STORE 7 YRS.

MARLIN BLADES 8 YRS.

YONKERS RACEWAY

TELEVISION DAILY

Section of RADIO DAILY, Friday, May 5, 1950 — TELEVISION DAILY is fully protected by register and copyright

TV's SELLING POWER REVEALED

TELE TOPICS

"THE FOURTH STEP," an original hour-long drama written especially for television by Joe Bates Smith, was a rare production with commendable success Wednesday evening by the Television Theater over NBC-TV. As a story of greed and intrigue, it has a solid foundation in deep emotion. As played by Augusta Dablin and Leslie Nilleson, "The Fourth Step" held its audience fascinated from opening scene to final curtain. Well produced, ably and deftly paced to its wry climax, and expertly staged, it is one of the original TV dramas worthy of re-presentation. Considering the rarity of the hour-long drama for television, it is encouraging to know that writers like Mr. Smith are available in the new medium. Television's voracious appetite for material of all types guarantees him a steady income for some time, but, additionally, it gives the observer pause to wonder just what the industry is doing to insure a steady flow of such talent. Contests aren't enough.

WEN MURRAY and his entire TV company have been signed for a personal appearance at New York's Roxy Theater starting May 19. . . . Ed Sullivan will receive the Greater New York Fund Show to be presented by CBS-TV on Saturday night. Hank Sylvern will conduct the orchestra, Marlo Lewis will produce and a sparkling array of talent will be presented to televiewers by Sullivan. . . . Joseph Barnett has been named New York sales manager for Jerry Fairbanks. Russ Johnson, Fairbanks vee-pee, has been handling most of the N. Y. selling to date. Ann Pringle will star in a new WNBT show to be sponsored by Gimbels starting Monday. . . . Gordon Hinkley is switching from WCAU to the announcing staff at WTMJ-TV. . . . Lillian Nebel joins the staff at WOAI-TV. . . . Jim Loman will hold a background press conference today to tell the metropolitan and the press about future plans of the Screen Directors Guild in the jurisdictional dispute now shaping up on TV directors.

PHN HOUSEMAN'S "Battle For Television," the second and last installment of which is in the current Harpers, is very interesting. . . . The Faye Emerson Show moves back to CBS-TV on May 21 in the 10:30 to 10:45 time slot (Sundays). . . . "The John Reed King Show" bows off CBS-TV on Saturday. . . . Sid Caesar and Diana Herbert bring L'il Abner to the screen tomorrow with Sid as Abner and Diana as Daisy Mae. . . . Lee Carson, credited staff war correspondent, guests on the George Putnam DuMont show tonight in memory of V-E Day which is only a couple of days away. Lee is Mrs. George Putnam in private life. . . . "Feature by Future," a new quiz show, bowed on K-TV this week.

Study Made By Hofstra College And NBC Research Shows Video Means A Difference Of 193 Extra Customers Per Thousand TV Homes

(Continued from Page 1)

increase in sales among viewers; that every one of 13 brands not advertised via TV experienced sales losses among TV set owners; and that TV advertisers average \$19.27 in extra sales for every one dollar spent in pushing their brands on video.

The study was conducted under the supervision of Dr. Thomas E. Coffin, formerly chief of Hofstra's Psychology Dept. and now a member of NBC's television research department. The study matched samples of video and non-video homes and checked consumer purchases in eight product groups: gasoline, dentifrices, cigarettes, cheese, coffee, soap, tea, and razor blades.

An independent pantry check was made during the survey to substantiate the purchaser's claims, according to Dr. Coffin.

Substantiating the gain of 193 purchasers per 1,000 sets the Hofstra Study shows an average percentage increase of 30.1 per cent among set owners of TV advertised brands.

The Study showed that the percentage increase ranged from 16.8 for cheese to 60.2 per cent for gasoline. The average gain was 30.1 per cent for all products using video.

The range of sale's loss for the 13 non-video advertised brands ranged from 7.4 per cent (tea) to 35.2 per cent (dentifrices). The average sales loss was 19.1 per cent for all non-video advertised brands.

Between the first and second surveys made by Hofstra, 72 persons bought sets and joined the television owners group. Before they owned sets they bought like non-owners. After they acquired sets they bought like owners.

Further, the survey shows that television's sales influence stands up beyond the novelty stage when the set first enters the home. Of non-owners, 25.6 per cent bought the

average television-advertised brand. The group owning television sets from one to nine months brought the figure to 32.9 per cent. A total of 33.9 per cent brought the average television-advertised brand after owning their sets sixteen months or more.

The Hofstra survey also pointed up the fact of the large group of "bonus customers." Two-thirds of the television non-owners had seen television for an average of 7.9 hours the previous month. This had marked effect on their brand purchases. Among the non-viewers, 23.5 per cent bought the average television-advertised brand the month previous. Of the non-owner guest viewers, 26.5 per cent purchased these brands. Thus an increase of 12.8 per cent was noted among guest viewers. This amounts to 40 "bonus customers" per thousand non-owner viewers. Since there were about two non-owner viewers per set at the time of the survey, this becomes 60 "bonus customers" per thousand sets.

Cites Sales Gain of 70%

The study shows that the increase in buying average of the television-advertised brands from non-owner non-viewers to viewers who have recalled and liked the commercial ranges from 23.5 to 40 per cent. This represents a sales gain of 70.2 per cent. This, the report says, is the measured effectiveness of television advertising.

In the panel, owners and non-owners were matched for neighborhood, age, education, family size, standard of living and buying power. They were similar in all respects—shopped in the same area, exposed to the same advertising, lived in the same way—except that one group had television sets and the other did not.

DuMont Cites TV Progress In U. Of Missouri Address

Columbia, Mo.—Six hundred to 1,000 television stations, with three out of every four families in the nation owning a set within three years after the FCC lifts the "freeze" was forecast by Dr. Allen B. DuMont, president of Allen B. DuMont Laboratories, Inc., in an address on "Progress in Television" before the School of Journalism at the University of Missouri today.

Dr. DuMont expects production of TV sets to hit the 5,000,000 mark this year with over 100 manufacturers participating. He discussed various aspects of television, including its history, present programming, advertising impact, color, coaxial cables, the effects of the FCC "freeze" and job opportunities in the new industry, now, and after the "freeze" is lifted.

TVA Meets Webs, Agencies On Pact

Television Authority officials met yesterday with representatives of all television network companies and advertising agencies and discussed terms of collective bargaining contracts. The discussions will be continued on May 12. Present at yesterday's discussion were representatives of TVA, NBC, CBS, DuMont, ABC, Mutual, WOR, and the American Association of Advertising Agencies.

The TVA is offering the following scale: \$115 minimum plus rehearsal fees for one-hour telecast; \$85 minimum plus rehearsal fees for a half-hour; \$70 minimum plus rehearsal fees for a quarter-hour.

Also, TVA will seek to establish "the principle that any film or kinescope or allied device used more than once in an area shall require the payment of additional fees to the performers involved."

WLW-T Gets Local Rights To Rank's Movie Films

Cincinnati — WLW-T has gained exclusive local rights to televise "68 recent" J. Arthur Rank motion picture films on a regular basis, it was announced here. Many of the films, according to a WLW-T spokesman, have never before been seen in the United States.

The spokesman said that the films represented between 40 and 50 million dollars worth of production and rank as the largest film series currently offered to TV stations.

Most of the pictures to be televised were made in 1947-48 and none were produced prior to 1944, the station said. The films include "I Know Where I'm Going," "The Tawney Pipet," "This Happy Breed," "Nickolas Nickleby," "Ghost Train," and "A Canterbury Tale."

Laurence Oliver, Bebe Daniels, Wendy Hiller, James Mason, Beatrice Lilla, Sir Cedric Gardwick and other top name stars are featured.

Oldest Fight Film

The oldest fight film in existence—a motion picture account of the Jack Johnson-Stanley Ketchell classic—will be screened by "The Greatest Fights of the Century" over NBC-TV tonight following the televising of the Uline Arena bouts. The Ketchell-Johnson battle was fought on October 16, 1909.

AM TV EQUIPMENT FM FA

Section of RADIO DAILY, Friday, May 5, 1950

Shows Industrial TV At Dayton IRE Show

An educational display and demonstration by RCA, which opened in Dayton, Ohio, on Wednesday and winds up tonight, is clearly showing the future role of "subminiature" electron tubes, components and circuits for use in military aviation equipment.

In Conjunction With IRE

RCA's exhibit is being displayed in connection with the Technical Conference sponsored by the Dayton Section of the IRE at the Biltmore Hotel. Examples of subminiature tubes and components being used to solve aviation problems are being shown visitors at the RCA booth by members of the company's aviation equipment group.

In addition to the exhibit relative to electronic problems connected with aviation, RCA is also showing for the first time in the Dayton area, their new Industrial Television System. The small TV camera, and the lightweight, portable master control monitor are being used to show how closed-circuit TV can be made a powerful and useful instrument of industry.

Industry Leaders Attending

Among those attending the IRE Technical Conference from RCA are: M. C. Batsel, chief engineer of the engineering products department; L. A. Connelly, manager, government equipment section; L. F. Jones, manager, product research section; D. L. Gunter, manager, radar & missile research group; J. M. Hertzberg, manager, aviation equipment group; W. B. Kirkpatrick, government aviation sales group; J. D. Woodward, manager, aviation equipment engineering; and S. W. Cochran, manager, advanced development engineering.

ENGINEERS—CONSULTANTS

McNARY & WRATHALL RADIO ENGINEERS

906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D. C. Santa Cruz, Cal.
Member AFCCB

L. W. ANDREWS, INC. RADIO CONSULTANTS

219 WHITAKER BLDG.
DAVENPORT, IOWA
Phone 2-7824

Emerson Claims Lowest Price TV Sets

The lowest price ever established for a 12½-inch and 16-inch TV set, according to Emerson Radio & Phonograph Corp., N. Y., was announced at a special meeting of their staff. Charles Robbins, vice-president in charge of sales said that in introducing the new Emerson Model 665 at a list price of \$159.95, "This is the first time a 12½-inch television receiver in a wood table model has been offered at such a low price. This low price is made possible because of manufacturing economies resulting from greatly increased production through the acquisition of an additional 450,000 square feet of space in the new Emerson building." Robbins stated further that "These manufacturing economies are also reflected in the unprecedented low price of \$259.95 established for the new Emerson 16-inch console Model 658."

Sylvania Introduces New Plastic Radio Sets

A new line of small radio sets, the first consumer models to bear the Sylvania name, have been introduced by the Colonial Radio and Television Division of Sylvania Electric Products, Inc.

The plastic sets, all in conventional table models, come in three colors, walnut, black and ivory and weigh only 3½ pounds. The sets are 6¾" high, 5¼" deep and 10 1/16" wide. All have built-in loop antennae and are equipped with five-inch speakers. In black, the set retails at \$16.95. In walnut, the price is \$17.95 and in ivory \$19.95.

Some time this month, Sylvania will introduce its line of portable radios and in June a new type of clock radio, the Sylvania "Tune-Riser," is to be presented. The entire line of small sets is to be known as Sylvania "Studio-Clear" radios.

ABC Ampex Equipment Upped By 36 New Units

ABC has just signed a contract to purchase 36 Ampex tape recorders from Audio and Video Products Corp., New York, world-wide distributors of Ampex. The contract, signed by Frank Marx, ABC's vice-president in charge of engineering, and Charles E. Rynd, president of Audio & Video Products Corp., involves one of the largest single purchases of recording machines ever consummated.

Present Pressure a Factor

The additional recorders have been purchased by ABC to ease the heavy pressure on their present Ampex equipment which is operating under a grueling 18-hour-per-day assignment.

The new units will be installed in the network's New York, Detroit, Chicago, Hollywood and San Francisco studios.

PRODUCTION PARADE

Antenna Features New Developments

Technical Appliance Corp., Sherburne, N. Y. manufacturers of TV, FM and AM antenna systems, announce a new all-channel high-gain antenna designed to emphasize channels 11, 12 and 13 reception. The new Taco Tri-X is offered for areas where the Lazy X does not provide sufficient gain for the upper end of the high-band. The forward angle of the antenna elements has been increased and a third antenna element added in between other antenna elements to provide the conical effect necessary for this type antenna.

New Clamp For Coaxial Cable

An ingenious copper clamp for splicing coaxial cable is produced by Brach Manufacturing Corp., of Newark, N. J. (a division of General Bronze Corp.) This clamp is rugged and will permanently maintain the high electrical characteristics of the cable. It has been designed as a time and money saver for all those using coaxial cable so that random lengths, otherwise discarded, may be salvaged with considerable saving in cost and without loss of electrical properties.

Sales Engr. Mgr. For Tele-tone

Harold Dittenhoefer has been appointed sales engineering manager of Tele-tone Radio Corp., it was announced this week by S. W. Gross, president of the company. Previously Tele-tone's field engineer, Dittenhoefer will now work in the sales department.

RADIO ELECTRONICS SCHOOL OF NEW YORK

COMPLETE, PRACTICAL TRAINING IN ALL PHASES OF RADIO, FM AND TV

LICENSED OPERATORS, TECHNICIANS AVAILABLE

ADDRESS INQUIRIES TO:
REGISTRAR

RADIO ELECTRONICS SCHOOL OF NEW YORK
52 B'WAY • BO 9-1120

Unique TV Set Has Eight Separate Units

A brand new and unique idea in TV set construction has been engineered into the first sets to come from the production lines at Setchell Carlson, Inc., New Brighton, N. Y. Called "Unit-ized" Television, these sets feature an entire chassis organized into 8 neat, plug-in units, each performing its separate and distinct function, yet synchronized in the operation of the set.

This unique construction pattern was developed to increase the collective perfection of the set by allowing individual testing of each unit. For repair or replacement, each unit can be removed independently without interfering with the rest of the set. While one unit is being repaired, another can be substituted at minimum cost and trouble. All units are keyed to fit only their proper locations in the chassis, so that any repairman can easily install the set into factory working condition.

The new Unit-ized Television sets are being produced in two basic models—table and console. Both models have radio, a glareless 9½ square inch black tube, built-in no-directional line antenna, simplified tuning, and a locked-in circuit. The table model has a pair of 5-inch speakers, while the console contains a single 10-inch speaker. The console is also available with automatic 3-speed phonograph.

ENGINEERS—CONSULTANTS

RALPH B. AUSTRIAN

Television Consultant

1270 AVENUE OF THE AMERICAS
NEW YORK 20, N. Y.

Tel.: CO. 5-6848

A. R. BITTER Consulting Radio Engineers

4125 MONROE STREET
TOLEDO 6, OHIO

Tel.: Kingwood 7531

WILLIAM L. FOSS, Inc. Formerly Colton & Foss, Inc.

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

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 51, NO. 26

NEW YORK, MONDAY, MAY 8, 1950

TEN CENTS

COY URGES LISTENERS TO "SPEAK UP"

New National Spot Radio Business Forecast

Automobile Mfrs. Planning To Use Spots

New national spot business forecast with the settlement of the Chrysler strike in Detroit with Dodge, De Sota, Plymouth and Chrysler automobiles reported planning spot campaigns as soon as car production is resumed on a large scale. Other spot business in prospect is the Borden Instant

(Continued on Page 4)

Engineers Take Stand At FCC Color-Hearing

Washington Bureau of RADIO DAILY
Washington—RCA and CBS engineering executives, Elmer Engstrom and Peter Goldmark, are scheduled to take the witness stand beginning today for cross-examination on color television before the FCC.

Friday was devoted largely to testimony on technical matters by RCA's Dr. George Brown, and Ed-

(Continued on Page 6)

KMPC Hearing Examiner To Be J. D. Cunningham

Washington—The FCC announced Friday that James D. Cunningham will take over the examiner's duties in the KMPC hearing, succeeding the late J. Fred Johnson. The hear-

(Continued on Page 2)

BARRY TAKING NBC PROGRAM POST

Charles "Bud" Barry, vice-president of ABC, is resigning to accept the post of national radio program director of NBC, RADIO DAILY learned Friday. He will succeed Thomas C. McCray, who will move to the west coast for NBC to head up radio programming operations in Hollywood.

Barry, one of radio's youthful veterans, first began his career as an NBC announcer back in 1938. He was known as the Capital's "Presidential Announcer" and in 1942 when the Blue and NBC were separated he was appointed Eastern program manager. During the years in which the Blue, now ABC, was built up as an entity in its own right, Barry held one of the key programming positions.

When the Blue was changed to the name of American, Barry was appointed national director of program operations, and later became vice-president in charge of programming. Barry is credited with such programming innovations as the introduction of Paul Whiteman as a disc jockey, "Stop The Music" and some of the web's TV innovations.

The selection of Barry for the NBC programming post is the second important change which has occurred on the network in recent weeks;

(Continued on Page 2)



BARRY

Hooper TV Ratings Criticized By WOR

Hooperatings drew a sharp blast from WOR on Friday. The station contended that Hooper reports placing television's share of the nighttime broadcast audience in New York at 49.6 per cent do not stand

(Continued on Page 8)

Elect AAAA Officers For Thirteen Districts

New officers and governors of the thirteen local chapters of the American Association of Advertising Agencies were announced on Friday. Elections were completed recently and the newly elected will serve

(Continued on Page 6)

Brewing Company Plans N. Y. Spot Campaign

The Rubsam and Horrmann Brewing Company will start an intensive advertising campaign for R&H Light Beer in the New York market area

(Continued on Page 4)

Jack Pacey Promoted; Named Ass't To Saudek

Jack Pacey, formerly trade news editor for ABC, has been named assistant to Robert Saudek, vice-president in charge of public affairs

(Continued on Page 4)

Would Have Local Councils Serve In All Cities

Columbus, O.—FCC chairman Wayne Coy called upon the nation's listeners Friday to assert themselves for the improvement of the quality of broadcasting. In a statement read to the Institute for Education by Radio meeting here, Coy called for greatly increased participation in broad-

(Continued on Page 8)

Programs Best Reply To Competish—Jones

Atlantic City, N. J.—Sound daytime programming was advanced Friday as one of the answers to the competition of TV for local broadcasters by Commissioner Robert F. Jones. Addressing the New Jersey Broadcasters Association here, the FCC member said he feels that heads-up local programming "may well be your salvation when you come to grips with television." Al-

(Continued on Page 4)

Dr. Hanson To Be Honored By WHAM And NBC Web

Rochester, N. Y. — Dr. Howard Hanson, composer, conductor and music educator, currently observing 25th anniversary as director Eastman School of Music, will be specially honored by WHAM and NBC

(Continued on Page 2)

"Book Of The Year" Ready; 1950 Radio Annual Off Press

Heralded as "The Book of the Year" the 1950 edition of Radio Annual and Television Year Book came off the presses the past weekend and distribution begins today. The new edition, totalling 1280 pages is larger than any previous

reference volume and the expanded television section reflects the growth of video the past year.

The new volume is replete with statistical information on both the radio and TV industry. Articles re-

(Continued on Page 2)

Takes Pulpit

Richard Harkness, commentator on NBC's "Pure Oil News" program, had a change of occupation Sunday when he delivered a sermon from the pulpit of the Winnetka Community Church in Winnetka, Ill. His father, Dr. Samuel Harkness, marked his 20th anniversary as pastor of the church by relaxing while the son delivered the sermon.

950 Co-op Sponsors

Mutual's baseball "Game of the Day" is now being taken by 950 co-op sponsors on 275 stations, Bert Hauser announced Friday. Leading categories among the co-op sponsors are garages and service stations, 111; automobile dealers, 93 and restaurants, 63. The network expects the sponsor list to pass the 1000th mark this week.



Established Feb. 9, 1937

Vol. 51, No. 26 Monday, May 8, 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. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Postage free) United States (other than California) \$10.00 one year; California, \$15.00. Foreign, \$15.00. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

WEST COAST OFFICES

Ethel Rosen, Office Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

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

CHICAGO BUREAU

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

SOUTHWEST BUREAU

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

ROME BUREAU

John Perdical
Ludovisi 16

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

FINANCIAL

(May 5)

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 DuMont Lab., Stromberg-Carlson.

OVER THE COUNTER

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

KMPC Hearing Examiner To Be J. D. Cunningham

(Continued from Page 1)

ing was scheduled to resume in Los Angeles May 15, but has been continued to June 5 to permit Cunningham to become familiar with the record.

Dinner Dance Held

Nat M. Abramson of WOR, president of Camp Loyaltown, Inc., non-sectarian boys camp for under privileged at Hunter, N. Y., presided at the camp's annual dinner dance in the ballroom of the Hotel Astor on Sunday night. Senator Benjamin F. Feinberg was the guest of honor.

COMING AND GOING

ED CASSIDY, European news director of NBC in Paris, today is in London to cover the Big Three Conference. He made the trip to the British Capital with Secretary of State Dean Acheson, whom he met yesterday in Paris, where he headquarters.

BERT LOWN, vice-president of Associated Program Service in charge of station relations, is visiting affiliates in Toronto and eastern Canada. He'll be back in New York Wednesday.

JACK BENNY and the members of his program company will open their 1950-51 tour on Wednesday at the Civic Auditorium in Pasadena, Cal.

MARGARET ETTINGER, publicist, is expected from Hollywood today.

WILTON GUNZENDORFER, sales manager of KYA, San Francisco, has left for the West Coast following completion of a short business trip to New York.

EDWARD R. MURROW, Columbia network news analyst, on Saturday was in Chicago, where he addressed the American Council on Education, meeting at the Palmer House, on the subject, "The World Situation."

LARRY ISRAEL, sales director of WDTV, Pittsburgh, is at the University of Missouri to attend its 41st annual Journalism Conference and to be initiated into Alpha Delta Sigma, national advertising fraternity.

WORTH KRAMER, assistant general manager of WJR, Detroit, a visitor Friday at the headquarters of CBS, with which the station is affiliated.

JOHN DERR, associate director of sports at CBS, is back from Louisville, Ky., where last week he directed the series of "Kentucky Derby Previews" for the web.

CREESE HORNSBY, new television comic to be featured on NBC-TV, has arrived in New York to make his debut.

'Book Of Year' Ready; 1950 Radio Annual Out

(Continued from Page 1)

veal that TV receiver production in 1950 will exceed 5,000,000 sets and that between 8,000,000 and 10,000,000 radio receivers will be manufactured for sale this year.

Feature articles also reveal that spot radio and TV advertising is increasing and that the TV construction freeze which plagued the industry the past year will be lifted before year's end. Network radio figures indicate that the prospects for 1950 are as good as a year ago and it is forecast that daytime radio will gain greater recognition this year.

Sarnoff, Folsom Quoted

In one article, Frank M. Folsom, president of Radio Corporation of America, writes: "The spectacular rise of television is without precedent in America's industrial history and the resulting effects on the natural economy are already far reaching. Folsom's enthusiasm is shared by Brig. General David Sarnoff, chairman of the RCA board, who wrote: "The strides it is making as an advertising and market medium of unsurpassed impact on the business and buying habits of the nation are now widely recognized, and new technical developments give promise of continuous improvement.

Among the first who will receive copies of the new 1950 edition will be presidents of the four major networks, all of whom contributed articles to the volume, and placed at the disposal of RADIO DAILY personnel and facilities to compile radio and television network information.

Barry Moving To NBC As Nat'l Program Head

(Continued from Page 1)

Ted Cott, formerly program director of WNEW, left the indie to become manager of WNBC and WNBT as well as assistant to James Gaines, director of the owned and operated stations.

Dr. Hanson To Be Honored By WHAM And NBC Web

(Continued from Page 1)

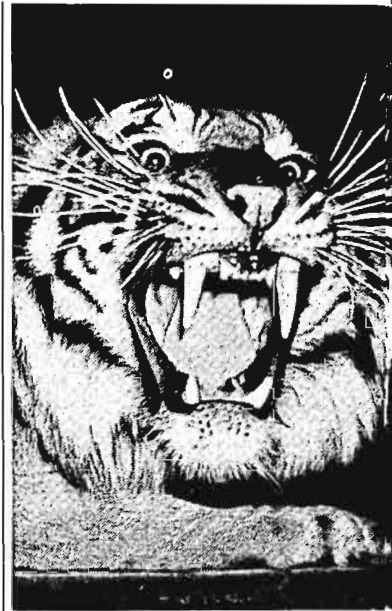
at ceremonies Tuesday evening May 9 in connection with broadcast of McCurdy Little Symphony directed by Charles Siverson. William Fay, vice-president and general manager of Stromberg Carlson Station, WHAM, will present Hanson with WHAM citation recognizing Hanson's music and also present him with bound portfolio of congratulatory messages from David Sarnoff and Frank M. Folsom of RCA, Joseph H. McConnell, Niles Trammell, Charles R. Denny, Thomas McCray, Frank Black, Don Voorhees, Howard Barlow, Thomas Belviso, Ernest Laprade and others of NBC. Officers of Stromberg Carlson and McCurdy and Company, orchestra sponsor, have invited 376 prominent Rochesterians to the ceremonies and reception at the Radio City of the City of Rochester.

Lou Frankel To Produce Armed Forces Day Shows

Lou Frankel, program director of WFDR, New York, leaves today for New London, Conn., where he will do the first of a series of tape recorded programs for use on Armed Forces Day, May 20. Frankel, with the cooperation of the Navy, will go down in a submarine at New London and will interview Navy personnel for two half-hour shows. Later in the week he will visit the dirigible base at Lakehurst, N. J., and the 9th Division stationed at Fort Dix, N. J.

Joins WOR Publicity Dept.

Miss Barbara Frost has taken over the duties of publicity writer for WOR-TV and Adolph L. Seton has joined the WOR publicity staff as a writer, Bob Blake, director of publicity for the station has announced. Seton was formerly with the Providence Journal-Evening Bulletin and Miss Frost has been with the WOR publicity department since April, 1949.



"Who wrote this lousy commercial?"

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

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

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

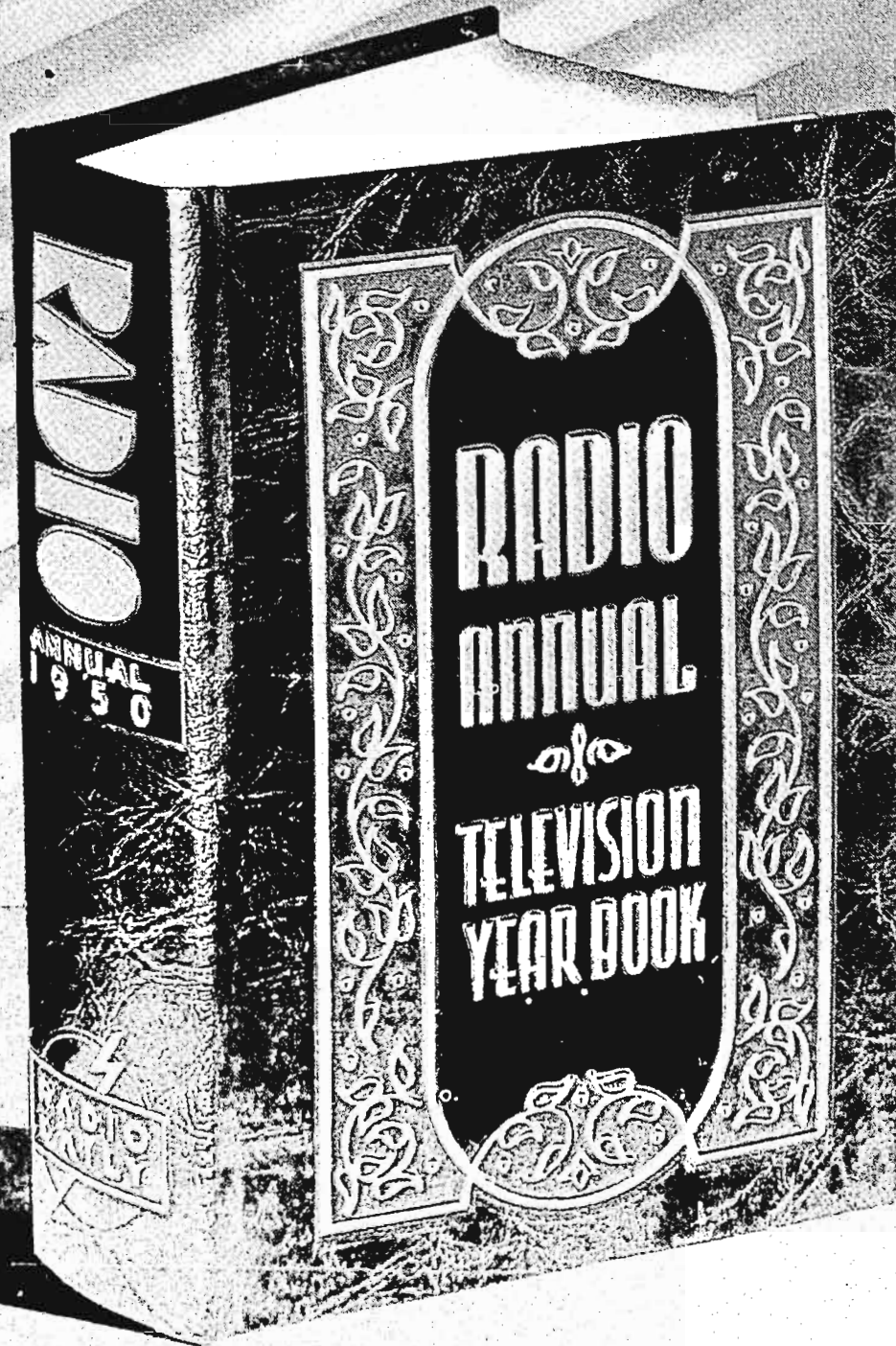
Call in your Headley-Reed man today and get the full facts about W-I-T-H.



WITH Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Reed

The Book Of The Year



Out Today

Programs Best Reply To Competish—Jones

(Continued from Page 1)

though TV should not be underestimated, he said, "you can't turn off 86 million radio receiving sets. More than 40 million American families—95 per cent of the total—own radio sets. Poor radio—it has only five per cent to go to completely saturate America."

He is confident, he said, that "radio and TV can live side by side" if broadcasters show themselves receptive to new ideas and alert to new chances. There is inertia in the industry, he said, and "the best proof I know of the inertia of the industry, its brazen disregard for new ideas, is what happens to the convention of the NAB." His impression of that convention is that the thinking of industry leaders is suffering from something akin to hardening of the arteries, he indicated.

Jones outlined a program for broadcasters, urging that they blueprint their operation, offer regular training to their personnel, look into the possibilities of combining to provide "primer packages" for selling on the outskirts of large cities, review and re-appraise station promotion material, and let the public know of the outstanding job the station has done.

Mark Cites Fight on Tax

Timely and vigorous action by the association has blocked an effort to levy a 10 per cent tax on radio and television rights to boxing and wrestling matches. NJBA president Carl Mark made that announcement during the meeting.

Mark informed the managers of New Jersey's 22 radio and TV stations that reliable sources revealed the measure had been rejected in the Republican majority caucus of the New Jersey State Senate. Mark, who is general manager of WTTM, Trenton, N. J., credited failure of the bill to NJBA's opposition to the 10 per cent tax.

All New Jersey legislators had been informed that NJBA felt the measure was not only "unfair," but that the amount of revenue it would produce would be "microscopic."

Brewing Company Plans N. Y. Spot Campaign

(Continued from Page 1)

during the week of May 15. Radio and television and other media will be used. The company is currently sponsoring fights on WPIX and will add radio spots in the near future. Paris and Peart is the agency.

Jack Pacey Promoted; Named Ass't To Saudek

(Continued from Page 1)

for the network. A. B. Donegan, assistant manager of the ABC publicity department, assumes the additional duties of supervising trade news for the network.



By SID WHITE

Man About Manhattan. . . !

● ● ● WEEK-END CUFF NOTES: Darryl Zanuck is seriously considering making a tour of the networks in defense of the film industry. . . . Negotiations are under way to have the fourth Friars Frolic, in which every big H'wood name appears, sponsored with proceeds to the cause. NBC has the inside track for broadcasting purposes. . . . As a result of her success in "So. Pacific," Janet Blair can have a top singing job on a national grocery company airtel. . . . That Dixieland singer, Maggie Young, just signed by Capitol records, is Maggie Whiting's aunt. . . . Reason Bing is reported miffed at Godfrey is because of latter's excursion into canned orange juice biz. . . . If Dizzy Dean can get the Yanks' okay, look for him to double as a hillbilly singer on a Zeke Manners-type show. . . . FCC having interdepartmental rhubarbs regarding color TV. . . . It's a sad commentary on television that it is prob'ly the only invention that the Russians haven't claimed credit for creating. . . . Dick Brown, singing star of "Stop the Music," is preparing for TV by having his ears beautified via surgery. The Clark Gable look is not appreciated by TV cameras, it seems. . . . Ain't it a shame that two such zingy shows as Perry Como and Ed Sullivan should be competing with each other?

Poem: For television's greatest pleaser,
I nominate Sid Caesar.

. . . . Spencer Hare

☆ ☆ ☆ ☆

● ● ● IN ONE EAR: American Razor picking up the tab on Robert Q. Lewis' teevee'r starting in Sept. . . . "Kelvin Keech Visits" will take over the FitzG's Sat. ayem spot on WJZ. . . . Don Dunphy will talk on the future of sports and radio tonite a N.Y.U.'s Radio Club. . . . Sidney Ascher Associates moving into larger quarters and adding record promotion to their publicity chores. . . . Toni Edwards, the one-time Ziegfeld dolly, who had her own radio program in Chicago, is the new manager of McCarthy's Steak House. . . . Actress Peggy French has turned TV producer with CBS interested.

☆ ☆ ☆ ☆

● ● ● Paul Denis reports that Harriet Van Horne, the radio columnist, was called by her agent, Lester Lewis, with good news. "I've got a sponsor for your TV show," he said. "But I don't really want to do a TV show," replied Harriet. Lester moaned low. "But you authorized me to arrange one," he complained. "I know," she conceded, "but I didn't really think you could do it."

☆ ☆ ☆ ☆

● ● ● Remember how uncommercial the 11:30 to midnite radio time was once considered? They used to brush it off with dance band remotes. Now it's fast becoming lucrative time and you can blame (or credit) the powerful influence of TV which has bit in so deeply into radio's once valuable 8 to 11 slot. Take Joe Franklin's WJZ Record Shop, for instance. According to N. Y. and N. J. Pulse ratings, Joe's four-month-old show in the 11:30 slot has already passed remotes established for years—a fact also made possible by his fabulous collection of some 25,000 records which he blends so informatively on his stanza.

☆ ☆ ☆ ☆

● ● ● THE TV INFLUENCE: Doug Edwards forwards the one about the mother who had to tell her youngster that his Poppy was just killed in a terrible accident. The kid went into hysterics. "Even if Poppy is dead," consoled the mother, "he wouldn't want you to cry like this." "Poppy?" screamed the kid. "I thought you said 'Hoppy'!"

New Nat'l Spot Biz To Follow Auto Peace

(Continued from Page 1)

coffee and George Washington coffee. Broadcasters calling on the New York agencies report that the coffee industry is planning intensive newspaper and radio advertising to stimulate coffee drinking throughout the country.

Buys In Southwest Markets

The general outlook in the spot field is regarded as comparable to that of last year.

An extensive spot radio campaign for the Borden Co. of New York has been purchased in 27 Southwest markets on a 52-week basis, it was announced today. Tracy-Locke Co., Dallas ad agency for Borden, says the purchase followed a thorough market survey carried on in each Borden plant city in six states, including: Texas, La., Miss., Al., Okla., and Ariz.

Plant Needs a Factor

During the course of the survey it was revealed by the radio and TV department of Tracy-Locke, coverage data in each market was plotted against the route operations of the milk and ice cream plants. As a result of these findings, purchases were varied to meet individual plant needs—programs with established ratings were selected in some places while transcribed programs or newly developed live programs were better suited in other cases. In addition, states the agency, commercial copy is being tailored for each plant to meet separate problems brought out by the survey.

Named To WIP Board

Gordon Gray, v-p of WIP, Philadelphia, has been named member of the board of that company, according to an announcement by Benedict Gimbel, Jr., pres. a gen. mgr. Prior to joining WIP '47, Gray had been gen. mgr. of three midwestern stations, a director of the Omaha Ad. Club, chairman of the Nebraska State Network and regional director of the O.W. Gray is also the president of the University of N. C. and a past Secretary of the Army.

Will Get Sports Award

Hollywood—The first presentation of CBS' new Pacific Network Sportsman's Award went this year to Willis Hunter, athletic director of the Univ. of Southern Calif. Howard Meighan, CBS v-p and gen. exec. conducted the presentation on a special KNX broadcast Friday night (May 5, 6:30-7:00 p.m. PDT). Narrating the program was Tom Harmon, director of sports KNX, while Pacific Coast Commissioner Victor O. Schmidt joined in the tribute. Specifically, the award names Hunter as "the man who has contributed most to western intercollegiate sports during the past year."

AGENCY NEWSCAST

... personnel, sponsors and notes

DONALD W. WHITE, formerly with Young & Rubicam, has formed his own company to specialize in merchandising and marketing research.

DAVISON CHEMICAL CORPORATION of Baltimore to St. George Keyes, Inc., effective July 1.

CHELSEA MILLING COMPANY of Clark and Rickerd, Inc. of Detroit for "Jiffy" Mixes.

KENNETH RADER has opened a new agency under his own name at Two West 56th Street. He was formerly with the dissolved firm of Cunay & Rader.

NEW officers of The Woman Pays Club for the 1950-51 term take office this week. Elected president was Henriette K. Harrison, national radio director of the YM and YWCA. Other officers of the club, an organization of writers, artists, actresses, and musical women, are: Marie Doyle, writer, first v-p; Naomi Lorn, artist, second v-p; Billy Marks, musical publicist, elected secretary; Dorothy L. Omansky, an editor, elected treasurer; Florence Strauss Day, chairman of publicity; Helen Hoerle, theatrical publicity woman, elected chairman of entertainment; and Fannie Ferber Fox, writer, elected chairman of membership.

W. E. McWHORTER has been promoted to advertising manager of Owens-Illinois Glass Company's Kimble Glass Division and American Structural Products Company, a subsidiary, according to an announcement by Harlan Hobbs, Kimble and American Structural sales promotion manager. Introduction of new products has made an increase in promotional efforts necessary, Mr. Hobbs said.

MAURICE J. CONDON, radio and television director of Roy S. Durstine, Inc., has announced his resignation to accept the post of general manager of WEOL in Elyria-Lorain, Ohio. Prior to joining the agency in 1944, Condon was associated with WGAR in Cleveland.

CODY PFANSTIEHL of WTOP and William K. Treyner of WOIC-TV in Washington, have been appointed to the Washington Advertising Club's "1950 Jamboree" publicity committee.

JOHN MECK INDUSTRIES, INC. of Plymouth, Indiana, and Scott Radio Laboratories, Inc. of Chicago have named Le Vally, Inc. Both companies are owned by John S. Meck.

F. R. TONDU has been named assistant advertising manager of Philco International Corp. He was formerly with O'Brien & Dorrance and Ray-Hirsch.

JOHN J. HACKETT has joined Marschalk & Pratt Company as assistant media director. He was formerly with the media department of Calkins & Holden.

ROBERTS TECHNICAL & TRADE SCHOOLS, have just signed a 22-week contract for the 5-minute news programs following the Dodgers Sports Extra programs each day on WMGM. William Warren, Jackson & Delaney handles the account.

BENT TAYLOR has been named associate executive director of the national Red Feather association. Martin Seifert has been named temporary radio assistant and Mayme Dwyer has been appointed magazine service assistant.

Script Program Service Used By 100 Stations

A. Maxwell Hage reports that well over 100 stations now subscribe to his scripted program series "The Better Way"—a free enterprise, anti-socialist, anti-Communist feature. Recent subscribers include:

- WLAC, Nashville, WREC, Memphis.
- WTPR, Paris, WTJS, Jackson, all in Tennessee; KARK, Little Rock, KFPW, Ft. Smith, KELD, El Dorado, KWFC, Hot Springs, all in Ark.; KVOO, Tulsa and KMSU, Muskogee, Okla.; KFJZ, Ft. Worth.
- KTRM, Beaumont, KOCA, Kilgore, KIMP, Ft. Pleasant, and KMHT, Marshall, all in Texas; KRMD, Shreveport, KALB, Alexandria, KRUS, Ruston, KRPF, Abberville, KANE, New Iberia, KVOL, Lafayette, VAPB, Baton Rouge, all in Louisiana.
- WLAU, Laurel, WRBC, Jackson, WCJU, Columbia, in Mississippi; WSFA, Montgomery, WTBC, Tuscaloosa, and WGYV, Greenville, Alabama; WEAR, Pensacola and WCNH, Quincy, Florida; WPAX, Thomasville, Georgia.
- WISH, Indianapolis, Ind.; WKRC, Cincinnati; WIMA, Lima, WHIZ, Zanesville, WGLT, Newark, all in Ohio; WKWK, Wheeling, W. Va.; WGMW, Meadville, Pa.; and WBNF, Blinhamton, N. Y.

Cut Sked, But Not Rates, Chesterfield Asks Outlets

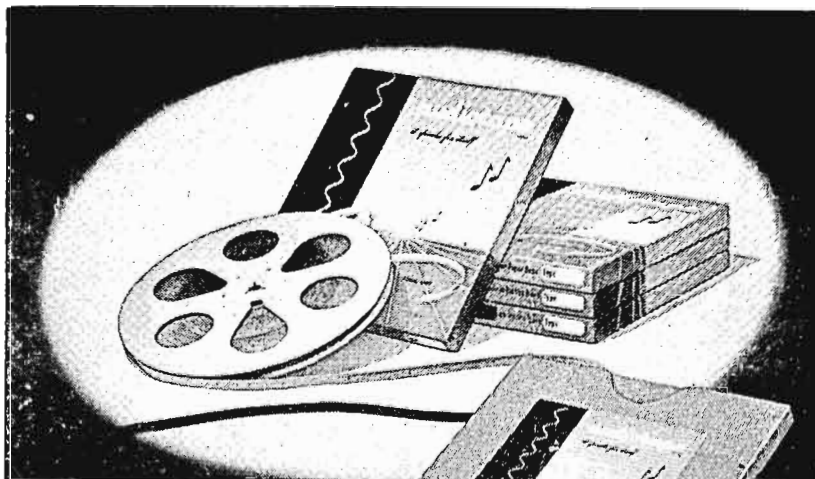
Many stations now carrying Chesterfield spot announcements have been asked to halve their schedules without changing rates, it was reported last week. Some 100 stations are now carrying the spots, with about 10 months to run on a 52-week contracts.

Under the proposal, the stations would carry the announcements every other week instead of weekly. Stations have been turning down the idea practically unanimously, it was learned. Agency for Chesterfield is Cunningham and Walsh.

WIND Carry Sox Games

Chicago—All 26 Chicago White Sox out-of-town night games are being heard exclusively in Chicago over WIND this year with veteran sportscaster Bob Elson behind the mike.

audiotape* line expanded to include 2500-foot rolls



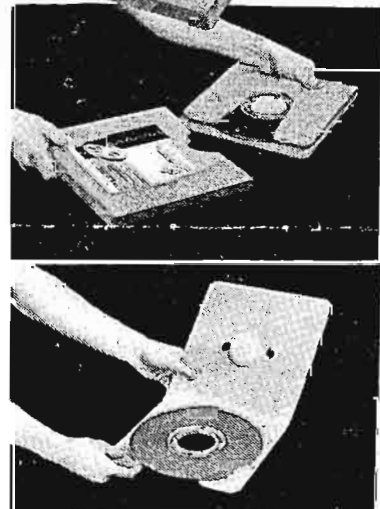
Extends unique advantages of Audiotape to every recording application

Whatever your tape recording requirements, you can now get exactly what you want in professional-quality Audiotape. And whether you use it in 5", 7" or 10 1/2" reels — on plastic or paper base — with red or black oxide — you always get the same consistent, uniform quality that has characterized Audiodiscs for the past decade.

Audiotape is made in our own plant, under our own constant supervision and control. And every foot is monitored for output, uniformity and distortion — your assurance of maximum fidelity, frequency response, uniformity of output, and freedom from background noise and distortion.

We wish to call your particular attention to the new 2500-foot Audiotape — available on standard NAB aluminum hubs or on complete aluminum reels. It is *low in cost* — gives 4% *extra length* — has *no splices* — is guaranteed to keep *volume deviation* within $\pm 1/4$ db for the entire reel — and is packaged in a *unique container* designed for easier and safer handling and storage.

*Trade Mark



The new container permits tape to be transferred from package to turntable (and vice versa) without danger of slipping from hub or unwinding — facilitates installation of reel flanges on hub — and gives maximum protection in storage.

Send coupon below for your free 200-foot sample of Audiotape. It will speak for itself.

AUDIO DEVICES, INC.

444 Madison Ave., New York 22, N. Y.

Please send me free 200-foot sample reel of:

- Plastic-Base Audiotape
- Paper-Base Audiotape
- Also send description of new 2500-foot package

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

Elect AAAA Officers For Thirteen Districts

(Continued from Page 1)

until April 1, 1951. The boards of governors of the AAAA chapters are as follows:

Chesapeake chapter: chairman, Joseph Katz of the Joseph Katz Company, Baltimore; vice-chairman, D. W. Lindsey of Lindsey & Company, Inc., Richmond; secretary-treasurer, Theodore A. Newhoff Advertising, Baltimore; other governors, Sidney Levynne of The S. A. Levynne Company, Baltimore; J. Robert Corry of Lewis Edwin Ryan, Washington, D. C.

Cleveland chapter: chairman, R. G. Simons of Meldrum and Fewsmith; vice-chairman, H. D. Falls of the Rayless-Kerr Company; secretary-treasurer, Carr Liggett of Carr Liggett Advertising, Inc.; other governors, Frank Otto of Fuller & Smith & Ross, Inc.; V. L. Kenny of the Griswold-Eshleman Company.

Northern California chapter: chairman, Ford Sibley of Foote, Cone & Belding, San Francisco; vice-chairman, Ross H. Ryder of Ryder & Ingram, Ltd., Oakland; secretary-treasurer, Robert H. Knollin Advertising Agency, San Francisco; other governors, Edward J. Wiley of Kenyon & Eckhardt, Inc., San Francisco.

Oregon chapter: chairman, Milton Folland of Pacific National Advertising Agency, Portland; vice-chairman, Marvin E. Knudson of Richard G. Montgomery and Associates, Portland; secretary-treasurer, D. R. Dawson of Mac Wilkins, Cole & Weber, Portland; other governors, Adolph L. Bloch of Adolph L. Bloch Advertising Agency, Portland; Leith Abbott of Foote Cone & Belding, Portland.

Pittsburgh chapter: chairman, H. B. Peebles of the Albert P. Hill Co., Inc.; vice-chairman, W. Stanley Redpath of Kelchum, MacLeod & Grove, Inc.; secretary-treasurer, George S. Hill of the Albert P. Hill Co., Inc.; other governors, James Holding, Jr., of Batten, Barton, Durstine & Osborn; George E. Kelly of W. Earl Bothwell, Inc.

Puget Sound chapter: chairman, Harry S. Pearson of Harry S. Pearson and R. E. Morgan Advertising, Seattle; vice-chairman, William W. Woodbridge, Jr., of Botsford, Constantine & Gardner, Seattle; secretary-treasurer, Sidney Copeland of Mac Wilkins, Cole & Weber, Seattle; other governors, Warren E. Kraft of Honig-Cooper Company, Seattle; William H. Horsley of Pacific National Advertising Agency, Seattle; Francis G. Mullins of Ruthrauff & Ryan, Inc., Seattle; Joseph Maguire of Strang & Prosser Advertising Agency, Seattle.

Rocky Mountain chapter: chairman, Harold Walter Clark of Harold Walter Clark, Inc., Denver; vice-chairman, Carl A. Salstrand of Ball & Davidson, Inc., Denver; secretary-treasurer, James R. Macpherson of Conner Advertising Agency, Inc., Denver.

St. Louis chapter: chairman, James B. Wilson of D'Arcy Advertising Co.; vice-chairman, W. L. Sanborn of Winlius-Brandon, Inc.; secretary-treasurer, Frank A. Watts of Watts Advertising Agency; other governors, R. C. Stricker of Ruthrauff & Ryan, Inc.; H. O. Whiteside of Gardner Advertising Company.

Southern California chapter: chairman, Robert S. Shirley of J. Walter Thompson Company, Los Angeles; vice-chairman, A. W. Neally of Batten, Barton, Durstine & Osborn, Inc., Los Angeles; secretary-treasurer, John A. Privett of Mogre-Privett, Inc., Los Angeles; other governors, Charles Levitt & Smith, Inc., Los Angeles; Charles John Hawkins of Barnes Chase Company, Los Angeles.

Southern Ohio chapter: chairman, Herman H. Hutzler of Hutzler Advertising Agency, Inc., Dayton; vice-chairman, Robert Marsh of Compton Advertising, Inc., Cincinnati; secretary-treasurer, Don Kemper Company, Dayton; other governors, Carter B. Helton of Kircher, Helton & Collett, Inc., Dayton; John Margo of Ruthrauff & Ryan, Inc., Cincinnati.

Southwest chapter: chairman, Thomas F. Conroy of Thomas F. Conroy, Inc., San Antonio; vice-chairman, Lowe Runkle of Lowe Runkle Co., Oklahoma City; secretary-treasurer, John Stewart of Glenn Advertising, Inc., Fort Worth; other governors, Dan T. White of Dan White & Associates, El Paso; J. B. Wilkinson of Wilkinson, Schletz & Tips, Inc., Houston; Don Watts of Watt-Payne Advertising, Inc.,

THE WEEK IN REVIEW

... Radio-TV Highlights

By BOB GREBE

ANNOUNCEMENT of awards at the Ohio State Institute for Education by Radio were in the web of the news on the first day of the week while on Friday, the Peabody award winners were named. In between, radio and TV supporters voiced their opinions, plans were laid, data on past findings was revealed, elections and selections took place, among other events.

Milton Biow of the Biow Agency contended that radio would not be replaced by television as a major advertising medium for a long time to come. A survey of radio-TV sales backed this up, showing that radio was holding its own. Frieda Hennock, FCC Commissioner, urged educators to help improve both media. And the sales impact of television was brought out in another survey by Hofstra College, showing the increase in effectiveness of advertising via video.

The color TV battle continued with David Sarnoff of RCA telling the Commission that his company was ready to open a new plant for color TV. At an RCA stockholder meeting, Sarnoff also reported that profits in the first quarter were higher than those of last year. He added that business had tripled in 10 years.

Meetings announced included: a May 15 date between NAB top officials and network execs on their fu-

ture status in the association; a May 10 get-together of the CBS affiliates advisory board; a May 11 and 12 convention on advertising at New York University; a session from June 1 to 4 of the Association of Women Broadcasters in Cleveland; and an indoctrination meeting for new NAB board members on June 20.

Among those elected to new posts were: John M. Hancock and Jervis Babb, chairman and president respectively, of Lever Brothers; Otto A. Harbach, president of ASCAP; and Harold E. Fellows, who was named president of the Boston Radio Executives Club.

Three deaths hit the industry: Generoso Pope, president of WHOM and publisher of Il Progresso Italo Americano; J. Fred Johnson, chief hearing examiner of the FCC, and A. E. Nelson, west coast radio executive.

Other items: C. E. Hooper made changes in his operations, dropping plans for pocket pieces in Chicago and the Northwest; RMA figures showed 1,227,930 TV sets made in first three-months of 1950; report by Ted Streibert that Mutual now had a "substantial surplus" in its operation; consideration of Wayne Coy as RMA president; Broadcast Audience Measurement reported having growing pains and TBA reported planning a membership drive.

Galvin Is Re-elected President Of Motorola

Chicago—Paul V. Galvin was re-elected to his post of president of Motorola, Inc., at the annual stockholders meeting held here yesterday.

The other officers were also re-elected. They are Robert W. Galvin, Elmer H. Wavering, Walter H. Stellner, Frank J. O'Brien, Daniel E. Noble, and George R. MacDonald, all vice-presidents. Charles E. Green was re-elected secretary.

Acquire MGM Shows

Four additional MGM recorded shows are being added to the program schedule of WJR, Detroit, announced Harry Wismer, ass't. to the pres. of WJR, WGAR, and KMPC. Specifically, the four are: "The Adventures of Maisie," "The Story of Dr. Kildare," "Crime Does Not Pay," and "The Hardy Family."

Tulsa: George Godwin of Dixie Advertisers, Jackson, Miss.

Spokane chapter: chairman, J. Walter McLean of Tomowste Advertising Agency, Inc.; vice-chairman, Harvey A. Brassard of Syverson-Kelley, Inc.; secretary-treasurer, Vernon L. Cary of Pacific National Advertising Agency.

Twin City chapter: chairman, E. A. Cashin of Batten, Barton, Durstine & Osborn, Inc., Minneapolis; vice-chairman, Michael J. Fadell of the Fadell Co., Minneapolis; secretary-treasurer, Harold Walker of Harold C. Walker Advertising, Minneapolis; other governors, John T. Foley of Olmsted & Foley, Minneapolis; Raymond C. Jenkins of Erwin, Wasey of Minnesota.

Fire Prevention Award Given To Kansas Outlet

A gold medal symbolizing the top award for fire prevention during 1949, will be awarded station KANS, Wichita, Kansas, by the Natl. Board of Fire Underwriters, it was announced recently by station mgr. W. E. Mammalieu. Honorable mention citations for outstanding public service will be awarded five additional stations: KELO, Sioux Falls, S. D.; WJEF, Grand Rapids, Mich.; WEBR, Buffalo, N. Y.; KONO, San Antonio, Texas; and KSCY, Yreka, Calif. Governor Carlson of Kansas has also made a statement commending the fire prevention work done by KANS, an example of which was the nightly warning concluding the day's broadcasting that citizens check their homes against fire before retiring."

New Shows On KYW

Two new local shows and one packaged show made their respective bows last week on KYW, NBC outlet in Philadelphia, announced F. A. Tooke, program director. Sports-casts of Tom Rodgers will be aired five-times-weekly at 6:35 p.m. and on Saturdays at 6:15 p.m. While on the daytime schedule, "Who's Talking," a telephone-call give-away, takes over from 9:00-9:15 a.m., and Albert Mitchell's "Answer Man" show will fill the 9:15-9:30 a.m. slot.

Engineers Take Stand At FCC Color-Hearing

(Continued from Page 1)

ward Chapin of the FCC, with the CBS vice-president, Adrian Murphy questioned briefly on patent policies of CBS.

During the Thursday night session, which saw the RCA board chairman Brig. Gen. David Sarnoff interrogated by Commissioner Jones and Coy until 11:00, Sarnoff did not budge from his original position that the public would best be served by adoption of the RCA system and that CBS is trying to throttle the development of the art. He got into more than one heated exchange with Jones, who stressed his belief that RCA is in such a commanding position in the industry that it can exercise effective control.

At one point General Sarnoff said it is about time the Commission said a kind word about RCA engineers for their outstanding work; instead of chastising them and impugning their motives. In discussion with Coy, he said he personally prefers the single-gun, tri-color tube, which, it was recalled here, did not perform as well as the three-gun tube in the March demonstrations of the RCA single tube. Dr. Engstrom wants both, however he said.

The single-gun tube is reported to be less expensive to make, and General Sarnoff said that doubling the dots on the screen will improve it. He told Coy also that he does not believe the FCC can require manufacturers to put adapters in new sets to make them capable of receiving CBS-type color signal in black and white. The Commission could suggest it, he said, but it would have to let private enterprise decide. So far as RCA is concerned it would be too costly, he added.

He had no objections to the FCC going over the question of compulsion with the Federal Trade Commission, he said. A requirement that all TV transmitting be in color might be desirable, if economic, he conceded.

14 Radio-TV Courses To Be Offered At Stanford

San Francisco—Fourteen courses on recent developments and techniques in radio and TV are being offered in the Stanford-NBC Radio Television Institute during the summer session in San Francisco, June 22-Aug. 19. Designed for professional radio men, teachers, and advertisers, the Institute enrollment is being limited to 75.

Facilities and studios of NBC's Radio City in San Francisco are being combined with Stanford University's student-operated station KZSU for instruction purposes. Dr. Stanford T. Donner, director of radio at Stanford, is at the helm of the Institute. Other faculty members will be comprised of the NBC staff and regular teachers at Stanford.

TELEVISION DAILY

Section of RADIO DAILY, Monday, May 8, 1950 — TELEVISION DAILY is fully protected by register and copyright

SDGA TO OPEN NEW YORK OFFICE

TELE TOPICS

OPERATION PETTICOAT, WNBC's recently inaugurated morning video programming, is a neatly balanced three-and-one-half hours package which should build an audience without too much difficulty. Starting at 9:30 a.m. with "Up To Now," a news show featuring Don Goddard, the station presents a variety of types of programming including the "Josephine McCarthy Cooking Show," the "Lathi Norris Show," "Date In Manhattan" with Ed Herlihy, Lee Sullivan and the Coleman Trio; and "Just For You," a merchandise shopping show featuring Ann Hingle. Norris, who recently moved over to WNBC from Du Mont, is a capable and charming telecaster who undoubtedly already has built a personal following. "Date In Manhattan" emanates from the Tavern on the Green and is a combination of the old Tom Breneman and Don McNeill radio offerings. It suffers mostly from the fact that Herlihy hasn't yet learned to pick his guests carefully for entertainment value but this problem should be solved in time since Herlihy is a bright and personable entertainer whose savoir faire will carry him through. What the audience potential is for morning programming is a moot question which only time will answer. But it will be interesting to know.

WPIX WILL SCREEN films of the Kentucky Derby on May 11. . . . Harry Fairbanks in New York for a couple of weeks of conferences with Eastern video execs. . . . Bob Smith's brother, Vic, substituted for the ailing Bob on the "Howdy Dody" program Friday. Vic is a retail video distributor in Buffalo. . . . NBC is running the big build-up for "Creesh" in Albany. . . . Roberts and Carr are preparing a brotherhood forum for video. . . . Nancy Andrews of Broadway's "Touch and Go" and Art Henley are working up a double for TV. . . . Gordon Hellman, CBS manager of sales presentations, will address the TV class of Johns Hopkins on selling Network Television."

QUOTE PUBLICITY PIECE now making the rounds is a picture of Sam Goldstein and his wife gazing intently onto the screen of an RCA Victor TV set. . . . Last week was a hectic one for TV shares on the New York Stock Exchange. Up and down, up and down. . . . General Foods have purchased some spot participations on WABD. . . . Guy Lebow, WPIX sportscaster, has authored a book, "The Wrestling Scene," concerned with, of all things, wrestling. . . . Pat Weaver told the U. S. Brewers Foundation Convention in San Francisco that video is here to stay as a top sales medium. . . . Business Week, the May 6 issue, has a good piece on TV locations.

Another Point Of View

Educators who seek to do away with television so that children can do their homework have transposed the solution to a problem, according to Dr. Bruce Robertson, psychiatrist of the Newark, N. J. School System. Dr. Robertson, who has been psychiatrist to Newark's public schools for the past 24 years and an active psychiatrist for the past 30 years, says that the solution rests in doing away with homework. Television, he says, provides the child with an opportunity to develop health, social compatibility and family life. Educationally, Dr. Robertson says that TV is still pretty much in the experimental stage but its educational potential is enormous because of its utilization of audio-visual interests. Dr. Robertson has long been a foe of homework for school kids.

Video Will Affect All Communications

Columbus — "Television is bound to affect profoundly the other mediums of communications of ideas, the theater, the motion pictures, and radio," Leon Levine, CBS director of discussion broadcasts told the Ohio State Institute for Radio on Friday night. "The sooner," he continued, "important decisions affecting its future are made, the sooner it can approach maturity."

Pointing out that TV placed a responsibility on the government, the broadcaster, the parent and the educator, Levine said that it has the potentials of becoming the greatest mass education tool yet devised.

Television, he said, will not supplant the teacher, or the textbook but at the classroom level it will take its place with records, films, radio, modern publications and books to broaden the mental horizons of pupils.

The new medium will be used to extend the walls of the classroom to embrace the outside world, he said.

Levine quoted from a favorable editorial in the "Philadelphia Inquirer" which said that video had much to offer both young and old, educationally.

Video programs are now provid-

Nielsen Releases 1st National TV Index

Milton Berle's "Texaco Star Theater" is currently reaching a total of 3,277,000 TV homes, according to the first National Nielsen TV Index covering the periods March 1-7 and 15-21, just released. In second and third places, respectively, were "Godfrey and His Friends," 2,334,000, and "Toast of the Town," 1,985,000.

Rating-wise, Nielsen listed the top ten programs in the following order:

Texaco Star Theater—79.8; Godfrey's Talent Scouts—66.3; Godfrey and Friends—55.2; Toast of the Town—55.1; Stop the Music (Admiral)—51.9; Gillette Cavalcade—51.1; Stop the Music (Old Gold)—50.5; Lone Ranger—49.1; The Goldbergs—49.0; and Big Story—48.4.

Other program popularity ratings by TV homes were: "Big Story," 1,924,000; "Philco TV Playhouse," 1,915,000; "Talent Scouts," 1,876,000; "Lone Ranger," 1,828,000; "Stop the Music," (Admiral) 1,746,000; "The Goldbergs," 1,730,000; and "Stop the Music," (Old Gold) 1,699,000.

ing programs with an educational value, Levine said, and pointed to an array of CBS-TV shows which had an educational value to prove his point.

In N. Y. TV Picture To Stay Says Leaman

The Screen Directors Guild of America will open a New York office in the near future in an attempt to enlist support from Eastern video directors, according to Edgar J. Leaman, SDGA TV consultant now in New York from the West Coast. Additionally, said Leaman, the SDGA is currently negotiating contracts for TV directors affiliated with stations KTTV, a CBS station, and KTLA, a Paramount station, both in Los Angeles.

Leaman, who held a press conference in New York on Friday at the Waldorf-Astoria, said that the SDGA is in the New York television picture "and intends to stay there."

He said that the SDGA would seek to establish jurisdiction over metropolitan TV directors under the conditions set forth by Section 9 of the NLRA and said that it has never been the function of the Guild to act as a labor organization.

Leaman pointed out that his organization has achieved results for film directors for the past fourteen years having had to submit to arbitration only once in that time.

He said that the Guild was amply financed to carry any jurisdictional battle with the Radio and Television Directors Guild in New York to its ultimate conclusion but denied that the Guild had anything like a \$10,000,000 war chest. "We are not an impoverished group," he said, "but we don't have ten millions of dollars to spend."

Directors, according to Leaman, are entitled to freedom of expression and to recognition as creative talents. These factors, he continued, will largely determine the actions of his Guild in bargaining with the major networks and Eastern stations.

He said that TV directors could enter the Guild for a basic initiation fee of \$10 at the present time. He said that this was a low figure but was in accordance with the principals of the Guild. If later, he continued, directors of TV shows wish to direct feature motion picture films, they could become eligible to do so under Guild by-laws.

He pointed out that all freelance, agency and network TV directors were eligible to join the SDGA and said their interest would be welcomed.

To divulge the basic scale minimums that the Guild was asking of KTTV and KTLA but said they compared favorably with scales now in operation in New York.

Press-Time Paragraphs

DuMont To Receive Award

Boston—Dr. Allen B. DuMont will receive the Boston Jubilee Award from the Boston Chamber of Commerce during special ceremonies on Thursday, May 18, it has been announced here. Dr. DuMont, a television pioneer, is president of the Allen B. DuMont Laboratories.

Low Cost Line Of TV Receivers

Wilmington, Del.—The National Union Radio Corp. is working on a video projection system which will permit set manufacturers to produce cheaper projection video sets as well as sets which will be capable of color reception, according to Kenneth C. Meinken, president of the company. He said the company has had its most profitable first quarter (1950) in its 20-year history.

COAST-TO-COAST

KYW Originating Catholic Hour

Philadelphia, Pa. — May 7th's broadcast of the "Catholic Hour" was heard over KYW and the coast-to-coast network at 6:00 p.m., EDT, from KYW. The program originated in the auditorium of the Convention Hall here and had Rev. Joseph Manton as featured speaker. Music was by the choir of the Church of St. John The Evangelist.

Forms AP Association

Bismarck, N. D.—Radio members of the Associated Press here organized the North Dakota AP Broadcasters Association on April 26th. Jack Dunn, manager of WDAY, Fargo, was elected chairman; George Brooks, news director of KDIX, Dickson, was named vice-chairman, and AP correspondent Fred Moen, secretary. The association endorsed AP's new transmitting schedule to speed the flow of regional and general news. The chairman was instructed to appoint a continuing study committee with a view to molding a news file best suited to the needs of the N. D. broadcasters.

WSAM Fishing Series

Saginaw, Mich.—To help keep the rod-and-reel boys in this area up-to-date on what is biting and where, WSAM, NBC outlet, has inaugurated a 15-minute program each Thursday evening entitled "Let's Go Fishing." On this program, phone calls are made directly to several choice fishing localities and accurate reports are made by the fishermen, themselves. Through the use of telephone tape recordings, they tell their fellow anglers what fish are biting, what kind of bait works the best, how the weather is, and who is catching the big ones.

WMBG Special Church B'cast

Richmond, Va.—WMBG aired a special broadcast of the dedication service of the Grace Baptist Church in that city when it opened the new church building on Sunday, May 7th. The hour-long dedication service was carried as a public interest feature by the remote and special events department of WMBG. This church has been holding services in a large local theater since the former building was burned some five years ago. Since the burning, the regular morning services of Grace Church have been broadcast over WMBG at least one month of each year.

WONS Barn Dance Returns

Hartford, Conn.—After an absence of six years, during which time he was in the midwest, Pappy Howard returns to WONS, with his Yankee Barn Dance Jamboree. Pappy and the gang will be heard Mondays from 6:30 to 6:45 p.m. and his transcribed show will be aired Monday through Friday from 7:05 to 7:20 a.m.

Establish Listener Councils, Coy Urges Educators At OSI

(Continued from Page 1)

cast matters by listeners, with councils in every city. "Think what a powerful influence for good could be wielded by such local councils," he said, "by state organizations of councils and by a national organization of councils."

Such groups could be extremely helpful to the Commission, he said, and added, "I would like to see these groups represented at hearings in their communities involving applications for new stations or for renewal of license of present stations or for transfer of control of existing stations. I would like to see them well represented in hearings before the Commission in Washington and in every discussion involving changes in our broadcasting policies."

Calls Listener "Wallflower"

"Until now, the listener has been a wallflower. The cat has had its tongue. He has been the missing link in broadcasting's chain of command. It is time for him to stop accepting supinely anything the broadcaster chooses to dole out to him or snapping off the switch and sulking silently. It is time the listener came into his own. To paraphrase Clemenceau's famous remark about generals and war, broadcasting is too important to be left to the broadcasters."

"The listener—not the broadcaster, not the advertiser and not the government—is the most important party in the American system of free radio. He is what this activity is all about. All sorts of self-appointed intermediaries are doing the talking for the listener, telling us in great detail what he likes and what he doesn't like."

"The time has come for the listener to make himself heard—not in sporadic, exasperated outbursts, but in an intelligent, rational, organized fashion. In union there is strength. The listener council movement can become one of the most powerful agencies for the public good in our time."

Kaltenborn Featured Speaker

H. V. Kaltenborn, NBC news analyst, declared that although radio has not lived up to its potentialities for the common good, television will never completely replace audio broadcasting. Kaltenborn was the featured speaker at the 20th annual IER dinner Sunday, concluding four days of Institute meetings. He reviewed the last 20 years in broadcasting and made some predictions for the future.

He said the educator, the commercial broadcaster and the public "must share blame for the failure" of educational broadcasting to achieve greater development. The educator should not expect too much of commercial television as an educational medium he warned.

All four general sessions attracted large audiences. In one on international broadcasting, Dwight B. Herick, Radio Chief of Occupation

Forces in Japan, said radio was doing a job of "major proportions" there. He said there is "an amazing response" to everything radio does in Japan, and told about a radio forum program on Sunday afternoons with a rating of 29.4—or an audience of 15 million.

In the same session, Prof. Walter L. Dorn, of Ohio State, former special advisor to General Clay of the AMG in Germany, said the initiative in international affairs, "has for the moment passed to the Soviets." He declared it is "impossible to wage the cold war effectively against Russia so long as the U. S. and Europe do not coordinate their diplomacy but continue to act independently of one another."

Clara Logan Caustic

Criticism of radio came from Clara Logan, Los Angeles, head of a Southern Cal. Listeners Association, who denounced broadcasters of crime programs. She said that the parents cannot be policemen at all times and that the "control of the type of programs is the responsibility of the station management."

Thomas D. Rishworth, radio and TV chairman for the National PTA Congress, scored the "unwholesome influences" of some radio and TV broadcasts and said, "This influence is rapidly becoming a threat, as we see a constant increase in the flood of crime and alcoholic humor now entering our homes. The blood innocently shed on radio and TV in a single evening is a tidal wave."

Paul Walker, FCC vice-chairman, praised the institute for its work and declared that education and television together constituted the "most powerful instrument for human enlightenment ever conceived."

Walker Has 2 Questions

Walker declared, "Although television is still in its infancy, we have had enough experience to appreciate what boundless new vistas of educational progress can be opened up by this new medium of visual broadcasting." He asked two thought-provoking questions: whether the nation can afford to spend billions on school education, while allowing television to be employed primarily for "time wasting, numbing or shoddy entertainment" and "are we Americans mentally and spiritually prepared to employ television as a constructive, rather than a negative or harmful, force in our society?"

Seymour N. Siegel, director of New York City's station WNYC, spoke at a previous special session of the Institute on Saturday in which he said, "Survival of educational radio stations in the face of television's growth depends upon accelerated promotion."

The current weakness of education by radio, according to Siegel, is not its programming but rather that "not enough people know about the availability of such programming."

PROMOTION

Public Service Programming

Buffalo—Dr. Clinton H. Churchill, president and general manager of WKBW, announced that the entire organization of WKBW was turned over to the youngsters of the City of Buffalo, for their "Career Day" on May 5th. Boys and girls of the various high schools in the city of Buffalo who have shown an interest in radio as a career spent their entire day and night at WKBW, beginning at 7:00 a.m., assisting all the various departments in their routine duties. This is the first year that such activities have taken place and WKBW was first to loan its facilities for "Career Day" for high school youngsters. Program men, engineer salesmen, etc., were all students of Buffalo high schools on May 5th.

Hooper TV Ratings Criticized By WOR

(Continued from Page 1)

up in light of other research findings.

Citing an April Telepulse report showing that 30.4 per cent of New York families have a television set, R. C. Maddux, vice-president in charge of sales for WOR-TV declared: "In light of this figure WOR cannot subscribe to the theory that this thirty per cent accounts for almost half of the entire broadcast audience. Moreover," he continued, "these television families have radios and devote part of the evening to radio listening. We have figured to prove our contention, too."

Maddux noted that Hooper checked only telephone homes. "The likelihood for discrepancy in this method is obvious since on 61.7 per cent of the radio families are telephone subscribers, while 10 per cent of TV homes have telephones."

WOR checked 46,000 homes in New York's 16 counties during November through Pulse and results showed that from 5 to 8 p.m., television accounted for only 1 per cent of the audience, as opposed to 34.6 per cent reported by Hooper. "This over-emphasis of television present in November persists today, six months later," Maddux said.

Pulse shows television with a 3 per cent nighttime share of audience in April and Maddux said that "I think this is a more accurate picture of the New York situation, than the 49.6 per cent."

The station points out that an advertiser gets an audience in 14 counties in 14 states at night on WOR while on WOR-TV, the audience is within a 60-mile area from New York in three states.

Stork News

A son, their second child, born to Mr. and Mrs. Sig Mickelson at Newark Hospital, May 2. Father is director of public affairs for CBS.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 27

NEW YORK, TUESDAY, MAY 9, 1950

TEN CENTS

FCC MAY INVESTIGATE TV FILM BAN

Detroit Station Increases Daytime Radio Rates

WJR Using WCCO Pattern Of Rate Changes

Detroit—Rate revisions following generally the pattern set by WCCO in Minneapolis last month have been announced by WJR, 50-kw CBS affiliate in the motor city. Nighttime rates remain for the most part unchanged while daytime rates have been boosted and revised in anti-

(Continued on Page 3)

Gov't Offers Figures On AM, FM And TV

Washington Bureau of RADIO DAILY
Washington — FCC statistics on broadcast income, network operations, station costs and other details—including detailed study of TV and FM costs and revenues for the first time—are available for the year 1948 at the Government Printing Office, the FCC said yesterday. Cost of the broadcast figures is 35 cents, with the full FCC study, including phone and telegraph figures, at \$1.

Seek Legislation For Radio Newsmen

Atlantic City—Legislation giving New Jersey radio newsmen the same immunity privileges enjoyed by newspaper reporters is being sought by the N. J. Broadcasters Ass-

(Continued on Page 3)

Gillette Exclusive

Gillette Safety Razor Company will sponsor exclusive radio and television coverage of The Preakness, turf event, over CBS, from Pimlico, Md., Saturday, May 20, 5:00-5:30 p.m., EDT. Clom McCarthy and Mel Allen will handle the radio reportage, and Bryan Field will be the commentator for telecast of the race, one of turf's most famous contests.

Students Concentrate On Quiz Shows

Radio quiz shows have become a new medium for aiding college fund drives as a result of the efforts of Columbia University students. Last Wednesday on NBC's "Break the Bank" program, Harold Emerson and five other students from the school joined the audience. Emerson was selected and won \$2,155 which was given to the university as part of the undergraduate section of the drive. Students plan now to expand their activities to cover practically every quiz show in New York.

Public Subscriptions Aiding FM Station

Capitol AMs, and FMs Operate As Network

Chicago—A total of \$1,500, with \$500 more in prospect by the end of May, has been given to FM station WXRT by the Citizens Committee for Better Music in Chicago, Sydney Harris, Chicago Daily News columnist and chairman of the music group, announced at the second open meeting Friday.

A goal of 5,000 members at \$10 apiece has been set as a minimum goal by the organization which is

(Continued on Page 6)

New NBC Dee-Jay Show To Feature Sammy Kaye

A new program featuring Sammy Kaye and his orchestra and four disc jockeys presenting guest artists from their home town will be showcased over NBC this Friday, May 12 from 8 to 8:30 p.m. The dee-jays will come from New York, Boston, Hartford and Baltimore with studio applause deciding the winner. Future

(Continued on Page 2)

Washington Bureau of RADIO DAILY
Washington — Five Washington-area AM stations and the FM affiliates of three of them began operation as the D. C. metropolitan network on Monday evening, offering identical programming from 7:00 to 8:00 p.m. daily from now on. Either spots or longer periods are being offered merchants under the terms of an agreement concluded Friday. This is believed here to be the first

(Continued on Page 6)

Pears' Soap Extending Campaign To Boston

As a result of a successful radio campaign with tie-in displays in New York stores, Pears Soap has begun a similar drive in the Boston area and will soon extend coverage to Portland, Baltimore and Philadelphia.

Pears used Barbara Wells program over WOR with the tie-ins, setting a

(Continued on Page 2)

Amateur Radio Operators Aiding Fire Stricken Area

Montreal — Provincial headquarters of the Amateur Radio Relay League, in Montreal, reports that Felix Edge, ARRL emergency coordinator for the Quebec City area, has taken a complete portable sending-receiving station to Rimouski to aid the two Rimouski amateurs who had been handling messages out of the burning town from Sunday afternoon.

The more powerful of these two

stations had been off the air intermittently from five p.m. Sunday as a result of power failure, so the portable equipment was dispatched to take its place. Operators all over Quebec and Ontario co-operated throughout the emergency by keeping a "disaster channel," 3760 kilocycles, free of interference.

Besides handling many official messages, the two amateur stations,

(Continued on Page 2)

Coy Indicates FCC Will Study Case Of Phonevision

Washington Bureau of RADIO DAILY
Washington — Film companies should be called to account when asking licenses for broadcast or TV operations for their refusal to rent films for the Zenith Phonevision test, FCC Chairman Wayne Coy believes. In a letter written last month to Senator Charles W. Tobey but

(Continued on Page 7)

Listening Increases In Nine Met. Areas

Average quarter-hour radio sets-in-use for the first week in March and April in nine metropolitan areas is higher than the January-February level, but lower than the comparable figure for last year, according to the latest Pulse report.

All cities rated 24.7 against 25.7 a year ago. The January-February level stood at 23.5. In New York, the

(Continued on Page 2)

Special Treasury Show On All Four Networks

President Harry S. Truman and Secretary of the Treasury John W. Snyder will address the nation over all four networks on the gala "Treasury Bond Show" May 15th

(Continued on Page 3)

"Music To Study By"

St. Louis—A student-operated radio station beaming programs to Clemens and Campion Halls, University dormitories, has begun broadcasting on the St. Louis University campus, it has been announced by the Rev. Robert R. Johnston, director of the university's department of speech. One of the features of the station is "quiet music to study by."

RADIO DAILY



Established Feb. 9, 1937

Vol. 51, No. 27 Tues., May 9, 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. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Postage free) United States (other than California) \$10.00 one year; California, \$15.00. Foreign, \$15.00. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

WEST COAST OFFICES

Ethel Rosen, Office Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

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

CHICAGO BUREAU

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

SOUTHWEST BUREAU

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

ROME BUREAU

John Perdicari
Ludovisi 16

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

FINANCIAL

(May 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	121 1/4	12	12	- 3/8
Admiral Corp.	32 5/8	31 3/8	32 1/8	- 1/2
Am. Tel. & Tel.	158	157 3/4	158	+ 1/8
CBS A	33 3/8	33 1/2	33 1/2	- 3/4
Philco	47 3/4	46	46 7/8	- 7/8
RCA Common	20 7/8	20 1/4	20 1/4	- 1/2
RCA 1st pfd.	79	79	79	+ 1/4
Stewart-Warner	18	17 5/8	18
Westinghouse	35	34 3/8	34 3/4	- 1/2
Zenith Radio	57 1/4	55	57 1/4	+ 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	20 7/8	20 1/2	20 7/8	+ 3/8
Nat. Union Radio	5	4 5/8	4 3/4	- 1/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	22 3/4	23 3/4
Stromberg-Carlson	16	17 1/2

ANNOUNCER

wanted as addition to finest staff in world's fastest growing city. Must be "personality" man, versatile and original, who can handle morning show in a highly competitive market. Require a man with background and experience in all phases of announcing. A permanent job with progressive ABC affiliate. State minimum starting salary. Send picture, audition disc, background data, and references. Glenn McCarthy Enterprises, KXYZ, Gulf Building, Houston, Texas.

Listening Increases In Nine Met. Areas

(Continued from Page 1) current rating was 25.7 against 25.9 a year ago. Biggest drop in the group was that of Philadelphia falling from 24.4 in 1949 to 19.8 this year. Chicago also tumbled from 26.0 to 21.9.

Top show in the cities was Jack Benny (CBS) at 20.2. Lux Radio Theater (CBS) came second at 18.0, Edgar Bergen (CBS) was third at 14.1 and Godfrey's Talent Scouts, (CBS) fourth at 13.8. NBC's Fibber McGee and Molly placed fifth at 13.7.

Filling out the top ten were: Amos 'n' Andy (CBS) at 13.7; You Bet Your Life (CBS) at 13.4; Bob Hope (NBC) at 13.4; Bing Crosby (CBS) at 13.2 and Walter Winchell (ABC) at 13.0.

Amateur Operators Aid Fire-Stricken Area

(Continued from Page 1) in contact with other "hams" in Quebec City, Montmagny, St. Johns, Chicoutimi and Montreal, enabled anxious relatives all over the province to keep in contact with Rimouski families.

Warns About Imposter

George Blumenstock, general manager of WSKB, McComb, Miss., yesterday wired RADIO DAILY to warn the trade that an imposter who represents himself as manager of the station has been making business calls in New York. The man is reported to have visited Raytheon Manufacturing Company and the Frederic W. Ziv office.

CBS Declares Dividend

The CBS board of directors meeting in New York yesterday declared a quarterly dividend of 40 cents a share payable on June 2 of all stocks of record on May 19th. A similar quarterly dividend was declared in February.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

NEW MARKET STUDY NOW READY

Gives facts and figures, shows why WDRC is best buy in Hartford by any yardstick! Write for your copy to Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.



Pears' Soap Extending Campaign To Boston

(Continued from Page 1) pattern which is now being tried in Boston. Mildred Carlson over WBZ, Boston, and WBZA, Springfield, is running the commercials.

Cowan and Dengler is the agency for Schieffelin & Co., importers of the British product.

New NBC Dee-Jay Show To Feature Sammy Kaye

(Continued from Page 1) plans of the show are undecided as yet, but in the event the program is given a meal-ticket, Kaye will travel throughout the country presenting guest disc jockeys and contestants who will be chosen from various cities.

Add To Vallee Sked

"The Rudy Vallee Show," over WOR will be added to the Saturday morning schedule on May 13, in another step by the station to present weekday personalities to weekend listeners. Vallee will be heard from 10:15 to 10:45 a.m., one hour earlier than weekdays.

WOR recently added "The McCanns at Home" and John Gambling to the Saturday morning schedule. All three shows will now be heard six days a week.

COMING and GOING

WAYNE COY, chairman of the FCC, next week will be on the West Coast for demonstration of the CTI color-TV system San Francisco. On May 19 he will discuss the tele "freeze" in Portland, Ore., a city that has stated that it wishes to proceed with the building of a TV service.

ARTHUR CHURCH, president of KMBC, Columbia network outlet in Kansas City, Mo., expected in New York today for conference with officials of the web.

E. E. HILL, executive vice-president WTAG, Worcester, Mass.; ROBERT BOOT, vice-president and general manager of station, and H. L. KRUEGER, commercial manager, are in New York for the first showing of the promotion film, "Worcester, the Industrial Capital of New England."

CAROLINE BURKE, producer for NBC-TV has returned from Columbus, Ohio.

GLADYS M. PETCH, radio consultant to the Norwegian Information Services, today will sail aboard the Stella Polaris for a Mediterranean cruise, after which she will visit New York to gather new material for her record series. She'll be back in August.

JOSEPH BERNARD, general manager KOMA, Oklahoma City affiliate of CBS, is in town on station and network business.

GEORGE V. DENNY, JR., moderator "America's Town Meeting" on ABC, has completed a spring tour and will return to New York in time for tonight's broadcast from the City College Auditorium.

BERT LOWN, vice-president of Associated Program Service in charge of station relations on Friday will be in Baltimore on business. He'll be back on Saturday.

Load-pullers



There's one station in Baltimore that works like an ox for you. That's W-I-T-H, the BIG independent that covers America's sixth largest city like a tent.

W-I-T-H is the buy for advertisers that want to produce BIG results for LITTLE money. The reason is that W-I-T-H delivers more listeners-per-dollar than any station in town.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. So if you're looking for low-cost results, call in your Headley-Reed man and get the W-I-T-H story.



W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

RADIO DAILY

WJR, Detroit, Boosts Day Program Rates

(Continued from Page 1)
 of television competition. In the new card, Class A time on WJR—from 6 p.m. to 10:30 p.m.—remains at the same rate, \$1,000 an hour. Class B time, now including the former Class A time from 10:30 to 11 p.m. and from 3 to 6 p.m. on Sundays, remains unchanged at \$670 an hour. On the old card, Class B included only 12 to 6 p.m. Sundays. Class C rates, covering daytime hours from 8:30 a.m. to 6 p.m. and from 11 to 11:15 p.m., have been raised. One-hour jumps from \$500 to \$50, one-half-hour from \$300 to \$30, one-quarter-hour from \$200 to \$20, and five minutes from \$100 to \$10.
 Class D, covering the former Class A bracket from 11:15 to midnight and the period from 7 to 8:30 a.m., shows further boosts. One-hour in these periods now runs \$400, against the former rate of \$333. The early morning period shows a definite rise, however, the evening period formerly classified as C time at \$500 an hour, is reduced.
 Class E time picks up the 6 to 7 p.m. hour formerly in Class D time and is boosted to \$167 an hour to \$50. One-half-hour is raised from \$100 to \$150 and one-quarter-hour from \$67 to \$100.
 One-minute announcements in the 10 to 11 p.m. period are now \$150, against the previous figure of \$125. Rates went into effect on Saturday, May 6, but present advertisers may continue at the old rate for six months.

Actors Walk-out An Embargo On Culture

(Montreal — A joint meeting of members of two French-speaking actors' and writers' unions has been called to discuss a walkout that resulted in cancellation of a dramatic series on the CBC French network. The announcement was made following a joint meeting of the executive committee of the actors' union and the writers' union. The walkout came Wednesday night just before the third play in a 13-part series—Theatre des Nouveaux—was scheduled to go on the air. CBC then cancelled the series of the weekly half-hour presentations and said they would be replaced by recorded programs. Marcel Ouimet, director of the French network, termed the action an "embargo on culture."

Seek Legislation For Radio Newsmen

(Continued from Page 1)
 sociation. The decision to push passage of the bill was made by a vote of the broadcasters at their recent meeting when NJBA president Carl Mark, mgr. of WTTM, Trenton, announced the new bill will be presented in the legislature before the end of the current session.
 Last year, an NJBA-backed bill to grant radio newsmen the same protection of sources of information accorded to newspapermen failed passage of the state legislature. This year's bill is expected to fare better, since some proof of association strength was evidenced recently during the defeat of a move to levy a 10 per cent tax on radio and TV rights to boxing and wrestling matches, which would have been charged to broadcasting stations. In this regard, Mark announced earlier in the meeting that the Republican majority caucus of the State Senate had rejected a measure providing the tax levy.

Special Treasury Show On All Four Networks

(Continued from Page 1)
 (10:30-11:00 p.m., EDT). Hollywood stars including Jimmy Stewart, emcee, Bing Crosby, Bob Hope, Doris Day, and Joe Kirkwood, will precede the President and Secretary Snyder making their pleas for national support of the new loan drive. The President's speech will originate from Chicago, Secretary Snyder's from Philadelphia, and the galaxy of movie stars will be heard from Los Angeles. Televiewers will see the show over NBC's TV network.

Wins Disc Jockey Poll

Gil Newsome, disc jockey of KWK in St. Louis, has topped St. Louis popularity polls as best d.j. for the fifth consecutive year. Honoring him tonight on a Mutual broadcast featuring Buddy Moreno's orchestra from the Chase Club in St. Louis (11:15-11:30 p.m.) are many of Newsome's friends and celebrities.

Renew Rival Hour

The Gospel Broadcasting Association has renewed for 52 weeks its hour-long Sunday show on ABC, "The Old Fashioned Revival Hour." The renewal, which becomes effective June 18, also stipulates a time change from 8:00 a.m. to 4:00 p.m. R. H. Alber Co. of Los Angeles, Calif. is the agency.

Gambling Adds Program

John Gambling added another show to his schedule last Saturday, May 6, over WOR from 8:15 to 9 a.m. The show titled "John Gambling's Saturday Sociable" will feature recorded music plus the relaxed chatter of the WOR veteran.
 The new program replaces "Breakfast With the Hartmans" which will now be heard from 2:15 to 3 p.m. on Saturdays.

Out of 47 West Coast regional shows

HERE'S THE SENSATIONAL LOW-PRICED WESTERN THAT SHOULD BE ON YOUR STATION!

THE CISCO KID

moved up to 9.4 (Third place in December, 1949) from... 8.9 (Fourth position achieved in November, 1949)



For the same period, "Cisco Kid" outrated all other 1/2-hour Westerns by 50%!

"Cisco Kid" is aired three times weekly — Monday, Wednesday and Friday. It is the highest-rated show in its time period on Wednesday and Friday... and is second only to "Bob Hawk" on Monday! Write, wire or phone for proof of Cisco Kid's record-breaking, sales-producing performance.

SENSATIONAL PROMOTION CAMPAIGN — from buttons to guns—is breaking traffic records!

This amazingly successful 1/2-hour Western adventure program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship.



WANTED

Record selector for New York station. Good background with experience in record programming of all types. Send qualifications to Box 133, RADIO DAILY, 1501 Broadway, New York City.

SAN FRANCISCO

By NOEL CORBETT

"NOW HEAR THIS," featuring Chronicle columnist Robert de Roos, is now sponsored Wednesdays on KRON-TV by William B. James, owner of James Motors, Nash car dealers here. Highlights of the 15-minute show are the San Francisco Album, showing pictures, and talking about points of interest in the city; guests, and Roses from de Roos. Latter is presentation of dozen roses to person who in de Roos' estimation has performed outstanding service of week. Deal is through Elliott, Goetz and Boone Ad Agency here.

"The Burgie Music Box," sponsored by the San Francisco Brewing Company, through Emil Reinhardt Ad Agency, has signed a 52-week contract with KNBC on behalf of Bergermeister Beer. Show is for 5 half-hours a week (4 at 6:30 p.m., and one at 10:30 p.m.) This is the largest sale of Class A radio time (between 6:00 and 10:30 p.m.) on a network station in the history of San Francisco broadcasting.

Dink Templeton recently guested Happy Chandler on his KFRC sports show. Chandler came out flat-footed with a statement on the question of Major League Baseball for the Pacific Coast, declaring the Coast is not yet ready. But, nothing will be done to prevent Coast League Baseball developing.

Granny Goose Foods, Oakland, through the Russell, Harris and Wood Ad Agency, have signed to sponsor Don Winslow of the Navy. This show for youngsters will go one-a-week on KGO-TV, Monday nights at 6:30. Sales was negotiated by Peter Wanger, Granny Goose Sales Manager, Parker Wood of the Russell, Harris and Wood Agency and Julian Kaufman, KGO-TV sales rep. Agency and Maury Baker's KGO-TV sales promotion department are planning a heavy merchandising campaign.

The Hour of Faith, ABC Sunday religious program will originate from KGO studios during May and June.

Ruby Hunter's Share-A-Charade on KPIX is now sponsored by John Ragghianti's Appliance Store of Oakland. The Sunday night TV feature was set by R. W. Wassenberg Ad Agency.

Tracy Moore, station rep for the Pacific Northwest Broadcasters and Station WLW, in town for a few days.

Why buy 2 or more...
do 1 big sales job
on "RADIO BALTIMORE"

Contact
EDWARD
PETRY CO.

WBAL



By SID WHITE

Man About Manhattan. . . !

● ● ● **BIGTOWN SMALL TALK:** No replacement for Chas. (Bud) Barry as program director of ABC is contemplated. According to reports, Alex Stronach will continue to head up TV programming and Leonard Reeg will serve as eastern radio program manager. Barry left ABC yesterday to take his new post as nat'l radio program director of NBC. . . . Watch for a radio-TV innovation when Pres. Truman speaks in Chicago on the 15th. . . . Snow Crop will be Fay Emerson's new bank-roller shortly on her 15-minute stanza. . . . Amos 'n' Andy's summer replacement will be the Goodson-Todman ainer, "Hit the Jackpot," with Bill Cullen. Starts on the 28th of May. . . . Phil Baker readying a show with his old stooges, Beetle and Bottle. . . . Jose Ramon Quinones, pres. of WAPA, San Juan, yesterday used the international phone to deny published reports that his Puerto Rican station was being sold for a million buckaroos. . . . WOR-TV still leading the field in the presentation of quality baseball coverage. Other stations unable to attain their four-camera coverage effects. . . . Ranking with the best of the teevee thrillers is Franklin Heller's spine-tingling CBS Sat. niter, "The Trap." . . . Also on the recommended list is Geo. Putnam's zingy DuMont newscasting.



● ● ● At the Fireside Inn, comedienne Kate Murtah brought up a mediocre H'wood product that just began a B'way run. "That's one picture I can wait to see at my neighborhood theater," she sarcasm'd. "And I," topped Jack Gilford, "can wait to see it on television."



● ● ● **AROUND TOWN:** Cornwell Jackson, veep and manager of J. Walter Thompson's coast office, has been selected by U. S. C. radio dep't students for their annual "achievement award" in recognition of "outstanding service and leadership in radio industry." Last year's award went to Bob Hope. . . . Mike Foster, CBS publicist, established something of a record in aviation Friday. He flew up from Washington in an hour and spent three hours in a plane over Newark trying to find a hole in the fog. . . . This year's Ohio State U. Radio Institute lacked the enthusiastic interest of previous years and attendance fell off too. . . . Morton Downey didn't have a winner at Belmont the other day. Races were rained out. . . . Mrs. Oscar Bradley sporting a novel miniature gold 3-way TV set (with pix and phono) on her fabulous charm bracelet—an 8th ann'y gift from "We the People" staffers. . . . Dolly Martin, heard on Bob Monroe's "High Adventure," screen-tested by U.I. . . . Chas. (Show of Shows) Sanford inked to 3-year contract by NBC. . . . Joe Ricardel, maestro-composer of several Hit Parade tunes, never waxed any of his songs until he cut "Tu, Si Belle" recently for Box Office Records, which is owned by his p.a., Eli Lloyd Hoffman.



● ● ● **IMPressions:** Dinah Shore: Rembrandt with a song. . . . Robert Q. Lewis: Teacher's pet. . . . "Martin Kane": Model detective. . . . Charlie McCarthy: Plankster. . . . Nick Kenny: Ferryboat lost in a fog. . . . Ken Murray: Ken Merry.



● ● ● Bill Tabbert was over at McCarthy's steakery the other p.m. introducing the new name-game. The surname of one personality must be the given name of another. Here are a few of Tabbert's: Bob Hope Hampton. Jack Benny Davis. Nick Kenny Baker. Jack Pearl Bailey. Fred Allen Prescott. Bob Sanford Meisner. Jack Arthur Godfrey. Ralph Paul Douglas. Jack Barry Wood.



LOS ANGELES

ART LINKLETTER, CBS "How A Party" host, has signed for personal appearance in St. Paul, Minn., home of his sponsor's plant. Extensive preparations are a ready under way for the "Club 1" broadcast to honor the songwriter talent of Richard Rodgers with a anniversary show featuring her man Bob Crosby, Jo Stafford, the Modernaires, Del Sharbutt and Jerry Gray's orchestra over CBS-KN: May 11.

Knight and Russell Agency has been retained by Kira Melis Enterprises to launch a national advertising campaign for "Facial-lure," a beauty device. Schedules will include newspapers, magazines and spot television films.

The "Hoosier Hot Shots," deb in a new Saturday KHJ-Don L. series on May 13. The group focus some is currently celebrating the 18th year in show business — years that have found them among the brightest names in the radio motion picture, vaudeville and recording fields. Fort Pearson was emcee; Jimmie Doolittle will produce and Larry Hays will script this new radio series for the "Hoosier Hot Shots."

Dinah Shore, of CBS' "Jack Smith Dinah Shore - Margaret Whiting Show," opened a two-week engagement at Los Angeles Ambassador Coconut Grove, May 2nd.

Bigelow Succeeds McAvity

Joe Bigelow, screen writer, director and producer, has been selected to replace Tom MacAvity as director of M-G-M Radio Attractions. "The Hardy Family," it was announced last week by Raymond Katz, director of production, previously announced, McAvity joins CBS, Hollywood, as radio production supervisor.

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. 4th St.
HENRY GREENFIELD, Mgr. Director N.Y. 19

Advertising Agency News And Notes From Here And There

EVALLY, INC., whose reputation was built in merchandising major appliances, has been appointed to handle the advertising and merchandising of John Meck Industries, Inc., of Plymouth, Ind., and Scott Radio Laboratories, Inc., Chicago. Both firms are headed by aggressive John S. Meck, who has been making news with his demands that appliance dealers be given higher merchandising discounts on TV sets. Evally replaces Frank C. Nahser, Chicago, as the Meck agency and Leo Burnett, Chicago, as the Scott representative.

BENNETT S. CHAPPLE, JR., assistant vice-president of U. S. Steel Corporation, has been nominated for the presidency of the National Industrial Advertising Association. Edward E. Beauchamp, advertising engineer of Lane-Wells Company, and James E. Brittain of Russell T. Kelly, Ltd., have been nominated for two-year terms as vice-presidents and Charles W. Shugert, assistant to the advertising manager of the Shell Oil Company of New York, has been nominated for a one-year term as secretary-treasurer. Elections will take place at a convention on June 1 at Los Angeles.

CORNWELL JACKSON, vice-president and manager of J. Walter Thompson Company's Hollywood office, has been selected by the students of the radio department of the University of Southern California to be the recipient of their annual achievement award. Jackson will be presented the award "in recognition of outstanding service and leadership to the radio industry." The award is presented annually by the radio students at U. S. C. to the person in the field of radio whom they feel has contributed outstanding service in the media of broadcasting. Last year's award was presented to Bob Hope.

THE GENERAL ELECTRIC COMPANY announces that open house ceremonies for its stockholders will be held this month at four of its plant locations, including Oakland and Ontario, California. Ray W. Turnbull, western commercial vice-president, San Francisco said the regional meetings are being arranged to provide the opportunity for the company's stockholders, who were unable to attend the annual meeting in Schenectady, N. Y., to inspect some of the company's manufacturing facilities in this area.

TRACY - LOCKE COMPANY, INC., also announced the start of a home economics newspaper test or Light Crust. Weekly ads, designed along editorial lines, feature Ruth Perry, director of the Light Crust Kitchen, who presents food tips and recipes, home-decorating ideas, etc. First test markets are Oklahoma City, San Antonio, New Orleans and Corpus Christi.

SERVICE INDUSTRIES of Philadelphia to Rolley & Reynolds, Inc. of Philadelphia for their line of cleansers.

GEORGE STEGE has joined Leo Burnett Company, Inc. of Chicago, as an account executive. He was formerly director of sales for the Pepsi-cola division of Lever Brothers.

WILLIAMS - FALKENBERG ADVERTISING ASSOCIATES has moved to 104 East 40th Street.

PLASTIC PRODUCTS CORPORATION of Ossining, N. Y. to A. D. Adams Advertising.

WILLIAM W. HORINE has joined the G. M. Basford Company as an account executive.

THE CONTINENTAL ILLINOIS NATIONAL BANK AND TRUST COMPANY of Chicago to Roche, Williams & Cleary, Inc.

SCHIEFFELIN & COMPANY, drug specialties, to Hoffman Advertising, Inc.

DON FRANCISCO, vice-president of J. Walter Thompson Co., has been named chairman of the advertising, publishing and graphic arts industries' solicitation in the Greater New York Fund Drive for 1950.

VIC PIOTROWSKI has been named vice-president in charge of the merchandising department of Dancer-Fitzgerald-Sample, Inc. He was formerly with the Kroger Company and will assume his new post on May 22.

DONALD C. FOOTE, JR. has been appointed assistant to the director of radio and television at Anderson, Davis & Platte, Inc. His duties will be basic research and time buying.

SANDER HEYMAN, formerly of Schenley Industries, has joined the Al Paul Lefton Company, Inc. in an executive capacity.

Sesac Script Service

STEPS UP SALES—

Continuity shows that bring you \$\$\$!

Quality scripts in quantity
Highlighted by *music of lasting value*
from the **SESAC Transcribed Library**.

Many of these superior scripts
come in complete series of 39 shows
... additional scripts for holidays
and special events.

Sponsored coast to coast!

Hundreds of outstanding American Folk — Band — Concert — Hawaiian — Novelties — Religious — South American and Spanish renditions included in the 3700 musical selections contained in the SESAC Transcribed Library—ALL FOR AS LITTLE AS \$40 A MONTH! (Based on your advertising rate card.)

- ★ MISTER MUGGINS
- LITTLE WHITE CHAPEL
- STARLIGHT SONATA
- HERE COMES THE BAND
- ★ GIT ALONG COWBOY
- ★ MAGIC MUSIC BOX
- MUSIC WE REMEMBER
- AMERICAN FOLK MELODIES
- FIESTA TIME
- POLYNESIAN NIGHTS
- VARIETY SOIREE
- ★ DEEDS OF GLORY
- ★ ALICE IN RADIOLAND
- ★ TALES OF THE 7 SEAS

★ 6 - SPONSOR - SELLING KIDDIE SHOWS - 6

SESAC, INC., 475 FIFTH AVE., NEW YORK 17, N. Y.

Public Subscriptions Aiding FM Station

(Continued from Page 1)

currently buying a 90-minute symphony program six days a week and an opera program on Sunday over WXRT, an all-classical station.

Formed three months ago after several columns by Harris on the slow death FM was dying owing to lack of support, the committee chose WXRT as its first project. If and when the station becomes self-supporting, it plans to stimulate public interest in concerts, chamber music groups, etc.

Plans for this fall envisage sponsorship of an intercollegiate music program in which outstanding talent from local colleges will be selected to play with the Chicago Symphony orchestra once a month. George Kuyper, manager of the symphony, has lent his support to the project. Harris announced that efforts will be made to have those programs broadcast over WXRT.

Robert Miller, manager of WXRT, revealed that Steinway Drug Stores will soon begin sponsorship of the 90-minute symphony program heretofore paid for by the Citizens Committee, thus making it possible for the group to take over sponsorship of another good music program. The signing of Steinway Drugs was directly attributed to the interest in the station engendered by the formation of the committee.

'Hit The Jackpot' Set As Summer Replacement

"Hit The Jackpot," CBS comedy quiz series recently dropped from the schedule when its sponsor, DeSoto-Plymouth canceled out, will return to the air Sunday, May 28 over CBS as the summer replacement for "Amos 'n' Andy," under the sponsorship of Lever Brothers Company for Rinso.

Show will be presented Sundays, 7:30-8:00 p.m. for 10 weeks through July 30 after which Lever will go off the air for the hot weather pending the return of Amos 'n' Andy next fall.

Bill Cullen is the emcee of "Hit the Jackpot" which is a Mark Goodson-Bill Todman production. Agency is Ruthrauff & Ryan.

Will Originate In K. C.

"Hallmark Playhouse," CBS Thursday night dramatic series, will move from Hollywood to Kansas City for a special hour-long documentary of the story of "Crossroads of America," Thursday, June 1 as a prelude to the city's Centennial celebration. For this special program, the Hallmark show, usually a 30-minute series, 10:00-10:30 p.m. will be expanded to a full-hour, 10:00-11:00 p.m. An all-star Hollywood cast to be named within a few days will participate in the broadcast which will originate in the Kansas City Municipal Auditorium.

WINDY CITY WORDAGE

By HERB KRAUS

RADIO — Windy City Wordage — KESTENBERG MAY 4.....ona
● ● ● HOT OFF THE GRID: Chicago area boasted 457,565 TV sets in use as of March 31. . . . Increase of nearly 40,000 during March, and a 328,000 jump since March, 1949. . . . The FCC will shortly

be petitioned for a new 24-hour FM station and another TV station in Chicago. . . . Different parties seeking the two outlets. . . . John Meck expected to cut quite a caper in radio-TV manufacturing circles since his acquisition of Scott Radio. . . . The candy industry being encouraged by its number one trade paper, CANDY INDUSTRY, to investigate and invest in TV advertising. . . . Surveys show that candy consumption goes up when the family stays home around the TV hearth. . . . Eloise McElhone, the pulchritudinous pundit of ABC TV's "Think Fast," recently received a proposal by post suggesting matrimony. . . . Swain offered to come from West Coast as far as Chicago, if she would meet him half way. . . . Maestro Hank Sylvern claims to know a Chicago TV actor who's a bit player—he's put the bite on all his friends. . . . ABC's "Super Circus," may lose sponsor Canada Dry this summer if the soft-drink bank-roller decides on a summer hiatus. Regardless of whether the Big Belch materializes or not, program will not be sustaining for more than four weeks at the most, as producer Phil Patton has Weatherbird coming back August 6 for sure.

☆ ☆ ☆ ☆

● ● ● A color TV demonstration will be thrown for the press, radio, and State Street people Monday, May 22, in the Palmer House. Webster-Chicago, manufacturers of the adapters for the CBS system of color TV, will run a closed-circuit show from one parlor to another. . . . After the preview at 10:30 a.m., the company is scheduling four shows a day for four days for all those interested. Phil Lesly is handling the promotion and the tickets. . . . The American Cancer Society, Illinois Division, is planning a gala two-hour variety show over ABC Friday, May 19, from 10:00 p.m. to midnight. Jim Moran, minus commercials, is contributing a full hour show and ABC is giving an additional hour. . . . It should be a terrific wind-up to a very terrific campaign.

☆ ☆ ☆ ☆

● ● ● Janice Kingslow, one of Chicago's more talented actresses, and Fletcher Butler, society pianist-around-town—he used to pound the keys on "Stud's Place" over WNBQ—are columnists for The Chicago Globe, Chicago's newest Negro newspaper. Janice bats out the radio column while Fletcher covers the video front. Both are doing a bang-up job reporting on two media where Negroes are finding more and more opportunities. . . . STORK NEWS—Donald J. Wilson, WNBQ transmitter staff, became a father for the second time April 17 when his wife gave birth to a seven-pound boy, Donald James, Jr. . . . Mrs. William Henricks, the former Priscilla Thompson, one-time WBBM continuity writer, gave birth to a daughter, Jill, April 23. . . . Another ex-member of WBBM's continuity staff, the former Jan Burrous, also had a young one early this month. She is now Mrs. Jack Gable of Lexington, Ky.

☆ ☆ ☆ ☆

● ● ● The fiftieth anniversary of the death of Casey Jones was appropriately celebrated in song by the Maple City Four, radio's oldest barbershop quartet, over WLS. . . . Mindy Carson doing five live shows from Chicago NBC studios during her two-week stint on the Oriental stage, beginning yesterday. The show goes on at 10:15 p.m. (Monday, Wednesday, and Friday) and she doesn't finish her act at the Oriental until 10:02 p.m. WMAQ had better have an organist ready in case the bridge goes up at 10:08 some enchanted evening. . . . Mindy is being toasted by practically every disc jockey in town during her two-week stay here. Marty Hogan, who is handling the TV talent Test at the Oriental Monday nights, is also breaking in another platter show on WAAF.

Capitol AMs, and FM Operate As Network

(Continued from Page 1)

such local network in the country. The program will not use telephone lines, being picked up instead from the FM signal of WARI-FM, in Arlington.

Also participating are WARI-WPIK, Alexandria, and WFAV-Falls Church, all in nearby Virginia, and WGAY, Silver Springs, and WBCC, Bethesda, both in Maryland. Both the Maryland stations also have FM signals.

Moving spirit in the combination was Frank Fletcher of WARI, with the negotiations handled by him and Ray Baker for WARI, Howard Hayes for WPIK, Lamar Newcom for WFAV, Joseph Brechner for WGAY and Willard D. Egolf for WBCC.

New WMGM Program Called "The Press Box"

Interviews with members of the working press are now spotlighted on a new WMGM program series, "The Press Box," started May 8. Emcee of the show which will be held at the Press Box Restaurant is Arthur Henley.

The first presentation was from 1:30 to 2 p.m., but the air time will vary from week to week, always being heard 30 minutes before the station's "Warm Up Time," preceding baseball broadcasts. Dairyman League, Inc., will sponsor.

Plan Radio-TV Courses

Hollywood—Courses in radio and television for professionals not broadcasting will be offered during the summer by NBC and the University of California. Scheduled for the period June 19 to July 28, the courses will be limited to 35 students. NBC and the University are combining forces in offering supplementary courses, but the two organizations will act independently of each other during the instruction in NBC's Hollywood studios. Plans for the program are being completed by Dr. Martin Andersen of the University, who is selecting the faculty from the technical experts at U.C.L.A. and NBC.

Short Waving Series

Educational programs produced by the Lowell Institute Cooperative Council are being beamed via short wave from WRUL, Scituate, Mass. to Europe and South America. Members of the Lowell Institute are: Boston College, Boston University, Harvard, M.I.T., Northeastern, and Tufts College. Programs on the sciences, formerly broadcast over WHDH, Boston, are now carried on Saturdays at 3:15 p.m. (EDT) to Europe, and at 6:00 p.m. to Latin America. A recorded series titled "The History of Civilization" is aired for Europe on Tuesdays (4:15 p.m.).

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, May 9, 1950 — TELEVISION DAILY is fully protected by register and copyright

FCC MAY STEP-IN ON PHONEVISION

TELE TOPICS

THE OVERSEAS PRESS CLUB has approached the problem of TV programming with rare appreciation of what they have had to offer and what the public is willing to accept. Their program, which was heard in New York over WCBS-TV on Friday afternoons, is a combination of the informed opinion which makes up the American Press today, and a showmanship which is hardly to be expected from such a sincere and conscientious group. As moderated by CBS newsman Quincy Howe, the program capitalizes greatly on the charm and interest that a group of newsmen discussing the events of the day have always had. Howe is a knowledgeable moderator in that he keeps the discussion well under control and in the grooves that have been set down beforehand. But what really makes this program a good one is the fact that it capitalizes on the basic concept of a free American Press, each part of which deserves to be heard. TV, if it could stand a better production in which the participants would look to be heard at home and less like they were part of a panel.

MILTON BERLE, NBC-TV's star comedy property, will kick off the "Pop Parade of Stars" over CBS-TV on May 15. . . . Jack Allen has joined WTVJ as business manager. He has been a name in Miami radio. . . . Barbara Frost has taken over Jack Findley's duties as a publicity writer at WOR-TV. . . . Dr. Allen DuMont, president of the DuMont Labs., addressed the 41st Journalism Week at the University of Missouri School of Journalism last week. . . . Bob Hope's second TV appearance has been announced for May 27th over NBC-TV. . . . Eleanor Roosevelt's Sunday afternoon TV tea party continues to be the best program of its type on video. She manages to hold temper in check, and to provide a real clear position of the subject at hand.

MINUTE PUBLICITY PIECE now going around has Sam Goldwyn gazing raptly at a video screen. Circular is RCA Vic. . . . WPIX, which is currently expanding its chest over \$7,000 in orders the result of a two-participation spot over the station, has a sportscaster named Guy Lebow who has authored a book called "The Wrestling Scene." It's based on, of all things, wrestling—and a bet on him. . . . Current issue of Business Week has a piece on TV allocations. . . . TAR-TV has won two national awards for service to its community, the National Safety Council's 1949 Public Interest Award and the Alfred P. Sloan Highway Safety Award. . . . WKTU and WDAF-TV have joined the DuMont web as affiliates. . . . DuMont is now up to 56 affiliates.

Russians Way Ahead Of U. S. In Television

Russian television is "way ahead of (video) in such countries as the United States and England, where at the basis of television lie not the interests of the people but bare commercial calculations and shameless capitalist advertisement," according to a pick-up from the Soviet press reported yesterday by Harrison E. Salisbury, Moscow correspondent for the New York Times.

Hail "Alexander Popov"

Salisbury says that the Russian press, in honor of Radio Day paying homage to Alexander Popov, who the Russians say demonstrated radio transmission 55 years ago, reports that the Soviets are near the solution of the problems of color television.

The Russian press, according to Salisbury, reports that the Russians "had solved the basic technical problems of mass television and particularly of the general broadcast of television to rural areas."

The Soviet brand of video is transmitted by a new Moscow video center and is received with a definition of 625 lines as compared with the existing 525 U. S. system and the British 405 line system.

Will "Solve Color-TV"

The magazine "Soviet Art" reports that "in the nearest future the problem of color television will be solved in practice," Salisbury says.

The Minister of the Means of Communications Industry, G. Alexsenko, reported that the immediate task was "to develop and organize the production of portable television units which in the near future will allow transmissions from theaters, squares and stadiums."

Izvestia added that "production of inexpensive and reliable television sets lags behind the growing demand."

Affiliates With SDGA

Hollywood — Television Directors and assistants at KECA-TV, ABC outlet in Los Angeles, have unanimously chosen the Screen Directors Guild of America as their bargaining agent and representative. The Guild also is currently negotiating contracts for video directors with KTTV and KTLA, both in Los Angeles.

FCC Likes FM Bands For All TV Receivers

Washington Bureau of RADIO DAILY

Washington — FCC Commissioner Robert F. Jones put in a strong pitch for continuous FM tuner bands on TV sets in questioning RCA research director Elmer Engstrom here yesterday.

At the same time, NAB president Justin Miller was reported drafting a letter to TV manufacturers calling upon them to include FM bands in all video sets. The Miller letter is pursuant to a resolution adopted last month by the NAB convention.

Jones Questions Engstrom

Jones asked Engstrom if manufacturers so insistent upon the compatibility principle when it comes to color TV are not inconsistent when they refuse to put FM tuning bands on TV sets, rendering the video receivers incompatible for FM reception. Engstrom said he did not think so, arguing that TV is a different service, and that the growth of TV does not mean obsolescence for FM.

The FCC Commissioner did not dispute Engstrom's contention that the public was choosing TV over FM, but made it plain that he believes a powerful portion of the manufacturing industry has forced upon the public a choice which was really not necessary.

Might Investigate Film Ban, Says Wayne Coy

(Continued from Page 1)

released only at the weekend, Coy said the Commission "could and probably should develop the facts relating to that matter."

Tobey had asked that the question be brought up during last month's oral argument on the proposed uniform FCC policy on dealing with anti-trust violators. But Coy held that hearing was not the proper place to bring up the question, explaining that "these proceedings are concerned solely with oral argument on legal questions relating to the authority of the Commission to consider conduct which is violative of the anti-trust and other laws in the exercise of its licensing functions. . . . in any event, since only the lawyers for the companies concerned will participate, and not the policy officials, no satisfactory answer could be expected."

Coy said he believes that "in a hearing upon applications by motion picture producers for radio station facilities, where the purpose of the hearing is to elicit facts, the question you suggest concerning the alleged refusal by these producers to rent films to Zenith Radio Corporation would be an inquiry relevant to the qualifications of the applicant."

Cathode-Ray Tube Mfg. Reflects Demand For TV

Washington Bureau of RADIO DAILY

Washington — With TV-set production at new highs during March, RMA figures on the sale of cathode-ray and radio tubes to manufacturers broke all records. Of the cathode-ray tubes sold for new sets, 98 per cent were 12 inches or larger, with 37 per cent larger than 14 inches. It is significant that tubes are usually bought in advance.

Total cathode-ray units by RMA members sold was 642,986—slightly higher than the 636,953 recorded for the entire first quarter of last year. A total of 1,506,427 cathode-ray tubes was turned out in the first quarter of this year, valued at \$37,728,460. Sales of 1,317,088 units for the last quarter of 1949 were reported.

March sales of radio tubes with a large portion of them to go into TV sets, totalled \$33,663,494—an all-time high mark, according to RMA records. It was 8.7 million higher than February and 19 million better than March of last year.

SONGS WITH THE LARGEST TV AUDIENCES

Survey Week Of April 23-May 4, 1950

THE TOP 5 SONGS OF THE WEEK

Bewitched	Chappell
But Me I Love You.....	Campbell
Enjoy Yourself.....	E. H. Morris
If I Knew You Were Coming.....	Robert
My Foolish Heart.....	Scotly Joy

THE 5 FAVORITE STANDARDS OF THE WEEK

Deep Purple.....	Robbins
If You Were The Only Girl.....	Mutual
Molly Malone.....	Harms
Rose Of Tralee.....	Sam Fox
You're The Top.....	Harms

Copyright 1950, Office of Research, Inc.

COAST-TO-COAST

Get-Together On KDKA

Pittsburgh, Pa.—The reunion here between Slim and Lopy Bryant of KDKA's Slim Bryant and the Wildcats folk song group, and Roy Hartsfield of the Boston Braves, took place during the Braves game at Forbes Field when Boston played the Pirates. Hartsfield knew the Bryants when he was a kid back in Atlanta, Ga. and he saw them occasionally during his early baseball days in the Southern League. Hartsfield is now a second baseman and utility player with the Braves. The Wildcats climaxed Hartsfield's visit by presenting him as a guest on their KDKA 10:45 a.m. broadcast.

WPAT Expansion Organizing

Paterson, N. J.—Herman Bess, WPAT vice-president in charge of programming and sales recently announced that due to the increase of business in national and regional accounts, the station has retained Phillip J. Carlin as program consultant and Arthur C. Schofield as publicity and promotion director. Carlin will create new programs and co-ordinate the present program schedule. Schofield will utilize his successful formula for building mass promotions in the WPAT service area including New York.

Keller Signs With WIRK

West Palm Beach, Fla.—Robert S. Keller, Inc. has been engaged as sales promotion representative for WIRK, MBS outlet, according to an announcement by Joseph S. Field, Jr. owner and general manager of the 1,000-watt regional broadcaster. Keller is planning to make a personal one-day survey of market and station some time in June or July.

Washington Station To Promote Radio Sales

A heavy schedule of free spot announcements every thirty minutes promoting the sale of portable radios will get under way soon as WWDC, Washington, D. C. makes a grab for a summer audience. According to a prediction by Ben Strouse, v-p and gen. mgr. of Capital Broadcasting Co., TV viewers will decrease as radio listeners increase via the advantage of portable radios on beach parties, fishing trips, and at picnics.

"The campaign will be strictly public service," said Strouse in announcing details of the campaign. "No advertiser will be asked to pick up the tab." In addition, WWDC-FM, which feeds programs to Washington Transit Radio, will broadcast similar spots during its daytime schedule. Campaign plans, which were released to ad agencies and advertisers, will go into effect the last week of May and continue through July 4th.

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 April 28 - May 4, 1950

TITLE	PUBLISHER
Ask Me No Questions.....	Witmark
Bewitched	Chappell
But Me I Love You.....	Campbell
Candy And Cake.....	Oxford
C'est Si Bon.....	Leeds
Chattanooga Shoe Shine Boy.....	Acuff & Rose
Cross our Heart.....	Harms
Daddy's Little Girl.....	Beacon
Darn It Baby That's Love.....	Chappell
Dearie	Laurel
Enjoy Yourself.....	E. H. Morris
Girl That I Marry.....	Berlin
Hoop-Dee-Do.....	E. H. Morris
Horse Told Me.....	Burke-Van Heusen Assoc.
I Don't Care If The Sun Don't Shine.....	Famous
If I Knew You Were Coming.....	Robert
If You Were Only Mine.....	Robbins
It Isn't Fair.....	Words & Music
It's So Nice To Have A Man Around The House.....	E. H. Morris
Music Music Music.....	Cromwell
My Foolish Heart.....	Santly-Joy
Old Piano Roll Blues.....	Leeds
On The Outgoing Tide.....	Shapiro-Bernstein
Rag Mop.....	Hill & Range
Rain	Miller
Sentimental Me.....	Knickerbocker
Stay With The Happy People.....	E. H. Morris
Sunshine Cake.....	Burke-Van Heusen Assoc.
Third Man Theme.....	Chappell
Wilhelmina	Feist

Second Group

TITLE	PUBLISHER
A Dream Is A Wish Your Heart Makes.....	Walt Disney
A Good Time Was Had By All.....	Robbins
Are You Lonesome Tonight.....	Bourne
Don'cha Go 'way Mad.....	Advanced
Down The Lane.....	Broadcast Music
I May Hate Myself In The Morning.....	Laurel
If I Had You On A Desert Island.....	D. Dreyer
La Vie En Rose.....	Witmark
Monday Tuesday Wednesday.....	Leeds
Roses.....	Hill & Range
So This Is Love.....	Walt Disney
Spaghetti Rag.....	Shapiro-Bernstein
Stars Are The Windows Of Heaven.....	Pickwick
Tenderly.....	E. H. Morris
Thanks Mr. Florist.....	Mills
There's An X In The Middle Of Texas.....	Simon House
They Say It's Wonderful.....	Berlin
Wedding Samba.....	Duchess
When April Comes Again.....	Capitol
Where Are You Gonna Be When The Moon Shines.....	Lombardo

Copyright 1950, Office of Research, Inc.

PROMOTION

KDAL Uses Caricaturist

An exhibit for KDAL, CBS outlet in Duluth, Minn., at the annual "Home Show" in Duluth recently featured a caricaturist who promoted station good will by sketching 200 of the city's business men clients of the station. By special invitation, KDAL clients posed for the character sketches of Lenn Reman—while a special project made it possible for crowds watching the exhibit to view the sketches from start to finish as projected on a large screen. Besides entertaining the crowds and clients, the exhibit echoed when it was discovered that most clients had hung the caricatures in their offices in special frames provided by KDAL bearing the station's call letters.

Slogan Registered

What is believed to be the first or one of the first, registrations of a slogan or trade name for a radio station has been granted by the U. S. Patent Office to WKNA, Charleston, W. Va. Joe L. Smith, Jr., president of the Personality Network, owns stations also in Beckley and Wheeling, said the phrase "Charleston Personality Station" had been officially classified as a "service mark registration."

Award Scholarship

A farm radio scholarship of \$1,000 offered annually by WMT, Cedar Rapids, Iowa, to an outstanding student at Iowa State College has been awarded to M. Leon Kline of Cedar Rapids, Iowa. The young student, who plans to enter farm radio work, will have an opportunity for the months this summer and during the senior year of college to do scripting and farm interviews at WMT under the direction of Chuck Westerman, radio farm director of the station.

Motorola Unit Production Shows Sharp Increase

Chicago—Unit production of Motorola auto radios for the first quarter of 1950 was 198 per cent of the same period for 1949, Walter Stellner, Motorola vice-president, announced.

All production was up including 185 per cent increase in home radios and a 340 per cent increase in TV sets. Motorola is now concentrating in the TV field on sets with tube sizes ranging from 12½ to 14- and 16-inch rectangular tubes.

President Paul Galvin was very optimistic concerning general Motorola business for 1950. He pointed out that Motorola is one of the leaders in all four phases of manufacture—TV, home radio, auto radio and electronics—and that barring drastic change in the economy, the firm should look forward to its greatest year of profits.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 51, NO. 28

NEW YORK, WEDNESDAY, MAY 10, 1950

TEN CENTS

TV SET-SERVICE ABUSES REVEALED

TSN Asked To Clarify Political-Time Policy

Washington Bureau of RADIO DAILY
Washington—The FCC has asked members of the Texas State Network to comment on charges by Caso March, a candidate for the office of Governor of Texas, that he is being unfairly dealt with because of weekly sustaining political broadcasts by Allen Shivers, present Governor and candidate to succeed himself. March wants as much free time. His protest, sent the Commission at the week-end, relates that the Governor's broadcasts got under

(Continued on Page 3)

FCC, DuMont Officials Query RCA Patent Chief

At the color-television hearing in Washington yesterday, the RCA patent chief, Conway P. Coe, was the target of FCC and DuMont questions, with RCA counsel and director John T. Cahill interposing frequent objections on the ground that the matters under discussion were involved in court proceedings. Coe was the last witness to be heard in cross-examination, with the exception of CTI witnesses to be heard

(Continued on Page 2)

2-Day Advertising Clinic Of NYU Opens Tomorrow

Advertising executives and students attending the Golden Jubilee Ad Convention being staged by N. Y. University this week will total 250 for the panel forums on Thursday and Friday, and 500 for the banquet Friday evening. The two-day confab marks the fiftieth anniversary

(Continued on Page 2)

Safety Campaign

In a public service effort to impress pedestrians and drivers alike the need for safety, WNBC, New York, is planning to stage a special series of station breaks. The messages are being given in conjunction with observance of "School Safety Week." School children will air the first week's announcements to emphasize the importance to themselves.

J. B. To Start Tour

Hollywood—When Jack Benny completes his broadcast of next Sunday he will set out with his troupe for a tour which will take them to 21 American and Canadian cities and to London, England. CBS has taped his last two programs of the current season, May 21 and May 28, and he will open his personal appearance tour in Wichita, Kan., May 16th.

BMB's Life Extended By Action Of Board

Broadcast Measurement Bureau, originally scheduled to close shop on July 1 and turn over its assets to the newly organized Broadcast Audience Measurement, Inc., will continue its operation until October 1, 1950 and await further action of BAM, it was decided yesterday at a meeting of the BMB board of directors. At what was supposed to be the final meeting, the BMB board also set up three committees to handle certain jobs, one of which is to

(Continued on Page 3)

Many Firms Seeking To Locate Imposter

A warning in yesterday's RADIO DAILY of an imposter putting the "bite" on radio firms while posing as manager of WSKB, McComb, Miss., has brought to light numerous other firms who wish to find him in connection with money matters. Among them are: Edward C. Lobdell Associates, Brown and Bigelow, Columbia Univ. Press, Sesac, Labor News

(Continued on Page 2)

Worcester Promotion Film Sells WTAG's Radio Market

Representatives of WTAG and WTAG-FM came to New York from Worcester, Mass., yesterday and gave Manhattan's radio, agency and other business executives a fine lesson in the art of staging a sales promotion luncheon with social grace and sales impact.

The occasion for the Worcester promotion was the premiere of their

Technician-Investigator Makes Survey Of Contract Service Practices— Finds Customers Victimized

[Editor's Note: Abuses of contract television service to set owners in New York area have reached such proportions that RADIO DAILY engaged the services of a capable technician-investigator to seek employment and learn first hand how some unscrupulous firms operate. For obvious reasons the identity of the technician is not revealed nor are the employing TV service companies disclosed. The TV technician's story, told in his own words, follows:]

By TV TECHNICIAN

Copyright 1950, By RADIO DAILY

I appeared at company #1's office four weeks ago on Monday to apply for a job and was asked the following questions: Have you got a car? Do you know what an antenna is? Can you put one on a chimney?

I was quite confused because these were the only questions that were asked regarding my qualifications. In fact, the car seemed to be the most important part of the job.

I was told not to worry too much about whether I gave the set owner too good a picture because that could always be straightened out later. The important part was to get the contract started by putting the antenna up and "our servicemen will worry about it later." "It's more essential," I was told, "that you make ten calls a day than worry about how well the set operates. Calls at people's homes are the important thing. Don't worry about perfection in performance."

After one day on the job I was brought into the office and asked a few more questions regarding TV

(Continued on Page 6)

WINS Gets Injunction Against AFM Pickets

An injunction restraining Local 802 of the American Federation of Musicians from picketing or boycotting WINS was granted yesterday by the New York State Supreme Court.

When the contract between the

(Continued on Page 5)

Cramer Stresses Expansion Of Video

Boston—Nineteen Fifty will be a two billion dollar year for the manufacturing-distribution side of the television industry. Leonard F. Cramer, DuMont Laboratories vice-

(Continued on Page 7)

Opposes Change

Toronto — Opposition to any over-all change in prevailing rates of advertising agency commissions is reported by the Canadian Association of Advertising Agencies. The opposition comes from the Association of Canadian Advertisers who claim any change would magnify rather than abate obvious inequalities in present commission rates.

(Continued on Page 5)



Established Feb. 9, 1937

Vol. 51, No. 28 Wed., May 10, 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**
Ethel Rosen, Office Manager
6425 Hollywood Blvd. Phone: Gladstone 8436
- WASHINGTON BUREAU**
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271
- CHICAGO BUREAU**
Herbert M. Kraus
Suite 1325, 188 Randolph Tower
Phone: Dearborn 2-1414
- SOUTHWEST BUREAU**
Paul Girard, Manager
Suite 314, Thomas Bldg.
Dallas, Texas
Phone: Riverside 5491
- ROME BUREAU**
John Perdicari
Ludovisi 16

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

FINANCIAL
(May 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	12	11 $\frac{7}{8}$	11 $\frac{7}{8}$	- $\frac{1}{8}$
Admiral Corp.	32	31 $\frac{7}{8}$	31 $\frac{7}{8}$	- $\frac{1}{8}$
Am. Tel. & Tel.	158 $\frac{3}{8}$	157 $\frac{7}{8}$	158 $\frac{3}{8}$	+ $\frac{1}{8}$
CBS A	34 $\frac{1}{4}$	33 $\frac{3}{4}$	34 $\frac{1}{4}$	+ $\frac{3}{8}$
CBS B	34 $\frac{3}{8}$	34 $\frac{3}{8}$	34 $\frac{3}{8}$	- $\frac{1}{8}$
Philco	46 $\frac{1}{2}$	46	46 $\frac{1}{2}$	+ $\frac{3}{8}$
RCA Common	20 $\frac{1}{2}$	20 $\frac{1}{4}$	20 $\frac{1}{2}$	+ $\frac{1}{4}$
Stewart-Warner	17 $\frac{7}{8}$	17 $\frac{3}{4}$	17 $\frac{3}{4}$	- $\frac{1}{4}$
Westinghouse	34 $\frac{3}{4}$	34 $\frac{1}{2}$	34 $\frac{3}{4}$
Westinghouse pfd.	104 $\frac{1}{2}$	104 $\frac{1}{2}$	104 $\frac{1}{2}$	+ $\frac{3}{4}$
Zenith Radio	57 $\frac{3}{8}$	56 $\frac{1}{2}$	56 $\frac{3}{4}$	- $\frac{1}{2}$

NEW YORK CURB EXCHANGE

Hazeltine Corp.	21	20 $\frac{5}{8}$	21	+ $\frac{1}{8}$
Nat. Union Radio	4 $\frac{3}{4}$	4 $\frac{1}{2}$	4 $\frac{5}{8}$

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	22 $\frac{3}{4}$	23 $\frac{3}{4}$
Stromberg-Carlson	16	17 $\frac{1}{2}$

FOR COMMERCIAL FILMS THAT SELL

ARCHER PRODUCTIONS, INC.

WINNER OF
ART DIRECTORS CLUB
"AWARD FOR DISTINCTIVE MERIT"

35 West 53rd Street, New York 19
Judson 6-2690

★ **COMING AND GOING** ★

MIKE DANN, trade editor at NBC, has returned from Gary, Ind., originating point of the web's "Theater Guild of the Air."

URSULA HALLORAN, column editor for NBC, has returned from Pittsburgh which she visited in connection with the appearance of Bob Hope and company.

SIDNEY SLON, director of radio and TV script department at Ruthrauff & Ryan, is back from a six-week tour of France, Italy, Switzerland and England.

ROBERT J. O'BRIEN and **JAY RABINOWITZ**, of United Paramount Theaters, yesterday left New York for Chicago, where they'll huddle with John Balaban for further discussion of theater television. They'll be back in New York Friday.

ROGER W. CLIPP, general manager of WFIL, American network station in Philadelphia, is back in the Quaker City following a short trip to New York.

A. R. HEBENSTREIT, president and general manager of KGDM, Albuquerque, N. M., is in town for conferences at CBS, with which the station is affiliated.

LARRY BAIRD, commercial manager of WWL, Columbia network outlet in New Orleans, is in New York.

GEORGE ARKEDIS, Western sales manager of CBS-TV, is in Gotham for talks with officials of the web.

THOMAS MILANA and **DAVID FRED**, first pair of sales contact men for Gifford Phillips Tee-Vee Co. of Hollywood, have left the film capital on selling trips.

HAZEL SHERMET (Miss Duffy), of "Duffy's Tavern" on NBC, has arrived from San Juan, P. R., for a few days in New York.

I. R. LOUNSBERRY, president of WGY, Buffalo, N. Y., to New York for the meeting of the Columbia Affiliates Advisory Board, of which he is chairman.

2-Day Advertising Clinic Of NYU Opens Tomorrow

(Continued from Page 1)
sary of N. Y. U.'s School of Commerce.

Highlighting the banquet, an award will be presented to the Advertising Council in recognition of "meritorious service to advertising and the economy of the nation." Samuel Gale, Ad Council chairman, will accept the award and speak briefly on future plans of the Ad Council.

C. E. Hooper has been added to the speaking list of the TV panel on Friday to discuss the future of research in television. Other speakers remain as previously announced, with the exception of Arthur Duram, market research counsel for CBS, who will replace CBS veepee William Gittinger on Friday. Attempting to pool the opinions of experts in all phases of the industry, the convention aim is to arrive at conclusions on the future of advertising to benefit both industry personnel and students with advertising aspirations.

Many Firms Seeking To Locate Imposter

(Continued from Page 1)
Digest, and those reported yesterday, Raytheon Mfg. Co. and the Frederic W. Ziv office. Currently he is believed to be claiming past employment with Lobdell Associates and station WLIB.

Named WNEW Publicist

Alan Brandt, director of publicity and promotion for Martin Stone Associates, has been named director of publicity for WNEW, Miss Bernice Judis, vice-president and general manager of the station announced yesterday. Brandt has been in charge of promoting and publicizing "Howdy Doody" and "The Author Meets the Critics." He previously was assistant to the president of International Artists Corporation and served in the Paris office of Columbia Pictures Corp. He will assume his new post on May 22.

FCC, DuMont Officials Query RCA Patent Chief

(Continued from Page 1)
following the San Francisco demonstration of the CTI system later this month.

CBS researcher, Dr. Peter C. Goldmark, will be heard in rebuttal this morning.

During the hearing, FCC Chairman Wayne Coy called a hasty Commission meeting during which the Commissioners decided to curb the demands for patent information by Commission patent counsel William Bauer. Coy explained that the Commission interest is in the general patent picture regarding TV manufacturing today and with regard to what might be the story if the Commission sets color standards.

Likewise, Coy added, the Commission is concerned whether there has been any restraint on the development of color video because of patent control or suppression. Coe said RCA has suppressed no new developments or inventions in TV, but that it does not make information available to its licensees until the new developments have become sufficiently developed to offer hope for improvement of sets.

Neither Bauer nor DuMont counsel William Roberts appeared to get much satisfaction from Coe's answers. He argued persuasively that RCA patent practices do not hinder, but rather encourage, increased experimentation.

Cott, Fisher To Speak

Ted Cott, manager of WNBC and WNBT, and Sterling W. Fisher, manager of the NBC public affairs and education department, will deliver addresses May 17 at a dinner sponsored by the Jewish Theological Seminary and which will honor Maximilian Moss, president of the Board of Education of New York. The affair will be held in the Hotel St. George, Brooklyn.

Wedding Bells

Announcement has been made of the marriage of W. Spencer Harrison, Columbia network attorney, to Margie Gibberson. The wedding took place April 25 in St. Louis, Mo.



"Our advertising costs too much!"

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

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

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

FM **AM**

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

BMB's Life Extended By Action Of Board

(Continued from Page 1)

contact BMB subscribers and get their opinions on the recent second survey.

No new meeting date for the board was set, but according to Judge Justin Miller, NAB president, BMB was "indefinitely extended." As for area reports which were considered, no comment was made.

The action of the BMB board will give BAM an opportunity to get organized and in the meantime, BMB will process and service the data of the second study. BAM, recently incorporated in Delaware, has held no meeting as yet and has not selected its directors.

Attending today's session in addition to Judge Miller and Dr. Baker were: Frederic Gamble, AAAA president; Paul B. West, ANA president; Roger Clipp of WFIL, Philadelphia; J. Harold Ryan, Fort Industry; D. E. Robinson of Price, Robinson & Frank; J. M. Allen of Bristol-Myers Company; R. K. Jewett of ANA; G. Richard Shafto of WIS, Columbia, S. C.; Don Petty of IAB; Lowry Crites of General Mills, Inc.; Melvin Brorby of Needham, Louis and Brorby; Alden James of P. Lorillard; Ken Godfrey of AAAA; H. M. Beville, Jr., of ABC; Laurence Casey, BMB counsel; Miss Linnea Nelson of J. Walter Thompson; E. P. H. James of Steuener Glass, Inc.; Albert Dempewolf of Celanese Corporation and Leonard Bush of Compton Advertising.

Coy To Deliver Address At June Confab Of RMA

Washington Bureau of RADIO DAILY Washington — FCC Chairman Wayne Coy yesterday released correspondence between himself and RMA President Raymond C. Cosrove revealing that he had accepted RMA's invitation to speak at its June convention as long ago as January 3.

Joins ABC Press Staff

New appointments at ABC's central division in Chicago include Bob Hill, former reporter with the Chicago Sun Times, appointed to the publicity department, and Don Carroll upped from within the ranks to the promotion department. Announcement of the appointments came from John H. Norton, Jr., ABC v-p in charge of the central division.

Brewery Buys Time

Recent sales at WCCO, CBS outlet in Minneapolis, include a full-hour weekly disc and sports show to the Hamm Brewing Co. Slated for the 10:00-11:00 p.m. time slot on Saturdays, the show features disc jockey-niece Ed Viehman. Babe LeVoor, Minnesota All-American football star, will give the sports news of the northwest.

Summer Hiatus

H. V. Kallenborn leaves the air May 26 for a summer hiatus until Sept. 11, his longest since he began broadcasting in 1922. During June and July, HVK will finish a book, following that with a trip to the West Coast and Europe to cover the hottest news spots in Aug., and early Sept. Richard Harkness will replace him for the summer on the NBC Mon., Wed., and Fri. newscasts and commentaries (7:45 p.m., EDT).

Holy Year Documentary Previewed Here By WOR

"The Holy Year in Europe," an hour-long documentary on the Catholic pilgrimages to Europe was given a special press preview yesterday at WOR. Broadcast has been set for Sunday, May 14, 9:30-10:30 p.m. Tied together in the single transcription were recordings of interviews and religious music from Europe's holy shrines. Special events reporter John Wingate acted in the capacity of producer-narrator in obtaining the verbal pictures of religious events at the shrines, including a visit to Vatican during one of the Pope's daily appearances to bless the thousands of visiting pilgrims.

Radio Journalism Awards Made By Sigma Delta Chi

Chicago—Radio journalism awards in three categories have been announced at the national headquarters of Sigma Delta Chi, professional journalism fraternity. Victor Bluedorn, executive director of the fraternity, said award presentations would be made individually by fraternity members in each city.

In "radio news-writing," Elmer Davis, ABC newscaster and commentator, won the "distinguished service award in American journalism" for his "consistent brilliant writing, reporting and analysis." The award for "public service" in radio journalism went to WTTS, Bloomington, Ind., for the program "School of the Sky," prepared by students of the Dept. of Journalism of Indiana University.

The best radio reporting of "spot news" was attributed to Sid Pietzsch, news editor of WFAA, Dallas, Texas. Basis for his award was an on-the-spot description of an airplane crash.

Community Sing On WCAU

Hal Moore, WCAU disc jockey, has been selected by Theodore Presser Co., music publishers and retailers, to emcee an hour-long community-sing program five times weekly, originating from the mezzanine of the music store. Designed to lure clerk and secretary trade during their lunch hour's, the "Sing for Fun" program (12:30-1:30 p.m.) will feature name musical guests and a barber shop quartet.

Four CBS Web Programs Renewed By Pillsbury

Pillsbury Mills, Inc., Minneapolis, Minn., has signed renewals for its four CBS radio shows, "House Party," "Cedric Adams," "Grand Central Station" and Arthur Godfrey, it was announced yesterday.

House Party starring Art Linkletter, and the Cedric Adams are five-a-week shows, 3:30-3:55 p.m. and 3:55-4:00 p.m. respectively. Grand Central Station is aired Saturdays, 12:30-1:00 p.m., EDT, and Pillsbury sponsors 15-minutes of the daytime Arthur Godfrey show on alternate days, 10:15-10:30 a.m., EDT.

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

Sterling Reports Profit

Net profits of Sterling Drug Co., large buyers of radio time, during the first quarter of 1950 were \$4,217,040, according to a report submitted to the board of directors recently by John A. Mulhern, treasurer. Result of the earning was an equivalent of \$1.07 per common share on 3,829,213 shares outstanding. Compared with the first quarter of last year, this is a drop in net earnings from \$4,323,963, or \$1.11 per common share.

Dividends on preferred stocks for the first quarter of '50 were \$103,705, as compared with \$106,226 last year. The regular quarterly dividend of 50 cents per common share was declared by the board payable on June 1 to stockholders of record May 18.

TSN Asked To Clarify Political-Time Policy

(Continued from Page 1)

way April 17 over protest by March, and that Gene Cagle, network president, had informed March they are in the public interest and "would continue free on a weekly basis until after the final filing date for Governor of Texas, which is June 4. The first primary is scheduled to be held July 22."

March said he is "the only active opponent of the incumbent Governor" at this time. He would not object to reasonable free time for the Governor to report to the people, but the present series is political, he said, and the Governor is spending his time working for re-election. "His speeches over this network are simply campaign speeches for re-election," he declared.

Stations Listed

The Commission asked the stations to reply by Friday of this week, with full details on the situation. Stations complained of include KRBC, Abilene; WRR, Dallas; KCMC, Texarkana; KPLT, Paris; KNOX, Austin; KFJZ, Fort Worth; KFRO, Longview; KGKL, San Angelo; KBST, Big Spring; KGVV, Greenville; KCRS, Midland; KMAC, San Antonio; KBWD, Brownwood; KTHT, Houston; KRIO, McAllen; KRRV, Sherman, and WACO, Waco.

The stars of today and tomorrow are

Yours for more Sales

... with the new era in Thesaurus

JIMMY LYTELL AND THE "DELTA EIGHT"

"Old New Orleans"

The new Thesaurus brings you bigger and better programming packages with top sponsor-appeal... top name artists! You get comprehensive programming, promotion, publicity, tie-ins, cross-plugs, sound effects... a steady flow of current tunes and material... network-quality production. Wire or write today for full details!



recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

CHICAGO

By HERB KRAUS

JOHAN AKERMAN, assistant general manager of WBBM, and sales manager Ralf Brent are spending the week in New York on business.

"The Senator Speaks," an appropriate election-year feature, was introduced over WGN Saturday. It will bring to the mike such sterling orators as Scott Lucas, Paul Douglas, Alexander Wiley, Joseph McCarthy, Guy Gillette, Bourke Hickenlooper, William Jenner, Homer Capehart, Arthur Vandenburg and Homer Ferguson, representing the upper house from Illinois and surrounding states, sometimes known affectionately as Chicagoland. The show can be heard each Saturday at 10:00 p.m.

Paul Gibson, WBBM's aphoristic philosopher, is on his way to Europe for a fortnight's vacation. Lee Adams of KMOX, St. Louis, will replace the distaff's delight for the duration. However, two of Gibson's daily five-minute segments have been transcribed for broadcast at 4:30 and 4:35 p.m. Monday thru Friday.

Irv Kupcicet has moved his WGN-TV "Request Performance" to Monday at 7:00 p.m., vacating the 6:00 p.m. Sunday spot made famous—and somewhat sacred—by Jack Benny.

Everett Clarke, dramatic lead on WGN's "Chicago Theater of the Air," will narrate Artur Honegger's oratorio "King David," presented by the Chicago Chorale at the Shubert Theater Sunday at 3:30 p.m. This is the initial production of the group which was organized to perform and promote contemporary choral music.

Gov. Sydney S. McMath, the Arkansas governor who achieved nationwide note a few years back as the head of a crusading group of ex-GI's who successfully fought an entrenched ozark political machine, will be heard on Bob Elson's "On the Century, Friday.

If any of you dear hearts and gentle readers around the Tribune Tower last week saw a dead fish walking around the corridors—this is to quiet all rumors: It was a five-pound wall-eyed pike being escorted thru the premises by promotion gal Rose Marie Sheehan, prior to being awarded to the winner of a fishing contest on Tom Moore's "Ladies Fair." It was the neatest piscatorial promotion of the week.

Charley Standard, client service exec for A. C. Nielsen during the past four years, has joined NBC television network sales staff in Chicago.

Available by Day, Week
or Month
Modern Sound Studios for
TV and Commercial Production

Sound, Lights, Cameras, Sets
Mannon Sound Stages
112 W. 89th St. TR. 3-1800
Geo. Orth, Mgr.



By SID WHITE

Man About Manhattan. . . !

● ● ● Our nomination for the best press release of the year is NBC's from H'wood denying the report that Sid Strotz was leaving the web. Most of it was too, too formal—but a Strotzian footnote added: "To his friends, Strotz said, 'It's a G—d—lie!'" That's Sid Strotz in a nutshell. He's made a career in the top-brass brackets of being a regular, down-to-earth guy. If you've ever seen him in his plush office, you know how he sits there with his feet perched on the desk, flicking cigaret ashes on the carpet—nonchalant as they come but with that nimble brain of his always in there punching. For more years than he likes to remember, he's been NBC's No. 1 trouble-shooter—first in programming, then in teevee, and all the time with the web's high-priced talent. The stars love him because he's the sort of veep Fred Allen WASN'T talking about. He speaks their language—in spades. In fact, about the only people we know who don't like the guy are a few over-confident gin rummy players.

☆ ☆ ☆ ☆

● ● ● Burl Ives was telling Robert Q. Lewis about his early days in N. Y. when he was down and out, according to Paul Denis. "After they discovered you," asked Lewis, "what did they say to you?" "They told me," retorted Ives, "that it's illegal to sleep on a park bench."

☆ ☆ ☆ ☆

● ● ● AROUND TOWN: Snow Crop will bankroll another Faye Emerson stanza with Arnold Bread retaining the current series. New Emerson show starts around June 7th. . . . Dave Garroway moves into town with his entire troupe Monday and will do his ayem show from here for the week. . . . If the TV nets get a new source of revenue via movie trailers, they can thank Columbia Pix for breaking the ice with their intensive TV ad campaign on "No Sad Songs For Me." It's got every film company in the biz preparing to step into the new ad medium. . . . Jimmy Fidler will soon be in video, but not for his present bankroller. . . . P & G quietly packing a flock of big film names for teevee. . . . In that wonderful hit, "Tickets, Please," Roger Price confides: "I wrote to Pres. Truman. In fact, I went over his head. I wrote to Gen'l Vaughn." . . . Carole Matthews leaving for the coast to do a picture. . . . Tom Slater, Ruthrauff & Ryan veep, leaves Friday for a 3-week vacation (combined with biz). He'll speak at five Universities. . . . Jack Barry's "Stars & Starters," skedded to tee off on NBC Friday p.m., has been postponed a week to make way for the UJA. New talent show preems May 19th with Basil Rathbone and Bert Wheeler as opening guests. . . . Frank McGrane, widely known in radio, handling TV contacts for Fox Feature Syndicate, Inc.

☆ ☆ ☆ ☆

● ● ● Joe Bolton, WPIX announcer, complained of stomach pains Sunday afternoon. His doctor sent him to French Hosp. for a blood count. Bolton returned to the TV station to do his telephone quiz sports program, "Batter Up." As the program went off the air there was a call for Bolton. It was from the hospital. He could answer the question—but he was still the loser. Of his appendix.

☆ ☆ ☆ ☆

● ● ● SMALL TALK: Carl King signed for series of 52 sports pix for TV. . . . Mike O'Shea (the writer-publicist has changed his first name to Sean for his screen debut in "Mr. Universe." Didn't want to conflict with H'wood namesake. . . . Comic Danny Shaw guesting on the Ed Wynn show tomorrow. . . . Butch Cavell on "H'wood Screen Test" Sat. . . . Doug Edwards insists he saw a charwoman cleaning a Radio City studio and asked her if she worked there regularly. "No," she replied, "I'm on sustaining."

NEW BUSINESS

WPEN, Philadelphia: Philip Morris for 52 weeks thru The Bio Company, Shuman Brothers for 52 weeks thru Shaw & Schreiber, Arid for 52 weeks thru Sullivan Stauffer, Colwell & Bayles, Inc. Borden's Ice Cream for 52 weeks thru Al Paul Lefton Co., Inc., Robert's Meat Packing Co. thru J. Cunningham Cox, Colgate-Palmolive, Peet Co. for 52 weeks thru Sherman & Marquette, Inc., Bristol-Myer for 52 weeks thru Doherty, Clifford & Shenfield, Inc., Commonwealth Optical Co. for 52 weeks thru Julia G. Pollock Co., Conti Products Corp. for 52 weeks thru Birmingham Castleman, & Pierce, Inc., and Parisian Clothes renew their hour-long program, "Parisian Kiddies Hour for another year thru Philip Klei Agency.

KOOL, Phoenix, Ariz.: "South Mountain Realty & Insurance Company—participation spots in "What Do You Think?"; 13 weeks, thru July 21. Arizona Rug & Upholstery Cleaners — participation announcements on Lorraine Hall's "Every Woman's World"; two weeks (extension of contract). . . . Phoenix Ministerial Association — religious program (5:00-5:15 p.m., Saturdays). Sunaire Company—30-minute recorded program, Sunday, 12:30-1:00 p.m., 26 weeks, thru Oct. 15. . . . L. B. Nelson—participation announcements in "What Do You Think?" Goettl Bros.—participation announcements, (extension). Phill Morris & Co.—"This Is Your Life" half-hour dramatic program, 7:00 p.m., Tuesdays, 52 weeks. Holbrook Cookies — participations: "What Do You Think?" thru May 18. . . . Liggett & Myers Tobacco Company—"Arthur Godfrey Show" 52 weeks, thru May 25, 1951 (extension). . . . Dr. Edgar B. Pease, participation anncts, 37 weeks, thru Dec. 30, 1950. . . . Lyle B. Hiner—participation anncts, program, thru June 3. . . . Ikard-McMindes Co.—participation anncts. Curtis Publication Company (Batten, Barton, Durstine & Osborne)—participation announcements on "Every Woman's World."

Can. Marconi Receives Large TV Equip. Order

Montreal—Details are disclosed the order received by Canadian Marconi Company for \$300,000 television equipment which will be supplied by its affiliate in England Marconi Wireless Telegraph Co. Chalmersford.

The equipment includes television cameras, studio control apparatus, film and slide projectors, and monitoring, synchronizing and control equipment. Manufacturer will start immediately with delivery scheduled to fit in with CBC plans to have its first TV stations ready the latter part of next year.

Worcester Radio Film Food Sales Promotion

(Continued from Page 1)

and raised in Worcester, registered hometown pride and was most convincing.

It was not the movie alone which charmed the New York time buyers, NBC executives, and the press. Cocktails were served in the Astor Gallery of the Waldorf-Astoria promptly at 12:15 and at 12:45 p.m. A luncheon (no chicken) got underway. The film story of Worcester took about a half an hour and at 2 p.m., the luncheon was over. As, as one newspaperman put it, "is something of a record as sales luncheon's usually drag on until mid afternoon."

Executives Present

Executives of WTAG and the Telegram-Gazette Publishing Company were present. Among them are E. E. Hill, Robert W. Booth and Herbert L. Krueger. Paul Rayner, station rep., and representatives of CBS were also on hand.

The film will be shown in key center cities with Krueger, commercial manager of WTAG, and Harold Manzer, business manager of the Worcester Telegram making the tour. Cities to be visited include Philadelphia, Boston, Chicago, Detroit, Los Angeles and San Francisco.

WTAG through the premiere of the picture demonstrated conclusively that good promotion is most effective. They proved too that a newspaper owned station can sell the combined circulation of radio and press without slighting the effectiveness of either medium.

P. S. A representative of NBC was present at the showing.

Decca Dividend Announced

Consolidated net earnings of Decca Records, Inc. for the quarter ending March 31, 1950 amounted to \$311,766 after provision of \$190,647 for income taxes. This equals 40 cents per share on 776,650 shares of capital stock outstanding at the end of the quarter and compared with net earnings of \$280,098 or 36 cents per share in the corresponding period of 1949.

Humor-Protection Forum Set

Sam Levenson, television comedian, will lead an open forum on "Protecting Original Comedy Material" at the Gagwriters Luncheon to be held tomorrow at Trader Tom's Steak House.

AGENCY NEWSCAST

... personnel, sponsors and notes

J. S. STOLZOFF, vice-president of J. Cramer-Krasselt Company of Milwaukee, will speak on radio at the Wednesday, May 31 session of the 46th annual convention of the Advertising Federation of America in Detroit. On Friday, June 2, Clarence Hatch, Jr., executive vice-president of D. B. Brothier & Co., Inc., will speak on television. On Friday afternoon, Frederic Schneller of Lever Brothers, T. Lee Brantley of Crowell-Collier Publishing Company and Frederic R. Gamble, president of the American Association of Advertising Agencies, will discuss advertising education with three professors and three recent advertising graduates. Other events at the three-day session include a variety show on Friday night at which stars of radio, screen and stage will entertain.

TRACY - LOCKE COMPANY, INC., Dallas advertising agency, today announced the renewal of another thirteen weeks of the Light Crust Doughboys radio program for their client, The Burrus Mills, millers of Light Crust Triple-Bonus flour. The program, which is one of the oldest in the Southwest (now in its 5,700th broadcast), is heard three days a week at 10:45 a.m., CST on about 150 MBS stations throughout the South and Southwest.

THE BORDEN COMPANY grocery products division to Duane Jones Company for Hemo and Instant Mix Hot Chocolate.

THE WORLD BROADCASTING SYSTEM, INC., announces the appointment of Samuel O. Carter, as sales representative. Carter will be assigned to the southeastern territory.

Religious Broadcasters Will Meet In St. Louis

The annual convention of the Catholic Broadcasters Association will be held in St. Louis, Mo., on June 30, July 1 and 2, according to a recent announcement by the Rev. Patrick J. Peyton, CSC, producer of the Family Theater and president of CBA. Site of the convention will be St. Louis University, where conventioners may utilize the facilities of the Institute of Speech and Communication Arts and station WEW. Rev. Eugene Murphy, S. J., director of the "Sacred Heart Hour" programs, will serve as general chairman.

Simultaneously, Father Peyton announced the election of the first woman member to the board of directors of the association, Mary O'Hara, a charter member of the Catholic Forum of the Air, Wilmington, Del. She will also act as a member of the executive committee, representing radio programs produced by the laity.

NOBLITT-SPARKS INDUSTRIES, INC., manufacturers of Arvin radio and TV sets, have scheduled a heavy advertising budget for their products from September thru December of this year. Roche, Williams, & Cleary, Inc., Chicago, is the agency which handles the account.

THE TAYLOR COMPANY, INC., radio station reps, have moved to 488 Madison Avenue. New phone number is MUrray-Hill 8-1088.

TELECTRON COMPANY, manufacturer of television interference absorbers, to Weinberger-Myers.

ELLEN STERN has joined Emil Mogul Company, Inc., as assistant to the president, in charge of radio and television. She was formerly publicity director of KPIX-KSFO, San Francisco.

ED BENDER has been named the assistant program director and Frank Tomaselli, production manager, of WINS in New York. Bender joined the station in 1945 as news editor and in 1946 was named night supervisor. Tomaselli has been in the music department of the station since 1947 and was formerly with J. Walter Thompson.

WINS Gets Injunction Against AFM Pickets

(Continued from Page 1)

station and the union expired on March 31, WINS stated that it had no further use for live music. The union began picketing the station and other places where remotes were held and called the action a lockout.

A temporary restraining order was issued by the court against the AFM on April 21 and a hearing was set for May 1. The decision of the hearing was announced yesterday. The union states that it will file an appeal.

Admiral Production Up

Chicago—Production of TV receivers by Admiral Corporation for the second quarter of 1950 is expected to be up 30 per cent over the initial three months of the year, according to Ross D. Siragusa, president. By October the firm expects to be turning out 115,000 sets a month.

Forbes Named

Howard J. Forbes has been appointed commercial manager of WGTM, Wilson, North Carolina, effective at once. Prior to his present affiliations with WGTM, he was sales manager of WSAR and commercial manager of WVVW.

WISE advertising

KDKA programs sure ring the bell... on the cash register! For example, William H. Wise & Company, Inc., recently used two late-night fifteen-minute programs to advertise home reference books. Investment, \$240. Result? Approximately \$4,500 worth of business! And Wise's vice president, Fred C. Breismeister, wired KDKA:

Congratulations on splendid job your station is doing on our books. If you have other availabilities comparable to spot buys we are now using, please have rep advise our agency, Thwing & Altman, immediately.

Interested in results like that? Contact KDKA or Free & Peters!

PITTSBURGH 50,000 WATTS NBC AFFILIATE KDKA

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

ONE MINUTE TV FILM FOR LOW BUDGET ACCOUNTS \$150.00

FILMACK

1337 S. Wabash, Chicago

Methods Of Dealing With TV Owners Disclosed

Cites Instructions Of TV Service Employers

(Continued from Page 1)

repair: If I ever worked on a bench, and if so, would I start Tuesday morning, working on the bench. The important question at this point was: has he got his own repair tools, and this was a basic requirement.

On Tuesday morning, I was immediately placed on the bench and was handed my first job. Inspection of the set revealed it needed two small tubes. I asked the foreman where he would get these tubes and was politely told, "We don't happen to have them in stock, but don't worry about them. Look on the rack and you will find 60 sets which need repair. Just take them out of those sets and let's get rid of this darned thing."

"None of My Business"

I asked the foreman why, with such a minor job, the set had to be brought into the repair shop when these two tubes could have been placed in the set at the home of the owner and was politely told that that was none of my business.

This seemed a very silly thing and I started discussing this and other points of view with the other repairmen and found the basic reason why these sets were taken out of the home was the fact that the "screwdriver mechanics" who are sent out to visit the homes would not know whether the tube would be good or bad and if it was not a simple operation, he was told to drag out the set and bring it into the service headquarters.

Exchanges Views

I was one of three servicemen who had tube-checking equipment and this organization employs 33 men. At lunchtime, I chatted with some of the men and got their background as to where they were taught their trade, how they came into the job and what the requirements of a good mechanic were, and was told by these fellows that they had very little experience but since the firm didn't pay too much and as long as they owned a screwdriver and a car, they were set.

Wednesday morning I was removed from the bench and asked to take over the outside repair work. I was given a list of fifteen homes and started to make the rounds. I was greeted at the first door by a charming, elderly woman who started to cry the minute I arrived about the terrible service she had been getting for the past four months. In fact, she owned the set for five months and actually had the set in operation for six weeks. The rest of the time, it was in repair at the service station.

Solution Simple

After checking the set, I found a very simple solution to the customer's complaint and after I had the set in working order, the woman

ADVICE TO TV INDUSTRY

Editor's Note: The three weeks experience of our technician-investigator resulted in his drawing several conclusions regarding the TV service situation in the New York area. These conclusions, directed to both the manufacturer and the retailer of TV receivers, follows:

"Action is necessary to stop these companies from fooling the public. There is little a contract customer can do after he has paid for and signed his service contract to get service as advertised. The customer's only redress is going into court and this should be taken into consideration by every manufacturer of television equipment because this growing evil is getting worse every day and unless the manufacturer steps in and decides to do something about protecting his good name, the TV industry will be faced with a very horrible problem in sales. The word is spreading from home to home and the manufacturer will have to develop some better scheme of service than allowing these service organizations to fool the customer, which, after all, makes a set owner feel that the set he has bought has been a bad buy."

was so delighted that she handed me a five dollar bill as a tip.

"Crank Call" Home

The second call was returning a set that had been repaired at the repair station and found that this receiver had been in repair six weeks. When I arrived at the home, I was almost shot because after putting the set up, it was not working correctly. I was told by the owner of the set that after constant re-calls were made in this case, the condition had still not been corrected and evidently, according to the card that went along with the set, it was marked "C C Home," which, in the vernacular of the repairman, was called "Crank Call."

Urged To Speed Up Calls

After making nine out of fifteen calls, which ended at 6 o'clock that evening, I got back to the office where I was given a lecture emphasizing that no call should take more than fifteen minutes. "If it takes more than fifteen minutes, threaten to yank the set out of the home and if this doesn't work, yank the set and put it in your car and when they get around to it, they will fix it," I was told. I learned it was more important to most servicemen to make the calls with the hope that the party was not at home so that they could leave their card. This would show that they were getting excellent service and that they should stay home for the repairman.

Must Placate Customers

The repairman is instructed to placate the customers as best he can with ridiculous lies. Having felt sorry for this second home that I visited, I tried to figure out some way of getting a part that was necessary to fix this set and was told by the manager that a little common sense should tell me that repair parts are not easy to find and that stalling these people for an extra few weeks will not hurt the contract because there is no cancellation clause and why should we have to worry about renewals now when

we are being pestered to death to take on new business every day.

The fourth day on the job, I was given a list of 12 homes. These were in a district which was harder to find and also quite a distance between homes and my first case was a Frenchman new to the country, who had taken out a yearly contract for service. This man had waited 3½ weeks for service and after the call was made, his set was taken to the shop. He had used the set for one week and the service organization had held the set for three weeks and, on receiving the set in his home, it was still operating badly.

Threatens Law Suit

This man had threatened a law suit and I was sent on the job to placate him. This was a pretty rough session for a half-hour, but he did agree to allow me to look at the set and I found a simple short circuit caused by a loose wire, which was the cause of the trouble. After fixing this, the man was so grateful that he, too, handed me a five dollar tip and dropped the law suit.

The second call was to a home who owned a combination TV-phonograph-radio set. This owner explained her problem as follows: Something went wrong with the arm of the phonograph and she called for a repairman. After two weeks, this man showed up and he removed a part and installed another. There was still something wrong with it so it took five days and another man arrived and removed a part and installed another. This went on for four months but she just couldn't get anybody to do a job that would make this phonograph work.

Another Law Suit Killed

After carefully checking the set, I found that a needle on the phonograph had been broken and by breaking, had bent the holder of the needle to such an extent that it impaired its efficiency. After a few minutes of work, this set, too, was placed in complete repair to the entire satisfaction of this woman who

Gives Reports Of Customer Calls As Examples

had already sued the company and she agreed to drop the case.

Another "C.C." Call

The next call was a customer who reported to me that he had spent two dollars for telephone calls before a man appeared at his home and the usual thing happened. The young man with the screwdriver arrived and did the usual threatening that he would have to pull the set out and also, this case was a "crank call, which is a crank call.

The trick that's used by these organizations of threatening to pull the set away from the home is the thing that saves them from more law suits because the owner hopes that although his set is not working perfectly, over a period of time one of the servicemen will have sufficient knowledge to repair the set.

On my next visit, I arrived at the home and the complaint was that a 12-inch tube set was taken out of the home and a 10-inch tube was brought in after repair. He demanded his set back and after three weeks of trying to locate this set they still could not find it. The owner sued and it is now pending in court.

Tips Ran High

After working the complete week I had visited 44 homes in 4 days and earned twenty-four dollars in tips. These tips were given to me because I knew what I was doing and because I completely satisfied the customers.

Before resigning on Saturday evening, one of the bookkeepers of the outfit stated that in this particular month, they had 77 law suits.

I resigned on Saturday and joined Company 2. The instructions were: Don't spend any more than 35 minutes on a complete call, which includes the ride to the man's home and I was instructed not to worry too much about making a good job of it. Calls are the important thing. This was emphasized for twenty minutes and I also was given a complete lecture that about 90 per cent of the people were cranks and use old-fashioned diplomacy in satisfying them. Conversation is more important than repair were the firm instructions.

Hangs on to Wrong Set

Given a list of calls I arrived at the first home and found that the service organization had made a sloppy error. They had returned a projection set to a customer in exchange for a 16-inch tube set which the party had really owned. The customer had had no television at his home for three weeks and demanded that they return the 16-inch tube set before he would give up this projection set.

I had been instructed to take the set out because there was a threatened law suit from the owner

(Continued on Page 8)

TELEVISION DAILY

Continuation of RADIO DAILY, Wednesday, May 10, 1950 — TELEVISION DAILY is fully protected by register and copyright

TELE TO HIT \$2,000,000,000 IN '50

TELE TOPICS

"STARLIT TIME," a DuMont Sunday afternoon presentation, is no better or any worse than a good many times currently being offered video view-around the channel dial. It is an innovative offering which the network programming officials recently — and with some wisdom — cut from an original two-hour format to its present-day one-hour production. Regularly featuring Bill Williams and Holly Harris, the program's redeeming feature is that it provides a showcase for some likable and likely big talent. On the debit side, however, there is nothing about the program that makes you WANT to see it all the way through. The viewer has the feeling at just any time during the proceedings that it will be okay to walk out to the men for a can of beer.

BANK FARRELL, the cafe society and chat-columnist, is reportedly preparing a new TV show which will deal with social events and commentary. The first broadcast will feature the opening of the St. Lambert, Inc., crystal ware salon. "Talent Parade" has been renewed on WOR-TV with a time and day schedule shift. . . . Feature and "sub-feature" at Pimlico will be telecast by PAR-TV for the run of the 21-day season. . . . "Betsy Brewster's Kitchen," a new program over WABD will be banked by the Telex Promotions Corporation. . . . Stanton Osgood, CBS-TV coordinator of production services, leaves for two weeks of active Navy duty over the weekend. While in uniform he will supervise the application of video for large scale training of personnel should such an occasion as a national emergency arise. . . . Smith has been named manager of operations at WCAU-TV. . . . Eddie Condon, the jazz-man, will kick off CBS-TV's new "Floor Show" program on Saturday.

NDTV REPORTS that the Florida Power and Light Company is backing up video dealers with large-scale production of the TV medium. . . . The WPIX "Steele Show" will be the debut vehicle for the Comedy Stock Clinic Company featuring members of the Gagwriters Guild. . . . That station, incidentally, has run filmed versions of the races at Belmont Park starting Monday, and later at Jamaica meet. Program will be called "Today's Racing." . . . The Girls of America have cited Gertrude Berg as "setting an outstanding example of neighborhood" via her Molly Goldberg characterizations. . . . Warren Hull replaces Ruffner as emcee of WOR-TV's "Talent Parade." . . . KGO-TV premiered "Saturday Night Jamboree" last Saturday. The show features Bill Bozarth.

New Property And Costume Firm

Inauguration of a new service for directors and producers of video programs involving \$35,000,000 worth of costumes, props, sets, furniture, title cards, film clips and other production material, has been announced by L. J. Dahlman. Additionally, he said, he will also service producers and directors with make-up and hair styling. Dahlman has acquired rights to 1,500,000 "hitherto unused costumes," 70,000 square feet of properties, 35 rooms of furniture containing 5,000 pieces, 10,000 square feet of special effects and electrical equipment, 2,000 drapes and 250 straight drops. His service, says Dahlman, will offer directors and producers greater flexibility and variety in their productions and will be available at rates considerably lower than those prevailing for what he terms inadequate materials. Dahlman was formerly a video director.

Two-Way Television To Get Chicago Test

Chicago—Tens of thousands of people unable to jam their way into the 25,000-seat Chicago Stadium to celebrate the Jefferson Jubilee, starring President Truman and his cabinet, Monday evening, May 15, will be given an opportunity to view the proceedings via two-way television—a combination of video and walkie-talkie—which will be getting its first large scale try-out at the pageant.

Termed "video talkaphone" by its manufacturer, the two-way television will make it possible for observers outside the stadium and along the route to view the stage spectacle as well as the introductions of distinguished visitors as they are picked on the floor of the house.

TVA Follows SAG; Seeks NLRB Action

Following the recent action of the Screen Actors Guild, which asked recognition as bargaining agent for performers engaged in the making of films for TV use, Television Authority yesterday filed with the NLRB here a certification petition requesting the creation of a single unit covering all talent engaged in national TV programs, however presented.

The SAG petition was filed on the West Coast last week.

The petition affects television networks, their affiliated stations, producers of TV programs or portions thereof, including commercials, advertising agencies and sponsors of programs telecast in New York, Chicago and Los Angeles.

Philadelphia Is Sold On TV As An Educational Medium

Columbus—Philadelphia is "completely sold" on television as an education medium, Louis P. Hoyer, Phila., superintendent of schools, told the closing general session of the IER here. He was one of four speakers on a panel that considered the part radio and television should take in schools and colleges.

Hoyer underlined a "challenge to educators" to learn to use TV. In the question period, he told that 40 schools in Philadelphia are equipped with TV sets bought and donated by various PTA's; he recommended 16-inch screen receivers for present classroom use; and said that educators took the initiative for the cooperative arrangement now in effect between the schools and TV stations in Philadelphia.

President Howard L. Bevis, of Ohio State, presided at the session. The other speakers were: Richard

Hull, Iowa State College, director of radio and TV; J. Max Bond, president-elect of Liberia College, Monrovia, Liberia, and William B. Levenson, assistant superintendent of schools, Cleveland.

Kenneth Bartlett, director of radio and TV at Syracuse, was called upon during the discussion session to outline the procedure being followed by his school which owns and operates the studios while commercial interests contract with them for the use of studios. Bartlett was the discussion leader.

Speaking from the audience, H. V. Kaltborn, NBC commentator, expressed interest in the Iowa State TV station—only one operated at present by a college or university. He asked Hull some questions about the initial cost and Hull replied that \$250,000 would not duplicate what the university has built.

Cramer Says Sales Could Hit Six Million Sets

(Continued from Page 1)

pee, yesterday told a group of local television dealers here. Cramer said that within the next two years video would be one of the top ten industries in America.

"The tremendous impetus of television on the American scene has provided a bulwark for the American economic system during a post-war era which economists predicted would be a slump period," Cramer said.

Pointing out that never before in American economic history has an industry grown so fast as television has, Cramer said that video receiver production and sales might hit the 6,000,000 mark some time before the end of the present year.

He said that the total investment in the country in television was currently "in excess" of 2.5 billions of dollars and said that by the end of the year the investment figure would reach 4.5 billions.

Stresses Its Advertising Value
Cramer predicted that the impact of video as an advertising medium will stimulate business activity ten to 15 per cent. Currently, he continued, more than 2,500 business firms are advertising and merchandising their product via the video medium.

Cramer took a shot at the FCC CP "freeze" and said that he did not believe it likely that the "freeze" would be lifted to permit new channel allocations until 1951. Issuance of new construction permits would probably occur about the same time, he said.



CRAMER

NBC Exclusive

President Harry S. Truman's address at a session of the National Democratic Party Conference and Jefferson Jubilee Rally will be carried exclusively by NBC over the television network Monday, May 15 (11:30 p.m. EDT).

The program will originate in the Chicago Stadium. It has been announced.

COAST-TO-COAST

WFIL Promotes Charity

Philadelphia, Pa.—WFIL performed a service for the shut-ins on May 3rd, when it provided a mobile unit for a parade sponsored by the "Flowers for the Flowerless" committee. The sound truck was used for public address announcements on behalf of the drive during the course of the parade through the central-city district.

KFYR Names News Editor

Bismarck, N. D.—KFYR Manager F. E. Fitzsimonds has named Jack Swenson, news editor of the station. Full-scale expansion of news facilities at KFYR is planned. Swenson was formerly news editor at WDAY, Fargo, and news and special events director at KVNJ, KVNJ-FM, Fargo, until it ceased operations last December 31.

Named To Citizens Committee

Brookline, Mass.—Benjamin Bartzoff, executive vice-president and general manager of WVOM, 24-hour independent radio station, has been appointed to the State Citizens Committee for Public Health by Governor Paul A. Dever.

Six Join WRCO Staff

Richland Center, Wis.—New people have been added to the engineering and production staffs of WRCO, according to Thomas R. Kelley, general manager. New employees include Don Northrup of Minneapolis, George Boss of Saginaw, Mich., and Bert Claudy of Chicago; also announcers Larry Kelly of Minneapolis and Joseph Kopp of Rhinelander, and news editor, Shulom Kurtz of Denver.

National Hospital Day Observed

Hempstead, L. I.—The story of how a crippled man learned to walk through the miracles of modern surgery will be told in a special program observing National Hospital Day Monday, May 15th at 2:45 p.m., over WHLI and WHLI-FM. Taking part in the broadcast will be Dr. O. C. Hudson, chief surgeon at Nassau Hospital, Mineola, and the man whom he enabled to walk again, Victor Cruz. Also on the same program will be Judge Leone D. Howell, surrogate of Nassau County.

WCSS "Oscar" Awards Set

Amsterdam, N. Y.—WCSS has announced the presentation of "Oscars" to the four young people receiving the most mail votes for their work on the weekly "Youth Forum of the Air." Each week a panel of local youngsters discusses important topics of the day. Listeners are asked to write in voting for the participant who in their opinion, did the best job. The votes have now been tabulated and the top four will receive these bronze "Oscars" at a special dinner.

Inside Story Of TV 'Service' Revealed By Set-Repairman

(Continued from Page 6)

this set and it had to be delivered that day, but I failed and reported same to my office. This was not a case where diplomacy could be used, it was a question of delivery of this man's set or he would not allow you to move anything out of his home.

Lacked Proper Tools

Call No. 2 was an antenna problem because the set could only give the owner three stations and since I did not have the required tools, such as ladders, etc., I left this person, who was in a terrible huff because she claimed that 4 servicemen had reported to her that each man was not prepared to do the job.

Call No. 3 was an address that was wrong and after 40 minutes of driving, I found that the party had moved and the service organization was instructed that the set had to be re-installed in a new home, but whoever made out the slip had been in error and it was a waste of time.

Gets Another Lecture

After making the calls, I arrived back at the service organization headquarters and was given another lecture that I was wasting too much time on each call and was warned that unless I made these calls much faster, they would fire me the same as they had that preceding Saturday let out 11 men. I was also told that I had better get to be a better diplomat because I didn't solve the problem of getting that set out of the man's home and the reason why I didn't was that I wasn't using good diplomacy.

After working the full week and completing 60 calls, the over all picture for this company was mass production and the manpower employed need lots of schooling. To average 12 calls in an 8-hour day is an impossibility because in each case, the repairman has to waste fifteen minutes on the diplomacy end of it and this certainly eats up the allotted time of fifteen minutes per call.

Instructed To Lift Parts

The bench repairmen who are instructed to fix 8 sets in 8 hours also have their trials and tribulations because in 5 out of 8 sets that are to be repaired, the parts are not available and they have to steal parts

from sets that are on the floor in order to make a set work. This eats up a lot of time and by stripping these other sets of parts, you can imagine the trials and tribulations of the poor repairman when he has to fix the set that has been stripped.

Misrepresentation Charged

Advertising is a major part in these companies to procure new customers. Their outside offices are plush and hold the latest equipment, but the 24-hour service call advertised by them is fraudulent and could never be carried out. These expert repairmen and expert equipment which is advertised is not available in the shop because the shop was bare of good testing equipment and it was up to the men to either have it with them or the testing had to be done by guesswork.

Takes Third Job

I resigned on Saturday and joined Company 3 on Monday and was given the usual rules and regulations, such as 30 minutes on a complete call; don't waste any time; use good diplomacy, etc. After making 69 calls for this organization, I found that they had 113 law suits and that this company was the exclusive installation and service organization for one of the largest department stores in the City of New York. The threatened law suit to the department store was enormous to the extent that the general manager of the store was on the verge of cancelling their contract with the service organization and building their own repair and installation setup.

Store Becoming Fed Up

This has been borne out by a telephone call to the store and they also told us of their trials and tribulations in selling TV sets to the extent that they felt it would be more profitable to drop the sales rather than continue on in this highly unprofitable business.

The department store executive also stated that they had enjoyed a reputation of honest dealing with their customers over a period of thirty years and the television sales, because of the repair and service, has been tearing their reputation to shreds.

Buys Canadian Site

Montreal — Canadian Admiral Corp., has purchased a 12-acre site on the Lake Shore Road at Lakeview, Ontario, where work is to begin immediately on construction of a one-story factory building containing 55,000 square feet of floor space. The structure has been so designed that it may be readily expanded at any time. The new plant is expected to be completed in November, so that production of the firm's radio and television receivers and automatic-record player combinations may be expanded to keep up with the current demand.

Fonda Recording Series

Henry Fonda, star of Broadway's "Mr. Roberts," has been procured by the National Tuberculosis Association for narrations of a series of 13 transcribed radio shows titled "The Constant Invader." The 1950 series of transcriptions marks the fifth time the NTA has produced the "Constant Invader" series depicting true stories of TB victims and illustrating modern methods of controlling the disease. Fonda is supported by 45 radio actors and actresses. Hu Chain is writer-director of series for fifth time, Ben Ludlow composes and conducts.

PROMOTION

Four-Station Cooperation

The four local stations of Baton Rouge, La.—WLCS, WJBO, WAJ and WIBR, have combined efforts a window display at a downtown store that turned its windows over to local industries for one week. A flat map of the world formed the background for the display, with capital cities of the world marked by clocks giving the correct time each city. Ribbons were strung on the map from each capital. Baton Rouge, which was marked by the call-letters of the four stations. Demonstrating the news-gathering facilities of the four stations, a map was supplemented by announcers from each station alternating simulated broadcasts via a public address system to the street. AP-UP news machines were placed near enough the windows for passerby to read incoming teletype.

New Juvenile Series

A new juvenile series of quarter-hour transcriptions titled "The Adventures of Sunny Bear" has been readied by Kasper-Gordon, Inc., Boston. Initial unit has 78 episodes with provision for the series to continue to 260 or more programs. JJ Deal, who created the show, writes, produces, and acts in the role of Sunny Bear's best friend—Sole Bear being a roly-poly polar bear cub. Several episodes will be transferred to LP discs for sale throughout the country.

Free Weekend Trip

A free weekend trip to Hollywood with all expenses paid visits to the glamour spots includes the prize offered in a WTAM Cleveland, contest. In cooperation with Campbell Soup, sponsor of Walter O'Keefe's "Double or Nothing" program, NBC's own and operated WTAM is awarding the Hollywood weekend to winners and a local program at WTAM. Contestants are being asked to make a statement of twenty-five words to which WTAM artist they'd like to be on "Double or Nothing" in Hollywood and "why." Entries and stars at WTAM who will be the subjects of contestants' letters are: Jim Chapman (Modern Family), Jay Miltner (Musical Club), Bob Reed and His Talking Pictures, Tom Haley (Off the Record), Mildred & Gloria (Woman's Club of the Air).

New Twist

The familiar "box-top" offer has been given a new twist in Standard Brands for its Tender Leaf Tea. Through its radio and newspaper advertising, Standard Brands is offering a full-size jar of Tender Leaf Tea to anyone sending in a tea or tea-bag box-top—free any brand.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 51, No. 29

NEW YORK, THURSDAY, MAY 11, 1950

TEN CENTS

TV-SERVICE INVESTIGATIONS PLANNED

Color-TV Hearings End; FCC Asks Findings

Wants All Parties To File Detailed Conclusions

Washington Bureau of RADIO DAILY
Washington — With cross-examination of CTI witnesses ended for May 25 and 26, the FCC yesterday closed the book on its voluminous color-TV hearing. The proceeding, which started September 20 of last year and has resulted in millions of words of testimony, is the first phase of the over-

(Continued on Page 8)

Barry Appointment Confirmed By NBC

NBC yesterday confirmed the appointment of Charles C. Barry as vice-president in charge of programs of the radio network. Barry, who is named as vice-president of ABC in charge of programs, will report to NBC on June 5th.

In his new post Barry will be in complete charge of all programming

(Continued on Page 2)

Provisions Of Pope Estate Made Public Yesterday

Four-fifths of the estimated \$5,000,000 estate of the late Generoso Pope is reported to have been bequeathed to the Generoso Pope Foundation, Inc., for charitable, philanthropic and educational purposes

(Continued on Page 8)

Pals Of PAL

The campaign of PAL — the Police Athletic League — will be aided all next week by the regular stars of WCBS. Jack Sterling, John Reed King, Phil Cook, Margaret Arlen and Bill Leonard each will devote a day to plugging the drive for the cops' kiddies-aid organization. Each will dedicate his or her stint to one of the city's five boroughs.

News Services Report TV Exposé

News wire services yesterday carried accounts of RADIO DAILY'S exposé of TV set-service abuses and one news service instituted a survey in several television station cities to ascertain if the same conditions existed elsewhere. In addition, the TV technician's report was given wide coverage by radio stations throughout the country. Wire services using the story were Associated Press, International News Service and United Press.

Webs And Stations Cover Well Tragedy

On-the-spot recorded interviews with Dominick Atteo, who died yesterday while trapped in an abandoned Brooklyn well, were broadcast during the day by networks and New York stations. Atteo, who died in the late afternoon, was recorded at various times during talks with his wife, with Dr. Harold Berson, the interne who attended him during Tuesday night, and the priest who delivered last rites, Rev. Patrick O'Connor.

Newsmen from NBC were on hand

(Continued on Page 8)

FCC Refuses To Reopen Lima (O.) License Dispute

Washington Bureau of RADIO DAILY
Washington — The FCC announced yesterday that it will close the book on the motion of Skyway Broadcasting Corp. to block the license of WIMA, Lima, O. Northwestern Ohio Broadcasting Corp., permittee of WIMA, is charged with having tried

(Continued on Page 2)

ANA President Gives Advertising Advice

Worcester, Mass. — Advertising people can do three things to lessen the incoming number of laws and rulings regulating advertising, Elon B. Borton, Advertising Federation of America president, declared in an address delivered before the Advertising Club of Worcester.

The three points were: more industry policing of occasional cases of advertising abuses to remove the incentive and alibis for such regulations; watching constantly for measures affecting advertising; and

(Continued on Page 2)

Begin Hearing Anew, Richards Counsel Asks

Washington Bureau of RADIO DAILY
Washington — Charging that newly appointed examiner, James Cunningham, cannot properly evaluate the "demeanor evidence" in the Richards hearings thus far, counsel for G. A. Richards asked the FCC yesterday to begin all over in the

(Continued on Page 4)

Philco Sales Set Record; Credit TV With Increase

"Sales and earnings of Philco in the first quarter this year were the largest for any initial three months in the company's history by a wide margin," William Balderston, president, reported yesterday. Sales of Philco Corporation totaled \$79,487,000 in the period, compared with \$53,006,000 in the corresponding three months a year ago. The increase totaled \$26,481,000 or 50 per-

cent, Philco's prexy commented. In attributing the increase in large part to sales of television receivers, the president said that "even after production had been increased several times, it was necessary to continue to allocate the available supply."

Philco achieved a weekly output of more than 20,000 receivers during

(Continued on Page 2)

RMA And TBA Mull Revelations Of Survey

Following revelations of shoddy practices in the servicing of TV receivers in New York area as revealed exclusively in RADIO DAILY yesterday, officials of the Radio Manufacturers Association and Television Broadcasters Association took steps to investigate and to correct the meth-

(Continued on Page 7)

Radio Set Sales Up In Canada Provinces

Montreal — Sales of radio receiving sets in Canada in February moved up to 47,655 units valued at \$4,106,580 as compared with 44,268 units at \$3,328,642 in the corresponding month last year. Sales in the first two months of this year were up slightly to 85,467 units valued at \$7,136,390 as against 85,062 worth \$6,636,912 in the similar period of 1949. Increased sales were recorded

(Continued on Page 8)

Lux Theater Continues To Lead Evening Ratings

Lux Radio Theater continues to hold down the top spot among evening programs, according to the national Nielsen-ratings released yesterday for the week of April 2-8;

(Continued on Page 2)

20th Anniversary

Twenty years of broadcasting have been chalked off by WCSC, Charleston, S. C., as of May 14. Announcement of the anniversary was made by John M. Rivers, owner-manager, who recalled the station's growth from a 500 watt station with four employees in 1930 to its present stature as a 5000-watt affiliate of CBS, now employing 28 staffers.

RADIO DAILY



Established Feb. 9, 1937

Vol. 51, No. 29 Thur., May 11, 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
Ethel Rosen, Office Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

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

CHICAGO BUREAU
Herbert M. Kraus
Suite 1325, 188 Randolph Tower
Phone: Dearborn 2-1414

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

ROME BUREAU
John Percleari
Ludovisi 16

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

FINANCIAL

(May 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	117 1/8	113 3/4	113 3/4	- 1/8
Admiral Corp.	32 1/8	31	31	- 1/8
Am. Tel. & Tel.	158 1/8	158	158	- 1/8
CBS A	35 1/2	34 1/4	35 1/2	+ 1 1/4
CBS B	35 1/2	34 1/4	35 1/2	+ 1 1/8
Philco	47 1/4	45 1/2	45 1/2	- 1
Philco pfd.	94 3/8	94 5/8	94 5/8	+ 1/8
RCA Common	20 1/2	19 3/4	19 3/4	- 3/8
RCA 1st pfd.	78 3/4	78 1/4	78 3/4	- 1/4
Stewart-Warner	18 3/8	17 1/2	17 1/2	- 1/4
Westinghouse	35	34 5/8	34 3/4
Zenith Radio	57 3/8	55 1/8	55 1/4	- 1 1/2

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	4 1/2	4 5/8
DuMont Lab.	21 7/8	22 7/8
Stromberg-Carlson	15 3/4	17 1/4

Stork News

David C. Adams, assistant to the executive vice-president of NBC, is the father of a boy born this week to Mrs. Adams at Peekskill Hospital. Baby will be named Jonathon.



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.
850 W. 4th St., New York 14, N. Y.

FCC Refuses To Reopen Lima (O.) License Dispute

(Continued from Page 1)

to sell its frequency to Skyway at an exorbitant price after Skyway lost out in its bid for a station at Columbus, O. The two applications had been considered together, since they were mutually exclusive.

Skyway has already been turned down by the U. S. Court of Appeals, having gone to court following its turndown by the FCC.

Northwestern Ohio has denied the charges by Skyway that it tried to peddle the frequency at a substantial price, and the Commission finds that "there is no definite proof to controvert the varying and conflicting statements of the parties and of the brokers. For this reason we do not believe that a hearing would serve any useful purpose. The proceedings . . . have been aggressively contested by the parties for a period of approximately four years . . . we believe that after four years of controversy . . . the dispatch of our Commission business justifies an end to this controversy at this time."

Commissioner Robert F. Jones, whose home is in Lima and who was a member of the group which originally filed for the WIMA license until his appointment to the FCC, did not participate.

Barry Appointment Confirmed By NBC

(Continued from Page 1)

activities of the NBC radio network, Joseph H. McConnell, NBC president, explained. He will report to Charles R. Denny, executive vice-president.

Announce New Accounts

Nineteen new advertisers were signed by the Storecast Corporation of America during March and April, the company reports. Sponsors added since the first of January now number 44.

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, Mgr. Director: N. Y. 19

Lux Theater Continues To Lead Evening Ratings

(Continued from Page 1)

the CBS show declined 3.4 points from the previous week but led with 20.9. Jack Benny (CBS) followed with 19.3 and Godfrey's Talent Scouts (CBS) were third at 17.8.

Others in the top ten were: Bing Crosby (CBS) and Fibber McGee & Molly (NBC) tied at 17.0; Amos 'n' Andy (CBS) and You Bet Your Life (CBS) at 16.9; Walter Winchell (ABC) at 16.4; My Friend Irma (CBS) at 16.0; and Charlie McCarthy Show (CBS) at 15.4.

ANA President Gives Advertising Advice

(Continued from Page 1)

helping legislators and bureau officers understand better the place of advertising in our economy.

Borton said measures come from two sources: laws and bureau rulings. The latter is more dangerous, he warned, because they are less publicized and often carry no right of appeal to the courts.

Advertising associations must be constantly on guard since laws often come up unexpectedly, he said. A rider on the Federal Bill to lift taxes on oleomargarine, providing for \$5,000 a day fines on FTC cease and desist order was cited.

Philco Sales Rise, TV Production

(Continued from Page 1)

March in what was believed to be new production record for the industry. The net for the first quarter totaled \$4,074,000, equal to \$2.33 share on common stock.

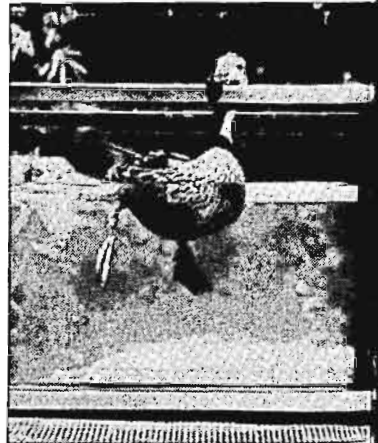
Speaking of color TV, Balders said his company would be ready to put color receivers on the market at least as rapidly as any other manufacturer in the industry" when the FCC sets the standards. He said such system should be compatible with black and white and that such a system is attainable.

Takes CBS Coast Post

Hollywood—William H. Tankersley, former vice-president in charge of sales and promotion for Story-World, Inc., became KNX-Columbia Pacific Network merchandising manager May 1, it was announced by McArthur S. Jones, general manager of KNX and the Columbia Pacific Network.

Tankersley, who will work under the direction of Ralph Taylor, Columbia Pacific Network promotion director, brings over ten years of experience in radio to his new post. He replaces Arthur M. Mortensen who was named an account executive for the network last month.

Too wet for the duck



The water in this tank has been treated chemically to make it "wetter"—more effective in fire-fighting. And the poor duck finds that it's harder for him to keep afloat in it.

Advertisers are finding it harder to keep afloat these days in the tough, competitive markets. And in Baltimore they are turning to W-I-T-H to produce low-cost sales.

You can do so much with so little money on W-I-T-H. The station that's famous for delivering more listeners per dollar than any other station in town. So if you're looking for a BIG BARGAIN in radio time, call in your Headley-Reisman and get the full W-I-T-H story.



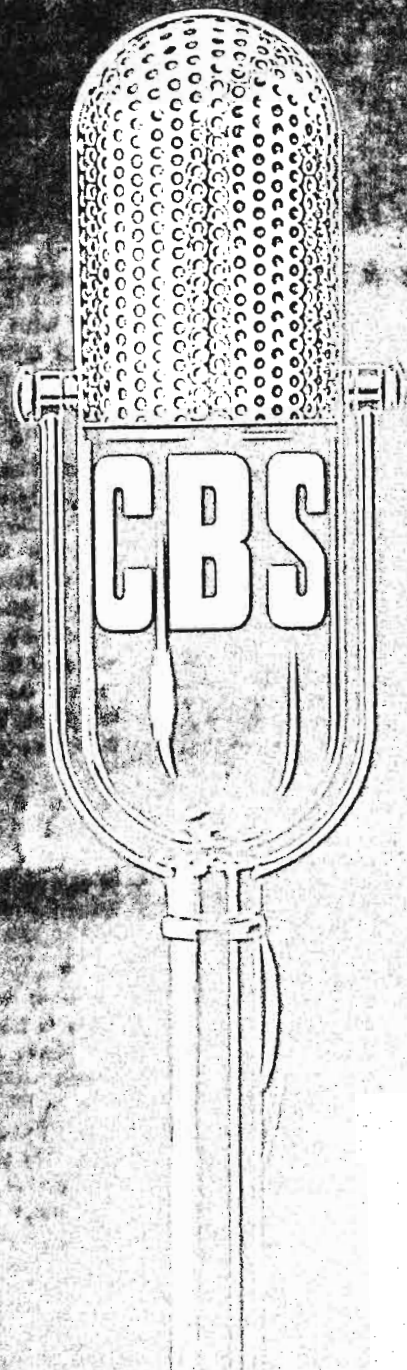
WITH

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reisman

This is CBS
in 1950....

where
more
people
listen
most



AP Radio Unit Meets For Capital Confab

Washington Bureau of RADIO DAILY
Washington — Broadcasters from 20 stations in the Chesapeake Bay area assembled at the nation's capital early this week for the spring meeting of the Chesapeake Associated Press Radio Association. Senator Millard Tydings addressed more than 50 persons at a featured luncheon.

Other speakers included Representatives William P. Bolton, Edward A. Garmatz, George H. Fallon, Landsdale G. Sasser, J. Glenn Beall and Edward T. Miller. Also, Oliver Gramling, AP assistant general manager for radio, spoke on operations since 1941. Max Fullerton, chief of the AP Baltimore bureau and Howard L. Kany, AP Washington radio rep., described the AP's new regional wire setup.

Denis Sartain of WWDC, Washington, is president. Others attending were: Ernie Tannen of WGAY, Silver Spring, Md; Stewart Phillips of WARK, Hagerstown, Md.; Ed Dockney of WEPM, Martinsburg, W. Va.; John Alderson of WFBR, Baltimore; Phil Nesbit of WNAV, Annapolis, Md.; and Sid Darion of WBYK, Cumberland, Md. Also: Ted Koop and Larry Haas, WTOP, Washington; Cash Keller, WRC, Washington; Bryson Rash, WMAL, Washington; Ed Parsons and George Campbell, WOL, Washington; Stanley House, WQQW, Washington; William A. Banks and Wes Harris, WINX, Washington; Ben Strouse and Irv Lichtenstein, WWDC, Washington.

Also: Gustavus Ober, WMAR, Baltimore; Mildred Flynn, WCUM, Cumberland, Md.; Bill O'Connor, WNAV, Annapolis, Md.; Jim Crist and Bill LeFevre, WFBR, Baltimore; Al Stevens, WITH, Baltimore; Bill Conhurst, WCAO, Baltimore; William T. Hardy and Leslie E. Wears, WFMD, Frederick, Md.; Joseph Brechner, WGAY, Silver Spring, Md.

Also: Matthew Warren WEAM, Arlington, Va.; Russell Hickman, Leslie Golliday and Stephen Tuhy, Jr., WEPM, Martinsburg, W. Va.; A. J. Bourbon, administrative assistant to Senator Herbert R. O'Connor of Maryland; James Dawson, National Association of Broadcasters; and James Cannon, Frank Taylor, Frank M. Stearns and John Rous, AP, Washington.

Hagenah Named V.P.

Gus Hagenah was elected vice-president of Standard Radio, transcription service, at a recent meeting of the board of directors.

SPECIAL SOUND EFFECTS!

Instruments and special effects for your jingles and limericks. Everything from a bird call to a wolf whistle. For sale or rental. We service all major networks. Write, wire or phone:

CARROLL DRUM SERVICE

339 W. 43rd St., New York 18, N. Y.
Columbus 5-4922



By SID WHITE

Man About Manhattan. . . !

● ● ● ONCE OVER LIGHTLY: Radio used to boast its shows were aimed at the 12-year-old mind. TV has so many kiddie shows and Cowboy stanzas it looks as tho' they're trying to cut it down to 6 . . . Jackie Robinson's ABC series getting its heaviest sponsorship below the Mason & Dixon line. . . . Sound-Alikes: Ralph Bellamy and Phil Tonkin, WOR announcer. . . . Wotzis? A store at 270 Greenwich St. in downtown N. Y. advertises new teevee sets for \$29 apiece! . . . The Palace Theater finally got around to recognizing disc jock Joe Franklin officially for his help in reviving vaudeville. The manager presented Joe with a lifetime pass Friday p.m. . . . "Satan's Waitin'" bows in June 6th as summer replacement for "Mr. & Mrs. North." Joe Rines directs and Joe Malone, who writes "The Whistler," scripts. (Previewers claim it's got 'Satan' something). . . . Camel's top position in ciggie sales this year may give its Screen Guild Players stanza a new lease on life. . . . All that Betty Hutton wants for Christmas is for Paramount to buy her "Gentlemen Prefer Blondes." . . . Why's everybody worried about getting color television? Right now they should be more concerned about getting a little color in their present shows.

☆ ☆ ☆ ☆

● ● ● The Daily News' Sid Shalit left out a wonderful yarn in his colorful profile of the fabulous Ted Collins. Years ago, one of the minor execs in one of the web's Artist Bureaus, had the habit of exacting his "pound of flesh" from the web's stars. Came Christmas and Collins sent him a pair of asbestos gloves as a gift, with this note: "You've already been taking everything you could lay your hands on. Now, you'll be able to take a red-hot stove!"

☆ ☆ ☆ ☆

● ● ● Our recent observation to the effect that "it's a sad commentary on television that it is prob'ly the only invention that the Russians haven't claimed credit for creating" seems to have been ill-timed. Jim MacDonald, of McCann-Erickson, forwards a Herald-Trib item quoting Valentin A. Gubitchev on the eve of his departure from these shores. Asked why he was taking back a TV set with him, he gave out with a typical Russian answer: "Why, the Russians invented television! That's why I'm taking this set back with me." And Marie Kenney sends along a N. Y. Times piece reporting that the Soviet technicians had "solved the basic technical problems of mass television" and that Soviet television, in precision and detail of images, was "way ahead of the U. S. and England."

☆ ☆ ☆ ☆

● ● ● THEY SAID IT: Spring is the time of year when the birds and the bees follow Jessel, taking notes.—Phil Silvers. . . . I don't approve of women who smoke.—Mae West. . . . It is said of television that every household goes through two stages: first, wanting it; then, complaining about it.—John Houseman.

☆ ☆ ☆ ☆

● ● ● SMALL TALK: Ruby Keeler, who was a keeler-diller on her TV debut with Ken Murray, will open at the Roxy with his show. . . . Aside to John Cameron Swayze: Thanks so much for youknowwhat. . . . Tim Marks gets by-lines in three July mags with "5-Word Wisdom" in Redbook—"The Escape Hatch" gag page in Pic—and a Billy Rose story in Mister. . . . Jos. Rumshinsky and Molly Picon jumping for joy over the news that Kate Smith will record their English-Yiddish collaboration "My Momma." Kate fell in love with the tune when she sang it at the Yiddish Theater's 33rd ann'y. . . . Sid Paul doing a shot on "Fat Man" tomorrow nite. . . . Rosemary Clooney guests on Morey Amsterdam's session tonite.

New Hearing Sought By Richards Counsel

(Continued from Page 1)

hearing on charges that Richards unfit to control the licenses. KMPC, Los Angeles; WGAR, Cleveland, and WJR, Detroit. Cunningham was named last week to succeed late J. Fred Johnson, who died earlier in the week. Johnson had presided over the hearing as evidence against Richards was presented between March 13 and April 1.

Calls "Credibility" Vital

Hugh Fulton, for Richards, says that "one of the chief issues" in that case will be "the credibility of the Commission witnesses." There is sound recording of their testimony; Richards' petition to make recording having been denied, and Fulton wrote that "the stenographic transcript of these hearings does not reflect in any way the manner in which each witness answered the questions put to him, nor does it note the pauses, hesitation and confusion evident on the part of the witnesses in answering the questions put to them.

"Personal observation and judgment of the Commission's witnesses and of their manner in answering questions and their attitude toward the applicants was particularly important in these hearings because of the bias against, and hostility toward, the applicants manifested by the Commission's witnesses and because of the long and significant pauses, particularly by the Commission's chief witness, Clete Roberts, in an attempt to fashion answers hostile to the applicants."

Says "Hearing" Is Necessary

Fulton said also that he had urged directing cross-questions at some of the Commission witnesses because he felt that Johnson's observation of the witnesses had already made it certain Johnson could not credit them. But unless he heard them himself, Cunningham "will not be able to make a fair and just decision on this major issue of the credibility of witnesses," Fulton maintained. "It is impossible for an examiner to determine affirmatively that witnesses whom he has never seen or heard were telling the truth even though inconsistencies and mistruths can sometimes be recognized, he said.

ANNOUNCER

wanted as addition to finest staff in world's fastest growing city. Must be "personality" man, versatile and original, who can handle morning show in a highly competitive market. Require a man with background and experience in all phases of announcing. A permanent job with progressive ABC affiliate. State minimum starting salary. Send picture, audition disc, background data, and references. Glenn McCarthy Enterprises, KXYZ, Gulf Building, Houston, Texas.

WHAT'S THE **AH** AND **OOH** ABOUT?



AH is your
At-Home
radio audience



OOH is your
Out-Of-Home
radio audience

TOGETHER they make **TOTAL AUDIENCE**—
all the potential customers you reach with your radio dollars

AT-HOME or OUT-OF-HOME, *listeners are listeners!* Wherever they happen to tune in—kitchens, bedrooms, living-rooms, cars, stores, at work or play—they are still *THE SAME PEOPLE!* All their radio listening, AT-HOME and OUT-OF-HOME, is now documented fact. *TOTAL audience, wherever they listen, is what your radio dollars buy.*

A sizeable part of your TOTAL audience listens OUT-OF-HOME all year round. Even in snowy February, PULSE found some 2,000,000 Greater New Yorkers tuning in OUT-OF-HOME each day.

WNEW had more of these OUT-OF-HOME listeners than any other station. WNEW delivered for its advertisers *one* OUT-OF-HOME sales message for every *six* AT-HOME. Combining OUT-OF-HOME and AT-HOME listeners, *WNEW had the second largest TOTAL audience in Metropolitan New York.**

You can count your TOTAL audience with Report No. 3 TOTAL RADIO LISTENING IN THE NEW YORK AREA, February, 1950. Write for your copy to WNEW, 565 Fifth Avenue, New York 17. Or ask your WNEW representative.

*avg. 1/4 hr., 8 a.m.-8 p.m., entire week

*AH and OOH, your favorite
station for music and news*

WNEW

1130 | ON YOUR DIAL

Represented by John Blair & Company

Network Presidents Receive First Copies



Joseph H. McConnell, president of NBC, being presented with a copy of the 1950 Radio Annual and Television Year Book by Rose Greco, RADIO DAILY editorial assistant.



Harriet Margulies, RADIO DAILY secretary, makes a presentation of the new reference volume to Frank Stanton, president of CBS, at network headquarters in New York.



Frank White, president of MBS, glances at the network section in the 1950 Radio Annual as he accepts a first edition from Miss Margulies.



Robert Kintner, president of ABC, receives his personal copy of the new Radio Annual from Miss Greco in the network offices in the RCA Building.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, May 11, 1950 — TELEVISION DAILY is fully protected by register and copyright

PLAN TV-SERVICE INVESTIGATIONS

TELE TOPICS

TV NEWSMEN at NBC-TV, WPIX and CBS-TV are taking bows today following their excellent coverage of the Brooklyn cave-in story which broke on Tuesday afternoon and ran through yesterday. Both stations sent cameramen to the scene shortly after word was received that the well-digger was trapped. Their films, which were run yesterday, caught all the drama of a fight to save a life—a fight, incidentally, which was lost. The job that video did on this story is indicative of the tremendous power the medium has as a news outlet. Television's strength in this field, however, is thus far limited to the running news story, but when editors and technicians can work out the complexities of adapting cameras to complete on-the-spot coverage news will have entered another great era that will make its past accomplishments seem very small indeed.

THE ARTHUR GODFREY MIX-UP on "Talent Scouts" show on Monday night is still reverberating. . . . Paulette Goddard is reported angling for a video program based on "Little Women." . . . Laraine Day's airer over WPIX will be bankrolled by the Studebaker Dealers starting next Tuesday. . . . Erbe, Maybruck Associates have picked up the PR account of the Screen Actors Guild in the coming jurisdictional battle with TVA. . . . Jack Carter was the featured attraction at the dedication of the new video studios at Syracuse University last night. He inaugurated WSYR-TV's local programming at the same time. . . . Al Lewis has started a new program, "Musical Malts," at WCPO-TV this week. . . . Gen. Leslie Groves will guest on the "On Trial" show this week.

WOAI-TV, in San Antonio, began seven-day-a-week operation last Saturday. . . . WENR-TV will present a special two-hour show, "The Courtesy Hour," on May 19 on behalf of the Cancer Crusade. . . . WNBT reports that Sachs Quality Stores will sponsor "Quality Hall" over the station for the next 13 weeks. . . . CBS-TV says that the previously designated "Preface To Life" program should really be called "Preface To A Life." To be screened on Saturday, the program is a new documentary. . . . WNBT will star Wendy Barrie in a new local tele program starting tonight. . . . WCPO-TV, in reporting that they will televise a softball game between teams representing the local police department and local disc jockeys, says the platter spinners have lost two of the two games thus far played. The station reports that the jockeys probably won't win this one "but they draw good crowds."

RMA Moves To Protect The Interests Of Its Members; TBA Recognizes Need To Correct Abuses; WAAM Has 5-Point Defense Plan

(Continued from Page 1)

ods used by unscrupulous service organizations.

RMA officials declined to reveal the extent of their investigation but a spokesman for the manufacturers' organization said that everything would be done to protect the interests of member manufacturers and their products. A spokesman pointed to the efforts of RMA to improve

Service Own Sets

RCA is reported to be the only major manufacturer of TV receivers who maintains an organization for the servicing of their sets. The RCA Service Company gets the full service contract amount on each set sold and is completely responsible for keeping all sets sold in good operational condition. This service feature, incidentally, has been a factor in the phenomenal sale of RCA receivers.

the service operations in key center cities throughout the country through the setting up of regional instruction meetings.

At TBA headquarters in New York it was reported that manufacturer members have been cognizant of service abuses for sometime. The TBA group, representing both manufacturers and broadcasters, have been interested in an educational campaign which will protect buyers of television receivers against any misrepresentation in the contract service of sets.

Officials of the Better Business Bureau in New York also expressed interest in the finding of the TV technician. At BBB headquarters it was reported that complaints have been received from television receiver owners who have not been

able to get satisfactory service under terms of their contracts.

In the problem that has confronted every TV station in the country, namely relationships with retailers on one end and service companies on the other, Baltimore's WAAM claims to have worked out a serviceable solution. When queried about RADIO DAILY's service company survey, WAAM's director of engineering, Ben Wolfe, and the chief engineer, Glenn Lahman, outlined a five point plan which has worked for them to iron out liaison problems.

Plan Outlined

First is the realization that WAAM is not a service organization and cannot possibly make any concentrated effort to cope with servicing problems. Secondly, the station has definitely made its technical staff available to work with the service companies when definite questions and problems are submitted. In several cases, the concerted efforts have led not only to better working relationships, but to actual solutions of some of the many technical impasses. Third, and a keystone of the entire policy, is the plank labeled "honesty." "When service companies call," says Lahman and Wolfe, "they are given true facts as the station sees them and if doubt still exists, they are invited to the station to see for themselves the quality of the transmitted signal." Fourth point is the referral of all viewer complaints to established service companies. The station does not go out on calls, and will not recommend any particular company. Fifth, and summation point, was stated by the engineers as follows: "If service companies ask that the station assist in a particular problem, help to the best of the station's ability is always given."

SAG Moves To Clarify Jurisdictional Stand

The Screen Actors Guild last night notified television networks and stations in New York that the Guild hopes Television Authority's contract negotiations for performers in live television programs "will move to a speedy and successful conclusion."

The Guild emphasized it does not claim, nor has it ever claimed, jurisdiction over simultaneous kinescope of live television programs. Such kinescope film should be bargained for by Television Authority, said the Guild.

The Guild's telegram informed the television networks and stations that in addition to a Guild petition already filed with the National Labor Relations Board for a representation election covering all actors employed by all companies making motion pictures in Southern California, similar petitions will be filed in other sections of the country. The Guild pointed out that producers of motion pictures made exclusively for television are included in the NLRB action as well as producers of motion pictures made primarily for exhibition in theaters.

Referring to Television Authority's use of the coined phrase "film television," the Screen Actors Guild said that only simultaneous kinescope of live television programs come under this heading. The Guild stressed that it is the only legal collective bargaining agency for actors in motion pictures, however exhibited.

Kenneth Thomson, Guild television administrator, in commenting on TvA's filing with NLRB stated, "The Screen Actors Guild is gratified that TvA has decided to follow the lead of the Guild which two weeks ago instituted NLRB action to settle this issue.

"The Guild is completely confident that the NLRB and the actors concerned will reaffirm the Guild's historic representation of performers in motion pictures for all exhibition purposes, including television."

Coy To Talk TV 'Freeze' At Western Meet May 22

Washington Bureau of RADIO DAILY
Washington — FCC Chairman Wayne Coy's speaking list has been extended to include an appearance before the Rocky Mountain Radio Council in Denver May 22, the Commission said yesterday. Coy will speak on TV and the 'freeze'.

First 15 Hooperatings Los Angeles, Mar.-Apr.

ALL HOMES		TV HOMES	
1. Jack Benny	27.0 Radio	1. Texaco-Milton Berle	40.7
2. Charlie McCarthy	21.0 Radio	2. Hopalong Cassidy	35.4
3. Walter Winchell	19.0 Radio	3. Film-Movies (Sun. 8:00-KTLA)	31.8
4. Bing Crosby	17.8 Radio	4. Lone Ranger	30.7
5. Groucho Marx	16.7 Radio	5. Western Varieties (Sat.-8:30-KTLA)	30.7
6. Red Skelton	15.7 Radio	6. Laurel & Hardy	29.8
7. Radio Theater	15.2 Radio	7. Chevrolet Feature Theater	28.0
8. Bob Hope	14.5 Radio	8. Harry Owens	26.0
9. F. McGee & Molly	13.4 Radio	9. Sandy Dreams	24.9
10. My Friend Irma	12.6 Radio	10. Time For Beany	24.2
11. Texaco-M. Berle	12.6 TV	11. Tim McCoy	23.8
12. Louella Parsons	12.5 Radio	12. Cyclone Malone	23.6
13. Judy Canova	12.4 Radio	13. Suspense	21.5
14. Burns & Allen	12.3 Radio	14. Film-Western (Wed. 7:00-KTSL)	20.5
15. People Are Funny	11.6 Radio	15. Pinkie Lee	19.5

Color Hearings End; 'Conclusions' Asked

(Continued from Page 1)

all hearing on TV which is expected to lead to the end of the "freeze" and the signal for video to rush ahead on a firm roadbed. Still to be heard are various problems of interference, allocation of channels, utilization of the UHF and assignment of the 470-500 mc band for common carrier service.

Only CTI Testimony to Come

The controversial color hearing ended yesterday, however, except for the CTI testimony to come later in the month. CBS research head Dr. Peter C. Goldmark was the final witness, covering point by point the various items of superiority claimed by CBS over the RCA system. He said he is "extremely doubtful that the RCA system will ever become practical for home use."

The Commission announced yesterday that it wants the parties concerned in the color hearing to file proposed findings and conclusions on the color issue within 20 days from the closing of the record on color. Filings by RCA, CBS and CTI are asked, with other parties to the proceeding also invited to file if the wish. Replies to the proposed findings, and exceptions, may be filed within another ten days, it was pointed out.

Requests Complete Data

Highly detailed findings with regard to color and monochrome reception are asked, as the Commission seeks company estimates of the system and apparatus capabilities and performance of the various systems, along with complete discussion of field test experience and plans in the event the Commission authorizes any one or more systems. Under the heading of conclusions, the Commission asked the following:

A precise statement of the specific transmission standards proposed.

A precise statement of the specific rules and regulations proposed.

A statement of recommendations as to policies with respect to the following:

- (A) Compatibility.
- (B) Convertibility.
- (C) Patents.

(D) The desirability or undesirability of promulgating color television standards at the present time in the light of the development of the art. Include a statement as to the social value and economic cost to the American public of adoption of any specific system at this time or at a later time.

Hour Limits Sought

(E) The minimum and maximum number of hours of color broadcasting.

(F) The handling of the transition from the present situation in television broadcasting to color television broadcasting.

A statement of any other proposals or recommendations.

Provisions Of Pope Estate Made Public Yesterday

(Continued from Page 1)

poses. Included in the bequest were: 51 per cent of the outstanding shares of common stock in the Colonial Sand & Stone Co., and all of Mr. Pope's Class B stock in Il Progresso Italo-American Publishing Co., which owns and operates station WHOM in New York. Attorneys for the estate said the residuary estate was left to Mr. Pope's wife and three sons, including the Class A stock of Il Progresso.

Stork News

Two WCOP, Boston staffers became proud pappas on the same day, April 27. Mrs. Edward Sullivan, Jr. wife of the station's continuity director, and Mrs. Coleman Cody, wife of the assistant merchandising manager, both gave birth to daughters.

Networks And Stations Cover Well Tragedy

(Continued from Page 1)

throughout Tuesday night, making broadcasts of recorded on-the-spot material the next morning; Lockwood Doty was heard in an on-the-spot newscast at 8:00 a.m., and George Hicks at 1:30 p.m.

Conversation Recorded

Talk between Atteo and Dr. Ber-son, who was lowered into the pit, was recorded by Ed Scott of CBS and broadcast at 9:00 a.m.; previously, Scott reported events of the scene on a 7:30 newscast. Other coverage by CBS included newscasts by Jack Sterling, 7:00 a.m.; Bill Leonard, 9:40; and Doug Edwards, at 4:30 p.m.

John Wingate, WOR commentator on the scene, recorded interviews with Mrs. Atteo, then descended into the well, there to pick up the conversation between the trapped

Radio Set Sales Up In Canada Province

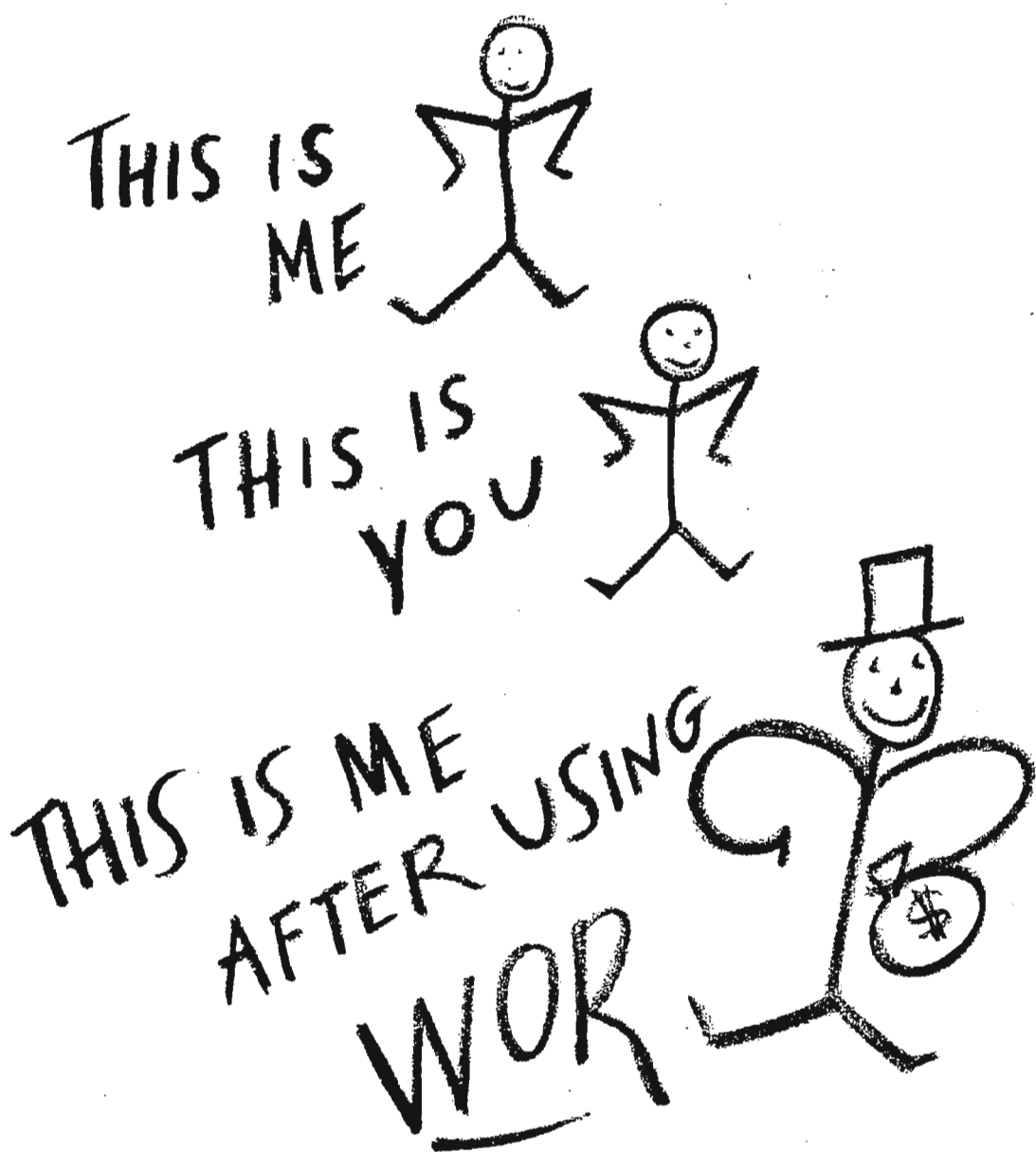
(Continued from Page 1)

in all provinces except the Maritimes, Quebec and Saskatchewan both in the month and cumulative period.

Sales Totals Tabulated

Sales in February were as follows by provinces, totals for the same month last year being in brackets: Ontario, 26,704 (24,049) units; Quebec, 7,881 (8,434); Maritimes, 3,273 (3,813); Alberta, 2,821 (2,564); British Columbia, 2,565 (1,713); Manitoba, 2,382 (1,883); Saskatchewan, 1,637 (1,812); and Newfoundland, 387 (-).

man and his parish priest. This recording was broadcast at 6 p.m. last night during the course of the Lyl Van program.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 30

NEW YORK, FRIDAY, MAY 12, 1950

TEN CENTS

WILL URGE LIFTING OF TV FREEZE

CBC Must Get More Revenue Or Cut Service

Dunton Says Costs Increased 100% In 11 Years

Montreal — A. D. Dunton, chairman of the CBC board of governors, yesterday said that unless the Canadian Broadcasting Corporation obtains more revenue from some sources it will have to cut its services drastically. Beginning his testimony before the Commons Committee on Radio,

(Continued on Page 3)

Radio-TV Will Cover Democrats' Chi. Meet

Chicago—The schedule of comprehensive radio and television coverage of the three-day Jefferson Jubilee and Democratic National Committee meeting in Chicago, Saturday, Sunday, and Monday, was announced yesterday.

In addition to the NBC-telecast of President Truman's address at 10:30-

(Continued on Page 8)

AP Extends News Service On Its National Wire

The Associated Press has stepped up its regional and state news coverage on its national radio wire by a recent policy of splitting the national wire every half-hour to enable local bureaus to file more re-

(Continued on Page 2)

Citation

Plaudits to NBC for the broadcasts and nation-wide tour of Arturo Toscanini and the NBC Symphony have come from the Musical Association of San Francisco in the form of a certificate of merit for contributions to culture. Presentation of the award was made to the web's veepee John F. Royal while he was in San Francisco with the Maestro.

Free Political Time

Candidates in the forthcoming election to the city council of Richmond, Va., will be given free radio time by station WMBG as a public service to voters before elections. A half-hour period each Monday night for four weeks (May 22-July 12, 10:30-11:00 p.m.) is being broken into five-minute segments and allotted to the 23 candidates who are competing for the nine seats of the city council. Besides giving their qualifications, candidates are being asked to discuss important issues of the election.

Coaxial Extending To Louisville Area

Louisville will be added to the national television network in October via coaxial cable and radio relays, the long lines department of American Telephone and Telegraph Company announced recently.

Construction of the cable from Indianapolis to Louisville is now under way. Also being built is a radio relay system from Indianapolis to Dayton, thus connecting with video channels already in use.

A. T. & T. says that television net-

(Continued on Page 8)

Plan Election Coverage Both On Radio And Tele

Philadelphia—Pennsylvania's hotly contested primary election on May 16 will be given complete coverage by the Inquirer stations, WFIL-TV. Both the radio and video outlets will set up studios in the Philadelphia Inquirer building to facilitate handling of news flashes;

(Continued on Page 2)

Bride, Groom Sues Wedding Bells Show

West Coast Bureau of RADIO DAILY Hollywood—In the first action of its kind, the Bride and Groom radio program has filed suit for \$250,000 against a television program called Wedding Bells, on station KLAC-TV, Los Angeles, charging that the video show is a direct imitation of the popular daytime radio show.

The suit was brought in L. A. Superior Court by the "Three Johns," Masterson, Reddy and Nelson, and named as defendants sta-

(Continued on Page 3)

Too Much FCC Power Ominous, Says Ferguson

Washington Bureau of RADIO DAILY Washington—The radio industry and the listening public are threatened by the "big government" philosophy of the "liberal" Democrats who dominate the FCC, the Senate was told yesterday by Sen. Homer Ferguson of Michigan. Speaking in opposition to the President's plan

(Continued on Page 3)

Unscrupulous Servicemen Greatest TV Hazard—Thomas

Washington Bureau of RADIO DAILY Washington — "Your story highlights of the greatest hazards to the television industry," Eugene Thomas, head of the NAB television committee and manager of WOIC, Washington, said yesterday with reference to the RADIO DAILY expose of service practices in New York. "It is an extremely forceful way to present one of the really vital stories

in TV today—one we are trying to rewrite as quickly as possible," he added.

Thomas said the volume of complaints reaching him through NAB on dishonest service practices has been small, but that need not be indicative of the troubles experienced in numerous TV cities. On the other hand, TV stations, in cooperation

(Continued on Page 3)

Producers To Meet In Washington Session Today

Washington Bureau of RADIO DAILY Washington — A group of New York and Hollywood television producers representing the National Society of Television Producers today will call upon Senator Edwin C. Johnson, Chairman of the Senate Interstate and Foreign Commerce Committee, to urge lifting of the present

(Continued on Page 6)

Long-Term TV Deal Rejected By Stations

Twenty-three video stations represented by the National Association of Radio Station Representatives have thus far refused the ABC offer of a two-year non-cancellable contract for the "Beulah" TV program, sponsored by Procter and Gamble, in return for a three-year freeze on current time rates, T. F.

(Continued on Page 7)

NYU Advertising Convention Opens

Opening the Golden Jubilee Advertising Convention last night at N. Y. University, speakers broached the subject of the future of advertising education. Attending the session were over 200 advertising per-

(Continued on Page 3)

Student Operators

High school students of Stamford, Conn., 150 strong, took over stations WSTC-FM in Stamford for one day this week, from an early-morning sign-on until the midnight close of the 18-hour day. All duties ordinarily handled by the stations regular staff were taken over by student announcer, sportscasters, musicians, and engineers.

RADIO DAILY



Established Feb. 9, 1937

Vol. 51, No. 30 Fri., May 12, 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
Ethel Rosen, Office Manager
4425 Hollywood Blvd. Phone: Gladstone 8436

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

CHICAGO BUREAU
Herbert M. Kraus
Suite 1325, 188 Randolph Tower
Phone: Dearborn 2-1414

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

ROME BUREAU
John Percicari
Ludovisi 16

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

FINANCIAL

(May 11)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	12 3/8	11 3/4	11 3/4	11 3/4
Admiral Corp.	31 3/8	30 1/2	31	31
Am. Tel. & Tel.	158 3/8	157 7/8	158 3/8	+ 3/8
CBS A	36	35 1/2	35 1/2	35 1/2
CBS B	36	35 5/8	35 5/8	+ 1/2
Philco	46 7/8	45 1/4	46	+ 1/2
RCA Common	20	19 3/4	19 3/4	- 1/4
RCA 1st pfd.	79	78 3/4	79	+ 1/8
Stewart-Warner	18	17 1/2	18	+ 1/2
Westinghouse	34 7/8	34 1/2	34 7/8	+ 1/2
Zenith Radio	57 3/8	55 3/8	57	+ 1 3/4

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	4 5/8	4 3/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	21 7/8	22 7/8
Stromberg-Carlson	15 1/2	17

Ohio Ass'n To Meet

Lima, Ohio—The Ohio Association of Broadcasters have set May 24 and 25 for their management meeting to be held at the Neil House in Columbus. Included on the agenda for the sessions are the election of new officers, changes in by-laws to allow the association to have a board of directors, expense problems and the question of how to handle political broadcasts.

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 PERRY & CO.

★ COMING AND GOING ★

STERLING W. FISHER, manager of public affairs and education at NBC, a week from today will be in Georgia, where he will deliver the principal address at the Fifth Annual Radio Institute of the University of Georgia. His subject will be "Radio and Television in Education."

ART OPPENHEIM, staff writer in the press department of NBC, on Monday will address the Rotary Club of Passaic.

MIKE JABLONS, partner in Gainsborough Associates, publicists, today is in Washington, D. C., conferring with Senator Johnston on the subject of the TV "freeze."

MARGARET ARLEN, women's commentator on WCBS, today will leave for Aurora, N. C., to visit her parents.

JAMES G. COMINOS, vice-president and general manager of the La Valley Advertising Agency, Chicago, is in New York for tonight's broadcast of the "People's Platform" television program, which will have Mrs. Eleanor Roosevelt as guest.

DOUGLAS McNAMEE, producer of the Margaret Arlen program on WCBS, will return Monday from Washington, D. C., where he served two weeks in the special training course of the U. S. Naval Reserve.

MOREY AMSTERDAM, comic, today will leave for St. Louis, where on Sunday he will participate in a benefit program for the Cardinal Glennon Memorial Hospital. On Monday he'll be in Chicago and will return to New York next Wednesday.

EASTON C. WOOLLEY, director of station relations for NBC, is in Chicago this week on business. On his way back to New York he'll visit a number of the network's affiliates.

GEORGE SIMON, president of the music publishing organization bearing his name, is expected in New York today on another of his periodic business trips.

BILLY REDFIELD, actor featured on two CBS daytimers—"The Brighter Day" and "Young Dr. Malone," has left for a one-month trip to Europe.

AP Extends News Service On National Wire

(Continued from Page 1)

cent news. Previously, the AP policy called for state and regional news every two hours. Under the new change, regional bureaus of the AP can also interrupt the national news service at any time between the half-hour splits when it is warranted by local news.

System Praised

Commendation of the new system has come from the Kansas Association of AP Broadcasters who adopted a resolution to praise the AP effort at a recent meeting in Hutchinson, Kansas.

Plan Election Coverage Both On Radio And Tele

(Continued from Page 1)

also, a mobile unit of WFIL will cover action from remote points, in addition to special coverage from campaign headquarters in the city and other parts of the state.

Five More Stations Buy MGM Program Series

Five more stations have signed contracts with M-G-M Radio Attractions to air transcribed packages. WTHI, Terre Haute, Ind., will air all eight of the M-G-M packages; KTTS, Springfield, Mo., will broadcast the "Hardy Family"; WSAZ, Huntington, W. Va., signed for "M-G-M Theater," "At Home With Lionel Barrymore," "Dr. Kildare," "Maisie," and the "Hardy Family"; WPR, Detroit, contracted for "Kildare," "Crime Does Not Pay," "Maisie," and "Hardy"; and WBNS, Columbus, Ohio, "M-G-M Theater," and the four half-hour shows.

Gets WQXR Promotion

Harold Lawrence has been named director of WQXR's classical music division, succeeding Ann Cornish, who resigns on May 15 to devote her time to travel. Lawrence has been with the station since November of last year and formerly headed the imported record department of Liberty Music Shops.



"It seems that the new sales manager has a brother with another agency"

Well, don't take it so hard, old man. Clients change agencies for all kinds of reasons.

And here's a helpful hint about how to keep your clients happy in Baltimore—you buy W-I-T-H, the BIG independent with the BIG audience.

Then you're sure of getting more listeners-per-dollar than from any other station in town. You're sure of low-cost results.

If you'd like to know all about W-I-T-H, just call in your Headley-Reed man today. He'll give you the whole story.

Now Covering 17,000,000 Population Area in 5 States!

50,000 WATTS
in the middle of the dial
800 kc.

CKLW
• MUTUAL •

The DETROIT AREA'S Better Than Ever Buy!

Adam J. Young Jr., Inc. National Representative
Guardian Building Detroit 26 Michigan

J. E. Campeau, President

FM  AM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

More CBC Revenue Urgent, Says Dunton

(Continued from Page 1)

Dunton said CBC is working on the same revenue rates as it was 11 years ago. In that period costs have risen by more than 100 per cent and additional charges have been added as a result of improvements and extension of services, he pointed out, and added that unless additional revenues are obtained CBC will have to cut out some programs, fire a portion of its staff and eliminate service to some parts of the country.

John Diefenbaker (PC-Lake Center) said that before the Royal Commission on Arts and Science Dunton had recommended that the existing license fee of \$2.50 a year on radio receiving sets be doubled. Dunton said that the fixing of the license fee was not the business of CBC boards of governors. Before the Royal Commission the board had stated that, if \$2.50 was the amount required to cover costs in 1938, then \$5 is the amount needed now.

Diefenbaker said he thought there would be a "terrific howl" throughout the country if the fee is upped. Dunton said CBC needed to obtain more public money and he told A. J. Smith (PC-Calgary West) it might be obtained through a vote of funds by Parliament. CBC's 1949-50 deficit to carry on existing services would be in the neighborhood of \$900,000, he said.

The board feels that it is carrying about as many commercial programs as it can if it is to provide a basically Canadian service. CBC might get more revenue if it moved into the local advertising field and carried such things as sport announcements. However, this would be in competition with private stations and the board feels the national system should not enter that field.

Magnavox Declares Div.

Fort Wayne, Ind.—The board of directors of The Magnavox Company declared a dividend of 25 cents per share on the Class A cumulative convertible preference stock, payable June 1, 1950 to stockholders of record May 15, 1950. A dividend of 25 cents per share was also declared on the common stock, payable June 15, 1950 to stockholders of record May 25, 1950.

NYU Advertising Convention Opens

(Continued from Page 1)

sonnel and students with advertising aspirations, while principal speakers were: George Burton Hotchkiss, of the Marketing Dept. of N. Y. U.; Walter A. Lowen, president of Lowen Placement Agency which specializes in advertising personnel and Sydney H. Giellerup, Partner in Marschalk-Pratt Co., and chairman of the AAAA committee on advertising examinations.

Pointing out the value of the AAAA examinations in advertising, Sydney Giellerup revealed that an approximate total of 75,000 jobs in advertising in the entire nation is being crowded each year by 5,000 newcomers to advertising. His message was put in the form of a warning that the AAAA examinations for advertising would tend in the future to encourage those with advertising prospects and discourage those who should not make it a career. By way of a prediction, Giellerup said education for advertising would very likely increase in length and intensity in future years.

Improvements yet to be made in institutions for advertising education were cited by Walter Lowen who emphasized the need of increased specialization, a clearer distinction between advertising sales and creative aspects of the field. Further, Lowen enumerated the more frequent criticisms made by advertising employers of inexperienced people entering an advertising career, citing experience for a length of the comparable to college study as being more beneficial in sales and business aspects of advertising.

Bride, Groom Sues Wedding Bells Show

(Continued from Page 1)

tion KLAC-TV, its owner, Mrs. Dorothy Schiff Thackrey, New York publisher, its manager, Don J. Fedler, and G. A. M. Productions, producers of Wedding Bells. The complaint charged the Thackrey station with "unfair competition and infringement of common law copyright."

Attorney J. G. Moser, on behalf of the plaintiffs, asked in addition to the \$250,000 damages that the Los Angeles TV station be enjoined from any further telecasting of Wedding Bells.

Bride and Groom, which is sponsored by Sterling Drugs, Inc., has been one of the top-rated daytime audience radio programs since its start in 1945. It was telecast experimentally over a year ago on the ABC-TV stations in New York, Chicago, Detroit, San Francisco and Los Angeles. Wedding Bells has been telecast once weekly since January 20, 1950.

The case is of particular interest in the radio and television field because it is the first known legal action in which a radio program brought suit to prevent its imitation in the new medium of television.

Too Much FCC Power Ominous, Says Ferguson

(Continued from Page 1)

for FCC reorganization, he said Commissioners and staff members "must be checked, and their powers limited, if freedom of speech is to prevail as an overriding principle in the political make-up of our country."

Devoting a large part of his address to an attack upon the Commission for its action against G. A. Richards, who controls KMPC, Los Angeles; WGAR, Cleveland, and WJR, Detroit, Ferguson said that during the past 16 years "the Commission has increasingly expanded its power of regulation in a manner which the framers of the Communications Act did not intend." Today, he said, the Commission "stands in a position, if its power is not checked here and now, to throttle and ruin any radio station licensee it sees fit to discipline."

He pointed with alarm to the danger that "complete Government ownership and operation of the radio industry" might result from FCC tendencies. He was joined in his praise of WJR by Sen. John Bricker of Ohio, who lauded the record of WGAR, Cleveland. Ferguson called the charges against Richards in the hearing "irresponsible allegations. . . by disgruntled employees who were discharged because of inefficiency."

Sees Shoddy Service 'Greatest TV Hazard'

(Continued from Page 1)

with RMA and local electric or other companies, have been attacking the problem by offering frequent seminars and training opportunities for servicemen. Thomas mentioned that 400 local servicemen met here last week in the second "town meeting," sponsored by local TV stations and the Potomac Electric Power Company.

"But" said he, "as long as there is one serviceman who doesn't care, or one service executive who is more interested in getting customers than in serving them, anything you can do to help press the battle is extremely valuable."

New CBS Series

"Dallas Starlight Operetta," a new summer series of musical programs, will make its debut over the CBS radio network, Saturday, June 10 in the 7:00-7:30 p.m. time period.

The series is to feature the vocal performers who are starred in the weekly operettas presented by the Dallas company at the State Fair Grounds in the Texas city.

Music on the program will be conducted by Lehman Engel and the series will originate from the studios of KRLD, CBS affiliate in Dallas.

FOR COMMERCIAL FILMS
THAT SELL

ARCHER PRODUCTIONS, INC.

WINNER OF
ART DIRECTORS CLUB
"AWARD FOR DISTINCTIVE MERIT"

35 West 53rd Street, New York 19
JUdson 6-2690

• faces • facts • figures • wins •

Praise For—MARTIN STARR

"Fredric March, Florence, and I heard your broadcast last evening. . . . You are the most courageous of all movie commentators."
MCA

". . . . you always manage to sustain interest and excitement in film premieres after hundreds you have broadcast. . . . We appreciate the entire way in which you handled a terrific show for us."
20th Century-Fox

"MOVIE STARR DUST"
(7:00-7:15 P.M.)
Mon., Wed. and Fri.

WINS
50KW NEW YORK

CROSBY BROADCASTING CORPORATION

faces • facts • figures • wins •
wins • faces • facts • figures • wins •

CHICAGO

ART LINICK's latest clinic—the Amenagerie over at WMOR — seems to be responding well to his doctoral ministrations. As management consultant he has brought seven new accounts into the FMer within a month.

Talent lined up at this writing for the giant American Cancer Society Program over WENR-TV May 19 includes Breakfast Clubbers Don McNeill, Patsy Lee, Fran Allison, and Sam Cowling; Danny O'Neill, genial tenor of WGN-TV's "Windy City Jamboree"; Ernie Simon, the curbstone cut-up, Myron Cohen, raconteur at the Vine Gardens, columnists Irv Kupcinet of the Sun Times and Tony Weitzel of the Daily News (who operate over WGN-TV and WBBM, respectively), and several sports headliners. Jim Moran, the Courtesy Man is donating his entire show to the affair, and ABC is paying the time for the last hour.

Miles Laboratories, Chicago, are picking up the tab for Tabcin on Light Up Time, NBC network show, now heard in Chicago at 10-10:15 p.m. across the board. The show will be changed to "One Man's Family" and the present OMF seg on Sunday afternoons will be dropped beginning June 5. NBC will carry it over 149 stations with a 6-6:15 p.m. outlet for the East and the later time for the Western world.

Art Hellyer, fresh from WMIL in Milwaukee, takes over as a 22 weeks summer replacement on WCFL. Mal Ballairs who recently resigned from WCFL's announcing stable, will indulge in free-lance TV shows.

WAAF-FM is now on the air from noon to nine p.m. daily with program director Del Hester in charge. They are duplicating for the present.

During April, 13,000 early risers saw "The Breakfast Club," 4,000 shrieking kids viewed "Super Circus" 2,300 friends and relatives took in the Morris B. Sach's Amateur Hour, and 3,000 potential Hudson owners saw the "Courtesy Hour" according to the cold statistics of ABC's press corps.

Allan Jackson, CBS newscaster who broadcasts from Washington Monday thru Wednesday at 5:00 p.m., reported the recent Dionysian rites at Mosinee, Wisconsin, where the local American Legion conducted the mock-communist Bacchanal. Jackson is an alumnus of WILL, Champaign, one of the nation's top non-commercial stations, which also gave us Norm Kraeft of WGN; Bill Ballance of KOA; Bill Folger of KTLN, Bill Putnam of Universal Recording Studios, and many others.

Ave Maria Hour

WMCA — Sunday — 6:30
15th year as the number one Religious drama of the Americas.
IT'S A DONALD PETERSON PRODUCTION



By SID WHITE

Man About Manhattan. . . !

● ● ● FRIDAY-DREAMING: Joey Adams, in a comedy quizzer tagged "You Rate Your Mate," will replace the "Arthur Godfrey Digest" Sat. p.m. radio series on CBS for the summer. . . . With Rob't Q. Lewis "Show Goes On" sold out on TV as of this Sept., CBS will drop the Friday nite radio version of the series. . . . Film star, Dennis O'Keefe has been signed to do "T-Man" as the summer replacement for "The Goldbergs." . . . Jerry Mitchell sez that Bob Hope watched the Dodgers beat Bing Crosby's Pirates the other day. Hope cracked that Crosby, who owns hosses, too, likes baseball because it's the only time he sees horsehide going fast. . . . Sammy Kaye's "So You Want To Lead A Band" goes on NBC-TV starting June 11th. . . . One of the things we like most about the Ken Murray show is that the performers are instructed not to punch for applause. Ken figures that the folks at home in their living rooms prefer hearing less handclapping and so he dedicates his tempo to same. . . . Denise Darcel, the French dolly, guesting as the 'hidden personality' on "Quick As A Flash" the other day, read off clues from behind a studio screen. Her accent was so heavy that participants guessed she was Molly Goldberg, Chiquita Banana and Mme. Chiang Kai-shek.

★ ★ ★ IMPressions: Jean Arthur: Peter Pan-ic. . . . Dennis Day: Knight of the Airlanes. . . . Ed Wynn: Wynn, place and show. . . . Clem McCarthy: A machine-gun gone vocal. . . . Joe Howard: Old Man Ribber.

★ ★ ★ IN ONE EAR: Marie Wilson, if she can free herself from radio and movie commitments, would like to summer-stock it. . . . NBC mulling a crime series based on stories by Martin Mooney. . . . The Frank Fontaines expect their 7th! . . . Deal on for Elmo Roper to do a CBS-TV news stanza. . . . Any attempt by any company to dramatize the life of Sam'l Gompers on the air will be opposed by the C.I.O., we hear. . . . Mitzi Green hurt in a coast auto crash. . . . "Boston Blackie" has spread out to 53 more stations. . . . Morey Amsterdam's 7-year-old son, Gregory, giving piano recitals already. . . . Marking its first venture into TV, Tidewater Associated Oil Company will sponsor commentator Geo. Putnam's popular B'way-to-H'wood session via WABD and the DuMont web starting on the 17th at 10 p.m. Lennen & Mitchell is the agency. . . . Recommended reading: Current Collier's piece on Ed Byron. . . . Martin Block off to Florida for some personal appearances in the interest of the cancer fund. . . . Herb Sheldon lands his quips in Quick magazine in four recent issues. . . . Doug Edwards imparts the sage advice that if your wife is away on vacation and you want to get her home in a hurry, just send her a copy of the local paper with one item clipped out. . . . Don Walsh of the Hannagen office, credited with the clever "Russian letter" to Morton Downey.

★ ★ ★ A bandleader we know approached a local indie station and applied for the house band chore. They turned him down stating they were having union trouble with 802. The bandman offered to patch up the trouble if he could be assured the job. "Lissen," snapped the station head. "That's exactly what the trouble is. We don't want a house band!"

★ ★ ★ APPLAUSE DEP'T: Ted Husing's smooth handling of the St. Nick bouts via CBS-TV. . . . Warren Hull's teevee session—Hull-some entertainment. . . . Merrill E. Joels' sock performance on "Believe-it-or-Not" the other pm. . . . Lester Lewis' absorbing "H'wood Screen Test" series via ABC-TV.

AGENCIES

THE KATZ AGENCY, INC. has announced the following personnel additions: Robert S. Wilson, formerly with Edward Petry & Co. and MBS, to the TV sales staff in New York; Richard H. Coombs, formerly with The Midwest Farm Paper Unit and Campbell-Ewald, to the sales staff of the Detroit office; William B. Condon, formerly with The Wade Advertising Agency, to the TV sales staff of the Chicago office, and John M. Hooker to the research and promotion department in New York. The agency will make further appointments to their Atlanta and Kansas City offices in the near future.

FARISH A. JENKINS, McCann-Erickson account executive, has been elected to the board of Gorham, Inc.

THOMAS F. SMITH, formerly radio director for Ruthrauff and Ryan and Foote, Cone and Belding, has been named manager of television operations for WCAU-TV in Philadelphia.

H. M. WARREN, vice-president of the National Carbon Co., Inc., has been re-elected chairman of the board of the Advertising Research Foundation. Other officers elected again are: B. B. Geyer, pres., of Geyer, Newell & Ganger, Inc., vice-chairman; Paul B. West, president of ANA, secretary, and Frederic R. Gamble, president of AAAA, treasurer. Directors elected are: John F. Apsey, Jr., Black & Decker Mfg. Co.; Albert Brown, Best Foods, Inc.; Allan Brown, Bakelite Corp.; Robert B. Brown, Bristol-Myers Corp.; Lowry Crites, General Mills, Inc.; Marion Harper Jr., McCann-Erickson, Inc.; Gordon E. Hyde, Federal Advertising Agency, Inc.; Abbott Kimball Co., Inc.; H. H. Kynett of Aitkin-Kynett Co.; Fergus Mead, Buchen Co.; Frederick B. Ryan, Jr., of Ruthrauff & Ryan, Inc.; D. P. Smelser, Procter & Gamble Co., and Howard D. Williams of Erwin, Wasey & Co., Inc.

PARKIN - WILBUR, INC. has changed its name to William Wilbur Advertising, Inc.

THE VOICES OF ADAM HATS & YRS.

SATTLE'S DEPT. STORE 7 YRS.

JINGLES
that don't
JANGLE!

A.M. & T.V.'s MOST COMPLETE
EFFECTIVE JINGLE SERVICE
YOUR Jingle Sung -or-
Written, Packaged,
Produced
'Lanny & Ginger' GREY
1300 Madison Ave., New York 28
AT. 9-4020

MARLIN BLADES & YRS.

YONKERS RACEWAY

AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, May 12, 1950

Andrea Forecasts 3-Dimension TV

Six new TV sets in the 1950 line of the Andrea Radio Corp., Long Island City, N. Y., were unveiled last week at a special showing to the press and trade at the Waldorf-Astoria Hotel in New York.

Frank A. D. Andrea, president of the company, who is celebrating his 50th anniversary in business, told members of the press at a luncheon that it was his belief that the development of TV "will follow a three-phase development, just as has been the history of radio." Andrea explained that "our present TV receivers got their first real start in 1938, and while generally they had small cathode ray tubes, their transmission was not of the best, they were the forerunners of today's improved black and white receivers." Continuing, Andrea said that the next important step is color, and that he believes "that the recent announcement by RCA of the three-color element tube has cut the time for the advent of commercial color television in half.

The third phase of TV development, in my opinion," Andrea said, "is the third dimension for general use in home receivers. When color is accepted use, third dimension will follow within a period of five years." Andrea said that he feels very strongly that this, combined with color, is the ultimate to expect in television."

"KINGSIZE" TELE TUBE



Dr. W. R. G. Baker, left, vice-president and general manager of General Electric's electronics dept., and J. M. Lang, right, manager of the tube division, look over GE's new 24-inch metal cathode ray tube which will produce a direct-view picture almost as large as your daily newspaper page. The tube held by Lang (right) is the smallest TV viewing tube made by G.E. Production of the "kingsize" cathode ray tube will get under way on a limited scale by fall.

Hits TV Price Cuts; Dealers Displeased

Assailing the recent numerous announcements by manufacturers regarding new low price TV receivers, Leonard Ashbach, president of Majestic Radio & Television, Inc., described the price war as a "rat race" in which everyone turned to publicity as a means to improve their trade relations. "The effect," he said, "serves to strain trade relations rather than to improve them."

Agreeing that current market conditions are not as healthy as they were three months ago, Ashbach said this was no reason, however, for the price war which has been taking place just three weeks prior to the announcement of new lines. Ashbach asserted that manufacturers are indulging "in fictional price cutting, plus the unforgivable sin of failing to back price announcements with sufficient deliveries."

Commenting further on the "cold war" on TV prices, Ashbach said, "It seems inconceivable that the only industry which is practically assured of profitable operations for at least five years, should ever get itself in a jittery state because of a brief period of inactivity."

As a follow-up to the reaction of price cutting on TV sets, Louis Silver, vice-president of Majestic, reported that the company had conducted a telephone poll among its distributors throughout the country and found that dealers were concerned and confused over the recent announcements of price cuts.

New Teleprinter Service

RCA Communications, Inc. this week demonstrated a new two-way, customer-to-customer overseas radio teleprinter exchange service called TEX, which will be available to the public on May 15, providing for the first time, direct connections between teleprinters in New York City and all parts of The Netherlands.

The initial demonstration, held in cooperation with The Netherlands Postal and Telecommunications Administration, consisted of official messages, current news information and informal conversations between consular officials and members of the press assembled in the RCA Exhibition Hall in New York City, and a similar group in The Hague.

Heads Field Engr. Dept.

G. Pryor Molloy has been named head of the field engineering department of the industrial and electronic division of Owens-Illinois Glass Company's American Structural Products Co., headquartered at American Structural's Columbus, O., television tube plant. Molloy has served since 1942 with RCA in research, development and sales engineering projects, and will expand cooperative engineering activities between American Structural and television manufacturers.

Portable 3-Speed Phono

A new portable, 3-speed, high fidelity phonograph, featuring the "Polyphonic Selector," has been announced by the Rek-O-Kut Co., Inc. The new instrument, which plays records up to 16 inches, is the only full range three-speed portable phonograph that balances the response characteristics of amplifier, speaker and speaker enclosure, according to the manufacturer. Called the "Recitalist," the new phonograph weighs 38 pounds, is 17 inches wide, 9½ inches high and 21¼ inches deep.

RADIO ELECTRONICS SCHOOL OF NEW YORK

COMPLETE, PRACTICAL TRAINING IN ALL PHASES OF RADIO, FM AND TV

LICENSED OPERATORS, TECHNICIANS AVAILABLE

ADDRESS INQUIRIES TO:
REGISTRAR
RADIO ELECTRONICS SCHOOL OF NEW YORK
52 B'WAY • BO 9-1120

ENGINEERS—CONSULTANTS

McNARY & WRATHALL
RADIO ENGINEERS
16 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D. C. Santa Cruz, Cal.
Member AFCCB

L. W. ANDREWS, INC.
RADIO CONSULTANTS
219 WHITAKER BLDG.
DAVENPORT, IOWA
Phone 2-7824

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

ENGINEERS—CONSULTANTS

RALPH B. AUSTRIAN
Television Consultant
1270 AVENUE OF THE AMERICAS
NEW YORK 20, N. Y.
Tel.: CO. 5-6848

A. R. BITTER
Consulting Radio Engineers
4125 MONROE STREET
TOLEDO 6, OHIO
Tel.: Kingswood 7531

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N.W. REpublic 3803
WASHINGTON, D. C.

PLUG TUNES

Riding For A Hit!
"BUFFALO BILLY"

Laurel Music Corp.
1619 Broadway
New York 19, N. Y.

In Full Bloom!

American Beauty Rose

JEFFERSON MUSIC CO.
1619 Broadway New York City

From Six to Sixty
They'll Love

ME AND MY TEDDY BEAR

MUTUAL MUSIC SOCIETY
R.K.O. BLDG. N. Y. 20, N. Y.

I WISH I KNEW
ASK MY HEART

RCA-Victor Records by DOLPH HEWITT
ADAMS, YEE & ABBOTT, Inc.
216 S. Wabash Ave. Chicago 4, Ill.

Nothing Can Stop This!

"FOREVER WITH YOU"

by the writer of "My Happiness"

FORSTER MUSIC PUB., INC.
1619 Broadway, New York 19, N. Y.
216 S. Wabash Avenue, Chicago 4, Ill.

BABY, WON'T YOU SAY
YOU LOVE ME

From 20th Century-Fox's
"WABASH AVENUE"
recorded by

BILLY BUTTERFIELDLondon
NAT "KING" COLECapitol
BOBBY COLTAdmiral
BILLY ECKSTINEM-G-M
ELLA FITZGERALDDecca
HERB JEFFRIESColumbia
RAY ROBBINSCapitol

LEO FEIST, INC.

Another BMI Pin-Up Hit!

LET'S GO TO CHURCH
(NEXT SUNDAY MORNING)

Published by Beechwood

Recorded by

Slim Whitman (Vic) Jerry Wayne (Col)
Perry Como (Vic) Owen Bradley
Margaret Whiting- (Coral)
Jimmy Wakely (Cap) Red Foley (Dec)

Licensed exclusively by

BROADCAST MUSIC, INC.

WORDS AND MUSIC

By TED PERSONS

● ● ● Irving Berlin is anxious to do a musical version of "A Tree Grows In Brooklyn." He plans to begin work on the score as soon as he can divert some of his attention from his current production, "Call Me Madame." . . . The score of "Peep Show" has been acquired for publication by Shapiro-Bernstein, with two tunes in particular looming as potential hits—strictly on the basis of quality. They are "Blue Night" and "Love At Sundown," both composed by Phumiphon Aduldet, Rama IX, King of Thailand. "Peep Show" is being readied for Broadway production by Michael Todd, King of Thighland. . . . "The Men," a film dealing with the war's most pathetic casualties, the paraplegics, opens at Radio City Music Hall July 17th. The picture was produced by Stanley Kramer ("The Champion," "The Home of the Brave") and stars Marlon Brando and Theresa Wright. All this is impressive background to the fact that Laurel Music has been awarded publication rights to the score. Music by Dmitri Tiomkn, lyrics by Johnny Lehmann. The stand-out tune, the picture theme, is "Love Like Ours" and is being cut by leading artists on leading labels for joint exploitation with the film's opening.

★ ★ ★ ★

● ● ● Johnny ("Rudolph The Red-Nosed Reindeer") Marks very sanguine about "Cane Bottom Chair," which he wrote with Willard Robison. This very folksy tune has been hopped on by Glen Moore (who rushed to be first to record it—on MGM) and Ray McKinley (on Victor). . . . Happy Godday, looking a long way into the future, has picked the successor to "I'm Gonna Paper All My Walls"—a tune by Dave Coleman and Lynn Melton, "Golden Sails On A Sea Of Blue." . . . E. B. Marks draws attention to the fact that next week is the 25th anniversary of Dick Rodger's arrival on the musical map with his first big production, "The Garrick Gaities," containing his first big hit, "Manhattan." Marks, who published the score, is lining up broadcast celebrations (for instance, the Joe Franklin show on WJZ next Wednesday) featuring it. . . . Coney Island is observing the 50th anniversary of its incorporation and the local chamber of commerce has chosen as the official song for the celebration "At Coney Island" (Youse-Semos-Stanton). A Lanny Ross rendition of the ditty for the Zenith Label (mustard-color, appropriately enough) will help do the honors. . . . Vaughn Monroe, in the mood for another "Someday," cut Duchess Music's "Tell Her You Love Her" for Victor and is beginning to breathe heavily over the result. Another recorded version of the tune, by Elton Britt and Rosalie Allen on Decca, is beamed directly at the Corn Belt.

★ ★ ★ ★

● ● ● Evelyn Knight is taping 36 pop and standard tunes for Associated Program Service during her stay at the Plaza's Persian Room. . . . Patti Page and Frankie Laine have been scheduled to DUET by Mercury at a recording session following their opening at the Paramount on Wednesday. . . . Ethel Merman has signed a new exclusive three-year recording contract with Decca. . . . It is official that Charles Grean has been appointed manager of Popular Artists to succeed Joe Csida. . . . One of the works Henry Mazer will conduct at the Wheeling Symphony concert (NBC, May 13th, 3:00 p.m.) will be Don Gillis' "Symphony No. 5 1/2." . . . Colonel Henry (Hot Lips) Levine, strictly from Dixie, blows his horn and says his piece on his own show, "Strictly From Dixie" (WJZ and the full net, Mondays, 10:30 p.m.), beautifully assisted by contralto Martha Lou Harp.

★ ★ ★ ★

● ● ● SECOND TIME ROUND: The Big Three feeling good over three that look big—"There Goes My Heart" via Herb Jeffries on Columbia, "If You Were Only Mine" via Perry Como on Victor and "You're A Sweetheart" thanks to records by Harry James, Tommy Dorsey, Jane Harvey and Jack Owens. . . . "Sometime" (Remick), the Gus Kahn-Teddy Fiorito waltz which sold a million copies in 1925, is bidding again. Nat Freling has taken the song in charge and is assisted by records by The Mariners, Harry Babbitt and Tommy Carlyn.

NSTP In Washington
To Talk 'Freeze' Em

(Continued from Page 1)

"freeze" on granting applications; new television stations instituted the FCC on September 29, 1948.

The members of the NSTP met with the Senator in his offices, Room 361, in the Senate Office Building, noon today. Present will be Jan Lawrence Fly, general counsel of the NSTP and former FCC Chairman; Irvin Paul Sulds, president, NSTP and head of Sulds Productions, N. Y.; Mal Boyd, president, the west coast branch of NSTP, Hollywood; Mike Jablons, vice president of Gainsborough Associates, Inc., N. Y.; Judy Dupuy, Vice Events, Inc., N. Y.; Oliver W. Nic Radio Features of America, Inc., N. Y.; Walter Armitage, Cavand Productions, Inc., N. Y.; and She O'Malley, Ehrlich-O'Malley Productions, Inc., N. Y.

The television producers will petition Senator Johnson to recommend to the FCC the lifting of the "freeze" in order (1) to create more new stations; (2) bring TV to air not now receiving service; (3) increase television's advertising circulation thereby lowering costs, create more jobs in TV, and curb present monopolistic tendencies in the television industry brought about by the lack of full freedom of competition.

Radio And TV Stations
To Cover Assem

Extensive coverage has been lined up on major networks and local radio and TV stations for the Presbyterian General Assembly which will meet in Cincinnati, Ohio, May 17-24. A total of 50 programs related to the assembly will be carried through the facilities of WKRC, WLW, WZIP, WCPO, WSAI, WCKY on radio and through WJZ-TV, WCPO-TV and WKRC-TV video.

Network shows include the Columbia Church of the Air in a special program over CBS on May National Vespers over ABC from Cincinnati on May 21; a discussion of the assembly marriage and divorce report over MBS on May 22 and highlights of the entire session over NBC on May 24.

Joins CBS Radio Sales

Henry Untermeyer, account executive with the WCBS sales staff, will become an account executive in the New York office of Radio Sales, radio and television station representative, CBS, effective May 15, it was announced by Thomas Dawson, sales manager—AM Radio Sales, New York. Untermeyer has been with CBS since 1937. In the past four years he has worked with WCBS, New York, more recently as an account executive and previously as special events director and a program director.

TELEVISION DAILY

Section of RADIO DAILY, Friday, May 12, 1950 — TELEVISION DAILY is fully protected by register and copyright

STATIONS COOL TO 'BEULAH' DEAL

TELE TOPICS

"MACBETH," A BIT OF THEATER that was conceived several centuries ago by an English dramatist named William Shakespeare, was presented Wednesday evening by the Kraft Television Theater in honor of that program's completion of five years in video on NBC-TV. And, considering the limits of the medium, it was for some good tele drama. E. G. Marshall and Uta Hagen were admirable in the lead roles, the settings and costumes did a nice job of setting mood and the cameramen's handling of the special effects were noteworthy. Shakespeare's *Macbeth*, however, was not written with television in mind and some of its potency was lost due to cutting. This last point is a minor one, really, when compared to the fact that the agency, the sponsor or someone who should have known better, apparently insisted on the insertion of a middle commercial. Shakespeare's *Macbeth* and the product of the sponsors of the Kraft Television Theater are well enough known that the commercial could have been dropped this once in deference to the drama and without appreciable loss in the sale of Kraft cheese.

THE FIRST available television audience figures on Los Angeles baseball for 1950 have been released by Coffin, Cooper & Day, Inc. The Portland-Hollywood game televised by KLAC-TV on Sunday, April 2, had an average audience of 173,300 persons. The San Diego-Los Angeles Angels game, televised by KFI-TV on Saturday, April 8, had an average audience of 232,000 persons and the average San Diego-Los Angeles week night audience during the week of April 4-7 was 97,300. The figures, which are from the current Television Report on the L. A. television audience, also show that the audience watching the Sunday baseball game is very high in content of high and above average income groups and relatively low in the middle and D groups. On Saturday the audience is equally distributed among all income groups. During the week the audience is very low in the average and below average groups and slightly higher in the middle and D groups.

JRIL IVES has been cancelled out of tomorrow's "Jack Carter Show" due to a clause in the Carter show contract which prohibits guests from appearing on other video program within a span of 30 days prior to the Carter appearance. He is guested with "The Goldbergs" on Monday night. . . . "Boxing From Fort Milton Bowl" will be added to the NBC-TV sports schedule next Thursday. . . . WPIX studios will serve as a work-laboratory for NYU summer courses in video.

WAAM Educ. Setup Snares Bankroller

Baltimore—What is alleged to be the first coordinate effort of industry and a university in promoting television as an educational medium was announced jointly yesterday by Johns Hopkins University and the Davidson Chemical Corporation.

According to the announcement Davidson Chemical Corporation will assume sponsorship of "The Johns Hopkins Science Review" over station WAAM, effective today. The program has been a sustaining feature over the station under the direction of Lynn Poole of the university. It is primarily concerned with the subjects of scientific interests and the only change in its format under sponsorship will be the addition of guest speakers on each program culled from the city's business, educational and civic interests who will comment on the relationship of chemical manufacture to the city's industrial and community activities.

Davidson Chemical, spokesmen for the two groups say, they will be trail blazing in that its sponsorship of an educational program on video may lead to similar deals between stations, such sponsors and educational organizations.

Transmitter Hearing Set

Washington—The FCC announced yesterday that it has postponed from May 12 to June 2 the oral argument on its proposed new regulations concerning separate operation of the aural and video transmitters of TV stations. Paramount Television Productions, Inc., licensee of KTLA, Los Angeles, has been added to the list of those who will testify, including TBA, Fort Industry Company, NAB, ABC, KTTV, NBC, RCA Service Company and Radio Cincinnati, Inc.

SAG Seeks Initiation Of Talent Negotiation

The Screen Actors Guild has notified New York television network and station officials that it is prepared to initiate negotiations for a basic contract covering TV film talent, it was announced yesterday by Florence Marsdon, Eastern representative of the SAG. Officials invited include those from NBC-TV, CBS-TV, ABC-TV, WOR-TV, and the DuMont Television network.

The SAG suggested that the meeting be held at 10 a.m. Tuesday morning in the Guild's New York offices, or at another time mutually convenient to all concerned.

The invitation to negotiate is significant if only because of the fact that SAG is currently involved in a jurisdictional dispute with Television Authority as to which should be recognized by the National Labor Relations Board as bargaining agent for TV talent.

Spokesmen for some of the invited stations said that the invitations had not yet been received but pointed out that they would have to confer with their lawyers before they attended any negotiation meeting at all.

FCC Rejects CBS Plea

Washington — The FCC notified CBS yesterday it has no authority to aid it in its attempt to win a waiver from The Bell System for TV relay facilities used during color tests in January and February. CBS had asked to be relieved of paying the charges because of the experimental nature of the tests, but the Commission said regular tariffs are on file from A.T.&T., and unless the charges vary from these charges the Commission can do nothing for the network.

Press-Time Paragraphs

WFIL-TV To Cover Penn. Primaries

Philadelphia—Station WFIL and WFIL-TV will accord what is "probably the most complete coverage of a primary election ever essayed by a local station" on May 16 when the station covers the Pennsylvania primaries. Starting at 8:30 p.m., the coverage will be conducted practically constantly until the political races are decided.

Fisher To Address Georgia Institute

Athens, Ga.—Sterling W. Fisher, manager of NBC Public Affairs and Education Department, will address the fifth annual Georgia Radio Institute to be held May 19 at the University of Georgia. Fisher will discuss "Radio and Television in Education" with a heavy stress on education's role in the newer medium.

ABC 2-Year Pact, Non-Cancellable, Rejected By 23

(Continued from Page 1)

Flannagan, NARSR managing director, announced yesterday. Most of these stations, Flannagan said, were in major markets and only one small market station has accepted the deal on a one-year basis.

NARSR reports, according to Flannagan, that P & G's Agency, Dancer-Sample-Fitzgerald, has now offered to place the business on a Spot instead of network basis, in return for a two-year guarantee of current rates.

Flannagan points out that even though the stations accepting the DSF Spot offer stand to make two to three times as much income over what they would receive from the web, NARSR members and stations are turning down the offer. Station reps, he says, might be tempted to approve the Spot deal because of the commissions involved but are not doing so because of the principle involved.

Statement by Flannagan

"The majority of stations and reps believe that preferential treatment of advertisers on rates and terms has no place in the broadcasting business," Flannagan said.

He continued:

"They feel that the losses they have taken and their large investment in TV justify increases in rates as the avalanche of TV sets in operation grows. They want no part of bargaining offers and weak standards of practice in an advertising medium whose strength no one questions. NARSR is recommending, and the Reps are uniformly behind the policy, that the Beulah deal and all similar excursions into chaotic practices be turned down."

New Receiver Offered

Plymouth, Ind. — A table-model, 10-inch screen television receiver to retail for \$99.90 was announced today by John Meck, maverick of the TV manufacturing industry, who has been hinting at a \$100 TV set for some months.

The set will be sold in more than 5,500 stores throughout the country within a few weeks, according to Meck. "The last major restriction on expansion of the television industry is being removed," he said, predicting that this set would bring video within the reach of 90 per cent of American families.

The inexpensive receiver is expected to be popular as a second set in homes already having television.

Radio-TV Will Cover Democrats' Chi. Meet

(Continued from Page 1)

11:00 p.m. (CDT) Monday, all four local television stations will carry the broadcast. The four networks, plus WCFL, also will air the speech simultaneously.

A meeting of the President's cabinet will be televised for the first time Sunday from 2:00 to 3:00 p.m. from the Civic Opera House over CBS-TV and will be seen in Chicago over WBKB, which will interrupt the telecast of the Chicago Cubs baseball game to carry the proceedings. Radio coverage will include WBBM-CBS "live," and a delayed and edited broadcast over the Mutual web from 7:30 to 8:30 p.m. Sunday. WGN in Chicago will carry the full hour transcribed from 7:30 to 8:30 p.m.

NBC will broadcast the closing portions of the Monday morning discussion panel on "The Freedom Budget" from 11:30 to noon on a nation-wide hook-up, while WCFL will air the meeting of the Democratic National Committee, which will be transcribed Saturday morning for later broadcast. On Monday WCFL will transcribe portions of the discussion on labor, agriculture, and business for broadcast between 7:30 and 9:00 p.m.

Attorney General to Speak

Attorney General McGrath will be heard on "Capital Cloakroom," simulcast over CBS Friday from 9:30 to 10:00 p.m., and Illinois Governor Adlai Stevenson will appear on NBC's "Pro and Con" with commentator Clifton Utley, Friday from 9:45 to 10:00 p.m., as part of the Jefferson Jubilee celebration.

Among the personalities who will entertain at the Monday night pageant are George Jessel, Ann Miller, Margaret O'Brien, Frank Fontaine, Phil Regan, Jane Powell and Elizabeth Taylor Hilton who will be making her first public appearance as a bride.

Proceedings in the Stadium will be telecast on a two-way video hook-up via closed circuit to approximately 10,000 people on the outside unable to find seats.

Takes New Post

Marjorie Hyer, formerly secretary for press and radio of Church World Service, has been named to the staff of the Protestant Radio Commission, Rev. Everett C. Parker, director for the commission has announced. She will be in charge of the development of the Radio Expeditors' program and the promotion of the commission-produced transcription series.

WANTED TO BUY

A good used Western Electric 250W Transmitter, preferably type 451 A-1. Write RADIO DAILY, Box 134, 1501 Broadway, N. Y. C.

California Commentary

● ● ● John Archer auditioned for the starring role in "Call Max Thursday," 'private eye' radio program, which is being produced by Bill Reid for the Universal Advertising Co. . . . Victor Young becomes musical director of the CBS "Contented Hour" program, May 21, replacing Ted Dale, who has resigned. . . . Art Baker, whose program, "Art Baker's Notebook," is heard daily over ABC, has been cast in "Cause for Alarm" at M-G-M. . . . Even with numerous cast, writer, director, and other unavoidable changes, KECA-TV's "Mysteries of Chinatown," in the six months it has been on the air, has rocketed from a 2.9 Tele-Que viewing audience rating to an impressive 17.9, a hike of 517 per cent. Marvin Miller and Gloria Saunders are co-stars of the drama. . . . This Sunday, Mother's Day, George Wright, New York Paramount Theater's organist is being flown to Hollywood to do the half-hour concert over local KFAC, known as the Classic Music Station. Concert will be played on the largest pipe organ west of Chicago. . . . Jack (Queen for a Day) Bailey will make an important announcement shortly on his entrance into the national merchandising field. He'll continue with his radio and television activities.

Hollywood

● ● ● Tex Williams and his Western Caravan will go full network on NBC starting July 2, featuring himself, Smokey Rogers and Deuce Spriggins. . . . Harold Gary, radio, stage and screen actor, has made two appearances on the Pinky Lee Television show. . . . Curt Massey's announcer, Charles Lyon, goes to Canada in two weeks on a hunting trip. . . . During his week's stay in New York, Allan Jones will make a dozen radio-video appearances and has already been set for the Mary Margaret McBride program on May 15th. . . . Greg Mitchell has signed a contract with HI-TIME Recording Company to cut six records a year. . . . The May 13th telecast of "Sandy Dreams" from KTLA, will mark the 100th consecutive performance of the popular youngsters' musical comedy by honoring Gladys Rubens, its producer, writer and director. . . . Russ McCollum and John Pershing have been appointed Account Executives for The Tullis Company. . . . "The Hollywood Amateur Hour" series will be broadcast direct from the stage of the Marcal Theater on Hollywood Boulevard, over Station KIEV. Participants on this show will be children between ages of 6 to 16. Emcees Bill Mason and Dick Barren.



● ● ● J. Carrol Naish, star of CBS' "Life With Luigi," last week received a copper plaque from the Italian Social Club of San Fernando Valley. Tony Rondinelli presented the "merit award for the outstanding radio portrayal of Luigi Basco and promotion of better relations among all the races of the United States." . . . Agnes "Sorry, Wrong Number" Moorehead has become so "allergic" to telephones as a result of her famous dramatic play that she won't accept any phone calls at her table when lunching at the Brown Derby! . . . Art Gilmore, announcer on the Dr. Christian Show, is opening his second television store in the San Fernando Valley. . . . Pianist-composer Bob Ecton has planned to La Junta, Colorado for a visit with his parents before he heads East on future nightclub commitments. . . . Maestro Frank DeVoi will fly back to his alma mater, Miami U., Oxford, Ohio, in June to receive a special award for "outstanding contribution to the field of music." . . . Hollywood is being flooded with post-war European films available for television but 99 per cent are being rejected. . . . KHJ has been voted a resolution of appreciation by the American Guild of Variety Artists for outstanding cooperation with the guild in the promotion of its "All Star Show of 1950." . . . Frank van Hartesveldt, producer of "Gildersleeve," will spend the summer filming two TV shows, plans 13 episodes each and each series will be sold as a package. One embraces a new audience participation stunt.



☆ ☆ ☆ ☆

Coaxial Extending To Louisville An

(Continued from Page 1)

works will be expanded to ne 15,000 channel miles serving n than 40 cities by the end of The new cable will cover a dist of 121 miles, following a route Indianapolis near the towns of S byville, Columbus, Seymour Scottsburg.

Will Provide Phone Channels

At the outset, the cable will nish one television channel to c programs, in addition to numer telephone channels. Presently, th are two stations, WAVE-TV, WHAS-TV, in operation in Lo ville.

A second TV circuit will be ac in December.

Will Expand Schedule Of WQXR Broadcast

As a result of the success of WQXR-FM program rebroadca WFMZ in Allentown, will exp its schedule on May 15 to carry New York station's lineup from p.m. to midnight. The experiment the Eastern Pennsylvania FM sta was begun in February for a month trial period.

Response from listeners was s that the service was continued l has now been expanded beyond original evening schedule. WQX planning to add other FM stat in the near future.

Send Birthday Greetings To

May 12

John Barclay Scrapy Lamber
Marie Keith Elayne H. Fo
Maurice Hershalt

May 13

Sid Ascher David Broekman
Ken Darby Louis Prima
Arthur Sullivan William Ros
Alice Cornell Bob Whitlow

May 14

Carlton Brickert
Ivan Black Margot Gayl
Stu MacHarrie Murray Arnol
Dorothy Nye Curtis Mitche
Joseph M. Seiferth

May 15

Walter Cassel Bert Sheffe
C. T. Williams Margaret Lippe
James Tindale Wade Barne

May 16

Bulk Owens Norman Ros
Lillian Black Gordon Kinne
Perry Como Willis F. Myer

May 17

Franklin Dunham Louisa Vas
William Long Ted Brow

May 18

Richard Brooks Paul F. Harro
Raymond Paige Donald Peterso
Lew White Meredith Willso



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 31

NEW YORK, MONDAY, MAY 15, 1950

TEN CENTS

PUBLIC HEARING ON TV SERVICE CALLED

FCC Warns Don Lee in Renewing Permits

Washington Bureau of RADIO DAILY
Washington — The FCC moved Friday to adopt as final the proposed decision renewing the licenses of the stations owned by Don Lee Broadcasting System. The renewals for KGB, San Diego; KDB, Santa Barbara; KFRC, San Francisco, and KHJ and KHJ-FM, Los Angeles, were voted only after a lengthy explanation by the Commission that it disapproves of coercive practices charged against the Don Lee network by affiliates.

The Commission also finalized its earlier decision to sever Don Lee's TV application for San Francisco

(Continued on Page 8)

General Foods Dropping Goldbergs Radio Program

"The Goldbergs" will not return to CBS radio after their final broadcast of the season on June 24. General Foods, sponsor of the series, has decided to drop the radio version of the show but will continue the television production of the Gertrude Berg show. Sponsor, however, is keeping the Saturday 3:30 p.m. radio time now occupied by the "Goldbergs" and will present a new series upon its return to

(Continued on Page 2)

Close Named To Manage NBC National Spot Sales

Richard H. Close has been named manager of NBC national spot sales, James V. McConnell, director of the department, has announced. Close succeeds John S. DeRussy, who has left NBC to join WCAU in Philadelphia.

Anniversary

The RCA Exhibition Hall in Radio City, permanent showroom for RCA as a "world's fair" of electronics, completes three years of operation today with a total attendance of over three and one-half million visitors placing it among the top tourist attractions in New York City. It opened three years ago at a cost of a million dollars.

Big Deal Pending?

Chrysler is reported about ready to set a summer network radio schedule which will be the largest package ever placed as summer programming, RADIO DAILY learned Friday. Both NBC and CBS are bidding for the automobile company's business.

Audience, Biz Trends In TV Cited At NYU

"The change in audience behavior in TV cities caught the industry flatfooted, unprepared," C. E. Hooper declared Friday at the Golden Jubilee Advertising Convention of the New York University School of Commerce. Denying reports that Hooperatings were not accurate, Hooper said: "We are a fact-reporting organization. . . . If we are to continue to perform our function, ours must continue to be a service, cannot be a disservice to our subscribers."

Hooper compared his organization's figures with those of NBC

(Continued on Page 8)

Huffington Gets Post As NAB Field Secretary

Washington Bureau of RADIO DAILY
Washington—B. Walter Huffington, formerly general manager of WSAP in Portsmouth, Virginia, was named NAB field membership secretary on Friday by William B. Ryan, newly selected general manager of the association. Huffington will assume the position created by

(Continued on Page 2)

FCC Will Rule On Color-TV, Then Reconsider UHF-VHF

Washington Bureau of RADIO DAILY
Washington—The FCC will issue its decision on color TV before it proceeds with hearings on utilization of the UHF and re-allocation of the VHF channels, Senate Interstate Commerce Committee Chairman Ed Johnson said Friday. Johnson said he had been informed that "the Commission feels absolutely that it cannot begin consideration of the allocation problem before it

New York City Council Committee Will Investigate Service Practices At Hearing Tomorrow

Acting on the expose of unscrupulous practices of many TV servicemen in the Greater New York area, the Council of the City of New York has called a public hearing of the Committee on General Welfare at the City Hall at 1 p. m., tomorrow to discuss the enactment of an administrative code "in relation to licensing and regulating the business of servicing, maintaining and repairing television receivers."

The proposed regulatory law has the support of the Electric and Gas Association of New York, Inc., representing many leading manufacturers and distributors. It will be opposed by the Associated Radio Television Service Men of New York City who are for some form of state legislation but are opposed to an administrative code on the local level.

Under the sub head of "legislative declarations" the proposed amendment to the Administrative Code of the City of

New York reads: "It is hereby declared that the inhabitants of the city of New York are daily becoming the owners of a greater number of television receivers, and as a result thereof a new business of servicing, maintaining and repairing said television receivers has come

(Continued on Page 6)

WMGM Dismisses 8 In Dispute With AFRA

Differences of opinion between WMGM and the American Federation of Radio Artists have resulted in the dismissal of eight staff announcers, it was learned on Friday. Crux of the matter, according to AFRA, is the status of three disc-jockeys—Ted Brown, Ken Roberts and Hal Tunis—who were hired in December.

AFRA reports that the three men were paid only as announcers and not as free-lance disc-jockeys. Bertam Lebnar, Jr., director of

(Continued on Page 2)

Net Profit Of \$93,000 For ABC 1st Quarter

Net income of the American Broadcasting Company, Inc., and its subsidiaries for the three months ended March 31, 1950, after Federal income taxes, was \$93,000, equal to five cents a share on the 1,689,017 shares of outstanding \$1 par common stock. This compares with a loss of \$64,000 reported for the first three months of 1949.

Didn't Get The Bird

Bernard Procter's "The Big Story" was thrown into an uproar a short time before video time Friday when a flock of canaries which were to be used in a pet shop scene escaped their cages. Technicians, actors, directors and everyone else tried frantically to lure the birds back to the cages but when last heard from had not succeeded.

RADIO DAILY



Established Feb. 9, 1937

Vol. 51, No. 31 Mon., May 15, 1950 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KRISCH : 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
Ethel Rosen, Office Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

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

CHICAGO BUREAU
Herbert M. Kraus
Suite 1325, 188 Randolph Tower
Phone: Dearborn 2-1414

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

ROME BUREAU
John Perdicari
Ludovisi 18

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

FINANCIAL

(May 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	117 3/8	113 3/4	117 3/8	+ 1/8
Admiral Corp.	31 1/2	30 3/8	31 1/4	+ 1/4
Am. Tel. & Tel.	158 3/8	157 7/8	158 1/4	- 1/8
CBS A	35 7/8	35 1/4	35 3/4	+ 1/4
CBS B	35 3/4	35 1/4	35 3/4	+ 1/8
Philco	46 3/8	45 3/8	46
RCA Common	19 7/8	19 1/2	19 3/4
RCA 1st pfd.	78 3/4	78 1/4	78 3/4	- 1/4
Stewart-Warner	18	17 3/4	17 3/4	- 1/4
Westinghouse	34 3/4	34 1/4	34 1/2	- 3/8
Zenith Radio	57 3/8	55 1/2	57 3/8

NEW YORK CURB EXCHANGE

Nat. Union Radio	4 3/8	4 1/2	4 1/2	- 1/8
------------------	-------	-------	-------	-------

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	21 7/8	22 7/8
Stromberg-Carlson	15 3/4	17 1/4

Esso Signs WNBC News

Esso Standard Oil Company has signed for sponsorship of WNBC's "News at Noon" program, Donald A. Norman, director of sales for the station has announced. The order is effective May 15 and runs until January 1, Monday-through-Saturday. Marschalk and Pratt is the agency.

WANTED TO BUY

A good used Western Electric 250W Transmitter, preferably type 451 A-1. Write RADIO DAILY, Box 134, 1501 Broadway, N. Y. C.

★ COMING AND GOING ★

HENRY CASSIDY, European news director for NBC, with headquarters in Paris, will go to Berlin on May 25 to help Ed Haaken, Berlin correspondent of the network, in reporting the expected march of the eastern Communist youth on the Western sector of the German capital. The march is scheduled for the 28th of this month.

BILL DACOSTA, head of field operations in the engineering department of WOR, has left for Columbus, Ohio, to take part in the American Bowling Congress.

CHARLES P. HAMMOND, vice-president of NBC in charge of radio advertising and promotion, is in Milwaukee, where today he will deliver a speech at the meeting of the National Newspaper Promotion Assn. His subject, "Radio Today—Its Past, Present and Future." Tomorrow and Wednesday he'll be in Chicago, where he'll meet **NORMAN GLENN**, who is leaving today for the Windy City. They return Monday night.

JEANNE GARRY, vocalist, has returned from Montreal, where she was featured for five weeks at the Tzigane Room.

CATHY MASTICE, who just made her 2,000th veterans-hospital appearance when she sang in Cleveland, is back in town.

SIG MICKELSON, director of public affairs for CBS, on Wednesday will be in South Hadley, Mass., where he will discuss "Radio and Television" at Mt. Holyoke College. From there, he'll make a flying trip to Athens, Ga., to speak Thursday at the opening dinner of the Georgia Radio Institute.

CRENSHAW O. BONNER, **DAVE CARPENTER**, **GAINES ALLEN** and **ERNEST MATTWAY** are arriving today from WCON, Atlanta, Ga. They'll spend this week in town on business and conferring with their national reps.

GORDON HELLMAN, manager of CBS sales presentations, is in Baltimore to address the television class of Johns Hopkins University on "Selling Network Television."

JACK BENNY, Columbia network-er, and the members of his program company, tomorrow will begin their series of one-night stands, in Wichita, Kansas.

BOBBY COLT, singer, has returned from an engagement in Buffalo.

CARL BURKLAND, general sales manager of CBS Radio Sales, and several members of his staff, spent the week-end in Charlotte, N. C., visiting at WBTV, television affiliate of the web.

Huffington Gets Post As NAB Field Secretary

(Continued from Page 1)

the NAB board in February, on May 18.

Activities of the new secretary will be devoted to membership solicitation and field contact, supplementing similar work by Ryan. Prior to joining WSAP, Huffington was national radio director of the American Red Cross.

General Foods Dropping Goldbergs Radio Program

(Continued from Page 1)

the air on August 27. Leading candidates for replacement are said to be "The Man Called X," starring Herbert Marshall or the CBS package, "Adventures of Philip Marlowe," starring Gerald Mohr.

Strotz Named Pres. Of Radio-TV Charities

West Coast Bureau of RADIO DAILY
Hollywood—At a special meeting of Incorporators and Directors of Radio-Television-Recording Charities, Inc., held last Tuesday, in the conference room at NBC the following officers were elected to serve for the year 1950:

Sidney N. Strotz, president; Larry Shea, vice-president; Don Tatum, secretary and Wayne Tiss, treasurer.

In addition to the above officers, the executive committee of R-T-R Charities, Inc., includes George M. Balzer, John Brown, Everett Crosby, Phil Fischer, Knox Manning, Robert Manning, Robert Reynolds, Glenn Wallichs, and Earl Seaman, who is comptroller and campaign director of the organization.

During the meeting, plans were formulated for launching the combined appeal campaign in the fall with the slogan "All for one—One for all" as a banner head.

WMGM Dismisses 8 In Dispute With AFRA

(Continued from Page 1)

WMGM, agreed to boost the pay of the trio, but would make no retroactive payments, AFRA says. Ken Groot, executive secretary of AFRA, says Lebharr also sought to drop three staff announcers, but recently agreed not to make any dismissals until the contract between the parties expired in eighteen months.

Lebharr said the termination of employment of the eight is in accordance with the agreement between the station and AFRA, but the latter does not agree. The director added that change in the policy and operations of WMGM in recent years required a different type of announcer. The emphasis on MGM stars and "the current trends in local broadcasting which calls for hard hitting sales techniques," were cited.

"After a lengthy trial period," the WMGM director continued, "during which AFRA was notified of the existing problem, it was resolved that the WMGM announcers in question were incapable of adapting themselves to the competencies required by the present operations as well as those planned for the immediate future."

Men affected are: William Land, John Connelly, Dick DeFreitas, William Edmonds, Bob Bryar, Aime Gauvin, Larry Blenheim and Philip Goulding. Employment will be ended on June 11. AFRA has made no decision as to what action they will take.

Hygrade Buys "Winslow"

Hygrade Food Products Corporation has signed a 13-week order for sponsorship of "Don Winslow of the Navy" over WNBT, beginning Sunday, May 21 from 10:10 to 10:30 a.m. Agency is Doyle, Dane, Bernbach, Inc.



Bird Dog

This cocker usually hunts birds. But here she is casting a maternal eye on the newly-hatched pheasants. She's protecting these little birds.

Advertisers need some protection, too, in tough, competitive markets like Baltimore. The best protection you can get against competitors is a strong campaign on W-I-T-H.

The cost is so little! And the results so big! You get more listeners-per-dollar from W-I-T-H than from any other station in town. So 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

WMCA outstrips New York radio gains

3 to 1

Radio listenership
April 1949
compared with
April 1950

NEW YORK'S total radio audience* increased **11%** over last year

WMCA'S overall audience* jumped **31%**

TED STEELE'S audience skyrocketed **52%**

realistic proof (at realistic rates) that...

- the New York market is still the greatest radio buy!
- WMCA is stronger than ever as a station to blanket that market!
- TED STEELE is hotter than ever in selling that market!



wmca

570 • first on New York's dial

Norman Boggs, General Manager
Free & Peters, National Representatives

*New York Pulse—8 AM to 8 PM, Monday through Friday

SOUTHWEST

THERE were 52,500 television sets in the Fort Worth-Dallas area as of May 1, according to WBAP-TV director Harold Hough. The count, made by the station's research department, is based on requests from viewers for WBAP-TV's free weekly program schedule and through totals constantly checked with area distributors and dealers. Area breakdown gives the Fort Worth area 23,610 sets and the Dallas area 28,890 sets. A constant check on set increase has been effected by WBAP since the station went on the air as the pioneer television outlet in the Southwest, September 29, 1948.

L. A. Blust, Jr., commercial manager of KTUL, Tulsa, attended the Southwest Sales Conference in Houston, Texas, May 4-5, and will attend the National Sales Executives Convention to be held in Detroit, Mich., May 21-22. Blust is executive secretary and treasurer of the Tulsa Sales Executives Club and was recently elected second vice-president of the Tulsa Advertising Federation by the board of directors. Blust has served on the board for the last two years.

Never let it be said that Murray Cox, Farm Director of WFFA, Dallas, lacks the ability to jump off one of his farm horses, even in mid-stream. Cox had scheduled and planned a nicely tailored remote from the annual Vetch Festival in Terrell, Texas, when he suddenly discovered the presence of Secretary of Agriculture Charles A. Bran and Texas Governor Allen T. Shivers, who were also guests of Festival officials. Tossing his well prepared script lightly over his shoulder into an exhibition bundle of the newly popular soil builder and feed crop, Cox went into some fast footwork that resulted in corraling the two dignitaries for a talent-free appearance on his 12:15 noontime broadcast, sponsored by Kazmeir - Sherrill Hatchery, Wolf Nursery and Sun-Glow Feeds. It is this type versatility that keeps Cox's two daily programs, 6:45 a.m. and 12:15 p.m., with a healthy backlog of enthusiastic sponsors.

Joins ABC Operations

James A. Mahoney joins the stations department of ABC, effective May 15, according to a recent announcement by Ernest Lee Jahncke, ABC v-p in charge of stations. In previous years, Mahoney served with Crossley Research Co., the station relations dept. of Mutual, and N. C. Rohrabough Spot Radio Reports.

MAGNECORD FOR SALE

Like new, 1950 model, three mikes, mixer, remote, voltage adjuster, AC-DC, 7½ and 15 inches per second. Write

Box No. 135, RADIO DAILY
1501 Broadway New York 18, N. Y.



By SID WHITE

Man About Manhattan. . . !

● ● ● WEEK-END CUFF NOTES: The producer of a TV cartoon commercial must be very optimistic about color making its debut on the before long. One of the credits on such a black and white film reads: Color by Technicolor. . . . Aside to Abe Burrows: You hankering for the typewriter again? . . . Vic Damone opens the season at the Waldorf's Starlight Roof June 1st plus guest starring on Bing Crosby's May 31st stanza. . . . Bing, we hear, won't re-sign with Chesterfield. They want him to do TV and he doesn't wanna work that hard. . . . Billy Eckstine dropped 16 lbs. shuttling between the Paramount and the Copa, when he subbed for Sinatra. . . . Byron Nelson, the retired master golfer, is revealing talent as a teevee announcer in Texas. . . . If "Forever Amber" is ever televised from the coast, comic Jack Gilford suggests calling the process "Kinseyscope."

★ ★ ★ ★

● ● ● Now that Irving Fields has successfully launched his new publishing company, Crest Music Co., he's gonna launch himself off on a 4-week vacation to Europe, sailing on the Ile de France Sat. While over there, he'll personally present his new composition, "A Toast to Israel," to Dr. Chaim Weitzman. . . . BMI softball team has won 3rd place in the Rockefeller Center tournament. (Say, that's better than the Giants are doin'). . . . Cy Mann, former promotion manager of the Reporter magazine, has joined Ted Worner Associates. . . . Local bankrolling of CBS-TV's "We Take Your Word" practically set by a book company, natch. . . . May 20th has been designated as Sheriff Bob Dixon Day in Stamford, Conn., with a parade and all down the main stem. . . . Warren Hull notes that a disc jock is a guy living on spins and needles.

★ ★ ★ ★

● ● ● With all those parlor games on TV these days (20 Questions, Who Said That, What's My Line and Act It Out, etc.), Al Saphin wonders when they're gonna get around to the most popular one of them all—"Spin the Bottle." . . . And Art Franklin can't figure out why the movie industry's so concerned about TV. If television keeps going this way, he sez, it'll prob'ly kill television long before it hits the movies. . . . Phil Hanna, currently doubling as star of "Brigadoon" and his own Sunday nite DuMont show, will soon triple via his own nitely radio series. . . . Joel Preston has resumed his deal with the Henry C. Rogers-Warren Cowan H'wood publicity office, acting as their eastern rep. . . . Herbert Fischbach has hired 50 porters to be on hand during occupancy of the new Schwab House here. They'll do nothing but move furniture around for housewives who can't decide where they want the sofa placed.

★ ★ ★ ★

● ● ● The participants of the "Blind Date" TV'er are at least assured of a pleasant evening at a swank nite spot surrounded by celebs. But the 'blind date' arranged for model Sandy Bealer and Ensign Duane Young turned out to be more than just one enchanted evening. They're getting hitched in June. . . . An agency exec played some lieder and operatic arias cut by tenor Wm. Horne and now we know why Winchell called Horne "better than Gigli." . . . The film version of "The Goldbergs," to be made by Paramount shortly, will be the first of a series starring Gertrude Berg. . . . Dinah Shore busted every attendance mark at the Coconut Grove in H'wood. Mimi Benzell, with her eye on a picture contract, follows Dinah into the Grove tomorrow. . . . Asked for a success story to be used in promotional material for him, Walter Kiernan responded: "Yes, I was thrown out of high school and have been working ever since."

AGENCIES

ARTHUR J. BARRY, JR. has resigned as vice-president of Free & Peters, Inc., radio station reps. He has acquired part ownership of WEOK, Poughkeepsie, and will function as vice-president and general manager. Succeeding Barry is Jack Thompson, account executive in the Chicago office of Free & Peters, Inc.

FRANK M. HEAD, vice-president of the United Cigar-Whelan Store Corporation, has been elected president of the Advertising Club of New York. George S. McMillan, vice president of Bristol-Myers Company, Arch Crawford, president of the National Association of Magazine Publishers, and Stanley Resor, president of J. Walter Thompson Company, were elected vice-presidents. Named treasurer was James A. Brewer, chairman of the board of Brewer-Cantelmo Company.

ROBERT S. KELLER, INC. has been engaged as sales promotional representative for WIRK, West Palm Beach, Florida, outlet for the Mutual Broadcasting System, according to an announcement by Joseph S. Field, Jr. owner and general manager of the station.

A. RAYMOND BRINKMAN, advertising director, and Carl R. Switzer, account executive and vice-president have been elected directors of Caldwell, Larkin & Co., Inc., of Indianapolis.

LINCOLN L. SCHEURLE has joined the radio and television department of Hugo Wagenseil & Associates of Dayton, Ohio. He was previously with Hooper-Camero agency and CBS.

KEMPER M. ALLISON has joined Lester B. Martin & Associates as district sales manager for the Springfield, Dayton and Cincinnati area. He was formerly with Dun and Bradstreet.

ROBERT W. PERKINS has resigned Geffeb, Dunn & Co. as an account executive. He was with the agency for 18 years until 1949 when he joined Draper, Perkins Associates, Inc.

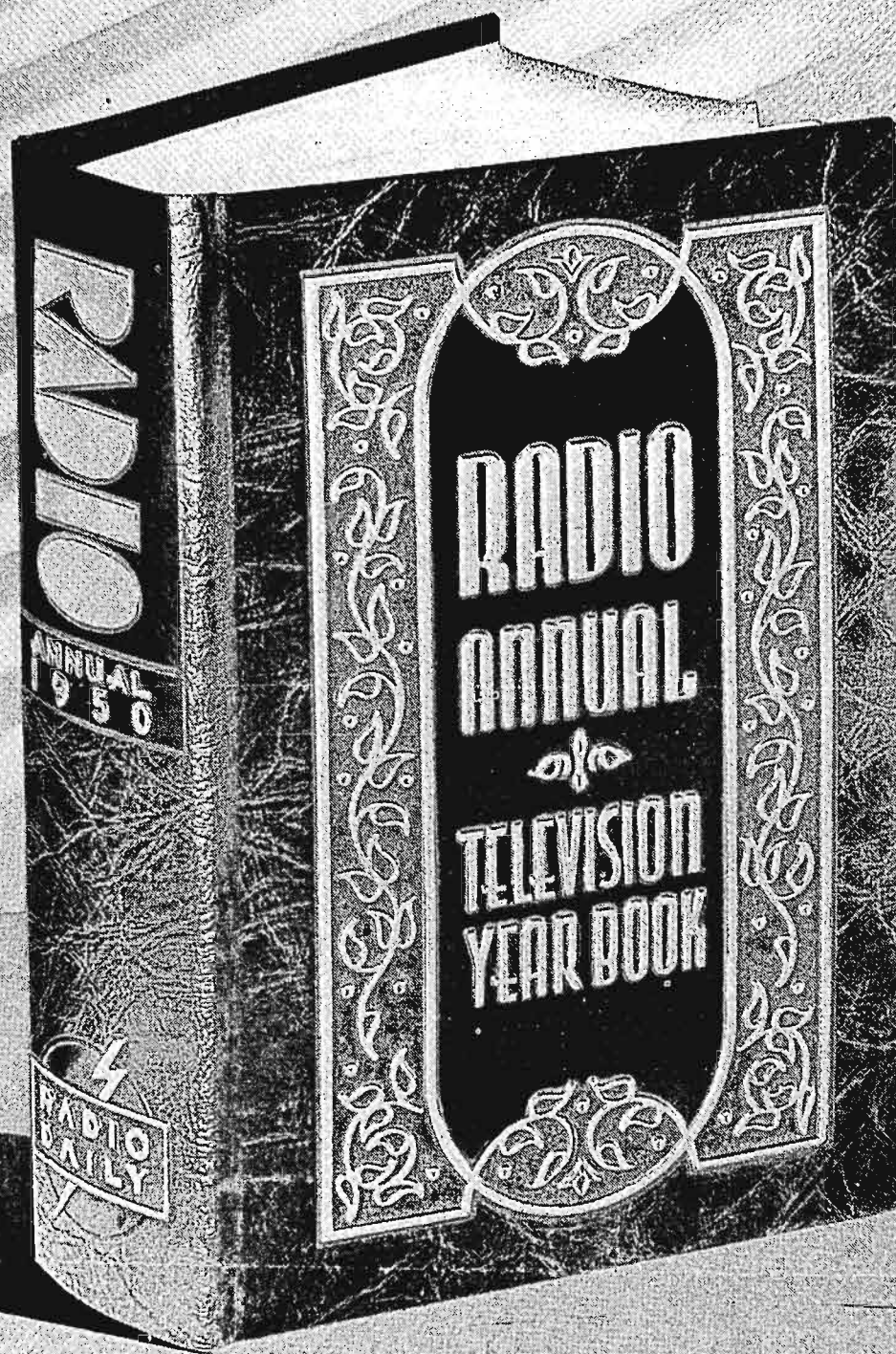
FOR COMMERCIAL FILMS
THAT SELL

ARCHER PRODUCTIONS, INC.

WINNER OF
ART DIRECTORS CLUB
"AWARD FOR DISTINCTIVE MERIT"

35 West 53rd Street, New York 19
JUdson 6-2690

The Book Of The Year



RADIO ANNUAL has now been mailed to all paid subscribers.

A LIMITED NUMBER OF BOOKS ARE STILL AVAILABLE TO NEW SUBSCRIBERS.

N. Y. City Council May Regulate TV Servicemen

TV Licensing Law Is Proposed By Councilman

(Continued from Page 1)

into being. It is hereby declared that due to the method of operating said business a great many of the inhabitants of the City of New York have received poor and unskilled workmanship and have paid in advance sums of money for yearly service contracts and therefore have failed to receive said service due to the financial failure of the service organization. The necessity for legislative intervention by the enactment of the provisions of this section is hereby declared as a matter of legislative determination.

Would Require Licensing

The proposed law would require the licensing of any service organization by the commissioner of license. Certificates of qualification would be issued to a person who has had at least five years actual full-time experience in care, servicing and maintenance of electronic equipment "of which at least two years have been devoted to the field of television."

It is also specified in the proposed law the amount and type of equipment required and the law specifies that all service organizations must carry contractors' liability insurance to the amount of \$5-10,000.

Members of Electrical and Gas Association of New York made public on Friday a bulletin which states "it is the consensus of opinion that the bill, as written, would be beneficial to television sales and servicing and protective in the public interest."

Many Leaders to Appear

Listed among the distributor-dealers who are expected to appear in support of the bill at tomorrow's hearing are: E. B. Ingraham, chairman legislative committee, Times Appliance Co., Inc.; Rudolph C. Neilson, chairman manufacturers group, Landers, Frary & Clark; Maxwell R. Schneller, chairman dealers group, Tempo Music & Radio Service; Thomas J. Hodgens, Admiral Corporation—N. Y. Dist'g Div.; Irving Sarnoff, Bruno—New

York Inc.; Harry Berken, Central Queens Electric Supply Corp.; Alexander Fisher, Commercial Radio-Sound Corp.; Bert Cole, The Crosley Distributing Corp.; Grady L. Roark, Electronics Dep't—New York, General Electric Co.; Robert J. F. Cullen, General Electric Supply Corp.; Morris Tillman, Lafayette Electric Corporation; John L. Owen, E. B. Latham & Company; Morris S. Segal, Mayflower Industries; Samuel A. Sader, Victor H. Meyer & Co., Inc.; Nathan Cooper, Motorola—New York, Inc.; J. J. Harris, Philco Distributors, Inc.; S. M. Karagulla, Sears, Roebuck and Company; John W. Walter, John W. Walter, Inc.; E. L. Frohlich, Warren-Conolly Company, Inc.; William H. Loeber, Electric Appliance Div., Westinghouse Electric Corp.; William C. Watson, E. A. Wildermuth, Inc., and William W. Boyne, Zenith Radio Corporation of New York.

Compliments Investigation

Complimenting RADIO DAILY in exposing the TV-servicemen's "unethical practices," Max Leibowitz, president of the Empire State Federation Electronic Technicians Association and the Associated Radio Television Servicemen of New York City, Friday gave the membership's point of view.

"We are not opposed to a regulatory state law which would curb the undersirables in the servicing field," Leibowitz said. "However, we are against the enactment of a local law which would make enforcement of regulations a political football."

Leibowitz expressed no surprise at the revelations in the RADIO DAILY investigation. He said that this situation has been growing worse for over a year and the number of people victimized by unscrupulous servicemen would run into the thousands.

"In one sense the public has been gullible," Leibowitz said. "They have allowed cut rate dealers to sell them a set at 20 per cent discount and then frighten them into taking a service insurance policy at prices ranging from \$65 to \$90 a year."

Suggests Safeguards

The president of the servicemen's organization offered the following safeguards to prospective TV receiver owners:

1—Regardless of what dealers tell you the customer is not obliged to buy a service contract when purchasing a set.

2—Dealers who frighten the customer into the purchase of a service policy as protection against failure of their picture tubes are distorting facts. Manufacturers guarantee the life of a picture tube for one year and for \$2 or \$3 you can purchase a special policy on the tube.

3—Always remember that every receiver manufactured by a reputable manufacturer carries at 90 warranty and that defective parts are replaced by the factory.

Among the contributing factors

to the present situation outlined by Leibowitz were:

"The television set manufacturers foisted upon the public sets whose component parts were over-rated, which constantly breaking down, required more than the necessary service. This in turn created a condition under which most sub-contractor installation concerns were compelled to lose money and the customer to lose confidence in television because of the lack of proper service. Many of these customers discredited future television sales to prospective buyers."

Dealer Makes Comment

A dealer living in the Bronx section telephoned RADIO DAILY Friday and charged that the cut rate dealers were responsible to a great degree for the present plight of the TV set service. He said these cut rate dealers give discounts of around 20 per cent in making sales. The normal discount to the dealer is 27 per cent on each receiver. They then sell the customer a service policy and take 10 per cent of the amount for themselves and give the balance to some independent servicing organization.

CBS Gets Many Calls

Other developments of the week-end included scores of telephone calls received at CBS from irate television receiver owners who wished to register complaints against service companies. These calls resulted from Douglas Edwards comment on the RADIO DAILY expose during his TV news broadcast of Thursday night and his radio broadcast on CBS Views the Press on Saturday night. CBS referred the calls to the manufacturers of television receivers named by the complainants.

Another revelation in connection with the servicemen's expose came from Philco in New York City.

Philco Reveals Procedure

Complaints on the operation of television sets in the New York and New Jersey area which were serviced last week by Philco Service, Inc., of Long Island City numbered 2183, according to a statement yesterday by Louis Cohen, operations manager.

In comparing the number of complaints at Philco with those of other companies, it has been generally concluded that the peak of repair business is from Dec. 15th until the end of March. After that time, abuses of contract service usually are begun by disreputable companies for two reasons. (1) With a decrease in business, there must be a decrease in repairmen employed by the service company, and all service calls are made less often and less thorough. (2) The rake-off (usually 20 to 30 per cent) on fees for contract servicing by many dealers does not leave a sufficient amount for the servicing company to pay salaries during the slack seasons.

Though manufacturers of TV sets like Philco instruct their distributors to tell customers that the

Spokesman For TV Servicemen To Oppose Law

manufacturer also maintains a repair service, many dealers frequently do not. It has been found by so many dealers to be more profitable if they can turn over the service contract to small unreliable companies who claim to do the job for less money. If a dealer can pocket 20 to 30 per cent of the \$60 to \$80 that he collects for the installation of an antenna and service of the set, then he can afford to sell his sets at a low price and still make a good profit. Consequently, this becomes a direct encouragement for the small untrained repair service companies.

New WNBT Film Series To Attract TV Sponsors

"Spot the Sponsor," a series of one-minute films designed to attract new advertisers to television, offering \$100 a day in cash prior to sponsor identification, will debut over WNBT today, May 15th, and will be seen Mondays through Fridays thereafter, it was announced on Friday by Donald A. Norman, director of sales for the station.

Scheduled four times a day—5:14 p.m., 5:29 p.m., 6:00 p.m., and 6:54 p.m., the first running of the film will show the products of nine participating sponsors displayed in shadow boxes, with emcees Betty Furness and Ray Morgan identifying each item individually in full screen size. On the second, third, and fourth airings, one product will be omitted each time from the lineup and the first view called who identifies the missing product by name will receive \$25.

Writers Join WNEW Staff

Two new senior writers, Harry Olesker and Mort Levin, have joined the staff of WNEW. Olesker has written such network shows as "Silver Theater," "Aunt Jenny" and "Nick Carter." Levin is former station supervisor for WNBC's "Evil Man's Story" and he has also written for "The Fat Man" and "The World A Comin'."

Propose Standards

Proposed standards for sales and servicing of radio and TV sets are now being circulated among leaders of the industry in New York City, the Better Business Bureau reported last week. Following revisions suggested by the industry, the bureau will edit the standards and publish them for the trade within the next few weeks.

The standards were agreed upon at a meeting late in April held by the BBB.

Bouquets, Brickbats

The RADIO DAILY reports on the TV technician's investigation of servicemen's activities brought bouquets and brickbats from dealers and servicemen in the New York area. For the most part the letters and calls were complimentary but in a few cases repairmen charged that the expose was injurious to their business. Reputable service companies welcomed the articles and offered factual information supporting the charges.

TELEVISION DAILY

Continuation of RADIO DAILY, Monday, May 15, 1950 — TELEVISION DAILY is fully protected by register and copyright

TV HAS NO EFFECT ON SPORTS BO

TELE TOPICS

PROJECTED FIGURES for 1950 radio, television and electronic sales in New York City which have been released by Orestes H. Caldwell, editor of the Caldwell-Clements magazines, should prove of general interest to the trade and are therefore presented herewith. During 1950, Dr. Caldwell, total sales in the above categories will approximate, at final purchasers' prices, \$214,000,000. Broken down by separate divisions the total is divided as follows: Television Sets, \$120,000,000; Radio Sets, \$35,000,000; Sound and Studio Equipment, \$20,000,000; Mobile (police, craft, etc.), \$10,000,000; Replacements, Amateurs, etc., \$25,000,000, and Electronics Industrial, Scientific and Medical, \$4,000,000. The statistics grew out of a survey conducted by Dr. Caldwell and were released to the New York Section of the National Electronic Distributors Association. Considering their comparative size, it is not surprising that video looms on the horizon as perhaps the biggest industry to come to the front in a long time?

MILTON BERLE kicks off "The Pop-sicle Parade of Stars" series tonight on CBS-TV. . . Eddie Davis' first TV package is being put together by Roberts Carr Productions. It features Johnnie Johnston and will be called "Fountain of Youth." . . . Ving Marlin's all-girl "Enchanted Strings" ensemble may be telecast from the Hotel New Yorker if a deal between the hotel and CBS goes through. . . Charles Sanford, musical director of NBC-TV's "Your Show of Shows," is reported as signing a three-year contract with the Max Liebman Productions as part of the program. Does that mean that Liebman has a three-year contract for the show with NBC? Nobody says. . . "Your Dog and Pet Show" premieres over WJZ-TV next Satur-

OUR TV TODDLERS, a special six-week series on behalf of Cardinal William's Campaign for Foster Homes for children, will be presented by WABD starting tonight. . . Next Saturday will be "Sheriff Bob Dixon Day" in Stamford, Conn., in honor of the CBS-TV "Chuck and Son" star. . . Cathy Mastice has been named as a recording artist by Admiral Records. . . Something different in TV programming was offered viewers of CBS-TV when the station premiered "The Investor's Guide" last night. The program is sponsored by Francis I. Duff & Co., stock brokers, and was designed to explain the role of the Stock Market in the National Economy. . . Walt Disney is reported as having turned down the upped offer for 350 of his old cartoons. The original was supposed to have been a cool million with CBS supposedly the web that was after the rights.

Video Is Not A Major Factor, Says Researcher, As He Releases Results Of Two-Year Sports Attendance Survey

Milwaukee—Television is not a major factor affecting sports attendance, Jerry N. Jordan, 21, told the National Association of Newspaper Promotion Managers here today as he released the final results of a two-year research project which studied the new medium's affect on sports attendance.

Jordan, a graduate at the University of Pennsylvania, is the son of Clarence N. Jordan, executive vice-president of N. W. Ayer.

"Habits Change After Year"

He said that the habits of TV set owners change after they have had their set for a year or more and that the medium in no way affected the future of paid entertainment. "Attendance at some forms of entertainment even shows an increase," he said, after a year.

In citing college football and professional baseball as examples, Jordan pointed out that among men who have owned a set for three months or less, only 24 per cent went to see a football game last fall. Among set owners of four to 11 months, 41 per cent went to games. Owners of one to two years were back to normal with 45 per cent attending, and those who had owned sets for two years or more were above average with 54 per cent having seen one or more games.

Done In Philadelphia

First part of the research was done in the Philadelphia area and included 1,203 personal interviews with men in their homes. Results were checked in five different panels: in the city, suburbs, in Wilmington, Del., and among season ticket buyers and college alumni. The conclusions were then tested against attendance figures in all parts of the country on all types of baseball and football games on big and little teams, on network and local telecasts. This involved checking with

460 major and minor league baseball clubs, 192 colleges and universities, 32 high schools, 100 arenas, race tracks and other sports establishments. These were located in 572 cities and towns in every state in the nation. The combined attendance figures were more than 124,000,000 paid admissions, and covered the varying influence of 15 major factors on that attendance total.

Differs With "Big Ten"

Jordan's research differed from statements made by representatives of the "Big Ten" when that conference recently banned live television, partly because of alleged harm to small colleges. He presented charts revealing that among small colleges in TV areas, 58 per cent increased attendance while among small colleges in non-TV areas, only 44 per cent increased. The study also indicated no harm to high schools from telecasts of nearby college football games.

Figures were also shown to prove that the size of the TV audience at home has no relation to the size of crowds at ball parks for either day, night or Sunday games. Analysis of season ticket buyers for football showed a TV ownership twice as high as set ownership among people in general and one-third higher than among college alumni who do not buy season tickets. Figures indicate that TV increases the home audience without decreasing attendance by getting more people interested in sports.

Spectators Queried

Final step in the research was to check spectators in the grandstands, boxes and bleachers at Shibe Park in Philadelphia. This revealed a percentage of TV owners higher than ownership in the Philadelphia area. Of set owners attending the contests, 58 per cent had owned their sets from one to nine years.

Army Signal Corps Introduces Television Telephone Devices

A TV telephone has been developed by the Army Signal Corps which permits persons on either end of a telephone line to view each other on a video screen while making a call, it was revealed late last week at Fort Monmouth, N. J., home base of the U. S. Army Signal Corps.

The video phone set-up will be exhibited during the current week

to high Army brass and communications industry leaders as part of Armed Forces Week which runs through next Friday.

Army spokesmen said that the video phone had no military application as yet and was several years away from commercial application. The development of the television telephone was an off-shoot of Signal Corps experiments with TV.

Color-TV Edict Before UHF-VHF Decision

(Continued from Page 1)

location table for both VHF and UHF must be premised on (a) whether color will be allowed; the analysis of propagation characteristics for both color and black-and-white, the amount of separation between stations, and between channels, etc."

NSTP members present for the conference were Irvin Paul Sulds, president of the society and of Sulds Productions; Mal Boyd, president of West Coast branch of NSTP; Mike Jablons, vice-president of Gainsborough Associates; Judy Dupuy, of Video Events; Oliver Nicoll, of Radio Features of America, and Walter Armitage of Cavendish Productions, Inc. They were represented by the former FCC chairman, James Lawrence Fly, who spoke for them.

Cites Condon Committee Report

Fly said the Condon committee report on color is due early in June, and that the Commission will have a chance to study its recommendations before arriving at a decision on any color system. It will be concerned purely with the technical, rather than the economic, aspects of color, he said.

Final decision lifting the freeze and setting allocations is not to be expected before late November or early December, if then, Johnson said.

GE Transmitter Being Tested For Phonevision

Syracuse—The first transmitter ever made especially for phonevision experimental broadcasts is now undergoing final test by GE here and is expected to be shipped to Zenith Radio Corporation soon, it has been announced.

TV By Default

A Bergenfield, N. J. school teacher will give up teaching a second grade class because of television, it was reported in New York Friday. She told the Bergenfield Board of Education that her young charges are so intent on emulating vigorous video heroes that they have no time for studies. She said, comes June 20, she is resigning her job to go to Nevada where there is as yet no television.

Audience, Biz Trends In TV Cited At NYU

(Continued from Page 1)
research, pointing out the differences. Later, he read a report by John Bogert, vice-president in charge of development for his organization. Commenting on statements that telephone surveys were not accurate, Bogert said: "From the theory that the telephone sample is not typical as to television ownership, it follows that the distorting influence will generally be greatest in the cities where the telephone development is lowest and least in cities where the telephone development is highest.

"Correlation" Studied

"To check this relationship," Bogert continued, "a correlation was run between the ranks of the cities in our percentage deviation from NBC with the ranks of the cities in their telephone development. No significant correlation was found. In other words, in those cities where there is the lowest telephone development and the sample is supposed to have the greatest distortion, there is no more tendency for our estimates to be higher relative to NBC than in cities where there is the highest telephone development and the distortion is supposed to be the least."

Also speaking at the N. Y. U. session was Arthur Duram, CBS market research counsel who predicted that television will probably grab some of the funds now devoted to full-page magazine ads. Backing up his statement, Duram cited TV's metropolitan audience as being exactly the same as reached by the "slicks." Further, he defined television as being a full-page magazine ad made aural and active.

Kendall Foster Heard

Following Duram, Kendall Foster, veepee of Wm. Esty Co. in charge of TV, went on record with a statement that thus far TV hasn't taken away the funds of any other media. Having taken a consensus of ad business done by other agencies Foster showed that backing for television has come partially from new funds and partially from a re-allocation of money in other media, but the latter has not yet reached any considerable amount.

Moderator of the afternoon session on television was Bruce Robertson, of Broadcasting Magazine. "How Far Should Government Control Go in Advertising" was the subject tackled in the late afternoon session by: Daniel J. Murphy, of the FTC; Isaac W. Digges, N. Y. attorney, and moderator John Crichton, of Advertising Age.

Banquet Held

Featured at the convention banquet, held during the evening at the Park Sheraton, was the presentation of an award to the Advertising Council for meritorious service to "the economy of the nation." Samuel C. Gale, veepee of General Mills and chairman of the board of the Ad Council, accepted the award on be-

THE WEEK IN REVIEW

... Radio-TV Highlights

By BOB GREBE

ALMOST completely dominating last week's news was radio's younger sister, television. One story, that on abuses by TV servicemen, played a major role in this circumstance by touching off a chain of stories. The first account told of the unscrupulous practices by servicemen and the manner in which set owners were being bilked by service companies. Officials of the RMA and TRA followed by taking steps to investigate the situation. Other officials for the most part agreed that the situation needed remedying. Eugene Thomas of NAB's television committee reported that the condition presented a great hazard to the industry. Other items contributing to TV's share of the news were: a statement by FCC chairman Wayne Coy that film companies may be called to account for their refusal to rent films; a group of television producers in Washington to urge the end of the freeze; and the end of the color TV hearings.

Good news for radio stations was forecast with the settlement of various strikes and the generally good business outlook. One dark spot was a comment by A. D. Dunton, chairman of CBC's board, that CBC will have to get more revenue or curtail some of its services. Another straw in the wind was the announcement by WJR in Detroit that it would boost daytime rates while holding pat on its night hours. Pulse reported that radio listening was up since January, but added that it was down slightly from a year ago. And Robert F. Jones, FCC Commissioner speaking at a session of the New Jersey Association of Broadcasters took the viewpoint of WNEW and other leading indies in declaring that sound local programming was the answer to radio's problems.

In the advertising field: NYU opened its Golden Jubilee Advertising Convention; AAAA announced new officers for thirteen local districts and AFA president Elon Borton gave advice on what to do about the increasing number of regulations on advertisers.

Two events drew the attention of radio men last week: first was a fire in Canada which was aided by ama-

Transmitter Knocked Out

Birmingham, Ala.—WBRC was off the air for more than an hour when lightning struck the transmitter station atop Red Mountain during a thunderstorm. Worse luck—it happened on a statewide election day.

half of the group and spoke later on the subject of public service advertising. Specifically, Gale said, "Public service advertising can greatly enhance the value of commercial advertising. . . . by ably presenting causes and issues in which we all believe, good public service tends to increase public appreciation of all advertising and its greater believability and stature."

teur radio operators and second, was the well tragedy in Brooklyn. The latter was covered on-the-spot by both webs and indies.

Elsewhere in radio: Chicago citizens raised money to help keep WXRT, local FM station, on the air—a group of Washington stations set up an AM and FM network within the city; James D. Cunningham was named examiner in the KMPC hearings to succeed the late J. Fred Johnson; WINS got a permanent injunction against the AFM to prevent picketing; BMB decided to continue its operation until at least October 1 in order to give the newly organized BAM more time to get organized; radio set sales in Canadian provinces were reported over this time last year.

Philco's sales and net were at an all-time high in the first quarter of 1950, William Balderston, president, reported during the week. And AP extended its national news service. Two appointments were of especial interest: Charles C. Barry, vice-president of ABC, to NBC as v-p in charge of programs; and Jack Pacey, named assistant to the ABC vice-president in charge of public affairs.

In video: WOR added criticism to the city Hooperatings; 23 stations turned down an ABC offer of a two-year non-cancellable contract for the "Beulah" show, sponsored by Procter & Gamble, T. F. Flannagan, director of the National Association of Radio Station Reps announced; AT&T said it would have a coaxial cable to Louisville by October; the Bride and Groom radio show filed suit against a TV program called "Wedding Bells" on KLAC-TV in Los Angeles; Nielsen released its first national TV index with Milton Berle's show topping the list; Screen Directors Guild made plans to open a New York office; Screen Actors Guild and Television Authority continued their "war" over the right to negotiate for performers and Leonard F. Cramer of DuMont reported that 1950 will be a two-billion dollar year for TV manufacturers and distributors.

Of interest to everyone was the publication of the 1950 Radio Annual and Television Yearbook.

Will Originate In K. C.

Hollywood—Film stars Jane Wyman and Robert Young will head a caravan of movie and radio personalities, including author James Hilton, to Kansas City, Mo., June 1 to inaugurate the city's centennial celebration with a full-hour network broadcast over CBS. The entire cast and production staff of the Hallmark Playhouse, weekly drama show, will move from Hollywood into the municipal auditorium at Kansas City for a full-dress performance before a "live" audience of 3,000 Kansans and Missourians and a radio audience estimated at 15 million. The story will be a dramatization of Kansas City's history.

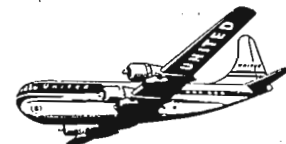
FCC Warns Don Lee In Renewing Permits

(Continued from Page 1)
from pending proceedings and keep it in a separate file. Don Lee application for San Francisco preceded the applications of Fox, C Television California, Sheldon Sackett and Paramount for TV facilities in that city, and is thus in a preferred position.

WOV's Curl Joins WOR

Joseph Curl has joined WOR as an account executive. He was formerly with WOV. He replaces K. Paterson who has joined WCBS a similar capacity.

**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 for this de luxe service.

JUST 24½ HRS.

from New York. Leave at 9:45 p. m. (Sun., Tues., Thurs., Sat.), be in Hawaii for dinner. Or, leave at 12 noon (Tues., Thurs., Fri., Sat.), be there for breakfast. Via connecting DC-6 Mainliner 300 from New York. Standard times shown.

UNITED AIR LINES!

Airlines Terminal Bldg., 80 E. 42nd St., or Hotel Statler. Call MUrray Hill 2-7300 or an authorized travel agent.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 51, NO. 32

NEW YORK, TUESDAY, MAY 16, 1950

TEN CENTS

FCC APPROVES 8 NEW AM STATIONS

Radio Listening Decline Reported Exaggerated

Nielsen Reports Listening High In Most Areas

Milwaukee, Wis. — The effect of television on the volume of radio listening has not been exaggerated, A. C. Nielsen, president of the A. C. Nielsen Company, told the delegates to the 20th annual convention of the National Newspaper Promotion Association yesterday. While it is

(Continued on Page 6)

Emergency Service Rushed To Winnipeg

Montreal — In order to maintain radio service in the flood area of Winnipeg, the CBC engineering division has rushed emergency radio equipment to that city. Additional engineering staff from Montreal and Toronto were also sent to Winnipeg to help maintain the service.

Equipment shipped air express

(Continued on Page 2)

Lever Executives Receive Promotions

Promotion of G. F. Gamber to director of personnel and J. E. Drew to director of public relations for Lever Brothers Company was announced yesterday at the Lever headquarters. Gamber and Drew

(Continued on Page 2)

Gets Guard Account

Washington — Robert W. Orr & Associates were appointed yesterday to handle advertising for the U. S. National Guard. The account is currently being handled by Gardner Advertising Company. The budget is estimated at about \$300,000 with radio and television receiving part of the funds for the building up of the nation's volunteer reserve.

Optimistic Outlook

Boston—An optimistic outlook for business in general was forecast by Dr. Vergil Reed, associate director of research for J. Walter Thompson Company, in an address yesterday before the Fourth New England Marketing Conference. "The American people are faced with the enviable problem of learning to live 25 per cent better by 1960," Reed declared.

WU-Webs B. B. Rates Hausman Meets Press Ruled Out By The FCC And Talks CBS Radio

Washington Bureau of RADIO DAILY

Washington—In a final decision handed down yesterday, the FCC ruled out additional charges by Western Union for its baseball play-by-plays when they are networked by broadcasters. The decision was stronger than the initial ruling handed down several months ago by examiner Elizabeth Smith. The Commission declared that "insofar as Western Union purports to classify the users of the service ac-

(Continued on Page 6)

Lou Hausman, director of sales promotion and advertising of CBS, armed with facts and figures about the effectiveness of the network's radio programming, met the trade press at a cocktail party yesterday at the Barbary Room in New York City. The newsmen were given proof that high rating programs sell merchandise and as a memento of the occasion Hausman came up with a neatly bound booklet bursting with charts, graphs and con-

(Continued on Page 5)

Asks U. S. Supreme Court To Reverse FCC Ruling Goshorn To Address Radio Execs. Luncheon

Washington Bureau of RADIO DAILY

Washington—A. J. Felman of Joliet, Ill., yesterday asked the Supreme Court to reverse the FCC in its decision to disallow a transfer of control of WJOL, Joliet, unless a contract provision giving Felman a regular daily period of time in perpetuum is abandoned. The clause conflicts with Commission regulations forbidding the delegation of

(Continued on Page 6)

Clarence B. Goshorn, president of Benton & Bowles, Inc. and retiring chairman of the AAAA, will be guest speaker at the final meeting for the season of the Radio Executives Club of New York on Thursday, May 18. Goshorn, who will be introduced by Frederic R. Gamble, president of the AAAA, will speak on the topic "What About TV?" New officers will also be inducted at the meeting.

Hearing On TV Servicemen Gets Underway At City Hall

TV technicians, dealers, distributors and representatives of the manufacturing industry will gather at the City Hall in New York City at 1 p.m., for a public hearing on a proposed law which would require TV servicemen to be licensed by the City of New York.

The hearing, coming as a sequel to revelations in RADIO DAILY, will give all sides an opportunity to ex-

press themselves on the TV servicing situation. Among those who will be heard will be Harry Cohen of the Philco Service Corporation, representing an organization of distributors and dealers who favor passage of such a law; William M. Ivler, attorney for the Association of Television Service Companies, Inc., and Max Leibowitz, president

(Continued on Page 5)

Also OK's Several Transfers Of Control

Washington Bureau of RADIO DAILY

Washington — The FCC okayed eight new AM stations yesterday, including three to operate with one kilowatt, three to use half that power and two to use 250 watts. Only one of these is a full-time operation, the others all being limited to daytime only. The full-time station will

(Continued on Page 5)

FM Station For UN To Be OK'd By FCC

The FCC, in a decision handed down in Washington yesterday, said it proposes to amend its rules to make way for the licensing of a non-commercial FM station in New York to the United Nations.

Comments from interested parties were invited, and are due on or before June 19.

Fedderson Comments On 'Bride And Groom' Suit

West Coast Bureau of RADIO DAILY

Los Angeles — Don Fedderson, general manager of KLAC-TV issued a statement yesterday in answer to the \$250,000 lawsuit filed by John Masterson, John Reddy and John Nelson, co-owners of the ra-

(Continued on Page 2)

Charm School

Women employees of Motorola, Inc., are temporarily exchanging soldering irons for curling irons when the company treats each of them to a \$125 course in charm. The course is also being made available for the wives and girl friends of men employees, the object being a boost in company morale. Over 300 have registered thus far.



Established Feb. 9, 1937

Vol. 51, No. 32 Tues., May 16, 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
Ethel Rosen, Office Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

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

CHICAGO BUREAU
Herbert M. Kraus
Suite 1325, 188 Randolph Tower
Phone: Dearborn 2-1414

SOUTHWEST BUREAU
Paul Girard, Manager
Suite 314, Thomas Bldg.
Dallas, Texas

Phone: Riverside 5491
ROME BUREAU
John Perdicari
Ludovisi 16

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

FINANCIAL

(May 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	12 3/8	12 1/8	12 1/8	- 1/8
Admiral Corp.	33 1/4	32 1/2	32 1/2	+ 3/8
Am. Tel. & Tel.	158 3/4	158 1/4	158 3/4	+ 1/2
CBS A	35 7/8	35 3/4	35 7/8	- 1/8
CBS B	35 1/2	35 1/2	35 1/2	- 1/4
Philco	47 3/4	46 7/8	47 1/2	+ 5/8
Philco pfd.	94 5/8	94 3/8	94 5/8
RCA Common	20 1/2	20 1/8	20 1/2	+ 3/8
RCA 1st pfd.	78 5/8	78 3/8	78 5/8	- 1/8
Stewart-Warner	18 1/4	17 7/8	17 7/8	- 1/8
Westinghouse	35	34 3/8	34 7/8	+ 1/8
Zenith Radio	59	58	58 1/2	+ 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	20 1/4	20 1/4	20 1/4
Nat. Union Radio	4 3/4	4 5/8	4 5/8	- 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	22 1/8	23 1/8
Stromberg-Carlson	16	17 1/2

On ABC Coast Web

Hollywood — ABC Pacific Network, 23 stations, the program Francis Scully, sponsored by General Mills, Inc., of Minneapolis, for Kix, Tatham Laird, Inc., of Chicago, starting June 3rd, Monday thru Friday 3 to 3:05 p.m., PDT for 52 weeks. Bob Laws, ABC Pacific western division sales manager, handled account.

WANTED TO BUY

A good used Western Electric 250W Transmitter, preferably type 451 A-1. Write RADIO DAILY, Box 134, 1501 Broadway, N. Y. C.

Fedderson Comments On 'Bride And Groom' Suit

(Continued from Page 1)

dio program, "Bride and Groom," alleging that KLAC-TV had infringed on their rights by putting on a weekly television show entitled "Wedding Bells."

Fedderson stated that "our television show is the complete opposite of their radio program in that we televise the actual wedding ceremony, whereas they just discuss the wedding which takes place in a room other than the site of the broadcast. 'Bride and Groom' isn't even an original radio idea as far as I am concerned. We have proof showing that I personally held a wedding show on radio as far back as June 1, 1937. That from 1930 to 1939 KLAC, then known as KMTR, had a regular wedding show sponsored by a local department store. Years ago all over the country weddings were performed on radio during the popular craze of walkathons."

"It appears to me" said J. P. Hearne, attorney for KLAC-TV "that the owners of 'Bride and Groom' have contemplated putting their show on television and fear a lawsuit by KLAC-TV. KLAC-TV expects to fully enforce its prior television rights to its wedding program."

Emergency Equipment Rushed To Winnipeg

(Continued from Page 1)

included portable emergency lighting units, portable tape recording equipment and a low power relay transmitter to be used if necessary as a radio link between CBC studios in Winnipeg and CBW's transmitter in Carmen. Other protective measures are also being taken to ensure continuity of network service to Western Canada.

Gets Full Don Lee Web

Hollywood — Farmers Insurance group will sponsor "Proudly We Hail" on the full Don Lee Network of 45 stations for a period of 52 weeks in the 8 to 8:30 PDT time period, beginning June 2nd. "Proudly We Hail," C. P. MacGregor production is presented by Mutual Don Lee in cooperation with the U. S. Army and Air Force. Bishop & Associates, Inc., is the ad agency servicing the Farmers account. Sale was made by Leon Wray, Don Lee account executive.

Mullen Returns East

Frank Mullen, board chairman of Jerry Fairbanks Productions, arrived in New York yesterday for additional conferences with network and agency television executives. Mullen returned to Hollywood only last week after six weeks of meetings in Manhattan. Unexpected trip necessitated by wide interest in Fairbanks Multicam process and additional negotiations for filming of fall television shows originating in New York.

Two Lever Executives Receive Promotions

(Continued from Page 1)

joined Lever two years ago as associate director of personnel and associate director of public relations, respectively.

Gamber was industrial relations director of the Crosley Division of the Avco Manufacturing Corporation from 1944 till 1948. During the preceding ten years, he directed labor and employee relations for Talon, Inc., Meadville, Pa. Before that, he held executive and personnel posts with Western Electric Company and Durant Motors.

Once With NAM

Before joining Lever Brothers, Drew was associate director of public relations at the National Association of Manufacturers, director of promotion for the American Gas Association, deputy manager of the American Bankers Association, and vice-president of the American Trust Company of San Francisco.

Esso Buys WOR Time

The Esso Standard Oil Company of New York will take over sponsorship today of the nightly Lyle Van newscasts over WOR on Tuesdays, Thursdays and Saturdays. "News on the Human Side" is heard from 6:00 to 6:15 p.m. The contract runs till the end of 1950 and was signed through Marschalk and Pratt Company.

COMING and GOING

ROBERT SAUDEK, vice-president of ABC charge of public affairs, on Thursday will in Virginia, where he will participate in panel discussion of the ECA at the University of Virginia's Woodrow Wilson School of Foreign Affairs.

MIKE DANN, of the NBC press department, off to Pittsburgh in connection with the exploitation on behalf of the web's "The Guild of the Air."

AL HINDLE, midwestern manager for Victor custom record sales, left yesterday a field trip to the Detroit area.

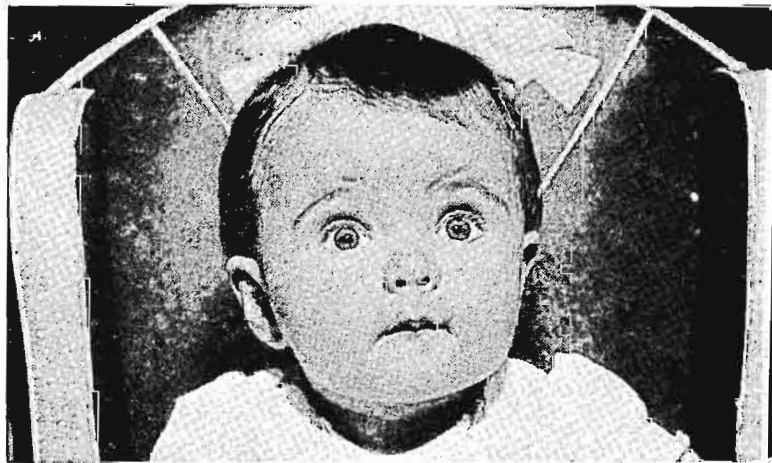
AL ROSS, morning disk jockey on WJZ Baltimore, and **MARGIE SHEARER**, voice from the Maryland metropolis, are in New York to participate in the "Sammy Kaye Jockey Discovery" show.

TOM SLATER, vice-president of Ruth & Ryan, has left on a vacation tour of east states and a series of university addresses among them Ohio University and Miami University. He'll also make a flying trip to Havana.

W. W. CHAPLIN, newscaster heard on to Pittsburgh to cover the Pennsylvania Primaries. Also he'll broadcast Saturday Ohio River Steamboat Race.

HENRY J. TAYLOR, American network mentorator now on the West Coast, tomorrow will speak at the Automobile Day Luncheon of the San Francisco Advertising Club, and the evening will be heard at the dinner by the Alameda Chamber of Commerce.

DOUG EDWARDS, radio and TV newscaster featured on CBS, has left for Lansing, Mich. to confer with his Oldsmobile sponsor and a look-see at the new line of cars.



"You say radio is the best buy?"

Yes, sir, we do! You can reach more people at lower cost through radio than any other advertising medium.

And in Baltimore, the way to get the absolute maximum from your advertising dollar is to buy W-I-T-H. No other station delivers so many listeners at such low cost.

That means low-cost results. That means that small appropriations on W-I-T-H do big things. Call in your Headley-Reed man for the whole story today.

WITH
BALTIMORE, MARYLAND

TOM TINSLEY, President • Represented by HEADLEY-REED

FIRST WITH MORE FIRSTS*

* Based on April American Research Bureau Survey in a breakdown of 1/4 -hour periods between hours of 5:00 and 11:00 p.m.

* WBAL-TV also leads in overall average between 7:00 and 10:30 p.m.

NBC AFFILIATE
Nationally Represented by
EDWARD PETRY & CO.

WBAL-TV
Television Baltimore

AGENCIES

ESSO STANDARD OIL COMPANY is starting an extensive drive in behalf of Flit products. Radio in certain areas, television, newspapers, magazines and trade publications will be used. The campaign will reach its peak during the summer months. McCann-Erickson, Inc. is the agency.

EVERETT-McKINNEY, INC. has been named national representatives for WDOK in Cleveland.

STAN SCHLOEDER has joined the media department of Ruthrauff & Ryan, Inc. as time buyer. He was formerly with Benton & Bowles.

HERBERT W. COHON has joined Joseph P. Schneider, Inc. as head of its new business department. He was formerly an account executive with Redfield-Johnstone, Inc.

ROBERT B. DALZELL has been named vice-president in charge of the marketing division of Burnham & Morrill Company. He was formerly a sales executive with Lever Brothers.

CVA CORPORATION to Foote, Cone & Belding of San Francisco, for advertising of Roma Wines.

MILO RADIO & ELECTRONICS CORPORATION to H. W. Hauptman Company.

WILLIAM W. HOERTER has joined Botsford, Constantine and Gardner as account executive. He was formerly merchandising and sales promotion manager of Pepsodent division of Lever Brothers Company.

WILL H. CONNELLY has joined the contact and sales promotion staff of the Jam Handy Organization in Detroit.

MEISSNER & CULVER, INC., a new Boston agency at 828 Statler Building, has been formed by John N. Meissner and Edward H. Culver. Culver was formerly executive vice-president of Cory Snow, Inc. while Meissner has served in various capacities with agencies in New York and Boston.

LIBEL

Invasion of Privacy
Plagiarism • Piracy •
Copyright

INSURANCE

For the Wise Publisher
OUR UNIQUE EXCESS POLICY
provides adequate protection
Surprisingly inexpensive.
CARRIED NATIONWIDE

For details and quotations write

**Employers Reinsurance
Corporation**

Insurance Exchange Bldg.
Kansas City, Missouri



By SID WHITE

Man About Manhattan. . . !

● ● ● **ONCE OVER LIGHTLY:** Dinah Shore nixed an offer of 12 G's per to play Bill Miller's Riviera. . . . A radio station in Panama goes under the call letters of HOG. . . . ABC's "Ethel and Albert" may latch onto Westinghouse as a bankroller. . . . Did Rob't Montgomery move out of the Waldorf to avoid all those complimentary phone calls from strangers regarding his Lee Hat radio show's attack on crime? And is it true that he has given up the idea of devoting himself exclusively to eastern radio and TV? His pals tell us that the strain is already beginning to tell on him. . . . J. C. Flippen, one of our better pioneer air comics and now a 'Hollywood villain,' is slated for the CBS comic-treatment. . . . Ronald Colman appearing on B'way this fall in "The Gioconda Smile" is better than a possibility. . . . The Appellate Division of the N. Y. Supreme Court unanimously upheld Judge Steuer's decision of last year in favor of "H'wood Screen Test." Lester Lewis was sued then by "Screen Test, Inc." for a half a million bux on the idea. . . . Bert Wheeler coming back with a TV variety show. . . . Sign on a B'way dance hall: "Television shown between dance sets."

☆ ☆ ☆ ☆

● ● ● Watch the Ford TV Theater this Friday nite. It's an advance in video showmanship and credit director Mark Daniels with an alert, enterprising stunt. The drama is "Subway Express" and Daniels is doing it in the Inspection Barn of the IRT Subway, up at the end of the Jerome Ave. line. A real IRT car is being used to insure authenticity. If this is a click, other Ford shows will similarly be performed "on location."

☆ ☆ ☆ ☆

● ● ● A new star was born the other p.m. at the swank Copacabana, and, like Jackie Eigen, we were at the Copa to witness it. Billed under the hilarious Martin & Lewis duo was little Toni Arden, daughter of Philip Ardizzone, who was once a Metropolitan Opera star and sang at world renowned La Scala, in Milan. Toni walked out to a tough audience. Tough because they had come to the Copa to be made to laugh. Well, Toni didn't make 'em laugh—but she darn near had 'em crying. That is, after they had made her come out for half a dozen encores. We happen to know there's an ironic twist behind Toni's success the other nite. A few weeks ago, she got her big break by being booked into the Capitol Theater—only to be forced to cancel due to a severe cold. Getting such a break as a New York theater date and then having a cold cheat you out of it is the kind of reason psychiatrists can afford such big couches. Well, we're happy to report that Toni made her own breaks at the Copa opening. She wowed an audience filled with celebs, top entertainers and the town's severest critics. "You're terrific, kid!" yelled Clown Prince Milton Berle as Toni exited off the Copa floor—and that's about the way we felt about it, too.

☆ ☆ ☆ ☆

● ● ● Dan Seymour, who took over the supervising chores of "We the People" in Feb., has demonstrated what the quality of showmanship will do for any stanza. Seymour, reviving what had been a dying pigeon, adrenalined the television Nielsen to almost double its previous rating and boosted the show's status from 55th to 19th at the last reports.

☆ ☆ ☆ ☆

● ● ● At the conclusion of Melvin Douglas' appearance on the "M-G-M Theater of the Air" over WMGM, Howard Dietz, program host, said to the guest star: "Before we sign off, it is customary to have a little interview so that the listening audience can hear you step out of character." "Actors aren't supposed to have their own character," cracked Douglas. "They merely have characters created by script writers."

PROMOTION

R. R. Looks Back—And Ahead

The 14-year organizational history of Radio Reports, Inc., along with details of the company's expanded services to its clients has been outlined in a colorful 16-page brochure and sent to 7,000 potential subscribers. Operating as something of a clipping service, R. R. has expanded its services to include descriptions of the action and transcriptions of the sound of TV shows. Having provided its clients in past years with reports and recordings of domestic and foreign radio, also shore wave, R. R.'s new service will include reports on both news even and commercials aired via video.

Connecticut Round-Up

C. O. Miller department store, Stamford, Conn., will sponsor "Sheriff Bob Dixon Day," proclaimed by Stamford on Saturday, May 20, in honor of the western star CBS-TV's "Chuck Wagon" program. Sheriff Bob, astride his Palomino horse, "Duke," and his \$10,000 silver saddle, will lead a parade of cowboys and girls down the main street of the city. Following the parade Dixon will meet with boys and girls and adults at the Miller store and answer question on western lore. Sheriff Bob has deputized over 100,000 youngsters with deputy sheriff badges.

Consumer Analysis Published

A new consumer analysis of the Birmingham area was compiled and published by WSGN-FM, WSGI and the Birmingham News-Agony Herald, under direction of the paper's research and promotion department headed by Bernard Felton. The first and only such analysis published in the South, the cover features a picture of Vulcan atop Red Mountain set in a front page of the newspaper, with the papers' titles across the top and the names of the station in bold type at the bottom.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

NEW MARKET STUDY NOW READY

Gives facts and figures, shows why WDRC is best buy in Hartford by any yardstick! Write for your copy to Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.



Hausman Meets Press And Talks CBS Radio

(Continued from Page 1)

ing statistics for the purpose of picking up his statements. "Despite increased advertising costs, actual dollars spent to reach a thousand listeners in the radio audience are decreasing," Hausman revealed. Hausman cited that since the number of radio homes has grown to 40,700,000, dollars spent to reach one thousand people via radio have decreased to such an extent that radio's value to advertising is maintaining a wide and continued lead over publication competition.

Using Hooper and Nielsen ratings, Hausman illustrated that an average half-hour of evening radio time at CBS would cost \$22,000 and reach 12,667,000 prospects. While the same amount spent on a full-page four-color ad in the magazine with the largest circulation would reach 9,519,000; and the same amount spent on newspapers in 49 leading cities would reach 5,836,000. These estimates were based on "spotting," Hausman explained, since "spotting" creates the largest possible audience figures, and "average audience" produces the smallest figures for radio audiences.

Chiefly, Hausman's report was based on tabulations of business audience reports at CBS during the first quarter of 1950, which showed the web leading in the premium cost per thousand homes both daytime and nighttime radio audiences.

Relay Stations Approved; FCC Warns On Tenure

Washington—The FCC has warned WKZO-TV, Kalamazoo, Mich., that although it has granted its application for intercity relay stations to operate near Albion and Manchester, Mich., there is no assurance facilities may be kept in operation more than two years. The warning was based on information furnished by the Bell System that common-carrier facilities for carrying TV will be available in that area within approximately one year from the date of order.

"Frequency economy is the explanation for its position, the Commission said, recalling that as far back as February of 1948 it had warned that TV stations who wanted facilities to relay their own TV programs "should plan to amortize their investment at the earliest possible date."

Joins WWSW Staff

A recent addition to the announcing staff of WWSW, Pittsburgh, Pa., is Jim Williams, according to an announcement by O. M. Schloss, P. S. and gen. mgr. Williams goes to the Pittsburgh station after a stint with the FM station in Uniontown, Pa., WNIQ.

FCC Okays 8 New Stations; Also Many Shifts Of Control

(Continued from Page 1)

be at Crescent City, Calif., operated by the Del Norte Broadcasting Company on the 1400 band with 250 watts. Among the daytime stations, the following were okayed for operation with one kilowatt; John Townsend, North Platte, Neb., on 1280 band; Thompson K. Cassell, Sayre, Pa., on the 1470 band, and the Sabine Broadcasting Company, Deridder, La., on the 1010 band.

The three to operate with 500 watts go to Owatonna Broadcasting Company, Owatonna, Minn. (1390 kc); Capital City Broadcasting Company, Little Falls, Minn. (960 kc), and Stearns County Broadcasting Company, Albany, Minn. (1150 kc).

Alabama Plea Granted

Pat M. Courington of Scottsboro, Alabama, was permitted daytime operation with 250 watts on the 1050 band.

KCSU, Provo, Utah, was okayed for a frequency shift from 1490 to 1400 kc, continuing to operate with 250 watts unlimited, while KGEK, Sterling, Colo., was permitted to raise its power from 100 to 250 watts on the 1230 band daytime only. WLK, Cloquet, Minn., was okayed for a move from the 1450 to the 1230 band with 250 watts unlimited, while WWRN, Beckley, W. Va., moves from the 1450 to the 620 band, increasing its power from 250 watts to one kilowatt day, 500 watts night. WLET, Toccoa, Ga., goes from the 1450 to the 1420 band, raising its power from 250 watts, daytime, to one kilowatt, unlimited.

WSVA Gets Increase

WSVA, Harrisonburg, Va., was okayed for an increase in hours from daytime to unlimited, remaining on the 550 band with one kilowatt. WENE, Endicott, N. Y., was permitted to shift from the 1450 to the 1430 band, raising its power from 250 watts to five kilowatts.

Among other FCC actions were the approval of a number of station transfers, frequency and power changes. The Commission refused to stay the operation of the new station permitted to the Voice of Cullman, in Cullman, Alabama, pending action by the U. S. Court of Appeals on the attempt by WKUL, Cullman, to block the new station. Involved here is the attempt by WKUL to establish an economic base for refusing to license a new station, the argument being that the town is too small to support both stations well enough to assure proper program service in the public interest.

Largest Amount Is \$130,000

Largest amount involved in the sales approved was \$130,000, for an 85 per cent interest in WQUA, Moline, Ill., to Dalton Lemasurier, while \$100,000 was the price for WKIX, Columbia, S. C., which passed from George W. Dowdy, B. T. Whitmire, J. Horton Doughton and Harold H. Thoms to Charles W.

Martin, John C. Crosby, Edwin G. Seibels and seven others.

Albert T. Heiser and 14 others bought 69.5 per cent of WLEC, Sandusky, O., from L. A. Pixley for \$83,520. Fifty thousand dollars was the price for transfer of two thirds of the voting stock and over 73 per cent of the non-voting stock of WMID, Atlantic City, N. J., from Earl Johnson and Charles Singer to Richard Endicott.

H. F. Ohlendorf was permitted to assign his license to the Osceola Broadcasting Corporation, selling 49 per cent of the stock in the station at \$45,000. C. C. Woodson was permitted to sell out his half interest in KNEW, Austin, Tex., to the owners of the rest of the stock—Wendell and Dorothy Mayes—for \$40,451 plus. An even \$40,000 is the price for their half interest in WPUV, Pulaski, Va., to be paid Allen F. Aden and W. F. White by Howard and Mrs. Eleanor Imboden, who will become 100 per cent owners of the station.

WHIT License Transferred

Price for the license of WHIT, Lampasas, Tex., was \$35,000, the station going from Sylvester Lewis and Robert Eaton to W. R. Pierre, T. A. Newman and M. A. Frankel. A total of 51.25 per cent of the stock of WVVW and WJPB (FM), Fairmont, W. Va., passes from J. Patrick Beacom to George J. Feinberg, Clarence E. Smith and Robert L. McCoy.

Control of WNNT, Warsaw, Va., goes from Grayson Headley to Charles E. Stuart, with a shift of a 50 per cent stock interest for \$8,000.

Assignment of the license of KGS from John L. Baker, Peter K. Onnigan, George F. Baker, Harry Hartunian and Jim Schiffer to Sidney Mandel, Morris Mindel and Milton Gerloff for \$55,000 was okayed, along with the sale of 60 per cent of KVKM, Monahans, Tex., to Charles Stuckey, present owner of the other 40 per cent. Price for the 60 per cent bought was \$25,000.

Get CBC Promotions

Two officials of the Canadian Broadcasting Corp., Marcel Carter and G. W. Richardson, have been tapped to exec assistants to management. Carter, previously head of administrative services, takes over duties as assistant to Augustin Frigon, gen. mgr. Richardson, formerly assistant director of personnel and administrative services, will be an aid to Donald Manson, CBC assistant gen. mgr.

Community Distinction

Flem J. Evans, prexy and gen. mgr. of WPLH and WPLH-FM, Huntington, W. Va., has been voted the town's most "outstanding young man of the year," an honor conferred on him by the Junior Chamber of Commerce.

N. Y. Hearing Today On TV Servicemen

(Continued from Page 1)

of the Empire State Federation Electronic Technicians Association and the Associated Radio Television Servicemen of New York City.

Ivler, whose organization is a trade association of independent service organizations in the Metropolitan area, yesterday voiced support of the proposed bill which would require licensing of TV servicemen. Ivler declared in a letter to RADIO DAILY:

"The members of ATS have been equally as anxious as any TV set owner to rectify the situation you have described. On Tuesday the City Council of the City of New York is holding a public hearing on a bill to license all TV service organizations doing business in the City of New York. This bill contains provisions for the qualifying of technical supervisors and the proving of financial stability and pre-requisites for the issuance of a license. The ATS has fully supported said bill and intends to do so before the City Council. . . . A sound licensing law will protect the consumer and manufacturer and will also protect the efficient and skilled independent TV service organization from being daubed with black paint applied from a wide brush flourished with random strokes."

Leibowitz, unlike Ivler, does not share his enthusiasm for a city licensing law. Leibowitz as spokesman for another technicians group is for state-wide legislation that would cover the qualifications and responsibility of TV technicians. He opposes a local licensing law because he feels that it might become a "political football."

Stewart-Warner Reports Net Profits Up 88%

Net profits for Stewart-Warner Corporation for the first quarter of 1950 are up 88 per cent while sales are up 5.7 per cent, said James S. Knowlson, president and board chairman, in an address to the stockholders yesterday. Specifically, the quarter profits came to \$762,676, equal to 59 cents per share of \$5 par value common stock.

As compared with the profits during the first quarter of 1949, which were \$404,292 and equal to 31 cents per common share, this is a recovery for the company of its previous rate of earnings. Profits during the first quarter of '49 were a decline of 55 per cent as compared with the profits during the first quarter of '48, Knowlson pointed out.

Sales during the quarter were established at \$15,550,516, comparing with \$14,706,155 during the same quarter of '49. Noting that sales were not heavily increased, Knowlson said the heavy increase in net profits was due largely to strict control of expenses by operating men and a reduction in inventory. The stockholders' meeting was in Richmond.

WU-Webs B. B. Rates Ruled Out By The FCC

(Continued from Page 1)

ording to the use made or the value to the user of the service furnished, it subjects radio station subscribers to unjust and unreasonable discrimination in favor of newspaper and press associations in that the identical service is offered to newspaper and press associations with no restriction against their transmitting the information to all of their customers (other than radio stations) without additional charge while radio stations are required to pay a charge for each station broadcasting the program furnished by the initial subscribing station, and insofar as its present tariff provides for additional charges to radio network stations, such additional charge constitutes an unjust and unreasonable discrimination."

Western Union tried to support its levying of extra charges on the argument that it must protect its market for service and upon the alleged increased value of the service to the radio station subscriber, but the Commission held that "since the additional charges are not applicable to newspaper and press associations subscribers, it would seem clear" that these factors, are not convincing.

Asks U. S. Supreme Court To Reverse FCC Ruling

(Continued from Page 1)

authority over broadcasting time. The Commission has already been upheld in a three-judge statutory court in Chicago, and the station is presently on temporary license.

Red Ryder Sold In 5 Cities

Five sponsors have recently signed contracts with Harry S. Goodman Productions to broadcast their new half-hour program Red Ryder; in Gary, Indiana, the Superior Beverage Company is broadcasting on WWDA; in Decatur, Illinois, the Kelly Food Products is broadcasting on WDZ; in Evansville, Indiana, the Hathaway Advertising Agency for the American Dairy Company is broadcasting on WEOA; in Muscatine, Iowa, the Pure Milk Company is broadcasting on KWPC, and in Milwaukee, Wisconsin, the Dutchland Dairy is broadcasting on WFOX.

New Disc-Jockey Session

Popularity of disc-jockey sessions from night spots continues high with WMCA signing Barry Gray for a nightly stint from Chandler's new lounge on 46th Street off Lexington Avenue. Premiere is set for Sunday, June 11. Gray will broadcast from Midnight to 3 a.m. He formerly worked at Copa City in Miami and several years ago, conducted an all-night show over WOR.

California Commentary

● ● ● Comedian Jack Benny and his troupe started their personal appearance tour at Pasadena Civic Auditorium with record business for this first of the series of 21 one-night stands, hitting Carnegie Hall June 4, and winding up in Scranton, Pa., June 5.

Hollywood

Benny was in excellent form and his troupe top-notch entertainers, consisting of Stuart Morgan Dancers, Phil Harris and his ork, Wiere Bros., Vivian Blaine, Rochester and Benny's Beverly Hillbillies. . . . Observing Armed Forces Week, KHJ-Don Lee will broadcast a concert by 100-piece U. S. Army Forces Band and 40 soldiers' chorus on Friday, May 19. . . . Kellogg's Variety package started new series of one-minute radio spots, each featuring a movie star and credits for star's latest picture, with Claudette Colbert first star plugging "Three Came Home," 20th-Fox, spots to run in 82 major markets, coast-to-coast throughout summer. . . . Parents and parent-teachers are lauding KTTV's new policy of devoting before dinner hour period to children's shows, eliminating programming during dinner hour. . . . Dick Haymes is forming "Dick Haymes Productions" to handle packaging and producing on air and TV shows in partnership with his attorney, N. Joseph Ross. Venture will not interfere with his "Contented Hour" broadcasts for Carnation via CBS. . . . ABC will air special broadcast from National Congress of Parents and Teachers' 53rd annual convention in Long Beach, May 22-24, on Monday, May 22.

☆ ☆ ☆ ☆

● ● ● James H. Foster, v-p of Liberty Broadcasting System, Dallas, is in town to consult with Benton Paschall, station's west coast manager and with movie executives. . . . Frank Gallop, veteran radio and television performer, is now permanent narrator of NBC television's weekly dramas of the supernatural, "Lights Out," replacing Jack LaRue, who has other commitments. . . . Jimmy Wakely, Capitol recording star, opened at the Hotel Thunderbird, Las Vegas for two week's run. . . . The Southern California Tennis Championship, held at the L. A. Tennis Club, was televised exclusively by KTTV, last Saturday and Sunday. . . . Peggy Ann Garner will be featured guest in the "guide role" when "Hollywood Screen Test" is telecast over ABC's KECA-TV Wednesday, May 17.

☆ ☆ ☆ ☆

● ● ● New Southern California Broadcasters' Association presentation on local radio was featured at monthly dinner of Southern California Advertising Agency Association, yesterday. Presentation was given to SCBA managing director Bob McAndrews, after which panel discussions were held by Association sales committee of Kevin Sweeney, KFI; Clyde Scott, KECA; Stan Spero, KFAC; Ole Morby, KNX; Doty Edouarde, KFVB; and Mauri Gresham, KLAC. Willard G. Gregory was chairman of the evening. . . . Problem of network affiliate clearing time for local sports has been solved by KITO, ABC San Bernardino outlet, which is now taping all-night baseball games of local Pioneers team in California-Nevada Sunset League and rebroadcasting at 10:30 p.m. after normal network commercial schedule is completed. Manager George Lindman reports heavy increase in both audience and sales.

☆ ☆ ☆ ☆

● ● ● Don B. Tatum, v-p and general counsel of Don Lee Broadcasting System, has been named chairman of the L. A. Bar Association's Committee of Public Relations. Tatum is also chairman of the radio-TV committee for the 1950 Red Cross Drive and was recently elected president of California State Broadcaster Ass'n. . . . The Fibber McGee and Molly cast are planning their summer vacation with Mr. & Mrs. Jim Jordan to summer at their ranch near White River with a motor trip through the Northwest thrown in just before returning to the air. Bill Thompson (The Old Timer) and his new bride are going to extend their honeymoon through Western Canada, while writer Don Quinn will stock a new trout stream on his valley acreage.

☆ ☆ ☆ ☆

TV Effect On Listening Exaggerated: Nielsen

(Continued from Page 1)

true that evening listening declined 73 per cent and daytime listening falls 13 per cent when the average home installs television, Nielsen said, the percentage of homes not having television is so small that the net effect on all radio listening has been only a decline of 8.5 per cent.

The decline in hours of listening per home has been exactly balanced by the increased number of radio homes, he continued. In January, 1950, the total volume of radio listening in the United States, expressed in home hours, was identical with the average for January of the three preceding years.

Lauds Audimeter

Nielsen said the Audimeter which his company uses in home to measure listening, utilized the only research technique possible to secure these facts. Other techniques were limited to urban telephone homes and these were the homes in which television has made the greatest inroads, he added. It is utterly misleading to judge radio as a whole by what has happened in this small segment of the market where radio is facing the strongest competition from television, he concluded.

The use of research to reach particular audience was also emphasized. Nielsen said it was possible to find a combination of program and commodity resulting in the advertising being directed to homes that are 25 to 50 per cent above average in their buying power.

International Roundtable To Be Aired By Short Wave

An international short-wave roundtable to discuss war and peace will be broadcast today by Radio Diffusion Francais with seven speakers, each in his own country, taking part. From New York, John Mac Vane of NBC will speak. Others to be heard are Claude Bourdet and Jean-Jacques Servan-Schreiber from Paris; M. Zingarelli from Rome; Mr. Tingstedt of Stockholm Tindigen from Stockholm; Rene Payot from Geneva; Mr. Ernst of Berliner Rundschau from Berlin; and Weiner O. Sorn from Rio de Janeiro.

Topic for the session is: "Can the Events of May 28th in Berlin Lead Us Into War?" Entire proceedings will be in French and will be aired over the French network.

Stork News

Hollywood — Robert J. McAndrews, managing director of the Southern California Broadcasters' Association, and Mrs. McAndrews are parents of a girl, Julie Ann born May 6th. They have two boys Peter and Michael.

TELEVISION DAILY

Continuation of RADIO DAILY, Tuesday, May 16, 1950 — TELEVISION DAILY is fully protected by register and copyright

TV PROMOTION TOPS—HAMMOND

TELE TOPICS

"LIFE BEGINS AT EIGHTY," a spritely panel program which has been transplanted from radio where it had a loyal and sizeable following, now holds forth on video Saturday evenings over NBC-TV. As a human interest vehicle it should have no trouble duplicating its radio following on TV since the participants, all of whom have been around for eighty years or more, are bright and unbelievably spry and intelligent. They comment individually on a question sent in by a listener and their comments are apt and, generally, humorous. One participant—a woman, naturally—is inclined to be a little bit whimsical but since she has a natural feel for comedy she generally gets a laugh. The show might be tightened a trifle if Jack Barry, the emcee, gave a little more time to the participants than he does to trivia and comment of his own. The program makes for good showmanship only because of the age and vitality of the over-eighties who make up the panel, since it seems silly to have its continuity broken so often.

WPTAR IS THE LATEST ADDITION to the DuMont web. . . . WLW-TV wrestling matches have been signed for sponsorship by the Red Top Brewing Company. . . . WAAM pushing kiddie shows on Sunday afternoons, and announce that "Kiddie Korral" has been renewed for sponsorship and extended to a full half-hour besides. . . . KSD-TV initiated a million dollar fund drive with a special program on behalf of a new children's hospital in St. Louis. . . . KSL-TV will begin operations in new, larger studios commencing about the middle of June. . . . WDTV now circulating a weekly newsletter to press desks wrapping-up the news of the week at WDTV. . . . WENR-TV will do a special show for the Cancer Crusade next Friday with such performers as Don McNeill, Jack Carter and Frank Allison. . . . KGO-TV's "Saturday Night Amborce" has signed five participating sponsors to date.

WORD THEATER's next production "Subway Express" will originate completely at a remote point. Hour-long remote is said to be the first such in video history. . . . Larry Gordon reports that production Television Features is at a peak. . . . MCA Films has elected David Squire a vice-president. Squire used to be with 20th Century-Fox. . . . Franklin Pulaski, the TV actor and emcee, has penned a series of articles on video from the actor's point of view for release in "Tel," a new fan mag. . . . Barrett Television Corporation has prepped a high-powered promotion campaign to aid dealers in the normally dull summer months.

Talent Costs Go Up; Labor Unions Stir

TV talent fees are on the upgrade and have risen from 5 to 15 per cent over the past year, according to the latest issue of Ross Reports On Television Programming, just published.

Pointing out that the increase has been far from uniform, Ross Reports says that talent's next goal will be to attempt to standardize working conditions and payments. The Report states that the 5 to 15 per cent figure of increase in different categories is primarily due to the increased number of sponsors and the boom in set sales, "all of which are interactive."

Sees Fall as Turning Point

It goes on to say that by fall "the sponsors' costs and set sales should reach a point where television moves ahead of AM radio as an advertising buy." This, the Report continues should "influence talent to upping its demands for higher fees." The report points out that "until now" the various unions, with a few exceptions have cooperated with the industry in restraining their membership from asking for higher wages.

The Report goes on by breaking down the demands of separate union groups and refers to the jurisdictional fights which are unfolding within the industry.

"Repeat" Telecasts

A series of special "repeat" telecasts of the "Lone Ranger" will be aired over ABC-TV under sponsorship of General Mills, it was announced yesterday. The "repeat" programs, which start on Friday, June 16, will be in addition to the current Thursday evening program series.

Meredith A TV Prod.

New World Films, co-owned by Burgess Meredith, Mac ("21") Kriendler, and Barrett Gallagher, a magazine photographer, will amalgamate with Motion Picture Stages, Inc., it has been announced. Meredith is a producer for the firm, a vee-pee and a member of the Board of Directors. Firm's operation will concentrate on films for video presentation.

Chrysler Purchases New Procter Series

"Treasury Men In Action," a new Bernard Procter film and live adventure series, is the first TV program to have been purchased by the Chrysler Corporation in conformance with its new heavy radio-TV advertising program, it was learned yesterday by RADIO DAILY.

The Procter package reportedly went to Chrysler for about \$10,000 per week on a five-year contract.

The agency for Chrysler is McCann-Erickson and the package was sold for Procter through MCA, his agent.

Interesting factor in the completed negotiation was that the first program of the "Treasury Men In Action" series was shot as recently as May 5, was not printed until Tuesday, May 9, but was sold on Thursday, May 11.

The program, which is based on Treasury Dept. file stories, will debut over NBC-TV as a live and film program late in June or early in July. Martin Wolfson is featured in the initial program but may not be able to complete the series due to his previous "South Pacific" commitments.

NBC V.-P. Lauds Video's Ability To Sell Papers

Milwaukee—As a promotion tool for newspapers, video is unsurpassed, Charles F. Hammond, NBC vee-pee told the delegates at the National Newspaper Promotion Association convention here yesterday. Papers which own TV stations use the medium for promotion regularly and so, too, should other papers, he said.



HAMMOND

"Only through television can you bring your newspaper into the homes of the people you want as readers and command their attention to your story; you can show the non-reader your front page; you can highlight your feature articles for him; you can bring your writers and columnists before him in person," Hammond said. "You can expose him to your paper and make him want to buy it; you can build circulation.

"And keep in mind that a newspaper which advertises on television doesn't have to have its message limited to three minutes of commercial announcements in a half-hour of entertainment. The whole program content and every part of it can be a presentation of the information and entertainment to be found in your columns unobtrusively winning new readers by its display of your materials."

Hammond pointed out that NBC's recent advertising campaign used newspapers because of the particular kind of a story it was trying to tell. "In the same way," he said, "I'm sure that there are many occasions where TV can tell your story better than any medium."

Ad Council Issues Second Television Bulletin

The Advertising Council's Second Television Bulletin, covering the months of May and June, has been released to stations, advertisers, agencies and networks, it has been announced.

The Tele Bulletin is designed to give recipients information and material on major council campaigns. The Bulletin service to video stations was inaugurated two months ago and will continue to be distributed on a bi-monthly basis.

SONGS WITH THE LARGEST TV AUDIENCES Survey Week Of May 5-11, 1950

THE TOP 5 SONGS OF THE WEEK

Bewitched	Chappell
Cry Of The Wild Goose.....	American
If I Knew You Were Coming.....	Robert
Makin' Love Ukelele Style.....	Mayfair
Music Music.....	Cromwell

THE 5 FAVORITE STANDARDS OF THE WEEK

Come Rain Or Come Shine.....	Crawford
El Cumbanchero.....	Southern
I May Be Wrong.....	Advanced
June Is Bustin' Out All Over.....	T. B. Harms
You Must Have Been A Beautiful Baby.....	Remick

Copyright, 1950, Office of Research, Inc.

COAST-TO-COAST

WTIC Program Awarded Twice
Hartford, Conn.—Paul W. Morency, vice-president and general manager of WTIC, has announced that the station's "Mind Your Manners" program, conducted by Allen Ludden, has received national recognition twice within a week. On May 4th the program was cited by the George Foster Peabody Awards as the outstanding 1949 program produced by a local station for the teen-age audience. On May 5th, "Mind Your Manners" was given a first award in the 14th Annual American Exhibition of Educational Radio Programs as a network broadcast. The exhibition is sponsored by Ohio State University, and the award was made to NBC, which carries the WTIC program over a nation-wide hookup on Saturday mornings at 9 o'clock.

Sadler President Of WSVS
Crewe, Va.—John Sadler, general manager of WSVS and WSVS-FM has been chosen as the first president of the recently organized Junior Chamber of Commerce of this city.

Robert Burns Joins WJZM
Clarksville, Tenn.—Robert Burns, veteran radio and newspaper man, has assumed his duties as commercial manager of WJZM. Prior to his accepting the position as commercial head of this station, Burns was the Chicago national representative of a number of radio stations across the country, of which WJZM was a member. For several years he has been with the commercial department of WRFD, Worthington, Ohio.

WWL Program On 10 Stations
New Orleans—The sale of Dixie Serenade to the Dixie Brewing Company has been announced by Larry Baird, commercial manager of WWL. This platter show written and produced by staff announcer Bill Dean is recorded and sent to 10 southern stations to be broadcast under the sponsorship of the Dixie Brewing Company.

WMID Hosts N. J. Broadcasters
Atlantic City, N. J.—WMID acted as host for the semi-annual meeting of the New Jersey Broadcasters Association meeting in this city. Following an address by Robert F. Jones of the FCC, WMID gave a cocktail party at the Brighton Hotel for the members and their wives.

Rogers Guest On WDRC
Hartford, Conn.—Willard B. Rogers, president of the Hotel Bond here, and head of the \$60,000 drive of the local Symphony Society, was interviewed over WDRC, Tuesday, May 9th on the "Needle Club" program, by Jack Zaiman, club president. Rogers outlined the success of the Symphony and told of the 1950-51 needs of the organization. Zaiman is co-chairman of the symphony drive.

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 May 5-11, 1950

TITLE	PUBLISHER
A Dream Is A Wish Your Heart Makes.....	Walt Disney
Ask Me No Questions.....	Witmark
Bewitched	Chappell
Candy And Cake.....	Oxford
C'est Si Bon.....	Leeds
Chattanooga Shoe Shine Boy.....	Acuff & Rose
Choo'n Gum.....	Bregman-Vocco-Conn
Daddy's Little Girl.....	Beacon
Dearie	Laurel
Don'cha Go 'Way Mad.....	Advanced
Down The Lane.....	Broadcast Music
Have I Told You Lately That I Love You.....	Duchess
Hoop-Dee-Do.....	E. H. Morris
I Don't Care If The Sun Don't Shine.....	Famous
If I Knew You Were Coming.....	Robert
I'm Gonna Paper All My Walls With Your Love Letters.....	Goday
It Isn't Fair.....	Words & Music
La Vie En Rose.....	Harms
Mona Lisa.....	Paramount
Music Music Music.....	Cromwell
My Foolish Heart.....	Sanly-Joy
Old Piano Roll Blues.....	Leeds
On The Outgoing Tide.....	Shapiro-Bernstein
Rain	Miller
Sentimental Me.....	Knickerbocker
So This Is Love.....	Walt Disney
Stay With The Happy People.....	E. H. Morris
They Say It's Wonderful.....	Berlin
Third Man Theme.....	Chappell
Wilhelmina	Feist

Second Group

TITLE	PUBLISHER
Baby Won't You Say You Love Me.....	Feist
But Me I Love You.....	Campbell
Count Every Star.....	Paxton
Cross Your Heart.....	Harms
Dixieland Band.....	Miller
Dixieland Rhumba.....	Life
Girl That I Marry.....	Berlin
Horse Told Me.....	Burke-Van Heusen Assoc.
I May Hate Myself In The Morning.....	Laurel
I Got The Sun In The Morning.....	Berlin
In Santiago By The Sea.....	Life
In The Valley Of Golden Dreams.....	Beacon
It Was So Good While It Lasted.....	Maypole
It's So Nice To Have A Man Around The House.....	E. H. Morris
I've Got A Heart Filled With Love.....	Mutual
On An Ordinary Morning.....	Remick
Roses.....	Hill & Range
Spaghetti Rag.....	Shapiro-Bernstein
Sunshine Cake.....	Burke-Van Heusen Assoc.
Sweetest Words I Know.....	Life
That's A Plenty.....	George Simon
There's An X In The Middle Of Texas.....	Simon House
Where In The World.....	Oxford
Why Do They Always Say No.....	Stasny
With My Eyes Wide Open.....	Crawford
You Dreamer You.....	Bregman-Vocco-Conn

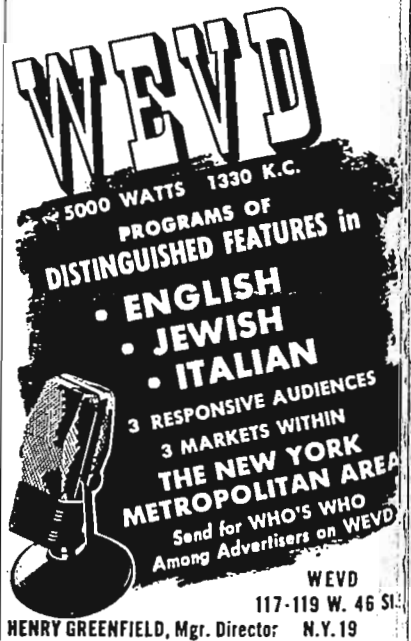
Copyright 1950, Office of Research, Inc.

NEW BUSINESS

WBBZ, Vineland, N. J.: Alcyon Speedway, Pitman, N. J., Ato Speedway, Hammonton, N. J., Ackley's Garage of Deerfield, N. J., South Jersey Monument Corp. of Vineland, N. J., Kent and Susser Racing Association of Harrington Delaware, Ferrara's Refrigeration Service of Vineland, N. J. and Del sea Drive-In Theater of Vineland N. J. have purchased participating announcements on the "All Sport Parade." Garden State Racing Association using three participating spots daily during the Spring racing season.

Vineland Transit-Mix Concrete sponsoring five-minute baseball roundup for balance of baseball season. Wildwood Hotel in Wildwood, N. J., has purchased 7:00 p.m. newscast for the summer season. Vineland National Bank and Borough of Vineland have renewed sponsorship of newscasts for another 52 weeks. Superior Laundry of Millville, N. J. and Peerless Laundry of Vineland and Atlantic City, N. J. purchased participating spots on the "Woodchopper's Ball" program.

KTLA, Los Angeles: Renewal for 13 weeks of the Dealer's Service spot on "Cowboy Thrills" through the Campbell-Ewald Company . . . two spots per week by the Goodyear Tire & Rubber Company for its shoe products, through Compton Advertising, for 52 weeks starting June 13 . . . P. Ballantine & Sons for Ballantine Beer, through J. Walter Thompson, two spots per week for 26 weeks starting May 15. . . Grandma Baking Company, a spot on "Handy Hints" for five weeks starting June 1. . . The Lambert Company, for hydraulic gate lifts for trucks, through Schultz Advertising Service, a spot for eight weeks starting May 20.



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

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 51, NO. 33

NEW YORK, WEDNESDAY, MAY 17, 1950

TEN CENTS

TV-SERVICE PROBLEM GIVEN HEARING

Shift Engineering Chiefs In FCC Realignment

Braum Will Head TV Broadcast Division

Washington Bureau of RADIO DAILY
Washington—The FCC announced yesterday that Cyril Braum will succeed Curtis Plummer as chief of the TV broadcast division of the engineering organization. Plummer is now commission chief engineer, and Braum has been head of the FM engineering staff. The FM, noncommercial

(Continued on Page 6)

Daytime Programs Plan Set By WOR-TV

WOR-TV, New York, will program on a 5-day, 7-night-a-week basis starting at the close of the baseball season, it was announced yesterday by Theodore C. Striebert, president of the station. The move of WOR-TV into daytime programming will bring stations in the metropolitan area offering such a

(Continued on Page 7)

Pa. State Broadcasters Plan June Meeting

Pennsylvania's Secretary of Commerce, Theodore Roosevelt, III, is slated to highlight the speaking program at the annual meeting of the Pa. Assn. of Broadcasters on June 17 at Bedford, Pa. In announcing

(Continued on Page 6)

Woman's Viewpoint

Women sustain better on television than men, according to model Candy Jones, in a talk delivered before the Television Association of Philadelphia at the Poor Richard Club on May 2. Candy, now Mrs. Harry Conover, says women are better able to vary their costumes, makeup, etc. Men are best at heavy-duty sales messages, Candy reported.

NAB Hosts Web Representatives

Luncheon meeting of key NAB executives with network representatives in New York on Monday failed to produce assurances from web representatives that the networks would continue to remain in the NAB fold. The meeting, closed to the press, was held to ascertain network criticism of NAB operations. The web reps are reported to have had their say, listened to informal talks by Justin Miller, president of NAB, and William Ryan, new general manager, and bowed out without committing themselves. As one NAB representative put it: "the next move is up to the networks."

United Nations Series Set For ABC Network Radio-TV Session Set For NRDGA Meeting

The first broadcast of a new public service series titled, "United-or Not?" and dedicated to the United Nations will be carried on ABC on Thursday, May 18, from 10:30 to 11 p.m., EDT. The program will originate in the Military Staff Committee meeting room in the New Manhattan Building of United Nations. Bernard Baruch, elder states-

(Continued on Page 2)

West Coast Bureau of RADIO DAILY
Los Angeles—A special session on radio and TV has been scheduled for the mid-year conference of the National Retail Dry Goods Association to be held at the Hotel Biltmore in Los Angeles from May 31 to June 2. Chairman of the panel on the opening day on "Radio and Television That Sells" will be E. J. Shurtz,

(Continued on Page 6)

Ask FCC To Reconsider Reversal Of '49 Decision

Washington Bureau of RADIO DAILY
Washington—KTHS, Hot Springs, Ark., asked this week that the FCC abide by a proposed decision made by its majority more than a year ago, and set aside a 3-1 reversal announced last month. The station had been permitted in a decision of Mar. 25, 1949, by a 4-3 vote to move from Hot Springs to West Memphis, Ark., remaining on the 1090 band

(Continued on Page 4)

Richards' FCC Hearing Will Be Started Anew

FCC General Counsel Benedict P. Cottone told the Commission yesterday that no law requires the granting of a fresh start in the KMPC hearing, but that he will agree to a new start anyhow. Examiner J. D. Cunningham has been assigned to hear the case. Sarcas- tically, Cottone remarked that "in view of the propensity of petitioners' trial counsel to try this case

(Continued on Page 2)

N. Y. License Law Considered By City Council

Arguments for and against a proposed bill regulating television servicemen were voiced yesterday before the Committee on General Welfare of the City Council of New York. Nine persons, mainly small dealers, spoke against the bill introduced by Councilman Charles Keegan, while five

(Continued on Page 6)

Night Show Ratings Give CBS Web Lead

CBS holds nine of the top ten evening programs, according to the latest national Nielsen ratings released yesterday for the week of April 9 through 15. Lux Radio Theater at 21.9 held the top spot for another week, followed by Arthur Godfrey's Talent Scouts at 19.1. Sole NBC show in the group was

(Continued on Page 8)

Chesterfield Alters Spot Radio Schedule

In a virtually unprecedented action, Liggett & Myers Tobacco Company, through its agency for Chesterfield cigarettes, Cunningham & Walsh, has halved its spot schedule set up three months ago on many

(Continued on Page 6)

'Hams' Give Vital Service To Canadian Flood Area

Ottawa—Ham radio operators in the Ottawa district have been assisting in the flood battle in Manitoba.

Since the flood started, people in Ottawa have been calling the operators to inquire about their relatives in Winnipeg. In most cases the hams in Ottawa have been getting the messages through, either by di-

rect contact with Winnipeg or through relay stations.

The R.C.A.F. has called the Air Force Amateur Radio system, "AFARS" to emergency service, and a number of local hams belong to this group.

One of Ottawa's local operators, Don Dashney, said he has had a

(Continued on Page 6)

Shade of Mark Twain

A race between two old-time River boats will be aired on NBC, May 20 (6:15 p.m., EDT) when newscaster W. W. Chaplin boards one of the "old-timers" for an on-the-scene broadcast of the three-mile course. Paul Long, Jack Swift, and Janet Ross, KDKA staffers, will cover from other vantage points on the Ohio River as the race progresses.



Established Feb. 9, 1937

Vol. 51, No. 33 Wed., May 17, 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. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Postage free) United States (other than California) \$10.00 one year; California, \$15.00. Foreign, \$15.00. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

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

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

CHICAGO BUREAU
Herbert M. Kraus
Suite 1325, 188 Randolph Tower
Phone: Dearborn 2-1414

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

ROME BUREAU
John Perdleari
Ludovisi 16

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

FINANCIAL

(May 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	12 ⁵ / ₈	12 ¹ / ₈	12 ¹ / ₄	+ 1/8
Admiral Corp.	33 ¹ / ₂	33 ¹ / ₈	33 ¹ / ₄	+ 3/8
Am. Tel. & Tel.	159	158 ³ / ₄	159	+ 1/4
CBS A	36	35 ³ / ₈	36	+ 1/8
CBS B	35 ³ / ₄	35 ¹ / ₂	35 ³ / ₄	+ 1/4
Philco	47 ³ / ₄	47 ³ / ₈	47 ³ / ₈	+ 1/8
Philco pfd.	95	95	95	+ 3/8
RCA Common	20 ³ / ₄	20 ³ / ₈	20 ³ / ₈	+ 1/8
Stewart-Warner	18 ¹ / ₈	17 ⁷ / ₈	17 ⁷ / ₈
Westinghouse	34 ⁷ / ₈	34 ³ / ₄	34 ⁷ / ₈
Zenith Radio	58 ⁷ / ₈	58 ¹ / ₂	58 ⁵ / ₈	+ 1/8

	Bid	Asked
Hazeltine Corp.	20 ¹ / ₈	20 ¹ / ₂
Nat. Union Radio	4 ⁷ / ₈	4 ³ / ₄

OVER THE COUNTER

DuMont Lab.	22 ¹ / ₂	23 ¹ / ₈
Stromberg-Carlson	16	17 ¹ / ₂

Richards' FCC Hearing Will Be Started Anew

(Continued from Page 1)

everywhere else, it should be made clear beyond the possibility of confusion that he is being afforded the fullest opportunity to try this case before the Commission."

Counsel for G. A. Richards asked last week for a fresh hearing because of the death of examiner J. Fred Johnson.

At the same time, Cottone quoted at length from prior cases and from the administrative procedures act and manual to demonstrate that it "clearly contemplates substitution of an examiner where the original examiner becomes unavailable, without a hearing *de novo*."

★ COMING AND GOING ★

JACK BENNY and company, now doing a series of one-night stands, today will appear in Kansas City, tomorrow in Des Moines, Friday in St. Paul.

DONALD PETERSON, producer of the "Ave Maria Hour" on WMCA, tomorrow will leave with his two daughters for Annapolis, where he will attend the 25th reunion of the Class of '25, U. S. Naval Academy.

RUBY KEELER, singing and dancing star, today will arrive from Hollywood to make a return appearance on the New York stage when she co-stars with Ken Murray and his TV program company at the Roxy Theater starting this Friday.

ROBERT KELLER spent Monday in New Haven, Conn., making an on-the-spot study for WAVZ, his newest client, now making promotional plans for the Fall.

WALTER HAASE, station manager of WDRC, Hartford, Conn., and WILLIAM F. MALO, commercial manager of the station, are in New York on station business.

IRENE RYAN, comedienne on the Bob Hope show, has arrived in Philadelphia for several radio and video appearances.

BARRY BERNARD, of the television program department at NBC, returned last night by plane from Hollywood.

BERT LOWN, vice-president of Associated Program Service in charge of station relations, is heading for Athens, Ga., where tomorrow, Friday and Saturday he will attend the annual meeting of the Georgia Association of Broadcasters.

BOB HAWK, whose program is featured on CBS, is expected back today from Europe, where he and his bride spent their honeymoon.

KATHI NORRIS, the video shopper seen and heard on WNBT, following her morning show today will go up to Bridgeport, Conn., where she will address the Wilson Club. She'll be back in New York the same evening.

JACK STERLING, the morning star on WCBS, on Friday will leave for Des Moines, where he will officiate at the week-long National Food Show, which is scheduled to start next Monday.

E. E. HILL, executive vice-president of WTAG, Worcester, Mass., is back at the station after having attended the New York meetings of the Columbia Affiliates Advisory Board.

United Nations Series Set For ABC Network

(Continued from Page 1)

man and advisor to Presidents, and another international figure will give their views on the international control of atomic energy on the first program of the new UN series, Robert Saudek, ABC vice-president, announced.

WNYC Announcer Exams To Be Concluded Friday

Civil service examinations for announcers to fill vacancies at the Municipal Broadcasting System stations will come to an end this Friday, May 19.

Applications may still be obtained from 9 a.m. to 4 p.m. at 96 Duane Street, New York.

PEANUTS

Back in 1946, the people who lived in WBZ-land had an effective buying income of \$7,347,822,000. We considered it a terrific figure. Actually, it's almost peanuts compared to 1949's \$8,400,370,000.. and to the even higher figure for 1950. To get your share of this rich New England market, put your message on the station that's listened to regularly in all six New England states. Check Free & Peters for availabilities on WBZ.

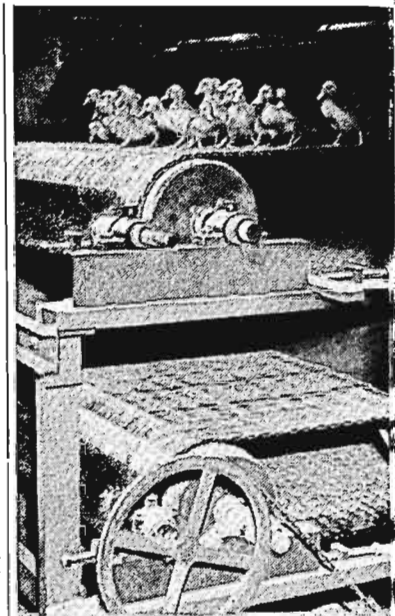
BOSTON
50,000 WATTS
NBC AFFILIATE



WESTINGHOUSE RADIO STATIONS Inc

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

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



The Case of the Walking Ducks

Newly hatched ducks, it seems have to be kept moving to be kept alive. So smart engineers devised this special treadmill for them which keeps them moving for eight days. Mortality dropped to zero.

The same thing is true of a sales campaign. It's got to keep moving or it will die. And the surest, most economical way to do this in Baltimore is to put your sales message on W-I-T-H.

For here's the station that regularly delivers more listeners-per-dollar than any other in town. That means you can get big results for a little bit of money on W-I-T-H.

So if you want your campaign in Baltimore to produce low-cost results, call in your Headley Reed man and get the full W-I-T-H story.

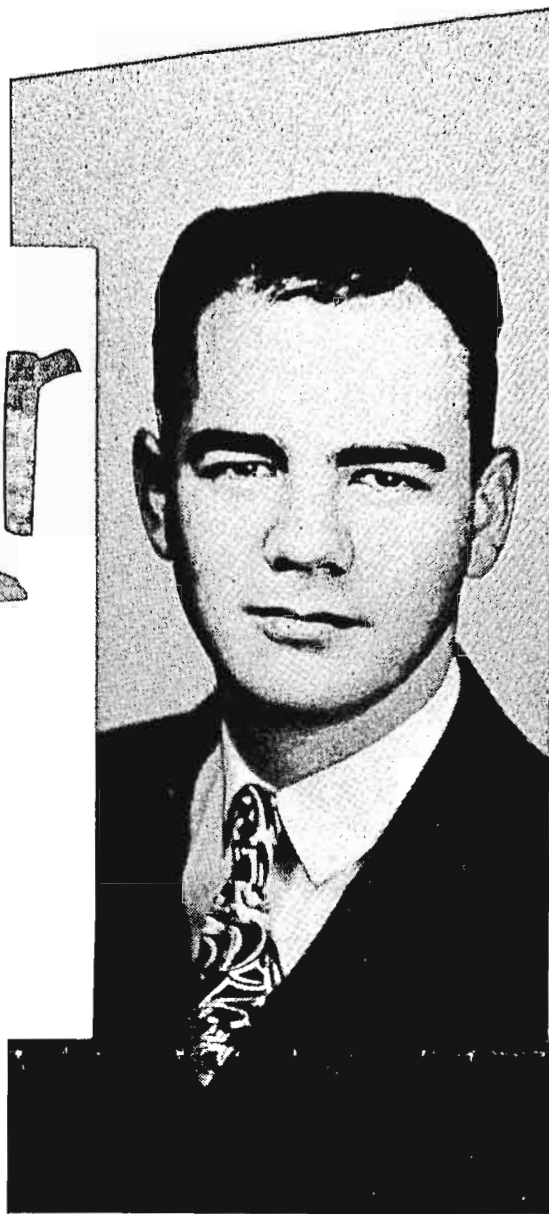


WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Another



Test

FREDKENDALL, star of WJR's afternoon variety show, "Anything Goes", sent the applause meter soaring to the top as he won the Arthur Godfrey Talent Scout Show over Columbia Broadcasting System.

Is it any wonder that WJR dominates its huge market area?

MORE PROOF THAT WJR IS POWERED FOR RESULTS

Call or write your nearest PETRY office

WJR

CBS
50,000 WATTS

FREE SPEECH MIKE



THE GOODWILL STATION, INC.—Fisher Bldg., Detroit

G. A. RICHARDS
Chairman of the Board

HARRY WISMER
Vice President and General Mgr.

Ask FCC Reconsider Reversal Of Decision

(Continued from Page 1)

and upping its power from 10 kilowatts day, one kilowatt night, to 50 and 25 kw. It would erect a new station at Hot Springs on the 550 band.

Exception to this proposed decision was later argued before a bare quorum of the Commission, Counsel William Fitts, Jr., pointed out, with the denial of the KTHS proposals voted last month by three members of the Commission. Commissioners Walker, Hyde and Jones had dissented in the original vote, while last month Walker, Webster and Chairman Coy did not participate. Miss Hennock voted for KTHS both times, with Hyde and Jones against KTHS both times.

Pointing out the additional coverage to result from the KTHS proposals, which were rejected last month because of conflict with NARBA principles, Fitts said that ordinarily the Commission's findings as to additional service "would be the end of the case. If Section 7 (b) of the statute means anything it must mean that when an applicant is able to show that his proposal, when compared with all other alternatives under consideration, will serve more people both day and night, will serve more people in 'white areas' both day and night, and will result in a greater net gain over existing service, the application should be granted.

"But here the Commission substitutes for the public interest mandate. . . . A new standard promulgated for this particular case." In addition, Fitts attacked the conclusion that the KTHS proposal does violence to NARBA.

Finley Buys Out Partner

Hollywood—Complete rights to all radio shows and TV packages owned by the firm of Larry Finley Productions, Hollywood, have been purchased by Finley, who bought out the interests of partner Larry Kolpack. Upon completion of the deal, Kolpack will devote his interests to TV shows he has in the making and to "Small Talk," a show he owns independently which is currently being televised on KNBH, Hollywood, (Sundays, 7:00-7:30 p.m.).



By SID WHITE

Man About Manhattan. . . !

● ● ● ONCE OVER LIGHTLY: Hal Block was asked if he wrote for a certain comic, who shall be nameless here. "No," he snapped, "but my material has made guest appearances on his show." . . . Despite the conference NAB execs had with network officials Monday, it's rumored that one or more of the webs will pull out of the broadcaster organization. . . . "Album of Familiar Music" losing its drug house sponsor? . . . Betty Ann Grove takes over the Lisa Kirk role in "Kiss Me Kate" as of June 1st. . . . Roger Kay has signed his show, "The Cheater," (a suspense series in which Paul Lukas makes his TV bow) as a summer offering on CBS-TV. . . . Top flight songwriter, J. Fred Coots brightened up the televiewing considerably last Friday nite via ABC-TV's Tin Pan Alley session. Going down Memory Lane with his long array of song hits, Freddy demonstrated that he can sell 'em just as well as he writes 'em. . . . Kathi Norris hits the road next week for some lecture dates (in Bridgeport, Conn., and Columbus, Ohio) without skipping any of her weekday telecasts. . . . Phil Baker turns B'way producer this fall with a play tagged "The Big Potato," which Lee Tracy is reading at the moment. . . . The distaff side seems to be making a big bid to invade the laff field. So many female gagwriters are now infiltrating the profession, the male scripters are becoming alarmed. . . . Morey Amsterdam has signed 350-pounder Murray (Blimpy) Blank as a regular on his DuMont series.



● ● ● Mercedes McCambridge, who was always the busiest actress around in radio, is now duplicating her stuff in H'wood, where she'll be seen in no less than three forthcoming movie epics following her Oscar-winning job in "All The King's Men." Mercedes, incidentally, landed that part without an agent—almost unheard of among top talent. She merely walked into Rob't Rossen's office and snapped: "I read the book and I believe I'm the one who can do Sadie Burke better than anyone else." Rossen agreed and signed her.



● ● ● BATTING OUT OF TURN: The quality of imagination is still sadly lacking in baseball telecasts, with little to relieve the monotony of the pitch from the box to the plate. Since TV does not as yet show the wide area or the ball in flight, it might be a good idea if they improved the between-the-innings shots. For instance, why not an interview with a bull-pen pitcher or with sports-wise fans? Another thing we'd like to see is a flash of the score-board at the start of each inning. It's also our opinion that baseball telecasting could use a director with the know-how and imagination of Paul Gardner, whose background includes 17 years of sports coverage with the N. Y. Journal.



● ● ● Fred Pitzer, nat'l president of the Circus Saints and Sinners, waited a long time before he got into radio. Now 73, he started his first stint as co-producer of "The Press Box," which features Art Henley as "editor" interviewing headliners and byliners every Sat. over WMGM. Pitzer was a well-known humorist at the turn of the century, but he waited 50 years to get into radio.



● ● ● For three years now, Joe LaZizza has been turning in a "Henry Morgan" script every week at the Gagwriters Institute. Charlie Sherman, who did sketches for the "Follies," "Along 5th Ave." and the Berle show, called them much better than many scripts now on the air—but Morgan refuses to look at them. So LaZizza is now advertising in public notices for a comedian named Henry Morgan—because he wants to do a Henry Morgan show and he's willing to buy time to prove his worth.



YOU DON'T NEED \$1,000,000 TO DO RADIO RESEARCH

FOREIGN LANGUAGE RADIO

The mother tongue is a potent sale force to the huge foreign language population in the metropolitan cities throughout the country.

Stations broadcast to these people in their own tongue. Standard surveys can not adequately reflect this radio audience.

Pulse has made radio surveys among the foreign language groups in its markets. Take New York, as a case in point, where almost 1/3 of the families are Jewish and about 1/7 are Italian. Pulse surveys have shown that in these homes, the Jewish and Italian languages are understood, and the programs in these languages are listened to by the people in the respective groups.

Among Jewish families in New York a typical 1/4 hour yields ratings such as the following:

	%
Jewish language station	10.0
English language station A	3.0
B	2.0
C	1.0
D	1.0
E	1.0
F	1.0
G	1.0
H	4.0
I	1.0

Misc. English language stations 2.0
Homes using radio or TV 26.0

This kind of foreign language radio survey is reasonably priced. Yes, you don't need a million dollars to buy this.

Look for this column on the third Wednesday in June—June 21—for another example of Pulse research—reasonably priced for its clients

THE PULSE INCORPORATED

15 West 46th Street
New York 19, N. Y.

THE VOICES OF ADAM HATS 8 YRS.

JINGLES
that don't
JANGLE!

A.M. & T.V.'s MOST COMPLETE
EFFECTIVE JINGLE SERVICE

YOUR Jingle Sung - or
Written, Packaged,
Produced

'Lanny & Ginger' GREY

1300 Madison Ave., New York 28
AT. 9-4020

MARLIN BLADES & YRS.

YONKERS RACEWAY

SATTLER'S DEPT. STORE 7 YRS.

AGENCY NEWSCAST

... personnel, sponsors and notes

YOUNG & RUBICAM, INC. has completed a new motion picture and television conference studio for monitoring telecasts, reviewing previous programs and experimenting in television techniques. Included in the facilities is an RCA phonicon.

NEUHOFF BROTHERS, independent meat packer in the Southwest, will begin an all-out summer advertising effort in the Dallas market on June 19. Television and newspapers will be used. Tracy-Becke Company, Inc. is the agency.

MYERS LABORATORIES, INC. of Warren, Pa. has retained Kenneth Rader Company to handle advertising for Edrolax and Ney cream and liquid spray deodorants.

JAMES BURTON, former manager of the Hutchins Advertising Company's Hollywood office, has joined the New York office as assistant to H. Pierson Mapes, vice-president in charge of radio and television. Burton is also manager of the agency's commercial film production department.

ROBERT M. HOFFMAN, WOR research director, will address the radio and television group of the American Marketing Association on Tuesday, May 23 at the Hotel Shelton. In his talk on "Listeners Are More Than Just Noses," he will discuss Simul-Pulse ratings.

VAL ST. LAMBERT, INC., Belgian crystalware company, has named Roy S. Durstine, Inc.

FARM BUREAU INSURANCE COMPANIES of Columbus, Ohio, to John Sackheim, Inc.

GAGNES KINGSLEY has been appointed general manager of Victor Leder Linde Company.

JOHN L. McQUIGG, vice-president, partner and general manager of the Detroit office of Geyer, Newell & Ganger, Inc., has been elected to the agency's board of directors.

NAT SHERMAN COMPANY has named Willsted & Shacter to handle advertising for Havana cigarettes.

BANNER SPECIALTY COMPANY to Weightman, Inc. Television and trade paper advertising will be used.

ROBERT S. KELLER, INC. has been engaged as sales promotion representative for WAVZ, New Haven, Conn., according to an announcement by Daniel Kops and Victor W. Knauth, co-owners of the station.

PHILIP KERBY has been named an account executive and plans board member of Carl Reimers Company, Inc. He was formerly with Fuller & Smith & Rose, Inc.

JACOBS & ROGOVIN, INC., radio and TV distributor, to Getschal & Richard, Inc. Radio, television and newspapers will be used.

J. W. MANNY, INC., Maico hearing aid distributor, to Norman D. Waters & Associates, Inc. Radio, newspapers and direct mail will be used.

JOHN N. MEISSNER and **EDWARD CULVER** have formed a new agency, Meissner & Culver, Inc., in Boston.

ERIC W. STOCKTON has been elected chairman of the board of Stockton, West, Burkhart, Inc. of Cincinnati. Joseph D. Nelson, Jr. and Robert A. McDowell have been elected vice-presidents.

HOWARD W. NEWTON has resigned as vice-president of Dancer-Fitzgerald-Sample, Inc. He will devote full time to his placement agency.

MASON, AU & MAGENHEIMER CONFECTIONERY MANUFACTURING COMPANY to Turner, Leach & Co., Inc. for Mason Mints and Peaks.

THE JOSEPH KATZ COMPANY New York office will move shortly to 488 Madison Avenue. Also at the same location is the Katz Agency, radio and newspaper reps. Newspapers and radio stations are urged to take special note of the two organizations and address all letters accordingly.

HERBERT E. BROWN has been appointed advertising and sales promotion manager for DuMont New York factory distributor.

J. WALTER THOMPSON reports that some 60,000 copies of their booklet entitled "Marketing Opportunities 1950" have been distributed. Five reprints have been made and orders are still being accepted.

THE FULLER BRUSH COMPANY of Hartford has named Robert W. Orr & Associates for their household brush division.

LAWRENCE R. TIERNAN has joined Shappe-Wilkes, Inc. as an account executive.



Cited for Americanism by Catholic War Veterans

"...BECAUSE he represents fearless American reporting of actions, background and reasoning which contribute to the movements of world events—and
 "BECAUSE he has always recognized that all men are equal in the plan of Our Creator—never stooping to tinge with religious or racial association the contents of his reports—and
 "BECAUSE he indicates by his workmanship that he—in accepting the privilege of 'Freedom of Expression'—is always conscious of the responsibility of protecting that Freedom for himself and all who equally appreciate it..."
 The DEPARTMENT OF NEW YORK, CATHOLIC WAR VETERANS OF THE UNITED STATES OF AMERICA awarded a Scroll of Honor to Fulton Lewis, Jr. He is the first radio commentator to be cited in the 12-year history of the awards, which are presented annually to individuals who have distinguished themselves as outstanding citizens during the year.

The Fulton Lewis, Jr. program, currently sponsored on more than 300 MBS stations, is available for sponsorship in some localities. Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE" WBAL

Contact EDWARD BETRY CO.

'Hams' Give Service In Canada Flood Area

(Continued from Page 1)
number of people call about relatives in Winnipeg, and each time he has been able to contact them. Some of these Winnipeg residents have been flooded out of their homes and have had to move to other areas.

Dashney said that one of the Winnipeg operators he had contacted had moved his equipment from the cellar of his house to the attic, and was carrying on from that point. The telephone company had installed special phone services for him, and the power company had put in special lines for his equipment. Last time he was reached by Dashney, he was totally surrounded by water.

Another Ottawa operator, A. M. Ford, has been relaying messages from Bermuda to Winnipeg, and had even made one enquiry concerning his own nephew in the flooded city.

Radio Stations Aid

Winnipeg — Winnipeg radio stations interspersed their programs with calls from parents for information on the whereabouts of their sons. There was no indication that any of these persons was lost in the flood. All were expected to turn up safely when their long labor on the dikes was over. The radio briefs continued all during the broadcasts addressed to evacuees, flood fighters, and temporary missing persons. "Young Johnny, please come home. . . . More sandwiches are urgently needed for the dike workers. . . . There are telegrams at Canadian Pacific Telegraphs for. . . . Volunteers are urgently needed to replace exhausted workers on the dike at. . . ."

Will Attend Reunion

ABC Commentator Robert Montgomery will be in Washington over the week-end attending a reunion of the personnel of the U.S.S. Barton, the ship on which Montgomery served as Lt. Comdr. during the war in the Pacific.

TV Humor Is Gagsters Theme

Gurney Williams, cartoon editor of both Colliers and American Magazines, will discuss "Television and Cartoon Humor" as guest of the National Laugh Foundation Gag-writers luncheon tomorrow at Trader Tom's Steak House.

Bill To Regulate TV Service Argued By N. Y. City Council

(Continued from Page 1)

representatives of various groups favored the legislation.

The bill, requiring service organization to carry liability insurance from \$5,000-\$10,000 and licensing by the city, will now be considered by the committee. If the council group approves the bill, it will be submitted to council at a later date.

Union Favors Licensing

Those favoring the bill at the hearing yesterday included Joseph T. Lauringer of the Conlon Electric Corporation, William Ivler of the Association of Television Service Co.'s and Jack McCarthy of Local 1430, International Brotherhood of Electrical Workers. Lauringer called the bill a "base upon which the industry can be built" while Ivler submitted into the records Wednesday, May 10 copy of RADIO DAILY which featured an expose of the television service racket. McCarthy suggested that the industry should set up an apprenticeship for servicemen.

Manuel Barriette of the Abington radio and TV company in Garden City, Long Island, said he was for the bill "100 per cent" and added that the business was "demand-

ing" and needing much regulating.

Among those opposed to the Keegan proposal was Irving Sarnoff of Bruno, New York, RCA distributors in the Metropolitan area. Sarnoff said he favored the bond but was against the licensing feature.

Speaking for small servicemen, Jerry Maccherone, who operates a small servicing organization, reported that it was impossible to give good service for the money paid on the service contracts. Noel Payne of Paramount Radio predicted that the bill would drive many small repairmen out of business. John Rider, who said he represented no particular group and was speaking independently, declared that "licensing never made an honest man." He called the bill "discriminatory" against small dealers and declared "Don't burden them with a license." Rider and others suggested that the industry should be allowed to regulate itself.

Chairing the meeting was Councilman Hugh Quinn. Other councilmen on the committee present were: Charles Keegan, Edward Vogel, Thomas Mirabile, Morris Stein and Stanley Isaacs.

Pa. State Broadcasters Plan June Meeting

(Continued from Page 1)

the program, Frank R. Smith, WBVP, Beaver Falls, pres. of the Association, said Rosevelt would speak at the luncheon session on the topic, "The Pennsylvania Market."

Following is the complete program:

Ten a.m. News panel, Joe Cleary, WESB, Bradford, chairman; Dave Baltimore, W BRE, Wilkes-Barre, Jason Gray, WCED, DuBois, and Ed Darlington, W CNR, Bloomsburg. 10:30 a.m. Special events, James Murray, KQV, Pittsburgh, chairman; with Pete Schloss, WWSW, Pittsburgh and Ed Obrist, WPEN, Philadelphia, participating. 11 a.m. "Lightning That Sells," by Gordon Gray, WIP, Philadelphia. 11:15 a.m. Metropolitan market panel, Roger Clipp, WFIL, Philadelphia, chairman; Carl Dozer, WCAE, Pittsburgh, Herb Hendrick, WHGB, Greensburg, P. J. Stanton, WJMJ, Philadelphia, and Charles Denny, WERC, Erie, participants. 11:45 a.m. Small market commercial panel, Vic Diehm, WAZL, Hazelton, chairman, Joe Burwell, WMBS, Uniontown, Tom Price, WBVP, Beaver Falls, David Potter, WNAE, Warren, and George Joy, WRAK, Williamsport, participating.

Small-Market Panel Set

Two p.m. Small market program panel, William K. Ulerich, WCPA, Clearfield, chairman; Roy Thompson, WRTA, Altoona; Sam Booth, WCHA, Chambersburg, Boyd Siegel, WJPA, Washington, and Art Graham, WKST, New Castle, participa-

Chesterfield Alters Spot Radio Schedule

(Continued from Page 1)

stations. In a letter to the reps, stations have been directed to place Chesterfield spots on an every-other-week schedule, instead of weekly as originally agreed upon. The 52-week contracts have about nine months to run.

The action, completely unilateral, affects many small outlets in the South. Reps have been informed that any stations refusing the new schedule shall be canceled after May 21, 1950. Spots originally scheduled will be dropped on the week of May 22 and resumed May 29, and follow the alternate weeks thereafter.

No mention of rates is made by the agency nor is any reason given for the reduction. It is understood however, that the lower weekly rates will be asked.

ting. 2:30 p.m. Metropolitan market program panel, George Coleman, WGIB, Scranton, chairman; Don Thornburgh, WCAU, Philadelphia, Ed Cleary, WIBG, Philadelphia, Joseph Baudino, KDKA, Pittsburgh, and Leonard Kapner, WCAE, Pittsburgh, participating.

At 3 p.m. there will be a floor discussion of Association resolutions and by-laws. C. G. Moss, WLTR, Bloomsburg, has been named chairman for this segment of the program, assisted by Dave Bennett, WKBO, Harrisburg, Ed Hershberg, WEDO, McKeesport, Cliff Chafey, WEEU, Reading and Kenneth Rennekamp, WKRZ, Oil City.

FCC Engineering Shifts Announced

(Continued from Page 1)

educational (FM) and facsimile broadcast functions of the FCC broadcast division, together with the personnel dealing with those functions, and the functions and personnel of the AM broadcast division, are being placed in a new division to be called the Audio Broadcast Division. James E. Ba-

is to be chief of this division. Functions and personnel of the FM division concerned with auxiliary broadcast (including developmental, remote pick-up, and studio transmitter services) are being transferred to the television broadcast division.

Functions and personnel concerned with the international broadcast are being transferred from the television broadcast division to the immediate office of the chief engineer.

Radio-TV Session Set For NRDGA Meeting

(Continued from Page 1)

vice-president of Broadway of Los Angeles. Following a welcome by Willard H. Campbell, vice-president of Schuneman's of St. Paul, Minnesota, George L. Moskovics of Chicago will discuss radio and TV programming.

Maurice Mitchell and Meg Zalk will talk on "Three Radio Program Types That Bring Results" and Robert Enders of Robert Enders Advertising Agency of Washington will speak on "Live Audience Participation Show." Topic of James Rottolillo of The Hecht Company of Washington will be, "How to Get the Most Promotional Value Out of Your TV Show." Visual Merchandising a Props in TV will be covered by speaker yet to be named.

Tello-Test Time Change

Tello-Test, now heard over WCOR during weekday evenings from 7:30 to 8 p.m., will be put in a new time slot from 3:30 to 4 p.m. beginning May 29. In addition to expanding the time schedule, prizes offered have been increased. A maximum jackpot of \$5000 will be offered those giving correct answers.

FOR COMMERCIAL FILMS THAT SELL

ARCHER PRODUCTIONS, INC.

WINNER OF ART DIRECTORS CLUB "AWARD FOR DISTINCTIVE MERIT"

35 West 53rd Street, New York 19
JUdson 6-2690

ONE MINUTE TV FILM \$150.00 BUDGET ACCOUNTS

1337 S. Wabash, Chicago

FILMACK

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, May 17, 1950 — TELEVISION DAILY is fully protected by register and copyright

DUNTON CALLS FOR GOV'T VIDEO

TELE TOPICS

RADIO DAILY'S EXPOSE of irregular practices among television servicemen in addition to getting a heavy wire service and newspaper pick-up and play—has been covered by video news and program personalities. The latest episode in the diversified series took place yesterday when Ann Pringle and Carl Caruso interviewed Hugh R. Jackson, president of the latter Business Bureau; Max Liebowitz, president of the Associated Radio and Television Servicemen's Association, and Frank Burke, editor of RADIO DAILY, as part of their "Here's To You" program over WNBT. The questioning of the three participants by Caruso and Miss Pringle was direct and to the point including queries on the overall purpose of the expose, the position of the BBB to it, and the position of the servicemen's association. Burke, Jackson and Liebowitz were authoritative in their analysis of the problems involved and the program definitely pointed out the fact that something was not only remiss among servicemen but that the industry and outside forces were aware of the seriousness of the situation and were preparing to do something about it.

PROGRAMMING ACTIVITY having been so heavy over on Madison Avenue last week, CBS now passes the word along that Perry Moore and Cedric Adams will do the shows this Summer, that "Three's Company," a new musical series with Virginia Wright, Cy Walters and Stan Freeman, will debut on the web Thursday evening. Also reported, but not confirmed, is that CBS is talking to actor Paul Lukas to propose a TV intrigue series. On the commercial front, as had previously been reported, the web announces that the Rob Q. Lewis "Show Goes On" stanzas will be bankrolled by the American Safety Razor Company starting in the Fall. . . . WOR-TV will premiere a new "cartoon parade" series, "Quick On the Draw," featuring Eloise McElhone and Bob Dunn, starting May 27. . . . "The Josephine McCarthy Making Show" over WNBT has picked eight participating sponsors per week. The food on that show, incidentally, looks good enough to eat.

TECA-TV SNARED the Sybil Chism, Les Barry musical show away from another LA outlet and will present the program under sponsorship of the Western Live Company. . . . Pat Melkle, the kid's girl, has been inked for an address before the Metropolitan Branch of the Association for Childhood Education today. . . . KTLA topped six of the top ten Hooperatings of the West Coast which is not bad for an indie operation. . . . Betty Ann Grove, "Top The Music" chirper, has been signed to replace Lisa Kirk in "Kiss Me Kate."

Cincinnati College To Offer AB In TV

Cincinnati—The College of Music of Cincinnati will become the first educational institution in the country to offer four-year college courses in television as a result of the college's having signed contracts for the installation of equipment and facilities for instruction in all phases of video, it has been announced by Fred Smith, managing executive of the college.

Uberto T. Neely, director of radio-TV at the college, said that TV courses will include practical on-set training in uses of equipment, production of programs and other related activities.

The board approved organization of the television division after more than a year of careful investigation of television problems and equipment by Smith and Neely. Walter S. Schmidt, president of the board of trustees, said, "We have spent large sums on equipment for our Radio Department and we foresee in television even greater possibilities for rendering a real service to those students who desire a thorough training in radio-TV education."

With radio broadcasting now being affected by television as an advertising, educational and entertainment medium in American life, many schools are just now beginning to form radio training courses, Mr. Smith said. The present need—and it is increasing rapidly—is for training television personnel to staff the 500 and more television stations that will be in operation by 1955, he said.

The current four-year course at the College of Music leading to an arts degree requires 132 credits.

Theater Owners Attention Given To TV At Meeting

Weighty problem of television with aspects of theater video, box office effect, Phonevision, trailers for advertising of feature films, FCC hearings and TV films, etc., attendant thereto, was taken up at great length Monday by the executive committee of Theater Owners of America at the afternoon session of the two-day conference.

Protracted consideration slowed down the agenda's progress. Several reports are still to be

Form TV Exec. Club

A Television Executives Club has been formed and now numbers 30 members, Ewing Philbin of Philbin, Brandon and Sargeant, yesterday told RADIO DAILY. Philbin said that the Club, whose membership is limited to agency executives, meets bi-monthly to discuss problems relating to video. Officers include Philbin, who is secretary, and Roland Gillette, Y&R vee-pee, who is presiding chairman.

Daytime Programs Plan Set By WOR-TV

(Continued from Page 1) schedule to total four, others being WNBT, WPIX and WABD.

Commenting on the plans for daytime programming in the fall, Julius F. Seebach, Jr., WOR-TV program operations vee-pee, said: "Ratings and response from the audience show that our current program schedule has wide acceptance, and now we can concentrate on expansion in an ever-growing competitive market."

Striebert said that specific programs to fill the time have not yet been developed, but that the broad plan has been decided upon.

A survey of daytime programming in other cities will be made by Robert A. Simon, chairman of WOR-TV's new program committee, in an attempt to come up with a strong programming schedule that will "serve a city with a heterogeneous population," Seebach said.

Operating since October of 1949, WOR-TV is now operating a total of 25 hours a week, five-days-a-week, exclusive of baseball.

heard, and have been carried over to this morning's session, before the group will take any official action or adopt formal resolutions for TOA policy.

Reports were submitted at yesterday's session by Mitchell Wolfson, chairman of the theater television committee, Marcus Cohn, television consultant, Nate Halpern and Robert O'Brien, members of a special Theater Owners of America television committee.

Says CBC Should Mold TV Airing In Canada

Montreal—A. D. Dunton, chairman of the CBC board of governors, explaining why he felt CBC should handle television in Canada, outlined the Government's policy on television and reasons why he believed that the national system should be given the job of developing the new media.

"If television developed in Canada on a haphazard private commercial basis the inevitable result would be that Canadian air channels would be used primarily as outlets on Canadian soil for American program material," said Mr. Dunton.

"This has nothing to do with the intentions or the Canadianism of those who might operate stations.

"It would simply be the natural result of commercial arithmetic and economic pressure. Economic pressure would inevitably force the importation of a very high percentage of program materials from across the border."

CBC now developing stations in Montreal and Toronto, planned a basically Canadian service, but would import some U. S. programs. The Montreal and Toronto centres would be used for the production of programs that would be made available to television stations in other parts of the country.

Premier Maurice Duplessis of Quebec announced he had told the Canadian Broadcasting Corporation, the provincial government will not authorize the City of Montreal to sell or cede to CBC property on Mount Royal for the construction of a television station.

The Premier said that some time ago Montreal authorities had introduced a measure in the Montreal Bill asking for the right to cede or sell property to the CBC for television site and that such authority had been granted "subject to approval by the Lieutenant-Governor-in-Council."

Mr. Duplessis said, however, that he would bring the matter up at a Cabinet meeting but he saw no reason why the present stand of the provincial government would change.

Mr. Duplessis said it was a "natural right" that Quebec have its own station to make its views known throughout the province and Canada.

Furthermore, said the Premier, a large number of public bodies have already voiced their opposition to a plan to cede part of Mount Royal for television purposes.

COAST-TO-COAST

Pryor Promoted At WDVA

Danville, Va. — John D. Pruitt, president of the Virginia-Carolina Broadcasting Corp., announces that Emerson J. Pryor, general manager of WDVA, has been elected to the position of vice-president and general manager. Before joining WDVA in October 1, 1948, Pryor was associated with WRRN (now WHHH), Warren, Ohio, in the capacity of general manager.

WERE Completes Baseball Sked.

Cleveland, Ohio—No longer will local baseball fans have to depend on the weather in order to hear broadcasts of their favorite sport. WERE has set up a complete baseball coverage schedule to assure fans of at least one game a day. When the Indians are rained out, on days when they are not playing, and when night games are scheduled, Bob Neal, WERE's sports director is on hand to reconstruct the outstanding game of the day, giving a play-by-play description taken from the Western Union wires. Therefore, until the end of the baseball season, there will be a game broadcast every day over WERE starting at 2:00 p.m.

WTAG "Mother's Day" Special

Worcester, Mass. — Julie Chase, star-director of WTAG (and FM's) "Julie 'n' Johnny" show presented a special program for "Mother's Day" featuring an ET interview with Noel Streatfeild, author of Coward McCann's current best-seller candidate, "Mothering Sunday." "Mothering Sunday" is the British equivalent of America's Mother's Day, and the English actress-turned-author illustrated their differences by reading passages from her book explaining how "Mothering Sunday" operates. After the interview, Julie presented her story of the American holiday.

Continuity Writer Resigns

Newark, N. J. — Tom Marshall, continuity writer at WNJR, has resigned to open his own book and record rental business on Cape Cod. Marshall, who has been a member of the WNJR staff since the station opened in November 1947, will live in Falmouth, Mass.

Plan Benefit Show

Amateur entertainers of Ted Mack's "Original Amateur Hour" will gather at Madison Square Garden on June 15 to do a benefit show for the New York Foundling Hospital. The ABC radio program, aired each Thursday at 9:00 p.m., EDT, will emanate that evening from the Garden before an anticipated audience of 18,000. According to Ted Mack, the Garden benefit climaxes a series of 17 previous benefits in as many different cities, where more than \$300,000 has been raised for local charities.

WINDY CITY WORDAGE

By HERB KRAUS

● ● ● Don McNeill will do two Breakfast Club "remotes" in New York before embarking with his family on the Queen Mary for six weeks vacation in Europe. On June 20 he will broadcast from the decks of the U. S. S. Enterprise and on the 23rd he will take his popular show to the dock harboring the Queen Mary and entertain before 10,000 breakfast guests. Another Chicago Don, yclept Ameche, will preside over the daily dejeuner, while McNeill is vacationing. . . . Hal Tate has packaged a television show with a very fetching title—"I Have a Problem," which WBKB has taken under option. . . . Every TV producer should have such a problem. . . . Songmaster Harry Revel is in town and vitally interested in TV programming.

Chicago

★ ★ ★ Herb Bailey, radio and television packager, is the bi-liner on a forthcoming article in the June 24 Collier's, which opens the lid on a vital new medical advance developed here in Chicago. . . . Nothing Can Stop The Army Air Force. . . . or Herb Laufman, who once wore navigator's insignia in that illustrious organization When he received a hurry-up summons to appear before the journalism seminar of his Alma Mammy in Urbana this week, he rented a private plane, tucked his rules for TV success under his helmet, and swooped off.

★ ★ ★ More talent added to the all-star Cancer Fund-Raising show scheduled for WENR-ABC Friday (19) from ten p.m. until midnight includes Jack Carter, Tower Tickerman Jimmy Savage, and the following stellar sports lineup: Johnny Lujack, Pancho Gonzales, Jack Kramer, Jesse Owens, Charley Trippi, Johnny Revolta, Jimmy Hines, Toni Zale, and "Curley" Lambeau. . . . A surprise addition to the cast will be Jim "Tavern" Duffy, quick-triggered flack in the ABC Press Corps.

★ ★ ★ Nancy Evans, golden-throated glamour puss, will top a long list of stage and supper club performers at the annual dinner of the Parts Distributors Show in the Hotel Stevens Monday (22). . . . Same night in the Mayfair Room of the Blackstone Bob Feller will preside over a testimonial dinner to three youngsters who will receive awards for distinguished community service in the fight against juvenile delinquency. WLS is aiding in the program. . . . Dean Linger, personable promotion chief at ABC's central division, has received a certificate from the United Foundations for the outstanding promotional job he did for them while on ABC duty in Detroit. . . . Paul Fairman, an amazing short story writer (he grinds out pulp for "Amazing Stories" and "Fantastic Adventures"), will script a science-fiction TV show over WNBQ planned for an August inaugural.

★ ★ ★ The Chicago Accident and Health Association may even be contemplating extending protection against communism and socialism. . . . They scheduled American Legion Nat'l Commander George Craig to speak at their silver anniversary banquet. The speech, which was broadcast exclusively over WGN was titled, "The Present Outlook of Communism and the Threatened Socialistic State in America." . . . George Givol's guests on his new WGN-TV show preview last Saturday included Al Beilan, song publisher cousin of Irving Berlin; Bob Elson and Roy Topper, the five-star finalists; and Paul Van Auken, head of the Chicago Home Fair. Koolvent Metal Awning Corp. of Chicago sponsors thru Harry Lazarus. . . . NBC's Morgan Beatty will conduct the News of the World program heard Monday thru Friday at 6:15 p.m. from Chicago for two weeks beginning this week. . . . Walter Marshall of KFDW, Helena, Montana, a visitor to Mutual's Chicago offices last week. . . . Sue Roberts, for many years narrator, writer, and producer of a half-hour across-the-board morning show on WLS when the World's Largest Store, Sears Roebuck, still owned the channel is back in town for a visit. . . . Now a happy housewife in Long Island, Sue is credited with starting Gene Autry on his way.

BEHIND THE MIKE

ART MOONEY has received ha a dozen TV offers. His ne dance ork, now packing them in the Meadowbrook, features th same sounds and showmanship th the ol' Glenn Miller crew had in heyday.

Geo. Shearing's first Columbu musical short, featuring some or ginal musical creations by vibra phonist Margie Hyams, will be tle led, aptly enough, "Mallets in Wor derland."

Restaurateur Freeman Chum ha a great video idea: A husband-and wife show to replace the fights.

Emery Deutsch said his beautif songwriting frau, Marjorie Goe schius, each have a lot of Hit Pa ade tunes to their credit—but the first collaboration, despite 10 year of marriage, is "The Old Gyps Fiddler." Trade hears it's a hit.

The Sonotone Co., manufactur of those invisible hearing aid starting to get those TV and rad plugs that Coca Cola, Mixmast and Revlon have had such succes with.

Hank Sylvern celebrating his fir year as musical director on "Su pense." Hank was recently presen ed with the Song Hits mag awar of merit for being the "outstandi radio and TV maestro of 1949-51 on Herb Sheldon's air show.

Phil Hanna, currently doubli as star of "Brigadoon" and his Su day nite DuMont show, is now b ing sold for record deal and ne work radio.

Doug Edwards' definition of real music lover: When a gorgeo gal is singing on video, the mus lover puts his ear to the low speaker.

Juanita Hall, Louise Howard ar Lucille & Eddie Roberts are bei held over at the Shelburne Loun until May 25th when Patricia Brigh the Golden Gate Quartet and Robe Maxwell take over.

Bob Shepard, emcee-narrator ("Q"-Ball Championships, introduc Johnny Johnston and Lee Tracy his guest contestants this week.

Night Program Ratings Give CBS Network Lead

(Continued from Page 1)

Fibber McGee & Molly in third 16.7.

Others following were: You B Your Life at 16.5; Jack Benny 16.2; Mr. Chameleon at 16.1; M Friend Irma at 16.0; Mr. Keen 15.8; Mystery Theater at 15.6 at Dr. Christian at 15.1.

Interesting sidelight of the ratings is the fact that six of the programs are on two nights and closely grouped. On Monday night, Go frey is heard over CBS from 8: to 9 p.m. (EST), followed by L Radio Theater at 9 and My Frie Irma at 10 p.m. On Wednesday, Mr. Chameleon is heard at 8 p.m. Dr. Christian at 8:30 and You B Your Life at 9 p.m.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 34

NEW YORK, THURSDAY, MAY 18, 1950

TEN CENTS

FCC-REORGANIZATION PLAN DEFEATED

TV-Receiver Production Still At Full Speed

Output Up Despite Spring Sales Slump

Despite a spring buying slump on the TV receiver market, set manufacturers are moving full-speed ahead with production, according to the Wall Street Journal. The Journal reports that in some cities sales are down as much as 30 per cent but that manufacturers have exhibited no

(Continued on Page 7)

Chicago Protests About TV Freeze

Washington Bureau of RADIO DAILY
Washington—The freeze on new TV construction is "injurious to the interests of the city of Chicago and to the commerce and industry of the Chicago Metropolitan District in which the residents of the City of Chicago are dependent for their living," the FCC was told yesterday. A brief calling for authori-

(Continued on Page 2)

Kentucky Broadcasters Plan June 22nd Meeting

Louisville—The Executive Committee of the Kentucky Broadcasters Association met recently to set plans for an association meeting on June 22 and 23, to be held at the

(Continued on Page 5)

Duke Of Windsor On TV

The Duke of Windsor will make his TV debut tonight on a special NBC-TV News and Special Events program at 8:30 p.m. to 8:45 p.m. The Duke's appearance will be in connection with his forthcoming articles in LIFE relative to the years between the first and second World Wars. The program will not be sponsored.

Lever Bros. Declines To Drop Hope Deal

Bob Hope's latest request for a release from his contract with Lever Brothers apparently will be turned down, it was learned yesterday by RADIO DAILY. A spokesman for the firm reported that they had "no intentions at the moment of releasing him."

The contract signed five years ago still has five years to run and Lever must approve any release. In the past it has turned down such requests made by Hope. If Lever

(Continued on Page 2)

Comm. Hennock Urges Educational Radio-TV

Educators cannot hope for much help from television stations for some time to come, Commissioner Frieda Hennock of the FCC said last night at a symposium on radio and communication at Mount Holyoke College, South Hadley, Mass. Miss Hennock repeated the plea she has made several times recently that educators get busy and move

(Continued on Page 5)

DuMont Profits Up, Statement Reveals

A net profit increase of 33 per cent and sales advances of 36 per cent in the first twelve weeks ended March 26, was reported yesterday by the Allen B. DuMont Laboratories, Inc., TV manufacturer and network operator, as compared with the corresponding period in 1949. Total sales for period were \$15,113,000 against sales of \$11,092,000 for the first 12 weeks of 1949, Dr. Allen B. DuMont, president said.

A net profit of \$1,967,000 after tax-

(Continued on Page 6)

WHOM Aids Safety Drive With Language Spots

Chicago — The National Safety Council, in cooperation with WHOM, of New York City, is making several special transcribed safety announcements available to foreign language radio stations throughout the nation. Working directly with WHOM, the Council is offering the special announcements in Italian, Polish and Spanish. The idea for

(Continued on Page 2)

Expect RMA To Take Action On TV-Servicemen Problem

Chicago—Action condemning TV servicemen abuses as exposed in RADIO DAILY last week will be taken by the service committee of the Radio Manufacturing Association (RMA) at its meeting in Chicago early in June. A. T. Alexander, of Motorola, and chairman of the RMA service committee predicted yesterday.

Alexander read the RADIO DAILY

articles carefully and stated that although Motorola has had no recent difficulty with factory-authorized contractors, he was aware that some abuses did exist and some TV manufacturers had been plagued with the problem.

Manufacturer members of the association will be urged to combat these unethical practices by with-

(Continued on Page 5)

Senate, By 50-23, Rejects Truman Suggestions

Washington Bureau of RADIO DAILY

Washington — The Senate yesterday defeated the President's reorganization plan for the FCC, but it was not clear just what effect the vote would have on Commission functioning. The vote was 50-23—one vote better than the Constitutional majority of 49 votes needed to lick plan. A combi-

(Continued on Page 3)

Lounsberry Heads CAAB Radio Group

I. R. Lounsberry, president and general manager of WGR, Buffalo, and E. E. Hill, vice-president of WTAG, Worcester, Mass., have been reelected chairman and secretary respectively of the CBS Affiliates Advisory Board for the 1950-51 term, it was announced yesterday.

Other members of the CAAB group are: C. T. Lucy, WRVA,

(Continued on Page 3)

'Cisco Kid' ET Series Gets Detroit Sponsor

Detroit—At a dinner and sales meeting John Reuter, president of Packers Super Markets, announced that the grocery chain had pur-

(Continued on Page 2)

Summer Series

Colgate-Palmolive-Peet Co. is backing the "Steve Allen Show," audience participation-guest star series, as the 13-week summer replacement for "Our Miss Brooks" over CBS, Sundays, 6:30-8:00 p.m., EDT. Originating from the West Coast, the show goes into effect on June 4; agency is Ted Bates & Co. Producer-director will be Al Span.

Good Timing

When the attractive receptionist outside NBC's newsroom told a stranger about a new John Cameron Swayze fan club the other day, she couldn't have picked a better conversational target. The stranger wasn't kidding when he said he was glad. He was Stan Lomas of the Esty Agency, which handles Camel account—Swayze's sponsor.

RADIO DAILY



Established Feb. 9, 1937

Vol. 51, No. 34 Thur., May 18, 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
Ethel Rosen, Office Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

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

CHICAGO BUREAU
Herbert M. Kraus
Suite 1325, 188 Randolph Tower
Phone: Dearborn 2-1414

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

ROME BUREAU
John Perdairi
Ludovisi 16

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

FINANCIAL

(May 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	12 1/2	12 1/8	12 3/8	+ 1/8
Admiral Corp.	33 1/4	32 1/8	32 1/8	+ 1/8
Am. Tel. & Tel.	159 7/8	159	159 3/4	+ 3/4
CBS A	35 3/4	35 1/2	35 3/4	+ 3/4
CBS B	35 3/4	35 3/4	35 3/4	+ 1
Philco	47 5/8	46	46 1/4	- 1 1/2
RCA Common	20 3/8	19 3/4	19 7/8	- 1/2
RCA 1st pfd.	78 1/4	78	78 1/4	- 3/8
Stewart-Warner	17 7/8	17 3/8	17 3/8	- 1/2
Westinghouse	34 7/8	34 1/2	34 3/8	- 1/4
Westinghouse pfd.	104 3/4	104 3/4	104 3/4	...
Zenith Radio	58 1/2	56 1/2	57 1/4	- 1 3/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	22 1/8	23 1/8
Stromberg-Carlson	16	17 1/2

Gets ABC-TV Promotion

Donald Shaw has been promoted to the Television Division of the ABC stations department. Shaw previously had been supervisor of television commercial and sustaining traffic.



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.

Chicago Protests About TV Freeze

(Continued from Page 1)

zation of new TV construction in the Windy City was filed by Acting Corporation Counsel John J. Mortimer.

Seven VHF channels have been tentatively allocated for Chicago, with four assigned and several applicants pending for the other three.

The city's brief contended that Chicago will suffer "seriously if not permanently" from the long delay in view of the fact that New York and Los Angeles have proceeded with less delay. The delay, the Commission was told, will "impair the ability of Chicago to compete with its principal rivals."

'Cisco Kid' ET Series Gets Detroit Sponsor

(Continued from Page 1)

chased the Ziv transcribed production "The Cisco Kid," to be aired over WXYZ, Detroit, Tuesday and Thursday evenings from 8:00-8:30 p.m., EST. Packers have signed for a 52-week period, the first show to be heard Tuesday, May 16.

Presenting the "Cisco Kid" package and the extensive promotion and merchandising plan to the group were: Julian Grace, account executive of the W. B. Doner Agency; Samuel Frankel, general manager of Packers; James G. Riddell, president of WXYZ, Inc.; Charles Grosberg, treasurer of Packers; and Merwyn Grosberg, secretary of Packers.

WHOM Aids Safety Drive With Language Spots

(Continued from Page 1)

the series was suggested by Charles Baltin, assistant manager of WHOM, who volunteered to handle the production and transcription. The Council will distribute the recordings to stations requesting them for use.

Mrs. Catherine H. Maloney

Mrs. Catherine H. Maloney, seventy, mother of William P. Maloney, publicity director, Batten, Barton, Durstine & Osborn, Inc., died Monday after a brief illness at her home, 580 Laurel Avenue, Bridgeport, Conn. Mrs. Maloney was the widow of Thomas J. Maloney. Besides her son, she is survived by four daughters. The funeral will be from the home this morning and at St. Peter's Church, Bridgeport.

Considine Signed

Columnist Bob Considine has signed a pact with NBC's news and special events department to do a series of weekly news commentaries over the network, beginning Saturday, May 27 from 6:15 to 6:30 p.m. "On the Line With Bob Considine" will present news items and is not a sports show.

Lever Bros. Declines To Drop Hope Deal

(Continued from Page 1)

Brothers picks up Hope's option for another 39 weeks, a raise of \$2500 must be given under the long-term pact. Hope's weekly take before taxes would then be \$25,000.

It is understood that no formal request to either the agency or the company has been made by Hope as yet. The star said in Hollywood on Tuesday that he wanted out. He added that the company had not given him any cooperation.

NBC's Joseph McConnell is presently in Hollywood and is seeking to keep Hope on the network in any event. Though CBS has made attempts to get him to switch, Hope is reported to be remaining on NBC.

KIDO Gets Power Boost

The FCC announced yesterday that it has granted KIDO, Boise, Idaho, a boost to five kilowatts unlimited on the 630 band with KOOS, Coos Bay, Ore., going on the same frequency with one kilowatt unlimited. KIDO moves from the 1380 band where it has operated with 2.5 kilowatts day and one kilowatt night, while KOOS has been on the 1230 band with 250 watts unlimited.

The Commission also okayed the application of Lawrence Broadcasting Company for a new station on 1320 band in Lawrence, Kans.

COMING and GOING

DR. GEORGE CROTHERS, the Columbia work's director of religious broadcasts, Carlisle, Pa., to deliver a talk at the U. S. Services Chaplain School. From there, he'll go to Cincinnati, where he will address the Presbyterian Church General Assembly on subject, "Religious Radio and Television."

DAVE GARROWAY, whose show is heard on NBC from Chicago, has arrived from the W. City for a short visit.

CURT H. PFENNIGER, vice-president Muzak Corp. in charge of sales, will be next for Chicago, where he'll attend the annual Restaurant Show.

JOHN M. COOPER, director of radio for INS, and MALCOLM JOHNSON, correspondent for Athens, Ga., where each will deliver an address at the meeting of the General Radio Institute.

JOHN REED KING, emcee on "The M. Goes A-Shopping" and "Give and Take" on CBS, tomorrow will go to Boston to be master of ceremonies and the annual benefit of the Jamaican Homestead Mission.

ELMER DAVIS, American network commentator with offices in Washington, D. C., in town and tonight will receive an award from the Sigma Delta Chi fraternity. His program tonight and tomorrow will originate at Radio City studios.

WILLIAM BERNS, promotion manager WJZ, off to New Brunswick, N. J., to deliver a talk at the graduation dinner of Rutgers University.

DAVE HENDERSON, director of WBAL in Baltimore, a visitor this week with friends in Philadelphia.

The battle's on!



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

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

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

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



W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

Reorganization Defeated In Senate

(Continued from Page 1)
 tion of southern and western Democrats and Republicans accounted for the votes. The debate was perfunctory, with Senators West McFarland of Arizona and Edwin Johnson of Colorado, both Democrats, urging the defeat of the plan on the ground that it would give the Chief Executive too much control over the agency.
 Majority leader Scott Lucas of Illinois and Sen. Hubert Humphrey of Minnesota supported the plan. He pointed out that it really conferred little power upon the White House which does not already rest there. The President is already empowered to appoint the chairman of the Commission, and an executive order of a year ago gives the chairman administrative authority which is about matches what was in the proposed reorganization plan.

Admiral Distributor Buys "Tune-O" Radio Game

Picking up the tab at WPEN, Philadelphia, for "Tune-O," a half-hour radio game similar to Bingo and music, is Pierce-Phelps, Inc., distributors in Philadelphia for Admiral. Car-cards, billboards, direct-mail and newspaper ads have been placed in a promotion campaign to launch the show and Admiral. The recorder, negotiated through Robt. Sanders agency, calls for the 10:00-11:00 a.m. slot and a participation in the evening show (7:15-8:00 p.m.) which is maintained on a spot announcement basis. Both morning and evening shows are broadcast six days weekly, giving away prizes amounting to \$1,000 per week in a grand automobile once every five weeks.

Speakers Announced For Ga. Radio Institute

Atlanta, Ga.—Sterling W. Fisher, manager of NBC's public affairs and education department, has been added to the list of guest speakers who will address the fifth annual Georgia Radio Institute at the University of Georgia, May 18-19.
 Other institute speakers previously named include: Malcom Johnson, INS; John M. Cooper, director of INS; Maurice B. Mitchell, director; Sig Mickelson, CBS director of public affairs; and Sol Hoff, editor of Broadcasting.
 Broadcasters throughout the state will gather for the sessions which deal with special problems of radio news and advertising.

Wedding Bells

Buffalo, N. Y.—Don Donahue, of WKBW sales department, was married May 12th to Eileen Dowd of New York City.

AGENCY NEWSCAST

... personnel, sponsors and notes

Leonard Carlton has been named production director of the radio department of Kenyon & Eckhardt, Inc. Carlton previously produced "County Fair" and now is agency producer of the "Mark Trail" program.

EDWIN H. MANNING has been appointed advertising manager and Leslie B. Halper sales promotion manager of The Gorham Company. Manning was formerly with Oshkosh Trunks and Decca Records. Halper also was associated with Decca, having served as assistant to the president.

ROYCE CHEMICAL COMPANY to Samuel Croot Company, Inc. for its cleanser, Royox. Radio, newspapers and magazines will be used.

EDNAMAY FASANO has joined the copy staff of Ruthrauff & Ryan, Inc. She was formerly with Lynn Baker, Inc.

ADRIAN FLANTER, formerly advertising and promotion director for Benrus, has joined Bulova. Lane Howard is taking Flanter's place at Benrus.

DON HUTTON has been named assistant to Joseph R. Spadea, head of CBS network sales (AM and TV) in Detroit, effective June 1. Hutton previously was with Esquire Magazine in Detroit, This Week magazine and was manager of the Detroit office for Liberty magazine.

C. W. BOSTROM, advertising manager of the Edwards Company of Norwalk, Conn., has been elected president of the Western New England chapter of the National Industrial Advertising Association.

DIAPERWHITE, INC. has named Victor Van der Linde Company.

Three New Shows on KYW

Philadelphia — Three new programs have made their respective bows on KYW in a sweeping program revision announced by program director F. A. Tookey.

Heading the list is a six-a-week sportscast by Tom Rodgers, heard Monday through Friday at 6:35 p.m., Saturdays at 6:15 p.m.

Chief daytime innovation is in the 9:00 to 9:30 period. The new show "Who's Talking" involving telephone calls and a cash jackpot now is heard Monday through Friday from 9:00 to 9:15 a.m.; while the famous Albert Mitchell program "The Answer Man" is scheduled from 9:15 to 9:30 on the same days.

A second "Who's Talking" show already has been scheduled on the same days at 6:15 p.m., and present plans call for an additional "Answer Man" show, Monday through Friday at 7:30 p.m.

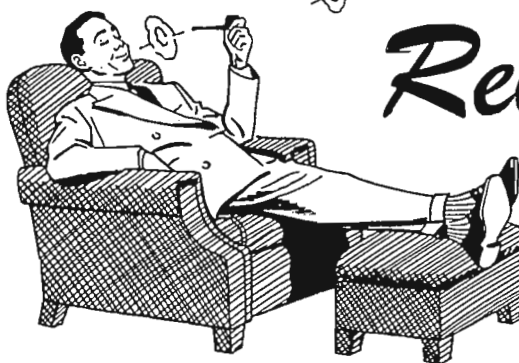
MRS. MARJORIE ALLEN AND ROYALL SMITH have joined the Kenyon & Eckhardt copy department. Mrs. Allen was formerly with Compton and McCann-Erickson and Smith was previously with Benton & Bowles.

DAVID R. ALLEN has joined the staff of WSYR-TV as local television time sales rep. He was formerly with Flack Advertising Agency.

Lounsberry Heads CAAB Radio Group

(Continued from Page 1)

Richmond, Va., District No. 3; Glenn Marshall Jr., WMBR, Jacksonville, Fla., District No. 4; Howard Summerville, WWL, New Orleans, District No. 5; Richard Borel, WBNS, Columbus, O., District No. 6; William Quarton, WMT, Cedar Rapids, Iowa, District No. 7; Clyde Rembert, KRLD, Dallas, Texas, District No. 8; and Clyde Coombs, KROY, Sacramento, Calif., District No. 9.



Relax

You've worked like H---
 To produce your Show
 Now there's just one Step
 Left to go...

Recording

AUDIO & VIDEO

PRODUCTS CORP.
 1650 BROADWAY, NEW YORK 19, N. Y. • TELEPHONE PLAZA 7-0780

TAPE-DISC EDITING AND RECORDING

Call or Write for
 Special Rate Card
 Today

Relax . . . Just give us the go ahead signal . . . let Audio-Video's Personalized Editing and Recording Service carry the ball for you.

Audio-Video's Personalized Service must be good . . . because it's built around one idea . . . How to best solve Your Particular Editing and Recording Problem

LOS ANGELES

SECRET project at ABC Television Center is the construction of a flying saucer to be used soon on KECA-TV's "Space Patrol." Producer Mike Moser and director Dik Darley, who claims the secret of the weird crafts, say the flying saucer will actually land on Stage 1, and the pilot of the ship will explain its use and nature.

Bobby Ramos, star of KTLA's "Latin Cruise," has been signed by Republic Pictures to appear in "Hit Parade of 1950" with his KTLA orchestra.

Tex Williams and his manager, Cliff Carling, plan to N. Y. to discuss sponsorship of Williams' NBC radio show which will be launched July 2, replacement for Henry Morgan. Williams will have Smokey Rogers and Deuce Spriggins in support.

Radio maestro Frank DeVol and his 15-piece orchestra will play for the Whittier College Junior-Senior Prom at the Beverly Hills Hotel May 19, when DeVol will spring a "few surprise guest vocalists" from radio-video ranks.

Maurie Cohen, associate producer of the Columbia Pacific Network's "Meet The Missus" series, has been named director of the program starting this week. Harry Koplan stars as emcee.

"So This Is Hollywood," new audience participation TV program with Keith Hetherington and Stu Wilson as emcees, made its initial bow over KNBH May 16. Program is directed by John Gaunt for KNBH and produced by Andre Paul. Sponsor is Television Service Club of America.

Meredith Willson planes to his home town, Mason City, Iowa, June 13 to guest conduct the annual North Iowa Music Festival.

William Gargan is taping two "Martin Kane, Private Eye" radio shows a week to build up backlog which will enable him to spend 8 weeks in Hollywood to shoot his independent picture production based on his radio and video character, "Martin Kane."

Television Producers Association will meet at the Hollywood Athletic Club this Friday for election of regional president, treasurer and three to board of directors, and will also discuss final draft of the National Society Constitution and other vital problems.

Eleanor Parker will tell Louella Parsons "behind the bars" conditions in women's prisons in an exclusive interview May 21, over ABC.

Available by Day, Week
or Month
Modern Sound Studios for
TV and Commercial Production

Sound, Lights, Cameras, Sets
Mannon Sound Stages
112 W. 89th St. TR. 3-1800
Geo. Orth, Mgr.



By SID WHITE

Man About Manhattan. . . !

● ● ● **ONCE OVER LIGHTLY:** Los Angeles Times has added a radio and TV col'm. . . Burgess Meredith is sponsor-shopping with a criminologist type of TV series he's interested in doing. . . The Andrews Sisters taking ballet lessons. . . Run, don't walk, to the Wedgwood Room to see Jane Pickens and her Escortiers. Her new act is that sensational. . . Alice Reinheart is completing her first tome, "Mexico Is Like Peanuts," based on her jaunts down there with hubby Les Tremayne. . . Hank Sylvern hopes we don't become a nation of crossed-eye women since the average female TV viewer has to keep one eye on the picture and the other on the kids. . . Since Stu Erwin's latest B'way show folded, he's been besieged with offers from radio and TV producers who see in him another Arturo Godfrey. . . DuMont's "Plainclothesman," powered by Milt Kramer's scripts, has got Harvester cigars looking in. . . Movement building among radio stations to deal directly with bankrollers has the agencies worried. . . John Lester's column in the Newark Star-Ledger on RADIO DAILY'S TV servicemen's exposé brought the paper additional advertising from a protesting service organization. . . The Hummerts' "Album of Familiar Music" taking its usual summer hiatus July 2nd and returns Aug. 27th to begin its 20th year in radio.

☆ ☆ ☆ ☆

● ● ● Barbara Belle was being congratulated for the way she's handled Fran Warren's build-up, according to Paul Denis. "You've done wonderfully with Miss Warren," enthused the friend. "You put her on the radio, records, TV, movies, the Roxy. What next?" Barbara shrugged her shoulders. "I guess there's nothing left but to marry her to Artie Shaw," she sighed.

☆ ☆ ☆ ☆

● ● ● One of the more welcome figures back on Radio Row these days and nights is our old pal, Hal Block, one of the top writers in his field. Hal's sparkling wit is made to order as an antidote for these sober days when a glance at any front page can be a frightening experience. Hal, you may recall, wrote and produced the Milton Berle show for Eversharp some years back at what was probably the highest fee ever paid a radio writer. (Being a cagey lad, he invested most of it in Eversharp stock and reputedly wound up with something like a quarter of a million bucks). At any rate, he retired for a while to enjoy life and drifted out to the coast where he sold an occasional story to the films. When television came along, it was a case of love at first sight and Hal jumped into the new medium right up to his shapely ears. Right now he's co-writing the Ken Murray show and the soon-due "Stars and Starters" series. Together with Charlie King, he started the Rudy Vallee disc jockey show and for a change of pace sits in on the panel of the popular new quizzer, "What's My Line." He also manages to squeeze in enough time to pound out a syndicated weekly col'm tagged "Block-outs From New York."

☆ ☆ ☆ ☆

● ● ● Groucho Marx's philosophy as a public character may be: "A beautiful woman can be your downfall—if you're lucky," but in private life, he's an entirely different kind of person. In a close-up of the zany star, Quick magazine sez he's "a well-read, news-attentive worrier about the way the world is going." A man of considerable moodiness, he vacillates between two points of view: "I love people" and "Everybody should be drowned at the age of 20." Groucho's trigger-sharp ad libbing on his CBS show recalls the time that Geo. S. Kaufman sat backstage unhappily listening to the Marxman tear his show, "The Cocoanuts," to shreds. Suddenly, Kaufman froze with shock. "I may be wrong," he said, "but I thought I just heard one of my original lines."

SAN FRANCISCO

By NOEL CORBETT

BOB VAUGHN has received many letters of commendation from the PTA and other groups for the work he has done on his "Cartoon Circus" to encourage kids to draw. Bob draws cartoons and tells stories while his KRON-TV audience draw along with him. "Cartoon Circus" is seen and heard Tuesdays 6:25 to 6:45 p.m. Anita Fare Pet Food sponsors the show Tuesdays. The Thursday spot opens.

Jimmy Lyons, local dice jockey, now handling the KNBC nightly record show, "The Big Evening Program" is sponsored by the Emporium, department store.

"Saturday Night Jamboree," starring Bill Bozarth and Beverly McCormick, has been signed on KGO-TV, Saturday nights, by five participating sponsors. Program is produced by William Winter and directed by David Crandell.

Acme Brewing Co. has signed an announcement schedule on KCI Foote, Cone & Belding is the agency.

"PLaza 7-1255"

By Lou Dahlman

VIDEO: As we look in on the television industry our young, ingenious hero, Robert Z. Gesund, producer extraordinaire, speaks a high mutter.

AUDIO: How in the h--- can I a half-hour show on my budget that includes sets—costumes—work—props—furniture—drugs—effects—film—photostats—talk—script—direction and the Music Clinic?

VIDEO: Close up of R. Z. G., frowning twisted in anguish—or as the expression has it "pan." Dissolve stalwart arm bearing torch—top writes DAHLMAN & DAHLMAN TV Clearing House. Super smile face with mustache.

AUDIO: Everything—from props pandas—at 25% to 30% cheaper with just one call, PLaza 7-1255.

FLIP CARDS: Production service by DAHLMAN & DAHLMAN—Graphic Arts and Office 517 47 St.

Costume Department 3 W. 61 Film Laboratory 619 W. 54 St. Scenic Shop, Properties and Sound Stage Fort Lee, New Jersey Reference Department 130 W. 54 St.

All can be reached by call PLaza 7-1255

VIDEO: Fade in R. Z. G.—gratifying face known as a "soft focus"—shakes Dahlman's stalwart arm (it is none other than he) as dolly in to the tune of saving smackers. . . fade out as music plays theme . . . PLaza 7-1255

PROMOTION

NBC Beauty Contest

The prettiest girl employee of NBC will reign supreme on May 19 when the web crowns a "Queen of Beauty" highlighting the Spring Cocktail Dance of the NBC Athletic Association at the Hotel Pierre. Prizes to be given the winner, who will be chosen from photographs submitted by any girl employee of the company, are: an audition for a TV show; a screen audition by Paramount Pictures; a complete wardrobe by Nat Kaplan; a scholarship for a fashion and beauty course at the Conover Career Girl Studios; an RCA Victor phonograph; and a camera with a flash attachment. Contest judges will be illustrators Russell Patterson, Arthur William Brown, and Bradshaw Randall, along with NBC judges William Garden, TV producer; Sid Besfor, photo editor of NBC press department; and Ursula Halloran, chief of the press dept. The network employs approximately 800 girls.

Will Broadcast Dedication

Ceremonies dedicating a carillon tower to "the peace and understanding of the world" will be broadcast from Stanley Park, Westfield, Mass., over 281 ABC stations on Sunday, June 4 (5:00-5:45 p.m., EDT). Warren B. Austin, Chief of the U. S. Mission to the U. N., will deliver the major address, along with a talk by Stanley Beveridge, president of the Stanley Home Products, Inc., the company which sponsors the peace tower.

Master of ceremonies during the dedication will be Joseph B. Ely, former governor of Massachusetts. Milton Cross will announce the musical portions of the program, including choral music by a 52-voice choir, carillon music, and solos. Guests for the occasion will be a group of New England civic officials, educators, and clergy.

"Sold" Brochure

Determined not to waste the promotional material they'd prepared on a new show, station KYW in Philadelphia simply stamped "sold" on the material and sent it out anyway. The point being that the program was bought so fast they didn't have time to put it up for sale. Titled "KYW Sports" the show features sportscaster Tom Rodgers with previews of evening contests and a round-up of sports events during the day; air time is 6:35 p.m. weekdays and 6:15 p.m. on Saturdays.

SPECIAL SOUND EFFECTS!

Instruments and special effects for your jingles and limericks. Everything from a bird call to a wolf whistle. For sale or rental. We service all major networks. Write, wire or phone:

CARROLL DRUM SERVICE

339 W. 43rd St., New York 18, N. Y.
Columbus 5-4922

Expect RMA To Take Action On TV-Servicemen Problem

(Continued from Page 1)

holding approval of such contractors when abuses are called to their attention, Alexander prophesied. He added that Motorola, and some other manufacturers, also was no longer authorizing contractors to service its sets, but was letting its distributors handle all servicing in the belief they were better equipped to handle the situation.

Reveals DuMont Policy

Ernest A. Marx, general manager of the receiver sales division of the Allen B. DuMont Laboratories, Inc., yesterday issued a statement covering the TV service activities of the DuMont organization. Marx outlined the company service policy as follows:

"1. A strict policing of franchised service organizations which handle DuMont receiver service and maintenance through our Service Control Department and its

field service representatives all over the country.

"2. Establishment of a school at our East Paterson, N. J., plant for the training of service men on DuMont receivers. DuMont dealers who handle their own service and servicemen of outside franchised service organizations come to the school for an intensive two week course on installation and maintenance of our sets.

"3. Under E. A. Merriam, manager of our Teleset Service Control, service seminars have been run in every major television area of the nation. In addition, representatives of the department are on the road constantly training service personnel on innovations and changes in DuMont receivers.

"4. In addition, there is a constant check on service activities by our regional sales managers to insure that DuMont receivers are being serviced properly.

"5. Our service control regional representatives are continually making spot checks of our dealer service organizations in order to maintain DuMont standards of installation and service.

"Through these efforts we have found that out in the field, DuMont receivers are being installed, serviced and maintained to maximum consumer satisfaction in the overall picture."

Kentucky Broadcasters Plan June 22nd Meeting

(Continued from Page 1)

Hotel Seelbach in Louisville. Actions taken during the meeting included program plans, preparation of the guest list, and the appointment of E. S. Weldon of WKYW, Louisville, a member of the executive committee. Under his new authorization, Weldon will make a sales presentation to Southern Bell Telephone Co. on behalf of all Kentucky stations.

Roughly, the committee's outline of the two-day program is as follows: a meeting of the Kentucky Associated Press member stations in the morning of the 22nd; a sales clinic in the afternoon, followed by an abbreviated edition of the BMI program directors clinic, to be presented by Ken Sparnon. The second day will be consumed by a panel on budgeting operating costs; a discussion of the use of radio by Kentucky industry; a business meeting, and social functions.

Committee members attending the meeting were: J. Porter Smith, WGRC, Louisville, president; Chas. C. Warren, WQMI, Ashland, first v-p; J. W. Betts, WFTM, Maysville, second v-p; Hugh O. Potter, WOMI, Owensboro, secretary-treasurer; W. T. Isaac, WHIR, Danville, and E. S. Weldon, WKYW, Louisville. Members of the program committee present were G. F. Bauer, WINN, Louisville, and Charles Harris, WGRC, Louisville.

Gets WHAM Promotion

Rochester, N. Y.—Gene Zacher, music director of WHAM since 1939 and well-known orchestra leader in the Rochester area for the past twenty years, has been named assistant program director of stations WHAM and WHAM-TV. Program director of the two stations is Charles Siverson.

Comm. Hennock Urges Educational Radio-TV

(Continued from Page 1)

into the radio and television fields.

"Education must own its own stations and education must become a partner with commercial broadcasters. I might here point out that with regard to television, educators can hardly look to commercial interests to provide the time and facilities necessary for their needs.

"Television at this stage and very likely for a long time to come will be too expensive to expect the donation of much time to educators."

Price Slash On LP Records Announced By Remington

Price slashes on Remington Records' complete catalogue of 33 and one-third rpm recordings from \$2.85 each to 99 cents each were announced yesterday by Donald H. Gabor, president. The price slashing is expected to have serious effects on the long-playing record industry which, according to Gabor, has been operating at a 500 per cent profit on actual cost. Drawing on the catalogues of affiliated companies of Canada and Europe, Remington Records plans to cut prices on an entire classical series, with 10-inchers selling for \$1.49 as against a previous price of \$3.85, and 12-inchers at \$1.99, formerly \$4.85.

Will Feature WNYC

"The Voice of New York," an article dealing with the operation of the New York City station WNYC, will be published in the September issue of the United Nation's publication, "Voice of America." Author of the script is the director of the station, Seymour Siegal. "Voice of America" is printed in 26 languages and has a circulation of some two million.

Your recordings
dubbings
spots
pressings
deserve
RCA quality

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. 5-D:

120 East 23rd Street
New York 10, New York
MU 9-0500

445 North Lake Shore Drive
Chicago 11, Illinois
Whitehall 4-3215

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

PLUG TUNES

From Six to Sixty
They'll Love
Me and My Teddy Bear

MUTUAL MUSIC SOCIETY, INC.
R.K.O. BLDG. N. Y. 20, N. Y.

Smash Revival Hit!
**WHY DO THEY
ALWAYS SAY "NO"**

STASNY MUSIC CO.
1619 Broadway N. Y. C.

In Full Bloom!
American Beauty Rose

JEFFERSON MUSIC CO.
1619 Broadway New York City

Nothing Can Stop This!
"FOREVER WITH YOU"

by the writer of "My Happiness"
FORSTER MUSIC PUB., INC.
1619 Broadway, New York 19; N. Y.
216 S. Wabash Avenue, Chicago 4, Ill.

I WISH I KNEW
ASK MY HEART

RCA-Victor Records by DOLPH HEWITT
ADAMS, YEE & ABBOTT, Inc.
216 S. Wabash Ave. Chicago 4, Ill.

Beautiful Ballad—
COUNT EVERY STAR

Ray Anthony—Capitol
Herb Jeffries—Columbia
Harry Babbitt—Coral
The Blenders—Decca
Dick Haymes—Decca
Artie Shaw—Decca
The Ravens—National
Hugo Winterhalter—Victor

PAXTON MUSIC, INC.

RAIN

recorded by
TONI ARDENColumbia
BILLY COTTONLondon
LARRY FOTINEDecca
DAVE HAMILTONHeidt
HONEYDREAMERSRCA Victor
DEAN MARTINCapitol
EDDIE 'PIANO' MILLER Rainbow
FRANK PETTY TRIOM-G-M
PAUL WESTONCapitol
GENE WILLIAMSMercury
and more coming

MILLER MUSIC CORPORATION

WORDS AND MUSIC

By TED PERSONS

● ● ● Chappell & Co., has acquired what promises to become the theme of the coming season, "The Picnic Song," by Carmen and Theresa Dello. Look for Johnny Desmond's version on MGM. . . . Mindy Carson resumes her NBC broadcasts from New York on May 22nd after a two-month cross-country series of personal appearances. . . . Responsible for some of the best music around Radio City are The Playboys (Arlo, organ; Johnny Smith, electric guitar; Sanford Gold, piano) whose virtuosity with pops and standards is winning them an enthusiastic audience on the NBC net (sams WNBC). They're heard eight times a week—across the board on "Take Fifteen" at 1:45 and, on Wed., Thurs., and Fri., at 7:30, on a program bearing their name. . . . Looks like George Paxton has another "Manana" in a little calypso number titled "I Theenk," by Cy Coben. . . . Heard a sure-fire rendition by a couple of dialect artists on the Victor label, Fran Warren and Tony Martin. . . . Off with the new and on with the old: Berlin Music goes off the "Annie Get Your Gun" tunes and onto "Simple Melody," which was originally published in 1914. The revival started on a Bing Crosby program—Groucho Marx, guesting—when Der Bingle and Der Grouchle tried a duet. Now further life is being infused by Jo Stafford and the Starlighters (Capitol), Bob Crosby and Georgia Gibbs (Coral), Phil Harris (Victor), and Dinah Shore (Columbia).

☆ ☆ ☆ ☆

● ● ● On his WNBT show, "A Date In Manhattan With Ed Herlihy," Ed, while hosting some dancers from the Fred Astaire school of dawnce, did an ad lib Charleston with a member of the audience. That was the germ of an idea that led to a Charleston Contest that will tee off Monday and continue every Monday. Sounds like fun.

☆ ☆ ☆ ☆

● ● ● At last the keyboard wizardry prevalent on "Maggie Fisher's Piano Playhouse" becomes available in an MGM album available in either 78 or 33 1/3 rpm), featuring Cy Walter and Stan Freeman with Joe Bushkin as guest star. . . . London Records has made a deal with Alpha Music, Inc., to take over 24 masters, all of Latin-American tunes, cut by Alfredo Antonini and his Viva America Orchestra. Eight of these tunes (BMI licensed) will be pressed on a single long-playing record both in London and the U. S. and released on June 1st. Subsequent releases will be BMI and ASCAP licensed material. . . . The famed Westminster Choir of Princeton, N. J., has been signed by Associated Program Service for a series of recorded programs. The 40-voice choir is under the direction of its founder, John Finley Williamson. . . . RCA-Victor knocked-out over Tony Martin's rendition of "Peace of Mind." The outfit is really burbling superlatives and envisioning vast sales of this pop, written by John Andrews and published by Simon House.

☆ ☆ ☆ ☆

● ● ● Robbins Music, in an arrangement with The Rod-heaver Co., has taken over exploitation of the song, "Beyond The Sunset," by Virgil P. Brock and Blanche Kerr Brock. Three Decca versions of the song have been issued: by the Delta Rhythm Boys, Frank Luther and Stubby and the Buccaneers. Sales copies of the song contain words to the poem, "Should You Go First," to the recitation of which the melody may serve as a background. . . . Have heard it around that Leo Talent has signed a tune that breathes of the wide-open spaces and hit possibilities at the same time: "A Man Gets Awfully Lonesome," by Lou Ricca and Al J. Neiburg. . . . Gene Schwartz has left on a trip that will take him thru the East and Middle West with the current tunes and discs of Ben Bloom Music Corp. and Crest Music Co. . . . Kay Armen sounds awful blue—but good—in Bristol Music's "I've Got Misery," recorded by London.

☆ ☆ ☆ ☆

● ● ● Oops: Elton Britt and Rosalie Allen recorded "Tell Her You Love Her" for Victor and not Decca. Sorry, just a slip of the platen.

☆ ☆ ☆ ☆

DuMont Profits Up,
Statement Reveals

(Continued from Page 1)
es, and all charges including network losses, which is equivalent to 92c a share on 2,101,597 common shares outstanding as of March 26, 1950, was realized during the period.

Exceeded Last Year's Profit
This compares with net profit of \$1,481,000 for the first twelve weeks of 1949 or 70c a share, on 2,047,592 common shares outstanding as of March 27, 1950. Since March 26, the company sold 250,000 of Class A common stock at \$25.00 per share less underwriting discounts and commissions, and 5,835 shares of preferred stock have been converted into 6,418 shares of Class A common stock as of May 12, 1950.

PLUG TUNES

Riding For A Hit!
"BUFFALO BILLY"

Laurel Music Corp.
1619 Broadway
New York 19, N. Y.

They Keep On Recording It!
SENTIMENTAL ME
Morehead-Cassin

This time it's RUDY VALLEE
who does the terrific job!!!
KNICKERBOCKER SONGS, INC.
1619 Broadway New York

While Rudolph The Red-Nosed Reindeer is resting until next September when he will get set for the greatest ride in history—BE HAPPY WITH

CANE BOTTOM CHAIR

by Johnny Marks & Willard Robison

Ray McKinley (Victor)
Merle Travis (Capitol)
Glen Moore (MGM)
Phil Ellis (Hudson)

ST. NICHOLAS MUSIC INC.
1619 Broadway New York, N. Y.

Another BMI Pin-Up Hit!

CHOC'LATE ICE CREAM CONE
Published by Spitzer

Recorded by
Evelyn Knight (Dec) Rosalie Allen (Vic)
Kenny Roberts (Coral)
Maddox Brothers & Rose (4 Star)
Red Foley (Dec) Tony Pastor (Col)

Licensed exclusively by
BROADCAST MUSIC, INC.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, May 18, 1950 — TELEVISION DAILY is fully protected by register and copyright

TV SET PRODUCTION STILL HIGH

TELE TOPICS

ARRAINE DAY'S "Day With the Giants," a program which is aired prior to the home-game telecasts of the New York Giants over WPIX, is an inoffensive chatter and interview type thing that greedily warms up baseball fans awaiting the day's diamond proceedings. Aided and abetted by disc jockey Freddie Robbins, Miss Day—who is also Mrs. Leo Brocher—chatters on about baseball and related interests for the opening of the show and then switches into an interview with a guest, usually someone associated with baseball. Considering the type roles that she has played as a motion picture actress, Miss Day's uninhibited cavorting about the audio comes as something of a surprise to the viewer. She does, however, seem to have a grasp of the baseball idiom and handles her guests with ease and assurance. Robbins' role as the program unfolds seems to be in relief and he, too, handles his chores agreeably. Departing from custom, the program pulled a switch yesterday by having Jinx Falkenburg as the day's guest with Jinx interviewing Day, ostensibly for her Herald-Tribune column. The irregular fans probably are happier with the informal format.

THE NEXT SHOWCASING of a new program by NBC-TV will mark the debut of Chester Morris in a vehicle entitled "The Great Merlini." Program is to do with a magician Hawkshaw. . . . The National Laugh Foundation, whatever that is, is currently offering agencies and studios four comedy programs. Entitled "Do You Want to Be a Comedian," "Meet the Comics," "Mr. Jolly Time" and "Laff Luncheons." The first three feature, respectively, Henny Youngman, Art Henley and Dick Collier. The last will emanate from Trader Tom's Steak House and is based on the Gagwriters Luncheons which are held there.

NBC-TV is moving the "Buck Rogers" series into their largest studio. . . . The George Putnam news program over WPMO will move from Friday to Wednesday nights under sponsorship of Tidewater. . . . Joyce Matthews begins her CBS-TV show tonight. . . . "The Kid in Powder River" will be sponsored by KFI-TV starting next Monday. . . . WLV-D will telecast a series of twenty Cleveland Indian ball games starting Saturday. . . . John Battison, Tele-Tech news writer, lectured the International Radio Club at the New School last night. . . . "Stage 13," over CBS-TV, will present the Roberson's video original "The Payoff" on June 7. The play is a prize-winner in the CBS undergraduate writing contest. . . . Rolland Tooke, WPTZ assistant manager, will exhibit his art work in Philadelphia.

Tele Seen In Quebec

Montreal—Television has been viewed in the Province of Quebec. Tony Lawruk, Radio Supervisor of Northern Electric Company's General Merchandising Department saw it "with my own eyes" on the Northern Electric NC 10 television receiver during a test at St. Johns, Que. According to Lawruk, the test was made on the invitation of Dalton Woodlock, whose residence is equipped with a television antenna and auxiliary boosters necessary to build up the signals. Adequate reception was obtained from 8:30 to 11:30 p.m. from television stations at Syracuse and Schenectady, N. Y., distance involved ranging from 200 to 235 miles.

WAAM Plans Outdoor "Terrace Studio" Schools To Develop Educational Tele

Baltimore—An outdoor "terrace studio," reportedly one of the first such in video, is currently being planned by station WAAM here, it was announced yesterday. Actual construction, with incidental landscaping and sodding, is scheduled to start soon on a plot directly adjacent to the main studios and offices of WAAM.

A station spokesman says that the contemplated outdoor studio will be built in order to facilitate outdoor programming and is considered to be the first step in a long-range plan "aimed at adding spice and variety to WAAM's extensive local studio schedule." The spokesman said that, on completion, the area should accommodate "almost any type of production."

First steps to be taken by the station will be sodding and landscaping of an area 30' on a side. Trellises will be implanted in the sod, and vines will be planted. Since the area is being planned so that cameras will be facing surrounding woods, the trellises and other natural backdrops will be kept low, so as not to spoil the beautiful view.

In-school television of the future on any broad scale probably will be originated by schools themselves, Sig Mickelson, CBS public affairs director, yesterday told a panel discussion group at Mount Holyoke College, South Hadley, Mass. His statement was in reply to a panel question, "What is the role of education in radio-television?"

"Basically, the role of education is similar to its role in any other medium of communications," Mickelson said. "It seems unlikely at this stage that television will in any broad scale establish in-school educational programming. It seems much more likely that if there is to be in-school programming, it will be carried out in the main through stations belonging to colleges and universities or boards of education."

Other participants in the panel were James L. Fly, former Chairman of the Federal Communications Commission; Commissioner Frieda Henneck of the FCC; Theodore Streibert of the Mutual Broadcasting System; and moderator William Dwight of the Holyoke Transcript-Telegram.

Tele Hasn't Hurt Baseball, Says Cubs Business Manager

Chicago—The Chicago Cubs home baseball games have been televised for the past three years without hurting attendance at the ball park, James Gallagher, business manager of the Cubs, yesterday told a meeting of the Chicago Television Council here. He said that William Wrigley, Jr., "who is one of the smartest advertising men in the country," is standing pat and supporting TV's position, claiming that it will be at least two years before anybody will know whether video is hurting or helping baseball's box-office.

Gallagher also criticized the "Big Ten" for banning TV coverage of school athletic activities and said that such a ban was premature.

The membership of the Council elected Chick Showerman, ABC, as president of the group for the coming year. Other officers elected were: vice-president, John McLaughlin, ad manager of the Kraft Cheese Co.; treasurer, Ed Greenebaum, of Television Shares, Inc.; and chairman of the Membership Committee, Gil Barry, of the DuMont web.

Set Sales Slump Not Affecting Production

(Continued from Page 1)

intention of cutting back production.

Admiral, according to the business and financial paper, is turning out 80,000 receivers a month and reports that April-May-June production will be 30 per cent greater than it was during the first quarter of the year.

The Journal says that Emerson is currently turning out 1,800 sets a day with plans to increase production with the opening of a new plant in Jersey City. Admiral, also in the process of adding to its production facilities, expects to be producing 115,000 sets per month by the fall.

Motorola Expects 100% Increase
Motorola expects to be bringing 110,000 sets off the line by mid-August, a figure which is about twice the present production. Other manufacturers intent on increasing, rather than decreasing, production include Hallicrafters which is aiming at a 1,500 set daily production by July; RCA; and Philco.

Rounding-up sales conditions in other cities across the nation, the Journal reports that sales are down 30 per cent in Los Angeles, 40 per cent in Boston and even with January-March sales in San Francisco.

Manufacturers believe that the TV market has barely been scratched as yet, but are reported as being prepared to introduce new low-priced models in the fall. Emerson has already introduced receivers which are priced \$70 below previous models.

Regarding sales activity in the New York area, the Journal says that dealers have taken to giving away such items as 50-piece silverware sets and 53-piece chinaware sets to purchasers of receivers listed at \$129.95.

The Pulse

NEW YORK TV TOP TEN
May 1-7, 1950

Texaco Star Theater.....	62.3
The Goldbergs.....	44.2
Toast of the Town.....	41.4
Godfrey's Talent Scouts...	40.2
Studio One.....	34.7
Saturday Night Revue....	34.2
Philco Playhouse.....	32.2
Lights Out.....	32.0
Yankees vs Detroit.....	31.8
Godfrey and His Friends..	30.6

NEW BUSINESS

WNBC, New York: The Simoniz Co. has picked up the tab at WNBC for 13 weeks of Clyde Kittell's 7:00-7:05 a.m. newscasts six days weekly, it was announced yesterday by Donald Norman, sales director. At the same time, it was reported that spot sales were made to Lever Bros. Co., Colgate Palmolive Peet, and Carter Products, Inc.

Carter Products signed a 52-week order for spots on Tuesdays and Thursdays in the Bob Smith show, and on Saturdays in the Johnny Andrews program. Colgate Palmolive Peet Co. called for Monday through Friday spots on the Norman Brokenshire program. And Lever Bros. purchased announcements on the Smith, Andrews, and Brokenshire programs on a four-a-week basis through June 17. Agency handling the Simoniz order was John H. Sampson, Chicago.

WEWS, Cleveland: Spang, J., Baking Company — Participation in "Uncle Jake's House," Mondays through Fridays. Agency: Gregory & House. Ramsey-Bennett Co. (Freezers) — Sponsorship of "Freezer Time," once weekly, 15 minutes. Agency: Palm & Patterson. Yardley Created Products (Plastics)—Participation in "Distaff," two times only. Agency: T. R. Bauerle, Chicago. Kronheims (Furniture Store)—Five additional 10-second spots weekly. Agency: Lustig Advertising. Maytag Sales Co.—Participation in "Kitchen Clinic" on Tuesdays, and in cooking portion of "Distaff" on Wednesdays. Agency handling the Maytag account is Gregory & House.

Stork News

The Murray Arnolds (he's program director of WIP, Philadelphia) became parents of a daughter, Deborah, born on May 12.

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

COAST-TO-COAST

Julie 'n' Johnny Celebration

Worcester, Mass. — Julie Chase and Johnny Dowell celebrated their fourth year as a radio team on the May 15 broadcast of WTAG (and FM)'s five-a-week "Julie 'n' Johnny" participator. The program was done in "flashbacks," with the co-stars recalling the things which they have done during their four years on the air together, the people they have met, the campaigns they have conducted, etc. On the studio telephone (which has attachment enabling listeners to hear both ends of conversations), Julie and Johnny talked with the first woman they sent anniversary greetings to, four years ago.

WFMD Special Events Broadcast

Frederick, Md. — WFMD, CBS outlet here, participated in the ceremonies commemorating the opening of the Friendship International Airport, the third largest in the world. In the presence of many city officials, the proclamation of the Mayor was read to the public. A tape recording of the program was aired over WFMD at 6:15 that evening.

Elected Assn. Director

Dayton, O.—Stuart Strand, of WHIO and WHIO-TV, was elected a director of the Ohio Association of Radio News Editors, at a meeting on May 7th in the Deshler-Wallick Hotel in Columbus.

CKOY Teen Show Moves

Ottawa, Ont.—After almost one full year of broadcasting Club 1310 from the stage of a local theater, CKOY announces that the teen-age show will now be broadcast from Winston Gardens. Here the teenagers will have the facilities of a checkroom and soda bar at their disposal as well as floor space for dancing occasions. The central location of the new spot will bring additional students from Lisgar and Glebe Collegiates and other secondary schools in the city.

KDKA Announces Winners

Pittsburgh, Pa.—Three students in agriculture have been selected for the KDKA Agricultural Scholarship Awards by their respective faculty committees, Joseph E. Baudino, the station's general manager, announced this week. The boys so honored for the 1950-51 academic year are Carroll L. Howes, a major in Agricultural Education at the Pennsylvania State College; Dale W. Zinn, West Virginia University, and Donis D. Patterson, a major in Rural Sociology, the Ohio State University. Each of the young men will be unofficial representatives of KDKA on his respective campus. One of the three will be selected to work with KDKA's agricultural director, Homer Martz, during the coming summer months.

KCOH Meets Snake

Houston, Texas—A snake, not in the grass, but in the transmitter, almost caused KCOH to leave the air on May 8th when chief engineer, Ernie Levingston, noticed a curl of smoke and smelled something burning shortly after KCOH had signed on the air. Fearing a technical breakdown Levingston warned the studio personnel to stand by. About that time, a 30-inch snake of the moccasin family slithered out of the transmitter with his tail burned off. Levingston killed the snake, and KCOH is still operating.

Stan Kenton Visits KANS

Wichita, Kans. — Stan Kenton with his 40-piece concert orchestra played at the Civic Auditorium here on May 9th. On that afternoon, Stan paid a lieisurely visit to KANS, NBC affiliate, appearing on the broadcast of Joan Huff, KANS women's editor, graciously playing several piano numbers on the program. Later in the afternoon, Stan popped in on KANS' "Sugar and Spice" hour, sharing the disc jockey job with emcee Bob Hicks.

Appointed WHIT Manager

New Bern, N. C.—Ray D. Williams, former manager of WJHL, Johnson City, Tennessee, has been appointed general manager of WHIT. Before joining WJHL, Williams was radio director for Prater Advertising Agency in St. Louis, Mo.

Joins KFAR Staff

Fairbanks, Alaska—James Fletcher has accepted a position on the sales staff of KFAR. Fletcher recently resigned from the position of regional manager of the Alaska Broadcasting Company, with offices in Anchorage.

Cotton Campaign On WMT

Cedar Rapids, Ia.—When young Johnnie Holmes, Chuck Worcester's assistant in the farm department of WMT, became homesick for Texas and never ceased lamenting that nothing here could compare with the cotton fields of Texas, Worcester finally weakened. In fact, he told his listeners there was no reason why cotton couldn't be grown just as profitably here as in Texas. Recently, WMT has sent out over 3,000 ten-cent packets of cotton seeds to Iowans. Each packet contains 50 seeds, so it can be assumed that at least 150,000 cotton plants will be dotting the Hawkeye landscape this year.

Joins WEBC Announcing Staff

Minneapolis, Minn.—Howard Viken, formerly with WEBC, Duluth, has joined the announcing staff at WCCO, CBS outlet here, it was announced by program director Bob Sutton.

BEHIND THE MIKE

ERNE BYFIELD, who produces the WOR-TV show, "Clubhouse Quiz," for Ehlers coffee, is doing a whale of a job. Thus far, he has the Brooklyn Eagle publishing a daily foto of the mystery dodger, plus a col'm with the TV Guide every issue. And Ernie even sold the Bklyn Baseball Club on a "Mystery Dodger" Day!

Martin's of Bklyn, famed specialty emporium, going in for huge TV promotion program. You'll see it popping regularly in video screen credits.

Talking about promotion, for any mentions of Le Coq Rouge, either in radio or TV scripts, the management is offering dinner-for-two gratis.

Edward Redding will hear his ballad, "End of a Love Affair," aired for the first time over television through the help of the BBC. His song was sent to Isabel Bigley, an American gal now clicking in London niteclubs. She introduced it at the Bagatelle and it's now one of the hits of London. Miss Bigley will give the song its American TV premiere on WNBT's "Cafe Continental," which is filmed at the studios of the BBC for distribution here.

Paul Ilton, world-famed lecturer and rare jewel expert, guests on Chuck Trantum's WABD "B'way Spotlight" show this week to tell exciting legends and stories connected with specific gems in his three million dollar collection.

Most amazing TV setup in town is Motion Picture Stages (H'wood on 5th Ave.) containing everything a big H'wood sound stage has.



TONY MARVIN
(NOW FREELANCING)

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 35

NEW YORK, FRIDAY, MAY 19, 1950

TEN CENTS

CBS RESIGNS FROM NAB MEMBERSHIP

Radio-TV to Participate on Armed Forces Day

Special Programs Planned For Tomorrow

The nation's first Armed Forces Day will be observed tomorrow, May 20 by a number of special programs on networks and indies. Leaders from all branches of service will join with Defense Secretary Louis Johnson in marking the occasion with special broadcasts. General Omar

(Continued on Page 12)

WSAN Sale Okayed; Other FCC Activities

Washington Bureau of RADIO DAILY—Washington—The FCC yesterday okayed the sale of 77.14 per cent of the stock of WSAN and WSAN-TV, Allentown, Pa., for \$214,565. Purchasers are B. Bryan, Olivia P. Reid Reuel H. Musselman, buying from John C. Shumberger, Sr.; Fred W. Weiler, estate of Royal W. Weiler, trustee; David A. Miller,

(Continued on Page 2)

Crooks Named President of Ohio Newsmen's Assoc.

Columbus, O. — William Crooks, news editor of WFMJ, Youngstown, has been elected president of the Ohio Assn. of Radio News Editors, succeeding Charles Day, of WGAR, Cleveland.

Other officers elected were: Gene

(Continued on Page 2)

Radio Aids Telegraph Companies

Montreal—Broadcasting stations throughout Canada have come to the aid of telegraph companies involved in almost insuperable difficulties in endeavoring to deliver telegrams to residents of Winnipeg evacuated to other centers owing to the flood. And to others who are still marooned.—officials of both the Canadian National and the Canadian Pacific Telegraph companies have announced that full wire service is being maintained to and from the city of Winnipeg. The names of those to whom telegrams are addressed in the flooded parts are sent to the broadcasting stations, which in turn announce them over the air, asking the addressees to communicate with the telegraph offices.

Radio-TV Gets Credit For Religious Aid Air Conditioning Buying AM-TV Time

Approximately \$5,000,000 was raised through the One Great Hour of Sharing campaign which was sponsored by Church World Service, Inc., and broadcast by the four major networks as well as through a series of six transcribed "Good Samaritan" programs heard on approximately 1,000 stations, Dr. Stanley I. Stuber, national director of the campaign, said.

"While the entire credit cannot be given to radio and television

(Continued on Page 12)

Six NBC Shows Named For General Mills

The full schedule of six NBC house-built programs to be sponsored by General Mills throughout the summer has been completed and dubbed the title of "The Wheaties"

(Continued on Page 2)

Lindsay Named President Of Wisconsin Newsmen

Madison, Wis. — Robert Lindsay, news editor of WKOW, Madison, was named acting president at an organizational meeting of the Wisconsin Association of Radio News

(Continued on Page 11)

Goshorn Gives His Views On Radio-TV Before REC

"Television is potentially the greatest cultural force human ingenuity has thus far produced," but still faces "demanding times" and needs the support of its friends, Clarence B. Goshorn, president of Benton & Bowles and retiring chairman of the AAAA declared yesterday at the final Radio Executives Club luncheon of the season held in the Hotel Roosevelt.

"Even the most optimistic fore-

casts of stations in operation and sets in use, make it plain that we must look forward to a long growing-up period, when television must offer more to its audience than broadcasters or advertisers or agencies can afford to supply."

The advertising executive noted the fears of some people regarding TV, but emphasized the good results which the new medium will

(Continued on Page 12)

7 Network Stations Included In Withdrawal

CBS and its seven owned and operated stations resigned from NAB yesterday and it was rumored in New York trade circles that ABC is also about ready to withdraw its membership in the trade organization. Word of CBS's decision came from Joseph H. Ream, executive vice-presi-

(Continued on Page 11)

Manufacturers Laud Expose Of TV Service

Service department executives of several major TV receiver manufacturers have indicated their support of RADIO DAILY's expose of servicemen's abuses in letters received in New York this week.

F. B. Ostman, manager of the service department of Capehart-Farns-

(Continued on Page 12)

Town Meet Documentary Will Highlight 15 Years

Transcribed excerpts of the most outstanding broadcasts on ABC's "America's Town Meeting" program during the past 15 years are being linked together in a full-hour documentary on May 29, 9:00-10:00 p.m., EDT. Robert Saudek, ABC vice-pee in charge of public affairs,

(Continued on Page 12)

Presentation

Presentation of two Freedom Foundation awards to the American Oil Company for achievement in bringing about a better understanding of the American way of life was made last week before the Baltimore Advertising Club. Edward R. Murrow, CBS news commentator, was guest speaker and spoke on "Installment Plan Freedom."

Lie Detector Series

A new series of programs based on case histories from the files of the late Leonarde Keeler, inventor of the Keeler Polygraph and perfecter of the lie detector, will be started over Mutual Wednesday, May 24 from 8 to 8:30 p.m. Titled "The Hidden Truth," the programs on this unique theme will be written and directed by Jack La Frandre.

RADIO DAILY



Established Feb. 9, 1937

Vol. 51, No. 35 Fri., May 19, 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. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Postage free) United States (other than California) \$10.00 one year; California, \$15.00. Foreign, \$15.00. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337. 7-6338. Cable address: Radaily, New York.

WEST COAST OFFICES

Ethel Rosen, Office Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

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

CHICAGO BUREAU

Herbert M. Kraus
Suite 1325, 188 Randolph Tower
Phone: Dearborn 2-1414

SOUTHWEST BUREAU

Paul Girard, Manager
Suite 314, Thomas Bldg.
Dallas, Texas

ROME BUREAU

John Perciari
Ludevisi 16

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

FINANCIAL

(May 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	12 1/2	12 1/4	12 1/4	- 1/8
Admiral Corp.	33 1/4	32 1/8	32 3/4	+ 5/8
Am. Tel. & Tel.	161	159 7/8	161	+ 1 1/4
CBS A	35 7/8	35 1/4	35 1/4	- 1/2
CBS B	35 3/4	35 1/2	35 5/8	- 1/8
Philco	46 3/4	46 1/8	46 3/4	+ 1/2
Philco pfd.	95	95	95
RCA Common	20 1/8	19 3/4	20	+ 1/8
RCA 1st pfd.	77 1/2	76 3/4	76 3/4	- 1 1/2
Stewart-Warner	17 3/4	17 3/8	17 3/8
Westinghouse	34 7/8	34 3/8	34 3/4	+ 1/8
Zenith Radio	57 1/2	56 7/8	56 7/8	- 3/8

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	22 1/2	23 1/2
Stromberg-Carlson	16	17 1/2

NEW JERSEY'S SPORT STATION

W F P G

ATLANTIC CITY
BROADCASTING EXCLUSIVE
PHILADELPHIA BASEBALL

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 PETRY & CO.

Six NBC Shows Named For General Mills

(Continued from Page 1)

Big Parade." Filling the previously announced purchase of 65 half-hour periods, the programs have been scattered in a daily sequence, Mondays through Saturdays.

Two of the shows are already in production, "Nightbeat" (Mondays, 10:00 p.m., EDT) and "Dangerous Assignment" (Wednesdays, 10:30 p.m., EDT). On Tuesdays, "Penelope's Progress" will star Penny Singleton at 9:30 p.m., EDT, commencing June 6. The "Sara Berner Show" will be aired on Thursdays, 10:30 p.m., EDT, starting June 15. "Dimension X," currently a sustaining show, will be aired on Fridays under the General Mills' sponsorship, time and starting date to be announced later. Joel McCrea, screen star of westerns, will be heard in a series taken from the records of the Texas Rangers. Air time will be arranged later for Saturdays.

Crooks Named President Of Ohio Newsmen's Assoc.

(Continued from Page 1)

Ragle, WCLT, Newark, vice-president; Frank Tate, WOSU, Columbus, secretary and treasurer, and the following directors: Edward Wallace, WTAM, Cleveland; Allan

WSAN Sale Okayed; Other FCC Activities

(Continued from Page 1)

Miller Associates and Call-Chronicle newspapers.

The Commission also approved the sale of KSAM, Huntsville, Texas, from John G. Long to Harvard C. Bailes and Morris B. Gauthen for \$40,000. An okay for the purchase of KFIO, Spokane, Wash., by Louis Wasmer from Arthur Smith for \$30,000 was also approved.

A total of 58.15 per cent of the stock of WHAP, Hopewell, Va., goes from A. H. Campbell, G. W. Thomason and E. L. Burwell for \$12,500 to Robert E. Anthony, Jr., Charles M. Mark, John P. Mercer and Hugh M. Overturf. A price of \$11,850 was paid by Joseph Authenrieth, Sr., for 51.3 per cent of WKAM, Warsaw, Ind. He bought from J. R. Boise, Wallace T. Miller, B. J. Anderson and Virgil McCleary and is now sole owner of the station.

The Commission approved an application by the Carthage Broadcasting Company, Monett, Mo., for a new daytime station to operate with 250 watts on the 990 band, while KIUP, Durango, Colo., was permitted to move from the 1400 to the 930 band.

Land, WHIZ, Zanesville; Fred Holt, WCKY, Cincinnati; Paul Wagner, WOSU, Columbus; Stuart Strand, WHIO, Dayton; Bob Horn, WRFD, Worthington, and Day.



The Pay-off

What's the big thing about the organ-grinding business? It's the pay-off, and it comes when the monkey collects the money from the audience.

Not so very different from radio advertising, is it? The pay-off is what counts!

Here in Baltimore, the nation's sixth largest market, there's one station that consistently pays off with more listeners-per-dollar than any other station in town. It's W-I-T-H, the BIG independent with the BIG audience that really delivers for its advertisers.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. So if you aren't using W-I-T-H in Baltimore, call in your Headley-Reed man today and get the full story.



WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

faces • facts • figures • wins •

STARR-WINS

MOVIE PREMIERES...

Of all the Hollywood premieres launched on Broadway, last year, WINS' Starr (Martin) covered all but three. . . . It's one of radio's all time records of major movie companies concentrating their opening night pitch on one station (WINS) and commissioning the best reporter in the field of film coverage to tell it to the movie public.

"MOVIE STARR DUST"

Mon., Wed. and Fri.
7:00 P.M.

WINS
50KW NEW YORK

TRUBLEY BROADCASTING CORPORATION

TELEVISION DAILY

Section of RADIO DAILY, Friday, May 19, 1950 — TELEVISION DAILY is fully protected by register and copyright

SCORES WITH TV BASEBALL COVERAGE

Techniques Used by WOR-TV Talk of Trade

Sports Director Reveals Story Of Planning

By BOB O'CONNOR
Sports Director WOR-TV

Pleasing the average American sports fan is a comparatively simple matter, even when you add a medium as complex as television. The sports public is interested primarily in the event itself—was it to be good or the real thing will have no part of it, whether he has to buy a ticket.

(Continued on Page 8)

DuMont Announces Color Tube Patent

A patent for a single-gun, three-beam direct view television tube has been granted the Allen B. DuMont Laboratories, it was announced yesterday by Dr. Thomas T. Goldsmith, director of DuMont's research division. The tube, Dr. Goldsmith says is capable of being used with RCA, CBS or CTI color TV sets.

Goldsmith said that the tube could be used for color TV sets.

FCC Refuses Yankee Web OK On Channel Switch

Washington Bureau of RADIO DAILY—Washington—The FCC yesterday refused the bid of the Yankee Network to shift its Boston TV station from Channel 7 to Channel 2 in an effort to reduce interference experi-

(Continued on Page 12)

Let It Rain

Rain or no WOR-TV's outdoor sports from Ft. Hamilton Bowl in Brooklyn will go on as scheduled. When it rains a tarpaulin will be stretched overhead in the area of the ring and the event will be put on exclusively for Channel 9 viewers, or those resolute fans at the bowl who don't mind getting wet for the sake of seeing their favorites in action.

Action at Ebbets Field



Red Barber checks his special signal communications system with the control room as producer Jim Beach (left) and director Ralph Giffen look on.

WJZ-TV Returns To 7-Day Transmission

WJZ-TV, the New York flag station of ABC's video web, will return to a seven-day-a-week programming schedule starting Monday, September 11, it was announced yesterday. WJZ-TV temporarily announced seven-day-a-week operation.

(Continued on Page 9)

National Ad Biz Up 50 P. C. At WOR-TV

The number of national advertisers using WOR-TV has increased 50 per cent since April 1st, it was announced yesterday by Robert C. Mayo, director of sales for the station.

"We now have a total of 39 national advertisers using WOR-TV."

(Continued on Page 5)

Dodgers Coverage Adds Prestige To WOR-TV

By FRANK BURKE
Editor, RADIO DAILY

Something has been added to TV coverage of baseball and right now WOR-TV is basking in the spotlight of video perfection because of the station's excellent coverage of the Brooklyn Dodgers baseball games from Ebbets Field in Brooklyn. The achievement of WOR-TV is bringing dra-

(Continued on Page 9)

Progress Of Sports Reviewed By Lomax

By STAN LOMAX
WOR-TV Sportscaster

A couple of years back—the members of the Sports Broadcasters Association were digging back into radio history in an effort to definitely set the date of the first sports broadcast. They met with failure. For although this is a comparatively new industry—no logs or accurate

(Continued on Page 5)

'One Man's Family' Sold For TV To Soap Company

Hollywood — Carlton E. Morse, who arrived in Hollywood from New York over the week-end, announced yesterday that his NBC "One Man's Family" television show has been sold to Sweetheart Soap. The half-hour weekly program will

(Continued on Page 9)

Agency Executive Reviews Problems of Baseball Pickup

By JIM BEACH
Producer, BBDO

The gripes against TV reportage of baseball have made for bar conversation since cameras were first set up in a ball park. Most often, however, the guy with the glass of Schaefer Pale Dry beer in his hand shrugged off whatever shortcom-

ings might have been obvious to him and resolved to buy a ticket next time and see what he personally preferred to watch from a seat of his own choice.

To my mind, TV has been content to cover the action of a game as simply as possible with little

(Continued on Page 5)

TV Annex

A television set in Brooklyn has been locked to Channel 9. Al Saphin, president of Monarch-Saphin, a Brooklyn appliance store, has locked one of his video sets to Channel 9, and set-up 20 chairs in front of it for an audience. Seats are taken on a first-come, first-served basis, and the section is known as "Ebbets Field Annex."

So light... so dry

glass after glass after glass



Schaefer

Pale Dry

the new beer that's both light and dry

Progress Of Sports Reviewed By Lomax

(Continued from Page 3)

Records were kept in the pioneering days of the cat whisker receivers. Many of the men who lent a hand in the first broadcasts are still active—some outside of memory—that's as far as any records could be traced.

The first broadcast of sports news by WOR took place within the first year of the station's life—and again it's strictly a matter of recollection. Fred Bendel—a baseball writer at the time for the Newark Evening News—was the original WOR sports-caster. After covering games at the Bear's Park—Fred would hustle to the Bamberger Building in downtown Newark to give the day's happenings to the listening public.

Fred still writes baseball today, but with the Newark Bears now only a memory—he's covering the doings of the New York Yankees. He can't place a finger on the actual first broadcast either—but he does recall it was early in the spring, shortly after the opening of the baseball season.

When WOR opened its studios in New York—Bendel found the task of chasing from the Newark ball park to New York too much of a task—particularly when games ran into extra innings—or double headers were involved. So a tie-up was made with the New York Evening Journal. A young fellow by the name of Ford Frick—who talked as rapidly as the then current rage—Floyd Gibbons—would take time off from his coverage of the Yankees to recite the day's happenings at seven o'clock.

And when the Yankees went on the road—Stan Lomax, who chronicled the doings of the then bedraggled Dodgers would substitute. And that's the history of the oldest uninterrupted sports program on the air. The time has been changed a couple of occasions—but the tremendous listening audience of WOR has had its sports news regularly six nights a week—and at times seven—for more than a quarter of a century.

In the matter of play by play—and blow by blow descriptions—again the archives of the industry will make clear any firsts. Claims and counter claims obscure whether Major White, Graham McNamee or others had the honor of describing the first action from the scene of battle. But WOR was right up close when microphones were installed at ridirons, diamonds and ringsides.

The Columbia University football games—the old Brooklyn Dodger professional gridiron team of the whether he picked WOR—or WOR selected the Dodgers has never been settled. But the fact remains that even before a ball was thrown under the McPhail regime—Larry had visited the offices of WOR to lay his plans for breaking the three way agreement.

When he was ready—McPhail in-

(Continued on Page 12)

Down-the-Hatch Technique



One of the most effective commercials in TV is the Schaefer Pale Dry bar scene that ends with the camera downing a foaming glass of brew. This behind the scenes shot shows how it is done. (Hand belongs to BBD&O production assistant, Jim Bridges.)

Agency Exec. Reviews Baseball Pickup Problem

(Continued from Page 3)

"color" and without a clear-cut editorial point of view, and if the fan happens to be dissatisfied, well—the viewer doesn't understand.

Those of us who did the advance planning on coverage of Dodger games from Ebbets Field this season found ourselves in general agreement that we would have to solve some of those problems. Red Barber, Dave Driscoll, Bob O'Connor and Roy Meredith of WOR-TV, and Walter Tibbals and I from BBDO sat around exploring a couple of new ideas. After the usual marathon meetings some innovations for TV-baseball in New York were decided upon.

In the first place, we wanted to avoid "binocular baseball" on the one hand, and, when we used wide-angle lenses, shots that made the ball players look like foreshortened, animated chessmen.

We hit upon the theory that we would continue to cover the games from elevated positions, because such points of vantage gave us over-all shots of the field, but that we could improve our reportorial work by having a low-angle shot that would give us tight shots of pitcher, batter and man on base.

I had made a hurried trip to Chicago last fall, and I was impressed with the camera set-ups of WGN-TV and WKBK in Wrigley Field, both of which have field-level cameras that the directors use for this very purpose. So, I must admit, the idea for our No. 4 camera alongside the Dodger dugout can be traced to the so-called "Chicago system."

National Adv. Biz Up 50% At WOR-TV

(Continued from Page 3)

tional sponsors using WOR-TV regularly. We can credit the wide acceptance of our coverage of the Dodgers and improved night time ratings for the increase," he said.

Among those accounts are: Curtis Publishing, New York Telephone & Telegraph Company, Benrus, RCA, Buick Division of General Motors, Ronson Art Metal Works, Emerson Drug, Gruen Watch, Sun Oil, TWA, and American Cigarette and Cigar Company.

"These are addition to the ever increasing number of local and regional sponsors which have been added to our roster of clients," Mayo stated.

WOR-TV Sports Coverage Goes Outdoors In Summer

With the arrival of balmy weather, WOR-TV sports coverage moves outdoors.

This new line-up of summer sports is, of course, in addition to WOR's telecasts of all the day and night home games of the Dodgers.

On Wednesday nights, except when there is a Dodger game, WOR-TV has booked the Bushwicks.

This is the nine that has been termed "the most successful and independent team in the country."

The first game is Wednesday, May 31, at 8:45 p.m. with Stan Lomax at the mike.

When WOR-TV's cameras are not trained on the baseball diamond, boxing and wrestling are featured.

CAMERA QUIZZ

Question: What do you like best about WOR-TV's coverage of the Dodger home games?

JEAN CAURANT, 330 W. 45th St., restaurant owner: "It is the best baseball I've seen on television. I like the way WOR-TV cameramen get right on to the play no matter where it is in the park. They do it so quickly and they make the picture so bright and sharp, too. No wonder the Dodger games on WOR-TV are tops."



BETTY WYNN, 245 Ocean Avenue,

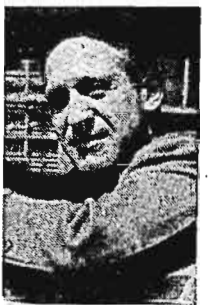
Brooklyn: "Well, the chief thing, of course, is the good pictures of the games on WOR-TV. Those pictures and the descriptions of the games by Red Barber, Connie Desmond and Vince Scully have made a real baseball fan



out of me. Listening to ball games on the radio never interested me very much, but when you see the Dodger games on Channel 9 it's just as though you were right there at the ball park."

SAM FOSTER, 1465 Jessup Ave.,

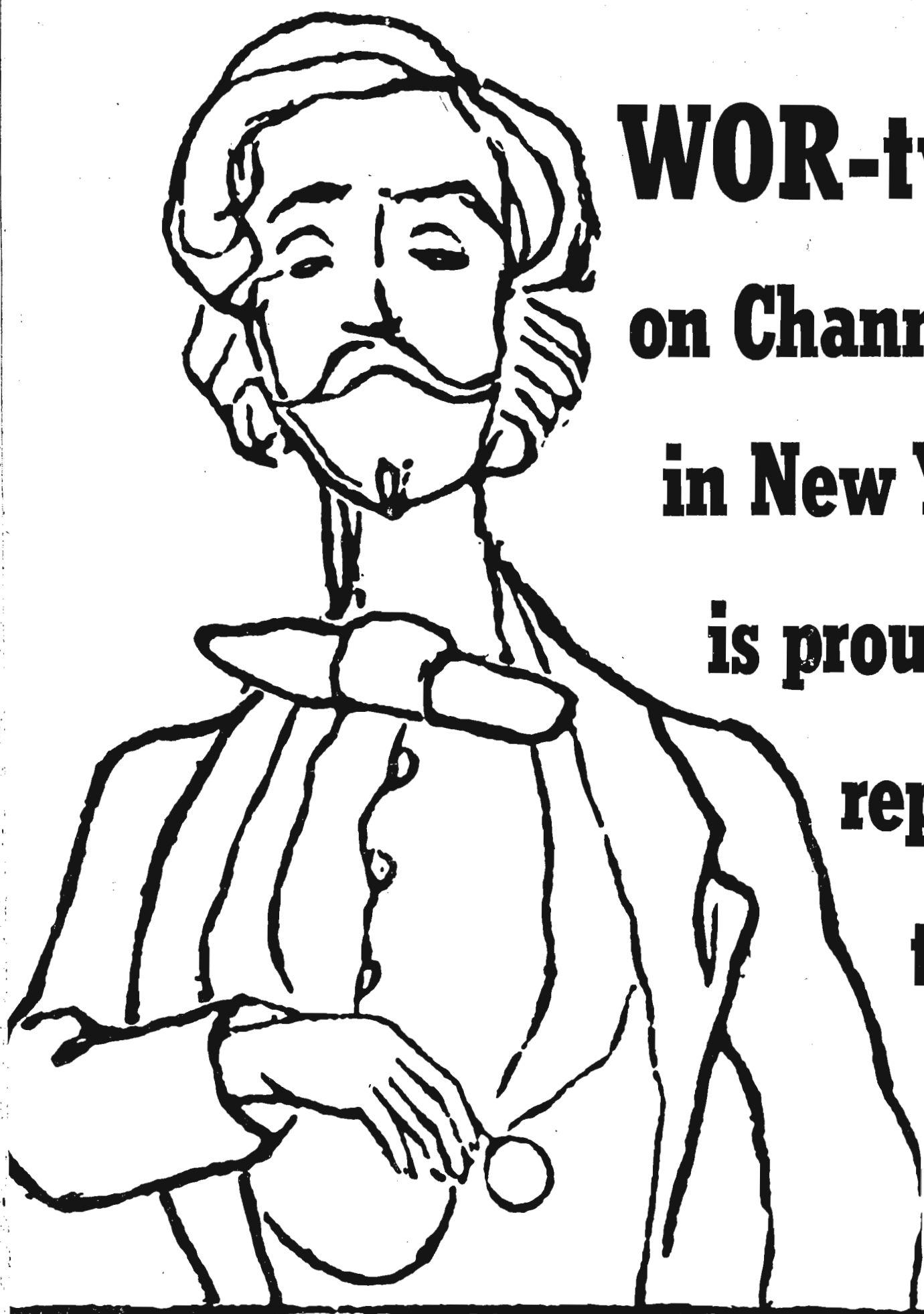
The Bronx, taxi driver: "That fourth camera at the Brooklyn dug-out is what I like. It gives you a good shot of the batter's face and you can see his every expression, and it's swell for plays at the home plate. You get the feeling you're sitting in a field box right on top of the play."



MICHAEL BRODY, 141-47 71st

Avenue, Flushing: "The ball game coverage is really tops and I enjoy every minute of it but what I like especially are the programs telecast before and after the actual games. Happy Felton gives the kids on his "Knot Hole Gang" a chance to play ball with the Dodgers. That's something!"





**WOR-tv,
on Channel 9,
in New York
is proud to
report
that...**

● ● its telecasts of the Dodger home games rang up these remarkable scores, according to intensive and carefully planned Pulse, Inc. checks:

1 WOR-tv's first telecast of The Dodgers ran away with a 12.8 of the t-viewers: Highest game rating ever recorded by Pulse for *any* weekday during the year 1949!

2 The second check made was that of a Saturday Dodgers game: The result?— a whopping 20.5! And not only that... during the time when WOR-tv and the second greatest audience-attracting station were airing games, WOR-tv had a 20.7 clock-up; the other station pulled a 16.3.

3 The third check (that's being pokey, isn't it?) showed that WOR-tv's rating of 27.9 topped that of any game, daytime or nighttime tv-showed during the 1949 season. In fact, it was 25.1% higher than that clocked for any game during the season of '49. That was a night rating, mind you, and during that same night, 9 to 11:45, WOR-tv's audience was greater than that of *any other* New York-tv station during *every* quarter-hour. The competition, we might add, included Kraft Theater and Break the Bank.

WOR-tv

on Channel 9, in New York

O'Connor Describes WOR-TV B.B. Pickups

(Continued from Page 3)

et or sits at home and watches it on TV. And if he can't see it to the best advantage—whether at the park or at home—he's not happy. Fortunately, TV fans watching the Brooklyn Dodgers this year are the happiest they've been in the history of New York baseball coverage on the screen.

We in the WOR-TV sports department were thinking in terms of big league baseball when our tower on the Palisades was still climbing to its present height of 860 feet. The station made its debut last October, but some four months before the World Series we studied other TV baseball coverage and concluded that the one person who was apparently sidestepped was the most important of all—the fan. How to make him the honored guest instead of the forgotten outcast was a problem that was born with an idea and grew to baseball coverage that is being hailed as one of the most progressive strides in this struggling industry.

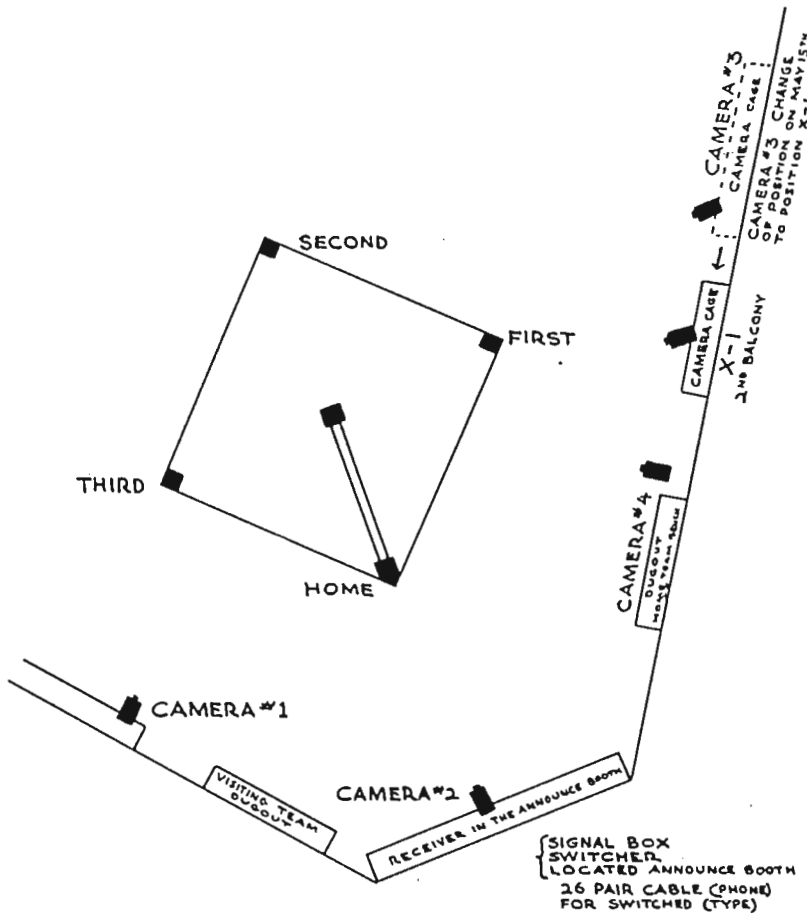
I, personally, never felt happy as I watched TV baseball. I never could see the things I wanted to see and, having seen baseball for some 25 years as a youngster, then as a fan and finally as a sports writer, I felt cheated by this medium called television. Then the reason for my short-change feeling suddenly struck me—I was sitting in the seat I liked least of all, behind home plate. The cameras put me there and I didn't even have a rain check. I reasoned that I was a typical fan and that I probably had lots of company in the way I felt. Seats behind first and third bases are the premium ones in the ball park—and why deny them to the televiewer?

This was the simple basis for the plan which required the combined efforts of the WOR-TV sports staff, the agency handling the F. & M. Schaefer Brewing Company account, sponsor of the Dodger games, and chief announcer Red Barber before it blossomed into the final camera setup that has won the okay of the televiewing fan.

When the original idea bounced around in our minds that the "behind the plate" camera technique left much to be desired we felt that we were on the right track. A casual conversation with Waite Hoyt, former New York Yankee pitching ace and current Cincinnati telecaster, convinced us that we were moving. Waite, in New York for the 1949 World Series, sat with us watching a few of the late innings on television and expressed the opinion that New York TV baseball coverage lagged behind Cincinnati's.

WOR-TV signed, through Batten, Barton, Durstine & Osborne to televise the Dodger games for Schaefer Beer for a three-year period. Dave We were in the baseball TV business and determined to give the fan what he wanted—a good seat.

Pattern of WOR-TV Pickup



Above diagram prepared by WOR-TV indicates the camera setup used for coverage of the Dodger games at Ebbets Field.

Driscoll Emphasized Sports In Planning WOR-TV Shows

WOR-TV's sports operation is under the general supervision of Dave Driscoll, energetic head of the station's News & Special Features Division.

Driscoll created the master plan, and its execution has established the seven-months-old station as one of the nation's leaders in sports coverage.

Theory behind Driscoll's plan is that sports fans don't necessarily want star action but they always do want action. The plan, put into operation by Bob O'Connor, WOR-TV sports director, resulted in cameras in Westchester, Brooklyn, Jamaica and New Jersey arenas. The events were good and paid off in high ratings.

In addition to picturing top-flight wrestling and boxing cards these cameras also caught some important special features for WOR-TV viewers.

When the Sportsmen's Show was in New York City it wasn't available to video. Driscoll nabbed the opportunity of putting it on WOR-TV when it played the Westchester County Center where there weren't any TV restrictions and where

WOR-TV has a permanent installation.

Again, through WOR-TV's association with promotion minded officials at Westchester County Center, Channel 9 brought to viewers exclusive video coverage of the exhibition tennis matches between Jack Kramer and Pancho Gonzales last November. The pair appeared in Madison Square Garden but at a time when the television blackout there was in effect.

Driscoll's experience in sports coverage goes back to his undergraduate days at the University of Minnesota where he covered sports in the "Big 10" for the New York Sun. His career in radio started when, as a graduate student, he became sports announcer for WCCO, Minneapolis.

"Television coverage has been the greatest boon to the sports field since radio started its coverage of important events," Driscoll said today.

"Radio has helped build attendance at sports events by making them more attractive to more people," Driscoll said. "Television coverage is doing the same thing."

Cooperation Is Factor In WOR-TV Success

Among the chief factors in WOR-TV's success at sports telecasts has been the skill and enthusiastic cooperation of its technical staff.

When plans for covering the Dodger home games were first being formed, key technicians of the staff, all of whom belong to Local 1212, International Brotherhood of Electrical Workers, met with representatives of other groups involved in the assignment. They discussed the problems along with men from the WOR-TV Sports Department, the Dodgers organization and Batten, Barton, Durstine & Osborne, advertising agency for the F. & M. Schaefer Brewing Co. Schaefer sponsors all the Dodger home game telecasts for its Golden Lager and Pale Dry beers.

Together these men worked out the techniques for WOR-TV's coverage—a coverage which critics have unanimously labeled excellent.

The Dodger telecasts from Ebbets Field, which are carried exclusively on WOR-TV, Channel 9, are handled by a 21-man team composed of two ten-men crews and Field Supervisor George Riley.

One of the crews headed by Chief Frank Ennis, covers daytime games at Ebbets Field. The other, with George Barton as Crew Chief handles the night games. Each crew has a video shaver, an audio engineer and seven cameramen, including a relief man.

The roster on Ennis' crew includes Robert Zagoran, video shaver; Stanley Weinger on the first base camera; Gordon Shaw, cameraman for commercials; Joseph DeBono, home plate cameraman; Charles Davidson, cameraman at third base with the Zoomar lens; John Herbert, dugout cameraman; Matthew Dowd, cameraman for "Happy Felton Knot Hole Gang," which precedes all Dodger telecasts; Eugene Waltz, audio engineer and Robert Blum, relief cameraman.

On his crew Barton has Edward Schwarz, shaver; Roy Fortner, dugout camera; Robert Stankus, third base (Zoomar) camera; Ralph Filbert, commercials camera; John Dewey, home plate; William Schlegel, "Happy Felton"; Frank Olsen, first base; and James Gavigan, audio.

Everywhere You Go

The halls of WOR's offices at 1440 Broadway are decorated with subway posters and bulletins proclaiming the fact that WOR-TV, Channel 9, carries all the home Dodger games exclusively. In addition, elevator cards are used to promote the Dodger coverage while a window display in the lobby features blow-ups of the team in action and promotes the Channel 9 sports feature.

DUMONT PATENTS 3-COLOR TUBE

TELE TOPICS

THE ANNOUNCEMENT yesterday that DuMont Laboratories had patented a single-run, three-color direct view television tube is certain to gain considerable interest in many quarters of the video industry, not the least of which may be evidenced by RCA's color experts. As described by Dr. Goldsmith, DuMont's research chief, the patented tube varies slightly from the RCA three-color tube which has been so successfully balloted before the FCC. A point which Dr. Goldsmith made at his press conference yesterday, and which followed a line previously established by the DuMont people is that, while the patent granted this tube is certainly a step forward toward applicable commercial color video, color is still considerably in the future. He made the point that the new DuMont tube is compatible and stressed the fact that premature establishment of color video standards would only lead to further obscurity at a later date. With RCA, CBS and CTI having completed the presentation of their respective cases to the FCC, it now seems that DuMont has pulled the trigger and is running with the ball.

VIDEO VERSION of radio's "Meet Corliss Archer" will be the Summer replacement for "The Goldbergs" over WJZ-TV. The new show will originate in New York and the program will premiere in July but no talent has yet been selected. . . . NBC-TV will start telecasting trotting races from Roosevelt Raceway on Thursday evening of next week and will continue to do so for the remainder of the season on Thursday and Friday evenings. . . . WFIL-TV is feeling chesty about the job the station did in covering last week's primary elections in Pennsylvania. The station claims a number of news beats as a result of the coverage. . . . WOR-TV's "Bobby Benson and the B Bar Riders" will switch the format of the program to "complete-in-one-cast" western dramas starting May 23.

WENR-TV WILL PRESENT a special two-hour "star studded" program tonight on behalf of the 1950 Cancer Crusade. . . . Allan Jackson's "Nightcap" bows on WCBS-TV on May 22. WNBC press staff says the item here at the Ford Theater hour-long remote is in error. Flacks there say the station will telecast several hour-long remote programs. Well? . . . Esso Standard Oil, incidentally, has purchased a number of participations on the "Spot The Sponsor" series on WNBC. . . . "Players Entrance" on WPTZ will be sponsored by Frank's Beverages. . . . WPTZ, WFIL-TV and WCAU-TV transmitted a pooled pick-up for the opening of the Independence Bond Drive from Philadelphia. . . . A nightly feature is now being presented at 11 p.m. by WATV followed by a western feature at approximately 12:15 a.m. CBS has completed negotiations with Hal Lukas for an "intrigue" video series in date and starting time to be announced later.

KTTV Moves To Buy Nassour Film Studios

West Coast Bureau of RADIO DAILY
Hollywood — Purchase negotiations by KTTV, Inc. for the Nassour motion picture studios, 5746 Sunset Boulevard, Hollywood, are now in escrow, according to a joint statement issued by Norman Chandler, president of KTTV, Inc. and Edward and William Nassour, owners of the studios. Transfer of title is expected to be completed in two weeks.

Indies Accommodated
The television station will occupy a portion of the sound stage area, with the remaining stages to be available to independent motion picture productions. In addition, office space will also be available to independent picture producers.

Nassour Studios is the most modern, compact motion picture lot in Hollywood, construction having been started in 1947 and completed in 1949. Over 125 feature length motion pictures have been completed on the lot.

KTTV will move the entire television operation to the Nassour lot on approximately June 1. The station has been operating from four different locations previously. Coincident with this consolidation move, KTTV will televise from 1 p.m. Monday through Friday.

'One Man's Family' Sold For TV To Soap Company

(Continued from Page 3)
be one of the biggest budgeted shows in TV and will tee off July 29 for the soap firm. Morse's contract with Sweetheart is for a full year as producer, director, and writer. This marks the first entrance into video for Sweetheart Soap, which has been a heavy radio advertiser.

"One Man's Family" has been NBC's top rating sustainer since its inception last November in New York. Final sustaining show will be telecast May 31, after which the program has a two-month summer hiatus. Sales came shortly after the purchase of Morse's radio version of "One Man's Family" by Alka-Seltzer as a 15-minute, cross-the-board strip at 7 to 7:15 p.m. on NBC starting in June.

Leaders Honored

David Sarnoff and Dr. Allan B. DuMont were among fifty businessmen honored last night with citations commemorating the Boston Jubilee. Citations were given to those businessmen who were considered as being leaders in their particular fields of endeavor. Sarnoff and DuMont were the only representatives of the radio and television industries.

WOR-TV Scores With Coverage Of Baseball

(Continued from Page 3)
matic pictorial coverage of baseball to the fans of Greater New York was no accident. It was the result of months of technical planning, conferences between TV cameramen, engineers' and executives of B.D.D.&O. agency who represent the sponsors, Shaefer beer. Studies were made through the use of movie cameras at Ebbets Field during the past winter and spring and through the runoff of these films decisions were made on camera placement.

Just how successful WOR-TV has been in its attainment of good baseball coverage is indicated from the high Hooper and Pulse ratings and the trade approval of its work.

Wednesday night's coverage of the Dodgers - Cardinals game in Brooklyn was a good example of the job WOR-TV is doing. Viewers saw close-up character studies of such players as Jackie Robinson, Harry (The Hat) Walker, Stan (The Man) Musial. They even saw Max Lanier the Cardinal pitcher walk off in a huff after three balks had been called on him during the game. The TV cameras on the playing field level caught intimate glimpses of these players and thereby added much to the viewers' enjoyment of the game. These camera pickups proved unforgettable highlights of a thrilling baseball game and emphasized the progress made in TV baseball coverage.

In the trade WOR-TV has gained a great deal of prestige for their revolutionary handling of baseball. Their system will undoubtedly be copied by other television stations in major league baseball cities as the season progresses.

Will Work In RCA, CTI Or CBS Systems

(Continued from Page 3)
be mass produced by DuMont within two years of the FCC's setting color video standards. He said the tube in its present form, which is experimental, would cost about twice as much as black and white tubes of comparable size.

The DuMont three color tube may be produced in any size, Goldsmith said, and could be used in converting present black and white sets for color reception.

It was invented by Henry Kasperowitz of the DuMont Laboratories and the patent was requested in October of 1945.

In its construction, the new tube is similar in most ways to the familiar black-and-white picture tube except for a new form of fluorescent screen. Instead of having a coating of fluorescent material which produces black and white pictures when struck by an electron beam, this new color tube has a fluorescent screen composed of tiny fluorescent dots which give forth red, blue, and green colors respectively when struck by the electron beam. The tiny dots are arranged so that each dot of one color is adjacent to adjoining dots of another color.

In operation, as the electron beam of this new color television tube passes over the tiny color spots successively, it is turned on and off rapidly in accordance with both the brightness and color of the picture to be reproduced.

"This tube provides an all electronic system of high definition, compatibility, and also large picture size," Dr. Goldsmith stated. He said: "It provides for compact cabinet size with a minimum of additional equipment within the set. It does away with motors, whirling disks, extraneous apparatus, and hazards. It also eliminates expensive distorting lenses or pale, dim projected images, or dichroic shadow tunnels requiring complicated and costly mirrors and optical alignment equipment."

Goldsmith said that the new tube will be particularly useful in providing a system fully compatible with present black and white standards.

WJZ-TV Returns To 7-Day Transmission

(Continued from Page 3)
ations in November of 1949 with the elimination of Monday and Tuesday transmission.

The complete daytime programming schedule now carried Wednesdays through Saturdays will be extended to include Monday and Tuesday. Stations daytime programming begins at 12:30 p.m.

NTEC Luncheon Wednesday

A luncheon meeting of the National Television Film Council will be held Wednesday, May 24th, at the Warwick Hotel, 65 West 54th Street, New York City.

Heretofore, NTEC meetings have been dinner meetings, and the Wednesday get-together has been scheduled as a test to see if members would prefer the luncheon to dinner meetings.

An outstanding speaker will highlight the luncheon, which will begin promptly at 12:30, and will be finished at 2 p.m.

**Thanks to the advertisers, agencies,
technicians, promoters—and of course,
the players and their management —
who have made WOR-tv's Dodger
telecasts one of the greatest events
in television history.**

WOR-tv

—————on Channel 9, in New York

CBS Quits NAB; 7 Stations Included

(Continued from Page 1)

... who said: "We have been giving serious consideration for more than a year to the question of our continued membership in the National Association of Broadcast-

We have concluded that the services provided by the NAB are largely duplicated by the services which we ourselves provide for the CBS network and the CBS-owned stations, and the fact that we have members of the NAB has led to confusion and misunderstanding in a number of areas in which CBS has been active in its own name.

It is our belief that the NAB can better provide many valuable services to independently-owned stations, and we do not wish our resignation to be taken as an example to be followed by any independently-owned station. The manifold problems of the radio industry must be met by the need for a trade association such as the NAB. The anxiety, however, of network membership has become increasingly apparent recently, and it is for this reason that CBS is resigning."

Seven Stations Listed

The seven CBS stations who also are included in the resignation are WEEI, Boston; WCCO, Minneapolis-St. Paul; KMOX, St. Louis; KNX, Los Angeles; KCBS, San Francisco; WBM, Chicago and WCBS, New York. CBS is reported to have paid around \$50,000 in dues for the network and station participation in NAB.

It is expected that ABC will make a similar announcement within the next few days. ABC's president, Robert Kintner indicated in Chicago during the NAB convention that the web was about ready to pull out.

Washington Bureau of RADIO DAILY

Washington — NAB would not comment yesterday on the resignation of CBS from its ranks, with a spokesman explaining that it has had no actual notification from the network. "We can't comment until we hear from CBS," said the spokesman.

New WLIB Program

Billy Rowe, theater editor of the Pittsburgh Courier, has begun his new program, Uptown Skyline, from the new studios of WLIB in Harlem's Hotel Theresa. The show heard Monday through Saturday from 7 to 8 p.m. and features news, stage and sports, community news, interviews and music.

Ave Maria Hour
WMCA — Sunday — 6:30
15th year as the number one Religious drama of the Americas.
IT'S A DONALD PETERSON PRODUCTION



By SID WHITE

Man About Manhattan...!

● ● ● FRIDAY-DREAMING: Mary Pickford tapes the first of her half-hour drama stints, "Theater of Valor," at NBC tomorrow before heading to the coast. New series concerns World War II stories of heroism taken from the official files of the U. S. Dept of Defense and dramatized by Howard Teichman. Howard Barnes will direct the P.R.B. package put together by Mal Boyd, marking Miss Pickford's return to the air after a 12-year absence.



● ● ● Disc jockey-producer Joe Franklin, who gets his kicks out of presenting name talent in one-niters at Carnegie Hall, has taken options on a number of dates at that musical emporium. In Nov., he will present a "Cavalcade of Radio Stars" featuring such greats as Joe White, the Silver Masked Tenor, Will Oakland, Irene Bordoni and others. . . . Bob Sloane, narrator of "Big Story," is the victim of a running musical gag right now. Bob is the dad of two boys, with a third expected in July. For the past few weeks, wherever he goes, at parties, radio studios, etc., he's greeted by the playing of "The Third Man Theme." Almost daily in the mail he gets recordings of the tune and it's practically driving him nutz. . . . Add IMPressions: Mr. and Mrs. North: Private ice.

Lindsay Named President Of Wisconsin Newsmen

(Continued from Page 1)

Editors held here. Members of the new group are: Jack Krueger, Radio News Editor, WTMJ, Milwaukee; Paul Clifford, News Editor, WAUX, Waukesha; Joe Koelsch, WRCO, Richland Center; Roy Vogelman, WHA, Madison; Bob MacAulay, WMAM, Marinette; Bob Lindsay, WKOW, Madison; Michael Griffin, WBAY, Green Bay; Paul Ziemer, WKBH, La Crosse; Dick Vogl, WEAU, Eau Claire.

Also present at organizational meeting: Robert Bodden, program director, WRCO, Richland Center; Robert Taylor, director, University of Wisconsin News Service, and instructor of radio journalism, U. of Wisconsin; Dr. Ralph Nafziger, director, School of Journalism, U. of Wisconsin, and Arthur Bystrom, Associated Press, Madison.

FOR COMMERCIAL FILMS THAT SELL
ARCHER PRODUCTIONS, INC.
WINNER OF ART DIRECTORS CLUB "AWARD FOR DISTINCTIVE MERIT"
35 West 53rd Street, New York 19
JUdson 6-2690

Air Conditioning Buying AM-TV Time

(Continued from Page 1)

to begin carrying air-conditioning spots and programs when warmer weather sets in. In most cases a phone number is given for the free trial, as in television.

Schoenfeld Electric Company, starting on May 18, signed for 18 ten-minute program periods each week over WMCA. Frigidaire units are being plugged.

On WINS, Frost Stores signed for 12 quarter-hours weekly, beginning May 8. Six of the segments are being used for York Air units and six for Mitchell air-conditioning units.

T. A. O'Laughlin, Philco distributor in New Jersey has bought 30 spots daily over WVNJ, but not on a home demonstration basis. York Air Conditioning is also on WVNJ, buying four quarter-hours daily or 24 a week. The latter is not on a home demonstration basis either.

On WQXR in New York, programs for Philco and Mitchell units are being run.

Wedding Bells

Hartford, Conn.—John Campion, transmitter engineer at WDRC, was married Saturday, May 13, to Jean Chesley of Wethersfield.

for profitable selling **INVESTIGATE**

WDEL

WILMINGTON
DELAWARE

WGAL

LANCASTER
PENNSYLVANIA

WKBO

HARRISBURG
PENNSYLVANIA

WRWA

READING
PENNSYLVANIA

WORK

YORK
PENNSYLVANIA

WEST

EASTON
PENNSYLVANIA

and

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



Radio-TV To Salute Armed Forces Day

(Continued from Page 1)

Bradley, chairman of the joint chiefs of staff, will get things underway tonight over CBS from 10:30 to 11 p.m., EDT, speaking on "Armed Forces Day." Tomorrow, Secretary of the Navy Frances Matthews will open on the Navy hour over ABC at 1 p.m.

MBS will follow with an hour-long broadcast from 1:30 to 2:30 p.m. Secretary Johnson, General Bradley, Lt. Gen. Thomas Handy and other military leaders will speak. The combined Army, Navy, Marine and Air Corps Bands will provide music while the latest defense weapons will be demonstrated from Bolling Field in Washington. WOR will carry the same program from 3:30 to 4:30 p.m.

Also tomorrow afternoon will be a special program over NBC at 2:30 featuring the Floyd Bennett Naval Air Reserve Band. Later on NBC Hit Parade, at 9 p.m. a choral group will present special music marking the occasion.

A broadcast on the Alaskan Command will be aired over ABC from 8 to 8:30 p.m. Lt. Gen. Nathan Twinning, commander in the Alaskan Theater and Ernest Gruening, governor of the territory of Alaska, will be heard.

Secretary Johnson at 10 P. M.

Secretary Johnson will be heard over the networks in the day's wind-up program from 10:00 to 10:30 p.m. over ABC. In the New York area, WNYC will also carry. The speech will be broadcast from the Waldorf-Astoria where a special dinner will be held.

The Armed Forces Day parade down Fifth Avenue tomorrow afternoon is scheduled television-wise on CBS, with Doug Edwards furnishing the commentary and interviews with prominent persons in the reviewing stand, 2:00-4:55 p.m. On radio, the parade will be covered by New York City's WNYC, 3-4 p.m.

"Armed Forces Day 1950," a quarter-hour transcription narrated by CBS newscaster Lowell Thomas which highlighted messages from military leaders, was released by the army to over 1600 stations across the country—being broadcast in New York by WMGM yesterday from 1:30-1:45 p.m.

Other programs on independent stations in New York in observance of Defense Week include: a round-table discussion titled "The Negro and the Army" on WLIB, 10:30-11:00 a.m., tomorrow; an address by Captain Barch of the Reserve Officers Association on WWRL, 10:00 p.m., today; and interviews on WHLI with officers of the Mitchell Air Force Base and the Naval Reserve Training Center at Freeport, Long Island. Large numbers of courtesy announcements to stimulate public interest in Defense Week were broadcast throughout the entire week by all stations.

Progress Of Sports Reviewed By Lomax

(Continued from Page 5)

formed the other two clubs that the agreement was ended—and WOR had another first. Larry brought in a young Floridian who had been tremendously popular in Cincinnati—Red Barber. And Red picked up even greater fame as the air reporter of the Dodgers.

The broadcast of intercollegiate football had been a game to game affair until the Atlantic Refining Company mapped out a coverage of the Atlantic seaboard. Even then—the more conservative schools National League and the World Series all came to listeners of WOR. Before the days of exclusive world series—and before Mutual Broadcasting System came into being—WOR handled opening games and world series broadcasts.

Early Agreement Reached

Almost from the day sports were broadcast—the three major league baseball clubs in New York entered into an oral agreement not to permit microphones except opening day and world series. That agreement was never challenged until a fiery red-head from Cincinnati came into Flatbush to rehabilitate the threadbare Brooklyn Dodgers.

His name was Larry McPhail—and Larry had learned in Cincinnati that radio was a tremendous factor in popularizing his club—and the game itself. Larry wanted radio for the Dodgers—and he knew what type of coverage was necessary. looked with a suspicious eye on accepting money for broadcast rights. They didn't mind giving away the broadcasts—but they feared public criticism of commercial sales.

The news that Yale had sold its broadcast rights—and that WOR would be the station to air the exploits of Larry Kelly, Clint Frank and the other Bulldogs in Blue was first page news from Coast to Coast. Yale authorities closely examined all commercial copy—and made certain the broadcasts were conducted in a dignified manner. The man who handled the color and general arrangements of the broadcasts is today Yale's graduate manager—Bob Hall.

There were other firsts too—in track and field, in tennis and even the rodeo.

And the days of firsts are not ended. WOR-TV—although the youngest of the Metropolitan video stations—has already started piling up its share.

Radio-TV Gets Credit For Religious Aid

(Continued from Page 1)

promotion the larger part of this united relief appeal of the Protestant and Eastern Orthodox churches was centered in the network broadcasts, the transcriptions and several TV programs," Dr. Stuber said.

"It can be said that the appeal was a great success thanks to the help of radio and TV," he added.

Manufacturers Praise Expose Of TV Service

(Continued from Page 1)

worth Corporation, Fort Wayne, wrote:

"From a cross section of national mail which I had occasion to see, the situation is not alone confined to the New York area, although it does appear to be worse there than some other very active television centers. As we see it, this situation can only be corrected by our distributors insisting that their dealers check TV depots more carefully before permitting them to handle their television installation and maintenance work."

The attitude of the Stromberg-Carlson Company on the subject of service abuses is revealed in a statement from S. R. Curtis, vice-president and general manager of the radio-television division. Mr. Curtis wrote:

"The article in your publication of May 10 on television service abuses is very disturbing to anyone interested in the industry. For a long time we have been aware of the fact that some service companies have been rendering poor services and milking the public. On an overall basis the only cure, I suppose, for this is education, brought about in part by articles such as you published, and by constant driving on the part of manufacturers to be sure that any service companies they do business with are honest and competent operators. In our case we have done our best to select this type of service contractor, and have followed their results very closely. Our record of complaints to the Home Office would seem to indicate that we have been reasonably successful in this."

Statement by Yeranko

Declaring that the RADIO DAILY expose "emphasized the importance for manufacturers and dealers to exercise extreme care in the selection of such organizations," R. J. Yeranko, general service manager of the radio division of Magnavox Company, wrote that his company selects the best available service organization in each area.

Town Meet Documentary Will Highlight 15 Years

(Continued from Page 1)

has culled the anniversary broadcast from over 600 programs to air the now aging recordings of statesmen, scientists, and world leaders.

Included on the broadcast will be the voices of Wendell Willkie, Jan Masaryk, Harold Ickes, Robert H. Jackson, William C. Bullitt, Secretary of State Dean Acheson, and numerous others. George V. Denny, Jr., president of Town Hall Inc. and moderator of the show, will narrate a running story covering the economic slump, the birth of sit-down strikes, the rise of Fascism, WPA jokes, Pearl Harbor, and the atom bomb. ABC's script-writer Michael Sklar is responsible for the editing and cutting.

Goshorn Stresses TV's Cultural Power

(Continued from Page 1)

bring. "We know that it will help rather than hinder education . . . books, magazines, newspapers, theater, concerts. . . . It will improve our government by educating the electorate. . . . It will intensify the interest in sports. . . . It will solidify the home. . . . It will make money for everybody who is not losing it."

The present failure of TV to live up to expectation is to be expected, Goshorn said. "Television came to being at a time that could hardly be described as the golden age of radio." The older medium, he said, "had dug up worn-out comedies and burlesque veterans to sink to new low levels of taste. They invented the 100 per cent commercial program, which gives away everything but entertainment."

"It was inevitable that the dog Dick who had mumbled through radio should stumble through television, and that the dreary ghosts and ghosts who moaned and groaned on the loudspeaker should slide and stink on the screen."

Many of these programs will still on, Goshorn said. But he predicted: "There is not much that can be criticized about television today that the improving economic picture can't help."

The high cost of TV shows is considered by the former AAEP president and he said: "We don't know yet that it pays."

"Big stars of radio" who "priced themselves out of television" were criticized by Goshorn. Also, reviewers who don't take production problems into consideration were taken to task. "It is easier to write convincing invective than persuasive adulation," he stated.

Prior to the talk, new officers for the coming year were introduced by retiring president John Karol. CBS. The newly chosen head, R. Bert Saudek, spoke briefly.

Out-of-town visitors attending were: Millicent O'Toole of Australian Broadcasting Corporation; A. F. Martin of WKPT, Kipport, Tenn.; William Malo of WDRG, Hartford, Conn.; F. E. Eby of WKRK, Mobile, Ala.; George W. Harvey of WGN-TV, Chicago; H. M. Cleaves, Edwin Ebel and Howard Gorman of General Forces; Allen Charles of ABC, San Francisco and Charles Bell, WABY, Albany.

FCC Refuses Yankee Wishes OK On Channel Switch

(Continued from Page 3)

enced by many Boston set-owners. Granting the request would have been contrary to the freeze policy it said, and might point toward judgment of Yankee's request for reallocation of channels in Boston to dispense with Channel 7.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 51, NO. 36

NEW YORK, MONDAY, MAY 22, 1950

TEN CENTS

MILLER HOPES CBS WILL RE-ENTER NAB

Coy Submits Word-Picture Of TV 'Simplicity'

Vaxes Scientific After Predicting Freeze-End

Portland, Ore.—FCC Chairman Wayne Coy promised the Portland City Club Friday that the Commission will lift its freeze on new TV construction "at the earliest practical date." He said he does not see how that can be much before the end of this year, however, as he outlined to the

(Continued on Page 6)

Practical Color TV Seen 3-5 Yrs. Away

Syracuse, N. Y.—Three to five years will elapse before television receivers will show colored pictures. And when they do, the system of production will be a compromise of all three proposed plans for color.

This was the opinion of a panel of experts who discussed the feasibility of color television last week on telecast from Syracuse University's TV studio, the first owned

(Continued on Page 7)

Toscanini Signed To New 5-Year Contract

A new five-year exclusive contract has been signed by 83-year-old conductor Arturo Toscanini with RCA Victor, according to an announcement by Paul A. Barkaeier, v-p and general manager of

(Continued on Page 2)

Public Service

Cincinnati—WKRC and WKRC-TV and WCTS collected more than 250 tons of clothing for the needy during an all night simulcast last week which was sponsored by the Junior Chamber of Commerce. The need for clothing was especially acute when the local welfare budget was cut 25 per cent January 1. Hulbert Taft, Jr., offered the use of the station.

BBB PLANS TV SALES CODE

...Will Investigate Consumer Complaints

By FRANK BURKE
Editor, RADIO DAILY

ACTIVE INTEREST on the part of major TV manufacturers and distributors in the Greater New York area coupled with the support of the Better Business Bureau will result in cleaning up the unscrupulous TV servicemen and companies who misrepresent in their TV receiver advertising.

Credit for the forthcoming reforms go to Robert Jackson, president of the Better Business Bureau of New York, and the co-operation he has received from key men in the television industry.

The BBB plan for betterment of the TV receiver sales and service picture will assume the form of a Code for advertising TV receivers and will also cover TV service. This Code, already accepted by most of the major manufacturers and distributors, will go into effect in the next few weeks.

Publication of the Code alone is not regarded as the solution of the unsavory practices. The Better Business Bureau will be staffed to implement its enforcement and to investigate complaints of irregularities in sales and service.

It is the consensus of the Better Business Bureau executives and the manufacturers that the television industry has a public relations job to do on the consumer level. The TV educational campaign will include advising TV receiver purchasers of the guarantees of the manufacturer and what they may expect in the way of performance of their receivers. It will also alert the purchaser to past unscrupulous practices in the

(Continued on Page 5)

FCC May Crack Down On All Transit Radio Importance Of Spots Stressed By Speaker

Washington Bureau of RADIO DAILY
Washington—Although a member of the Commission said it should not be applied to other streetcar radio operations than that in Flint, Mich., possibility of a nationwide crack-down by the FCC on streetcar and bus radio operations was seen here following the Commission's stiff letter to WAJL-FM, insisting that

(Continued on Page 4)

Chicago—The importance of spot radio to a major motion picture advertiser was emphasized by Si Seadler, advertising manager of MGM at a "Say It With Pictures" meeting Saturday at the Ambassador East Hotel in Chicago.

During his talk Seadler revealed that MGM was using approximately 383 broadcasts each week from 97

(Continued on Page 2)

NAB 'Business Trends' Unit Includes 19 Top Industrialists

Washington Bureau of RADIO DAILY
Washington—NAB President Justin Miller on Friday announced the formation of the NAB Business Trends Committee, as called for by the February board meeting. A July 11 meeting in New York was announced, with "the best minds in American industry" meeting to chart "the status of the American economy and to supply NAB mem-

bers with basic information concerning the business and economic trends within our free enterprise system," Miller said. The 19 business leaders who have agreed to participate in the work of the committee include:

William A. Berridgo, economist, Metropolitan Life Insurance Co.; Lloyd Brace, president, First Na-

(Continued on Page 2)

Cites Contribution Made By Ass'n To Industry

Hope that CBS will reenter NAB was voiced in Washington Friday by NAB president Justin Miller, in a statement in which he said NAB must now begin to rely more heavily than before upon other network members. NAB regrets the CBS resignation, he said—recalling that "my posi-

(Continued on Page 6)

Name Weil President Of Quality Network

Ralph N. Weil, general manager of WOV, New York, was elected president, and Claude Barrere, executive director, of the newly formed Foreign Language Quality Network at the first meeting of the organization's board held last week in New York.

Patrick J. Stanton of WJMJ, Philadelphia, was elected chairman of

(Continued on Page 4)

5 Per Cent Radio-TV Tax Proposed For New Jersey

Trenton, N. J.—Approval of a five per cent tax on money collected for television, movie and radio rights to boxing and wrestling exhibitions was voted Thursday by the New

(Continued on Page 2)

Knocked Out

Philadelphia—Service on WFIL-FM was suspended for two hours Thursday night when lightning struck a power line between the transmitter and studios of the TV-FM stations. TV viewers and FM fans affected by the emergency shutdown were advised of the suspension of service over WFIL, AM station operated by the same company.



Established Feb. 9, 1937

Vol. 51, No. 36 Mon., May 22, 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. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Postage free) United States (other than California) \$10.00 one year; California, \$15.00. Foreign, \$15.00. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

WEST COAST OFFICES Ethel Rosen, Office Manager 6425 Hollywood Blvd. Phone: Gladstone 8436 WASHINGTON BUREAU Andrew H. Older, Chief 6417 Dahlonoga Rd. Phone: Wisconsin 3271 CHICAGO BUREAU Herbert M. Kraus Suite 1325, 188 Randolph Tower Phone: Dearborn 2-1414 SOUTHWEST BUREAU Paul Girard, Manager Suite 314, Thomas Bldg. Dallas, Texas Phone: Riverside 5491 ROME BUREAU John Percicari Ludovisi 16

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

FINANCIAL

(May 19)

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, Philco pfd., RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio.

NEW YORK CURB EXCHANGE

Nat. Union Radio... 4 5/8 4 1/2 4 5/8 + 1/8

OVER THE COUNTER

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

Mrs. Walter E. Benoit

Mrs. Annette Martell Benoit, 52, wife of Walter E. Benoit, vice-president of Westinghouse Radio Station, Inc., died last Thursday evening (May 18) in the Abington Memorial Hospital in Philadelphia, after a brief illness. A native of Rhode Island, Mrs. Benoit lived for many years in Chicopee Falls, Mass. In addition to her husband, she is survived by one son, Walter E., a junior in the University of Delaware.

Services will be held today at the L. H. Caron & Sons Funeral Home in Chicopee Falls and at 9 p.m. in St. George's Roman Catholic Church in Chicopee Falls.

NAB 'Business Trends' Unit Includes 19 Top Industrialists

(Continued from Page 1)

tional Bank of Boston; Harry A. Bullis, chairman, General Mills, Inc.; Gilbert W. Chapman, president, Yale and Towne Manufacturing Co.; Paul F. Clark, president, John Hancock Mutual Life Insurance Co.; S. Bayard Colgate, chairman, Colgate-Palmolive-Peet Co.; Raymond W. Fogler, president, W. T. Grant Co.; Marion B. Folsom, treasurer, Eastman Kodak Co.; Thomas Holden, president, F. W. Dodge Co.; Dexter Keezer, economist, McGraw-Hill Publishing Co.; Keith McHugh, president, New York Bell Telephone Co.; R. W. Moore, Sr., president, Canada Dry Ginger Ale, Inc.; William M. Rand, president, Monsanto Chemical Co.; Murray Shields, vice-president and economist, Bank of Manhattan; John Sinclair, president, National Brass Co.; Robert C. Tait, president, Stromberg-Carlson Co.; Allen H. Temple, vice-president and economist, National City Bank of New York, and J. Cameron Thomson, president, Northwest Bancorporation.

Additional members may yet be named, Miller said.

Judge Miller and Richard Doherty, NAB employer-employee relations director, revealed they have discussed the purposes of the com-

mittee with many business and industrial leaders during the last three months and have encountered enthusiastic support for the association's idea.

Deliberations of the committee will be reported to NAB's members in an economic letter to be prepared by Doherty following each session and through regular reports to membership edited by the NAB public affairs chief, Robert Richards.

Commenting on the formation of the group, Judge Miller said:

"The men whose genius is responsible to great degree for the stability of America's economy have recognized unanimously the values of such activity as that represented in the NAB Business Trends Committee. Their willingness to discuss with network and station broadcasters problems of mutual interest speaks for the importance they attach to such discussion. I am confident that through this continuing association, business and industrial leaders not only will contribute much to their mutual business pursuits but will develop ideas and information that will serve immeasurably the cause of a free economy to the benefit of our nation's welfare."

Toscanini Signed To New 5-Year Contract

(Continued from Page 1)

RCA Victor Record Dept. A further specification of the contract calls for Maestro Toscanini to conduct the NBC Symphony.

Toscanini, who has been recording exclusively for RCA Victor since 1920, is now in the fifth week of a six-week tour with the NBC Symphony, ending in Philadelphia on May 27. After the conclusion of the tour, Toscanini will spend a few days in New York then sail for an extended vacation in Italy. Officials of RCA and NBC who are making the tour with him comment that the heavy tour has not taxed the Maestro as much as was originally feared, rather, he has complained of not having enough work to do.

Importance Of Spots Stressed By Speaker

(Continued from Page 1)

stations in 47 key cities. He said the radio spots are adjacent to top programs on the air and therefore have a vast listenership.

Wedding Bells

Greenwich, Conn.—Lowell Thomas, Jr., son of the Columbia news commentator, was married here Saturday to Mary T. Pryor, of this town. The ceremony was held in St. James Church. Thomas, Sr., was best man for his son.

5 Per Cent Radio-TV Tax Proposed For New Jersey

(Continued from Page 1)

Jersey Assembly. The bill now goes to Governor Alfred E. Driscoll.

In its original form the measure called for a 10 per cent tax which would have been paid by the promoters. The Senate, however, amended the bill cutting the levy in half and the House approved the change.

Stork News

A five-pound, nine-oz. son born to the Walt Framers, Tuesday, May 16 at Leroy Sanitarium, New York. Frammer is producer-director of CBS' "Strikes It Rich" program.

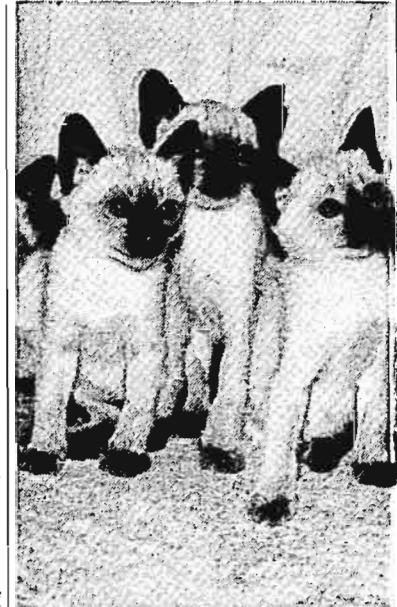
Send Birthday Greetings To—

May 22 James Farrell H. Ward Wilson

May 23 Luise Barclay Helen O'Connell Hal R. Makelim Frank McHugh Artie Shaw Betty Garrett Jack Eigen Lindsay MacHarrie

May 24 Rachel Carlay Dwight Latham Wilbur Harry Tony Barrett Robert Montgomery

May 25 Helen Munroe William Miller



Attention-Getters

These cute Siamese kittens got plenty of attention recently when they made their first appearance in a cat show. We show them here to get your attention, so we can make a point about the attention advertisers get over Radio Station W-I-T-H in Baltimore.

They get plenty, too—at real bargain rates! You see, W-I-T-H produces more listeners-per-dollar than any other station in town. This means that you can accomplish BIG things in this rich market with very LITTLE money.

If W-I-T-H isn't already on your list, and if you're looking for low-cost results, call in your Headley Reed man today and get the whole W-I-T-H story.

Advertisement for W-I-T-H Baltimore 3, Maryland, featuring a stylized face logo and contact information for Tom Tinsley.

with great pride



ACKNOWLEDGES RECEIPT OF THE

*George Foster Peabody Award
for 1949*

"For outstanding public service by a regional station . . . in at least four series of programs."

Protect Your Child *"An intelligent approach to sex crimes."*

The Best Weapon *"Dealt wisely, but not alarmingly, with the polio epidemic."*

Meet Your Congress . . . *"Brought . . . an understanding of problems and issues of joint interest"*

World Forum *"Carried listeners beyond national horizons."*

WWJ was also the proud recipient of the coveted
Alfred I. du Pont Award for 1949

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY
Associate Television Station WWJ-TV



Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS FM—CHANNEL 246—97.1 MEGACYCLES

FCC May Crack Down On All Transit Radio

(Continued from Page 1)

the transit arrangement of that station appears to be illegal. A three-man board including Commissioners Walker, Jones and Sterling held that despite licensee protests to the contrary, an unlawful delegation of licensee authority appears to have taken place.

Referring to previous correspondence on the point, the Commissioners related that WAJL-FM has denied any unlawful delegation of responsibility but without supporting its denial beyond the mere statement that "I think I can assure that I exercise more watchfulness and control over the programming of the station now than I ever did. I have a receiver here at my desk and I check on them several times per day. I receive program logs which I go over very carefully."

Involved in this instance is a lease arrangement with the Flint Transcast Company, which in turn has a lease with the Flint Trolley Coach Company to supply FM broadcasts from WAJL-FM. On unlawful transfer of control is involved, the Commissioners felt, but Commissioner George E. Sterling explained that this was apparently not the usual arrangement for transit radio operation.

The Flint arrangement, the Commission held, transfers without Commission consent, rights and duties which are by law properly exclusive to a radio licensee. The station was advised to file an explanation by June 19. Unless "a properly verified statement" is submitted by then, a revocation order will go forth, but the Commission does not commit itself to withhold a revocation order even if the statement is received.

Kaye Cuts Polio Disk

Sammy Kaye last week recorded a special 15-minute musical program for the National Foundation for Infantile Paralysis which will be released to stations all over the country in June, for airing July and August.

On this program, the Foundation offers precautionary measures to avoid contact with polio during the summer months.

FOR COMMERCIAL FILMS
THAT SELL

ARCHER PRODUCTIONS, INC.

WINNER OF
ART DIRECTORS CLUB
"AWARD FOR DISTINCTIVE MERIT"

35 West 53rd Street, New York 19
JUdson 6-2690



By SID WHITE

Man About Manhattan. . . !

● ● ● WEEK-END CUFF NOTES: The FCC will permit construction of additional TV stations right after Jan. 1st, 1951. . . . Bob Hope expects to gross a million bux this year from his oil wells. . . . Oh, Mr. Kinsey! A survey taken among the femme students at a local college disclosed that television has replaced sex there as the chief topic of conversation. . . . Hildegard, while in London, will make several kinescopes. Wants to see how she does before she plunges into teevee here. . . . Army Air Forces planning to spend \$100,000 on radio spots for recruiting. . . . Aside to Lowell Thomas: P&G readying a video stint for you next fall? . . . ABC and Don Ameche huddling about a new daytime series. . . . Jeanette MacDonald and Gene Raymond are plotting a switch on those ayem hubby-wife radio sessions. They're planning to do one at dinner time. Could be that's why Gene was secretly in Manhattan a while back. . . . A gasoline sponsor is interested in presenting Evelyn Knight in her own simulcast series. . . . Larry Douglas takes over the singing lead in "Where's Charley" on the 29th and starts a sustaining radio series in July. . . . Dennis James sez if the necklines on TV plunge any lower, we'll soon have a new program called "The Hip Parade." . . . Tom Gallery of DuMont TV web phones to dispute the high rating report of WOR-TV for baseball and declared that the Yankee games on October 1 last year on WABD got a 34.1 rating and the following day a double header with Boston rated 62.2.

★ ★ ★ ★

● ● ● Lou Dahlman, fabulous purveyor of props for TV, received a call the other ayem from Norman Frank, Y&R exec., who wanted a couple of cocker spaniels for one of his shows. "That's a cinch," said Lou. "We'll get 'em over right away." "Oh, yeah?" was the snapper, "well, one of them has to speak Spanish."

★ ★ ★ ★

● ● ● In his N. Y. Post col'm the other day, Jimmy Cannon item'd the following: "Jackie Susan, a lady disc jockey who is as brassy as a Sousa march, is worth listening to after midnight." All of which merely served to remind us that we had several times made a mental note to chronicle just about the same sentiments. Jackie, who slices out a neat half-hour out of Eddie Weiner's sessions from the Hickory House every nite, delights in nothing more than cutting down inflated egos to proper size. Possessing plenty of 'guts,' (admittedly her favorite word), she wades in where sponsors fear to tread, flailing both fists and making but one reservation—that she really believes in what she's saying. In sum, she's a pleasant relief from a lotta disc jocks who merely get 'names' up before their microphone to start the old now-I'll-scratch-your-back routine. Proof that we're not entirely wrong in our slant about Jackie is the fact that she's already had three offers to set up her own midnite chatter session. She can sign us on as a regular listener right now.

★ ★ ★ ★

● ● ● IN ONE EAR: Donald Buka, who just finished "Prowl Car" for Columbia, flies in from H'wood today for a round of radio and teevee appearances before inaugurating the strawhat season at the Bucks County Playhouse. . . . In a little over a week's time, the Ted Ashley office has tied up three deals. They sold "Candid Mike" to Philip Morris starting June 6th—"Mr. I. Magination" to Nestle's starting in Sept.—and "Stars & Starters," a Barry-Enright show to NBC. . . . Roberts & Carr Prod. have taken on radio and TV rights to Dexter Park in B'klyn. First event will feature Kid Gavilan in a June 8th bout.

Name Weil President Of Quality Network

(Continued from Page 1)

FLQN while the following persons from each of the charter member stations were elected vice-presidents: Roy E. Ferree of WHOD, Pittsburgh; Lee C. Mikesell of KSAN, San Francisco; Ralph J. Robinson of WACE, Springfield, Mass.; Sam R. Sague of WSRS, Cleveland; E. Douglass Hibbs of WTEL, Philadelphia, and Aldo De Dominicis of WNHC, New Haven. Hibbs was also named secretary and De Dominicis, treasurer.

Barrere reports that eleven other stations have confirmed their intention to take part in FLQN as stockholders, joining the eight above. FLQN will offer outlets in Polish and Italian in 18 markets. Included are: Boston and Springfield, Mass., Providence and Westerly, R. I., Hartford-New Britain, New Haven, New York, Buffalo, Philadelphia, Scranton-Wilkes-Barre, Pittsburgh, Baltimore, Cleveland, St. Louis, Chicago, Milwaukee, Los Angeles and San Francisco. Call letters of the others will be announced later.

FLQN has been in operation for several months on a limited scale. It will serve as a sales and promotional organization.

Discuss Educational FM

Low-power FM educational stations will be the subject of this year's conference on Radio in Education at Indiana University, Bloomington, which has been scheduled for August 3 and 4. In view of the rapid growth of 10-watt FM stations at colleges and universities, Indiana's radio dept., has called consultants from gov't organizations, radio stations and schools, and public service groups to speak during the meeting. On display at the confab will be low-power transmission equipment and all types of recorders, phonographs, and educational transcriptions.

FOR SALE

Crated New Studio Equipment

4—MI 4027 D Microphones
2—MI 4048 D Microphones RCA 88A
2—MI 11801 Turn Tables
1— 48-507 Model 46 Auto Dryaire Device
1—RCA 86 A1 Limiting Amplifier with Tubes
6—MI 4092 C Stands
1—WE 25 B Complete Console
1— Ground Screen
1— Tube Checker—7 Test Meter
1—G.R. Oscillator
1—G.R. Distortion Meter

Will consider reasonable offer for all or part. Write

A. C. KATIMS
1627 K Street, N.W.
Washington 6, D. C.
or phone Republic 4916

AGENCIES

FRANCIS M. WATERS, JR. has been named assistant to the president of the Association of National Advertisers, Inc. Paul B. Whit, president has announced. He was formerly assistant director of market research and public relations for Cluett, Peabody & Company, Inc.

EDNEY RUBIN, radio and television director of the Frederick-Dutton Company, Inc., has been named a vice-president of the agency.

TAN SCHLOEDER has joined Bearauff & Ryan, Inc. as a time buyer. He was formerly with Benton & Bowles.

WALTER JONES as been named chief of Blaine-Thompson Company, Inc. He was formerly with Kenyon & Eckhardt, Inc. and Cone, Cone & Belding.

A. A. WILLIAMSON has joined Diver & Crowe, Inc. as vice-president. He was formerly a vice-president of McGraw-Hill Publishing Company.

WATERSTON & FRIED, INC., a radio agency, has been formed at 1415 Fifth Avenue. Harry C. Waterston was formerly head of the Waterston Company. Alexander J. Fried was formerly account executive with Weiss & Geller and Casper Picker, Inc.

LEX ART ADVERTISING COMPANY has changed its name to Regis Ovesey, Inc. and has moved to 131 East 38th Street.

HOWARD P. LANE has been appointed director of advertising for Berus Watch Company. He formerly held a similar position with Reson Art Metal Works, Inc.

LEANOR DEAN has joined Robert W. Orr & Associates as a copywriter-stylist. She was formerly with Federal Advertising, McCann-Erickson, Bonwit Teller and Franklin Simon.

GEORGE H. FITCH has been named advertising manager of The Droe & Reynolds Company, Inc. He was formerly manager of the company's store system.

California Commentary

Les Mitchel, producer-director of CBS' "Skippy Hollywood Theater," has been named assistant producer of the Lippert Productions feature "The Return of Jesse James." . . . George Stevens, Paramount director, and film actress Barbara Britton will occupy seats of honor at the judges' stand on "Lights, Camera, Action" over KNBH today. . . .

Hollywood

Appointment of William K. McDaniel as KECA-TV sales manager after serving as acting sales manager since last December, was announced by Bob Laws, ABC Western Division sales manager. . . . Because of Daylight Savings Time and longer summer days, the Lewis Food Company is shifting "The Ruggles" TV show over KECA-TV from Sunday, 6p.m., to Thursday, 7p.m., effective May 25. The telecasts star Charles Ruggles, supported by Erin O'Brien-Moore and Margaret Kerry. Also moved up a week is "Stop The Music," which was to premiere on KECA-TV May 18 and will go May 25. A damaged video recording is reason for postponement. . . . Bob Matthews has been named supervisor of TV facilities for CBS. Hollywood-produced television programs. . . . Conrad Nagel, Margaret Phillips and Charles Korvin are the principals in the Charles S. Monroe adaptation of Elizabeth Taylor's "A Wreath of Roses" on KTTV's "Studio One" next Monday. . . . Uta Hagen and E. G. Marshall in "Macbeth" will be the third anniversary program of the Kraft Television Theater which will be seen over KNBH next Wednesday. . . . Riverview Laundries will sponsor six weekly participations in the KNX "Housewives Protective League-Sunrise Salute" programs with Knox Manning beginning June 12. . . . Starting this week, Al Jarvis' time on KLCA-TV took another jump in price, the fourth price raise in six months. Show now has 60 sponsors. . . . Rex Bell, star of KECA-TV's "Cowboys 'N Injuns," commutes each week from his ranch near Las Vegas to ABC Television Center in Hollywood to appear in person on the 90-minute show which features his films.



A postponed start to May 28 is announced by the program department of KECA-TV for the major feature motion pictures to be sponsored by General Electric dealers for 16 weeks. Original start was May 21. . . . Joan Roberts, who starred in "Oklahoma," and Peter Donald, comedian and dialectician, will be guest panelists on KTTV's "Celebrity Time," May 26. . . . Women's softball fans had a treat the past week-end when the game between the Phoenix Gems and the Beverly Hills Maids at Atkins Park, Burbank, was televised over KNBH. . . . The 47th Western Open Golf Tournament was given daily exclusive television coverage of the four-day championship over KECA-TV, Thursday through Sunday, from 1:00 to 5:00 p.m. with Hal Shideler handling the shot-by-shot descriptions. . . . Comedian Cliff Norton demonstrated the intricacies of training performers for stellar roles in a flea circus when "Garroway at Large" made its initial bow May 19 over KNBH.



Joseph W. Conn has been appointed as Chief Engineer of KTTV, Los Angeles Times-CBS television station according to announcement made by station manager Harrison M. Dunham. In addition, Mr. Conn will continue in his present program duties, as executive producer, in charge of all directorial and production procedures. . . . The Fifth Avenue windows of B. Altman & Co. will be brought to life with actual models and singing canaries, when Ika Chase presents a fast-moving fashion showing of housecoats and negligees on KTTV's "Glamous-Go-Round," May 23. Robert Forest will explain some of the tricks of the trade and tell the story of the store's traditional use of highly vocal caged canaries to greet springtime shoppers. . . . Trumpet virtuoso Rafael Mendez makes a return appearance as Lucille Norman's guest on the Columbia Pacific Network's "Hollywood Music Hall" May 24.



THE WEEK IN RADIO

... Radio-TV Highlights

By BOB GREBE

FOR the most part, an optimistic outlook for the broadcasting industry as a whole seemed a sure thing last week. Among the favorable signs were: an ABC quarterly report showing a net profit of \$93,000; FCC approval of eight new AM stations; a statement from DuMont for the first quarter revealing a net profit increase of 33 per cent; and a comment by A. C. Nielsen that radio's listening decline has been exaggerated.

One unfavorable item—at least from NAB's viewpoint—was the resignation of CBS from association. At week's end, ABC was reported ready to withdraw.

The expose of abuses by TV servicemen brought new headlines during the week. A New York City Council committee held hearings on a bill to curb the practices while the RMA considered action to be taken next month at their service committee's meeting.

Washington datelines included: a rejection by the Senate of President Truman's reorganization plan for the FCC; renewal of Don Lee licenses by the FCC with a warning on coercive practices; a decision by the FCC prohibiting additional charges by Western Union for baseball play-by-plays when they are aired over networks; a request to the Supreme Court made by A. J. Felman of Joliet, Ill., asking for a reversal of the FCC decision to disallow transfer of WJOL; realignment of FCC engineering chiefs; grant of a new start in the Richards' hearing, following the death of the examiner; FCC approval of the sale of WSAJ in Allentown, and the Commission said it would rule on color then take up UHF-VHF.

Names in the news were: Clarence Goshorn, president of Benton and Bowles who said that TV had a long pull ahead of it because of high production costs; Bob Hope, whose latest request for a release from his contract with Lever Brothers apparently was turned down; Commissioner Frieda Hennock, who told a group of educators that they could not expect too much help from TV stations for some time to come; B. Walter Huffington, named NAB field membership secretary.

Elsewhere: WMGM dismissed eight of nine announcers in a dispute with AFRA; air conditioner distributors began a heavy campaign over New York stations; WOR-TV and WJZ-TV expanded program schedules; DuMont announced it had a color direct view tube; Chesterfield cut back its spot campaign; TV was reported as having no effect on sports by a Philadelphia student; Chrysler continued to buy up radio and TV time, and A. B. Dunton, CBC chairman, called for government video.

Plan TV Sales Code

(Continued from Page 1)

retail trade and the need of being vigilant in dealing with service policy companies. RADIO DAILY commends the Better Business Bureau for its active interest in the clean-up campaign. We salute, too, the industry-minded manufacturers and distributors who have fallen in line with the BBB thinking and will support the clean-up crusade.

Miller Hopes CBS Will Return To NAB

(Continued from Page 1)

tion is and always has been, that the networks belong in NAB. I accepted, reluctantly, two or three years ago, their decision to change their status to associate membership and to give up their representation on NAB's board. We need the experience and advice of the network executives, especially where difficult questions of policy are involved. We need these even more than we need the money which they contribute in dues.

"Under the circumstances, of course, we must lean more heavily upon those networks remaining in membership for informed guidance in the conduct of our affairs. This might seem doubly unfair to those who have chosen to remain in NAB, but I am sure it is an obligation they have considered carefully and chosen to meet because of their basic belief in all-industry cooperation on many important national fronts.

Calls Withdrawal "Unfortunate"

"Withdrawal from the association now, on the part of any member, is particularly unfortunate. So numerous are the problems of the industry presently that there has been no time in radio's dynamic 30-year history when there was greater need for association of men and association of ideas. The implications of these problems extend not only to the welfare of our own industry but, beyond that, to the vital interests of the listening and viewing public.

"I am not unmindful that the networks, considered separately, may differ in character from licensee stations—and perhaps in their relation to government; nevertheless the interest of all are inextricably mingled. Successful unified action in any field is built upon mutual interests, not upon individual differences. Certainly it is understandable in times such as these that some may falter under the burden of these conflicts, finding it necessary temporarily to set aside considerations of broad industry interests—considerations which may seem uneconomical at the moment, but which bear so heavily upon the healthy growth of radio and television.

"Is Memory So Short?"

"Is memory so short concerning the milestones of association progress which have redounded to the lasting benefit of the networks, as well as to individual broadcasting stations? The founding and growth of Broadcast Music, Inc. Industry measurements of audience attitudes toward radio. Our successful negotiations in the field of labor. The development of uniform audience measurement. Our eminently successful efforts in forestalling legislation which would shackle the industry. The so-soon-forgotten shelving of the 'Blue Book' and similar projects, publicly and privately in-

COAST-TO-COAST

Wayne King On KDKA

Pittsburgh, Pa.—Another musical feature, the Wayne King Show, will be added to KDKA's Monday night schedule beginning May 29th. The program will be heard regularly in the 7:30 p.m. time spot. Featured vocalists for the show will be Nancy Evans and Larry Douglas.

Airing Public Service Show

Crewe, Va.—In co-operation with the Commonwealth of the State Department of Mental Hygiene and Hospitals and the local Junior Chamber of Commerce, WSVS and WSVS-FM have inaugurated a new series of transcribed radio plays about family life. The 10-week series, narrated by Eddie Albert, screen, stage and radio actor, is entitled "Hi Neighbor." It is designed to show parents how the intelligent use of community resources can help solve simple personality problems. The program is heard over both WSVS and its FM affiliate on Fridays at 6:45 p.m.

Dorr Guest On WSTC

Stamford, Conn.—Dr. John Van Nostrand Dorr, founder of the Dorr Company, appeared as guest on the weekly WSTC and WSTC-FM program, "Headlines in Chemistry," last Thursday, May 18th at 8 p.m. Dr. Dorr, who began his career as a laboratory assistant to Thomas A. Edison, achieved world-wide recognition in the first decade of the 20th century when he invented machinery which revolutionized the mining and milling of gold ore.

spired. These are but a few—and they presage similar problems which will arise as television and radio continue to expand.

"The Columbia Broadcasting System has contributed generously and richly not only to the growth of the art, but to the development of this association. The network's withdrawal cannot lessen its traditional determination to contribute to the continuing improvement of broadcasting in all its forms. We hope we can re-establish in the minds of the CBS management the conviction that the best way to do this is through the NAB."

Withdrawal of CBS and possibly ABC from the National Association of Broadcasters last week may result in Broadcast Advertising Bureau becoming financially independent from the parent organization, it has been learned. BAB, when set up last year, was supposed to pay its own bills, but later, NAB officials changed their mind and decided to keep it as a strong arm of the association.

Loss of revenue from networks however, creates new problems for NAB. Breaking up the association into smaller units and selling the services of each could solve the problem. BAB, which has already put out a number of items giving it prestige within the industry,

WBRC Marks 25th Anniversary

Birmingham, Ala.—WBRC, NBC outlet, celebrates its 25th anniversary on May 27th. J. C. Bell, M. D. Smith, Jr., and K. G. Marshall, business men looking to the future, together formed a broadcasting company in 1925 and named it for Bell's radio shop, "WBRC." The first studio was in the back of this shop with only a shower curtain as a dividing partition. Operations were begun with a power of 10 watts, and increased that year to 50, and the following year to 250 watts. Some of the programs on the NBC network which will salute the station on its 25th anniversary are "Truth or Consequences," "The National Farm and Home Hour," the "U. S. Army Band" program, and "Matinee at Meadowbrook."

WJEF Penny Novelty

Grand Rapids, Ia.—"What can you do with a penny from Benny?" will be the question asked in a special promotion stunt WJEF is staging in connection with Jack Benny's personal appearance to this city. All boys up to 12 years of age are invited to come to the studio and get a penny from Benny. Then they are to see just how much they can make that penny buy for them. The youngster who makes his penny from Benny do the most good will win a television set, plus honorary title of "Young Mr. Benny of Grand Rapids." Jack Benny is expected to meet the money-making youngster, and present his award.

could, it is believed, support itself without difficulty.

Other NAB services might be broken up also and sold separately as is the case with the American Newspaper Publishers Association. The Bureau of Advertising, for example, exceeds the ANPA in size and recently became completely independent.

ABC still has made no decision about their future with NAB, but ABC withdrawal is expected at almost anytime.

"Simplicity" Of TV Emphasized By Co

(Continued from Page 1)

Portland listeners a schedule which pretty much duplicates the schedule laid down a week earlier. Senate Interstate Commerce Chairman Edwin C. Johnson.

Portland is one of the cities which has petitioned the Commission for immediate action on application pending for stations in the city. Fifteen channels are tentatively awarded in the VHF bands, with five applicants waiting. But Coy said the Commission cannot proceed for a variety of technical reasons which he explained, "are really not too difficult to understand. All you have to do is to understand the implications and relationships of a few simple things as, for example, tropospheric phenomena, compatibility, dot interlace, line interlace, color break-up, threshold flicker, iso service contours, median field intensities, signals in decibels, equalizer planes, time fading factors and vestigial sideband transmission."

Silent on Color-TV

Coy said nothing new on color TV, beyond assuring that the Commission has not discussed the relative merits of the three competing systems, and that he does not know what the ultimate decision of the FCC will be.

Mullen Calls Meeting Of Radio Pioneers Club

Frank E. Mullen, new president of the Radio Pioneers has called luncheon meeting of the organization for Friday, May 26th, at 12:30 p.m. at the Roosevelt Hotel, New York.

This will be the first official opportunity for Mullen to address the members, outline policies and possibly set up his committee chairman for the coming year. Short notice was necessitated by Mullen's imminent return to the Coast where he is chairman of the board of Jerry Fairbanks, Inc., TV film producers.

Advertising Agency Wants A "TV FERRET"

We're looking for a TV ferret . . . not a writer, producer, director or desk-type time buyer . . . but a young man with a commercial feel, who knows everything that's happening in TV locally and nationally, knows how to separate the gold from the glitter, how to help an expanding agency use TV for more and more of its clients. Submit complete background and salary requirements to Box No. 136, RADIO DAILY, 1501 Broadway, N. Y. C.

TELEVISION DAILY

Section of RADIO DAILY, Monday, May 22, 1950 — TELEVISION DAILY is fully protected by register and copyright

CAN'T BOW TO TvA, SAYS REAGAN

TELE TOPICS

HAVE GARROWAY, a gentleman who is an interesting phenomena in the television industry, and his staff, feel that he would prefer to program for two people rather than an audience. This, according to Garroway, is the basic premise of his show. Having gained considerable attention in the trade because of his unorthodox approach to video programming, Garroway represents as closely as is possible, "Chicago television." His quiet, going, conversational pattering is a departure from standard programming approaches and, as such, is worthy of comment. Currently in New York at the behest of NBC, Garroway is constantly under pressure to relate his video theories. But, he says, he doesn't have any. He alleges that he is basically an announcer and a salesman and says that there are times when selling by understatement is more effective than the high-pressure approach. He believes he's right. It's certain that his programs have a following, and that stands for something.

BUCKIE ROBINSON, a great ballplayer and a gentleman of the old school, is featured on DuMont's "Cavalcade of Stars" Saturday. . . . Nat Fowler, director of ABC, is getting better at New York's Lenox Hill Hospital. . . . John Tillman, WPIX's ace newscaster, is the father of a daughter, Cynthia, his second child. Mrs. Tillman is a former writer, Patricia Valis Tillman. . . . Television Programs has sold fifty feature films to WNBW. . . . ABC's "Holiday Show" is moving to Thursday nights. . . . WOR-TV premieres "Don Winslow of the Border" on May 22. . . . Some of the best news releases to come across anybody's desk are those from KFI-TV on their "To You Good Health" show. . . . Virgil Evans has joined the WFMY-TV sales staff.

WOR-TV WILL PRESENT an actual operation from a Detroit hospital as part of its regular programming schedule. It is the first time that such a programming is a first. Jack Carson will do a guest spot on WOR-TV's "Twenty Questions" on May 22. . . . Mars, Inc., has bought two more minutes of NBC-TV's "Howdy Doody." . . . Everybody around New York wants to know what happens next on the DuMont tube story which broke Thursday. . . . New York's fabulous Zoological Garden, better known to tourists and Gothamites alike as The Bronx Zoo, will provide the locale for a new weekly series of telecasts to be presented over the American Broadcasting Company's video network, beginning Sunday, June 4, from 5 to 5 p.m., EDT. The program will feature William Bridges, curator of publications at the zoo, as guide and interpreter during each weekly video visit to the famed tourist mecca.

Practical Color TV Seen 3-5 Yrs. Away

(Continued from Page 1)

and operated by an institution of higher learning.

Dr. Thomas T. Goldsmith, director of research of the DuMont Laboratories, and Dr. W. R. G. Baker, vice-president of General Electric Co., agreed that "none of the three systems (demonstrated before the FCC Commission) is ready yet, and the one decided upon probably will be a compromise of the three."

"It will be three to five years before Syracuse or any other city sees color television on a regular basis," Baker stated.

Sees Present Buying Safe

According to Dr. Baker, the primary step in the production of color TV will be the establishment of a policy by the FCC on whether the system will be a compatible or non-compatible one. That is, if the private receiver will be able to pick up both black and white as well as polychrome pictures with his equipment.

"Whatever the Commission advocates," Dr. Baker continued, "we will end up with both systems, so that none should hesitate to buy a black and white set today."



BAKER

Insurance

Insurance paid off Thursday for WOR-TV when the coaxial cable went out of wack during the second inning of the Dodgers-Cardinals ball game at Ebbets Field. Without losing a second's air time the station's engineers switched over to microwave equipment. WOR-TV is the only game covering station equipped with both systems.

Sinatra TV Debut Set For May 27 On NBC

Frank Sinatra will make his initial appearance on television on NBC's "Star Spangled Revue" Saturday, May 27 from 9 to 10:30 p.m. Heading up the cast of top talent will be Bob Hope, who made his first venture into video over the NBC revue on Easter Sunday.

Sponsor for the 90-minute show will again be the Frigidaire division of General Motors. Others already named for the second edition of the revue are: Beatrice Lillie, singer Peggy Lee, Arnold Stang of the "Henry Morgan Show," the ballet team of Michael Kidd and Janet Reed, the tap dance team of Condos and Brandow and baritone Bill Hayes.

With Hope's appearance on TV for a second time, the question of his future with Lever Brothers on radio is again raised. Hope definitely wants a release from present commitments and may be lining up a TV show for the fall.

Insists SAG Must Bargain For All Film Actors

If the Screen Actors Guild were to agree to the demands of the Television Authority, the SAG would obviate its basic jurisdiction over screen actors. Ronald Reagan, president of SAG told a press conference in New York on Friday. The TvA, he said, has demanded, in principle, that the SAG give the TvA a veto power over the SAG in contract negotiations.

The SAG, according to Reagan, is only interested in preserving its authority over screen actors, whether in video or in the motion picture industry.

"Sought to Undermine"

Reagan alleged that the TvA has sought to undermine the SAG's position by route of a demand that the SAG permit a 75 per cent vote of the TvA to decide policy. And, he continued, since only a portion of TvA members are actually concerned with video at this time, this would be an undemocratic procedure. He said that the SAG was interested only in acting as bargaining agent for TV actors who appeared on motion pictures, however distributed.

The board of directors of the Screen Actors Guild has issued a call for a special mass meeting of all Hollywood motion picture actors to discuss the jurisdictional situation. The meeting will be held Sunday, June 4 at 8 p.m. in the Hollywood Legion Stadium. In a special "Intelligence Report" to members, the Guild Board said the June 4 meeting will be one of the most important in the history of the organization.

Files With NLRB

The Guild has filed with the Los Angeles Regional Office of the National Labor Relations Board a petition for a representation election and certification as collective bargaining representative for all actors employed by all companies making motion pictures in any form in the Southern California area. Similar actions will be filed in New York and other sections of the country to forestall what the Guild states is an attempted "power-grab" by leaders of the so-called Television Authority, nicknamed "TvA." TvA leaders claim that they represent actors in motion pictures used in television. The Guild has represented actors in motion pictures in all exhibition fields, including television, for 17 years.

Standards For Color, B&W Now Under Study By NTSC

Three factors essential "to nationwide television service in both monochrome and color are under active investigation" by panels of "leading electronic engineers," it was announced last week by the National Television System Committee.

The panels and their chairmen are: Allocations: John V. L. Hogan, Hogan Laboratories, Inc.; Color Rendition, A. V. Loughren, Hazeltine Electronics Corporation, and Terminal Apparatus, Dr. T. T. Goldsmith, Jr., Allen B. DuMont Laboratories, Inc.

The NTSC was organized in 1940 by Dr. W. R. G. Baker, GE vee-pee,

with the approval and financial support of the Radio Manufacturers Association. Currently, the committee is attempting to get FCC official approval to investigate and make recommendations regarding technical TV standards such as the Commission did in 1940. So far the FCC has permitted the NTSC to go ahead but without assurance that the Commission will accept their recommendations.

Five additional NTSC panels—on Color System Analysis, Subjective Analysis of Color Systems, Transmitters, Receivers, and Transmitter-Receiver Coordination—also are at work or in the process of formation.

AM TV EQUIPMENT FM FA

Section of RADIO DAILY, Monday, May 22, 1950

ESSENTIALS FOR TV REPAIR LISTED

L. T. DeVore To Head G. E. Electronics Lab.

Three recent appointments by General Electric include the acquisition of Dr. Lloyd T. DeVore of the University of Illinois to become head of the Electronics Laboratory in Syracuse, N. Y. Promoted from within the company were: K. E. Weitzel, named manager of commercial engineering of G. E.'s Tube Divisions in Schenectady, and G. A. Bradford, boosted to advertising manager of the General Electric Tube Divisions.

Dr. DeVore, who is currently acting as chairman of research for the University of Illinois' Electrical Engineering Dept., will assume his new duties on July 1, according to an announcement by I. J. Kaar, mgr. of engineering for the Electronics Dept. In previous years, Dr. DeVore has been a radio engineer with the Aircraft Radio Labs of the Army Air Force, functioning as chief engineer of the research division and the Special Projects Laboratory.

The appointment of K. E. Weitzel is a boost from a former position as application engineer in the company's Chicago sales office, according to an announcement by E. F. Peterson, mgr. of sales for the G. E. Tube Divisions.

Philco Declares June Dividends

A regular quarterly dividend at 50c per share of common stock was declared this week by the Board of Directors of Philco Corporation, payable on June 12th to stockholders of record on May 29th. On the corporation's Preferred Stock 3 3/4% Series A, the Board declared a quarterly dividend of 93 3/4 cents per share, payable July 1st to holders of record on June 15th.

Magnavox Cuts Price On 19-Inch TV Console

A price reduction of nearly 20 per cent on a Magnavox 19-inch TV console has been announced this week by Frank Freimann, executive v-p, becoming effective today. With the price reduction the Magnavox Shoreham "200" will retail at \$399.50, a reduction of \$95.50 from the former list price of \$495.

In line with the company policy of protecting its dealers, Freimann stated, a rebate to cover the difference in net cost would be made on all units shipped since April 15. The price reduction is expected to make an impact on the 19-inch market, Freimann added, since the model was competitively priced originally, in view of "extras" on the set, including: a built-in antenna, a built-in filter, an automatic gain control to maintain picture stability with a change of channels, and a 12-inch high fidelity speaker.

Republic Steel Co-owns New Plant With Crowley

The opening of a new plant in Cleveland, Ohio, has recently been announced by the Henry L. Crowley Co., who will have co-ownership with Republic Steel Corporation. Concurrently, Crowley has announced the expansion of its plant in West Orange, N. J., site of the company headquarters. Purpose of both moves is mainly to offset a TV bottleneck in the production of powdered cores used in horizontal transformers, deflection yokes, and similar items.

Benefits of the co-ownership plan are expected to be derived from the wide experience of both companies in this field, plus the supply of Republic Steel's Adirondack ores. All details on the working arrangement have been completed, putting the plant into operation under the name of The Crowley-Republic Corporation.

Workers Require Tools And Test Equipment

Testing equipment and tools believed to be absolutely essential for all skilled TV servicemen have listed by Philco Service, Inc., RCA Service Co., Inc., in an effort to make the public aware of the growing number of unskilled unequipped TV repairmen. Test statements were made public following the hearing on licensing servicemen, held before the General Welfare Committee of the Council of New York last week, which 9 spokesmen for small service companies were against the bill, and five were for it.

With only slight differences, 11 organizations use the same test equipment. Both find a multi-meter and a signal generator absolutely necessary. Regarding an oscilloscope, Philco men use a portable model while in the homes, I men use a larger model for bench work. Both companies report between 90 and 95 per cent of all service jobs completed in the home, leaving the small remainder to be taken into the service plants.

Hand tools used by the servicemen (comprising over 1000 men in the two companies in the Metropolitan area) are approximately same. They include: an adjustable 8-inch wrench; a 16-oz. claw hammer; Rawl drill holder, drill bits and drills (mainly for installing a 5-inch screwdriver, radio-sets and a complete screwdriver kit with various sized blades and handles); long-nosed pliers; 5-inch diagonal cutters; a socket wrench set; a dering iron, and an awl.

PRODUCTION PARADE

G. E. Announces 4-Channel TV Mixer

A new four-channel TV mixer for automatic and manual fading, lapping and dissolving of TV pictures was announced this week by General Electric. Built for both portable and studio use, the mixer permits fading or switching between any two of the four non-composite inputs from camera channels. Any one of the four channels can be by-passed during a program and kept open for rehearsal of a forthcoming program.

Manual operation is provided for special effects.

Vibration Tests for TV Antennas

A vibration test table designed to simulate the wind vibrations encountered in antenna installations has been installed recently by Technical Appliance Corp., Sherburne, N. Y. Based on similar tests for aircraft, the system provides a life test for a newly designed antenna in only a few minutes. Following the test, Taco engineers alter the antenna design for maximum strength and minimum vibrations during its operation.

Joyner Corp. Expands

Joyner Corp. manufacturers of radio and TV parts, has broken ground for a new plant in Warsaw, Ind., to be an addition to the local plant already in production. The firm is expected to employ between 300 and 500 persons when it reaches full production.

ENGINEERS—CONSULTANTS

RALPH B. AUSTRIAN
Television Consultant
1270 AVENUE OF THE AMERICAS
NEW YORK 20, N. Y.
Tel.: CO. 5-6848

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

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

RADIO ELECTRONICS SCHOOL OF NEW YORK

COMPLETE, PRACTICAL TRAINING IN ALL PHASES OF RADIO, FM AND TV

LICENSED OPERATORS, TECHNICIANS AVAILABLE

ADDRESS INQUIRIES TO:
REGISTRAR
RADIO ELECTRONICS SCHOOL OF NEW YORK
52 B'WAY • BO 9-1120

ENGINEERS—CONSULTANTS

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific
Washington 4, D. C. Santa Cruz, Cal.
Member AFCCB

L. W. ANDREWS, INC.
RADIO CONSULTANT
219 WHITAKER BLDG.
DAVENPORT, IOWA
Phone 2-7824

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 51, NO. 37

NEW YORK, TUESDAY, MAY 23, 1950

TEN CENTS

EDUCATIONAL WEB LINKS 13 STATIONS

Stations Drop Skeds To Report Jersey Blast

On-Spot Coverage Given By Indies And 4 Webs

Stations in the New York and New Jersey areas interrupted regularly scheduled programs Friday night and throughout Saturday to give on-the-spot coverage and emergency warnings as a result of the munitions blast in South Amboy, N. J., which took many lives and wrecked

(Continued on Page 5)

General Mills Buys New Package On NBC

Sale of a new five a week hour program titled, "Live Like a Millionaire" to General Mills for presentation on NBC starting June 1 was announced yesterday by Nelson Masterson and Reddy, package show producers. The new show will be heard from 2:30 to 3:00 p.m., and will feature each day parents nominated by their chil-

(Continued on Page 8)

Plans For RCA Expansion Announced Yesterday

Camden—Plans to expand RCA manufacturing facilities at Canonsburg, Pa., and Bloomington, Indiana were announced yesterday by Henry G. Baker, vice-president and

(Continued on Page 8)

Prediction

Jack Poppole, president of TBA and vice-president of WOR, yesterday predicted that New York would have 2,000,000 television receivers in private homes by year's end. The estimated number of TV sets in the Greater New York area at the present time is 1,450,000. Poppole's prediction was made at a WOR board meeting.

Benny Breaking B. O. Records

The Jack Benny one night stand tour chalked up a record breaking \$142,332 in the first six nights of the 21 night tour. Sunday night in Milwaukee, Benny broke the record at the new Milwaukee arena with a capacity \$23,400 at a \$4.80 top. The night before in Moline, Illinois, the group played to the largest one night business in the history of the Quad-City arena, playing to a capacity \$20,300 at \$4.80 top. On Friday night, Benny grossed \$24,500 in St. Paul, again drawing a capacity audience. On Thursday night, the all time record for one night stand was set at the KRNT theater in Des Moines with a sensational \$26,000 gross at \$4.23 top for two performances. Wednesday night in Kansas City, a strong \$17,000, was grossed in one performance and opening night in Wichita, a record \$26,132 was chalked up in two performances, with thousands turned away.

ABC's Resignation From NAB Certain

ABC's resignation as a member of NAB will be announced soon, RADIO DAILY learned yesterday from a network official. The web plans to bow out of the industry organization without "any particular fanfare" and will time their resignation to serve the best interests of NAB. With the web's resignation, owned and operated stations of network will also drop out of NAB membership.

"Creesh" Hornsby, 26, Dies, Victim Of Polio

Don "Creesh" Hornsby, 26, a comedian who was recently brought to New York by NBC on the recommendation of Bob Hope, died yesterday at Grasslands Hospital, White Plains, of polio. Hornsby is survived by a wife and three children aged, respectively, 4 years, 3 years, and

(Continued on Page 4)

Downey Goes To CBS With Coca Cola Show

Morton Downey moves to CBS from NBC for Coca Cola on October 7th and will be heard in a new musical variety show on Saturday mornings from 10:30 to 11:00 a.m., it was announced yesterday. Downey's present series on NBC will expire on July 1st. During the past two years he has been heard at 11:15 p.m., three times a week over the NBC web. Prior to then he did a Coca Cola show on Mutual.

Tape Recorder Covers Ia. Council Proceedings

Davenport, Ia.—When the City Council decontrolled rents last Wednesday the whole community sat in on the proceedings via a tape-recorded, one hour and 20 minute broadcast over WOC and WOC-FM.

The Davenport stations set up

(Continued on Page 2)

Taped Programs Serviced From New York

Programs provided by the National Association of Educational Broadcasters are now being carried by 13 stations throughout the country and within the next few weeks, at least 15 additional stations will begin broadcasting the series, Seymour Siegal, regional director for NAEB and

(Continued on Page 8)

Motorola Will Triple Advertising Budget

Motorola, Inc. will triple its advertising budget for 1950, Ellis L. Radden, director of advertising, sales and training has announced. The company has done little advertising on radio and TV in the past and now plans to use these media extensively. Previously, ads were placed by distributors. It is under-

(Continued on Page 2)

N. C. Association Plans Meeting For Next Week

Chapel Hill, N. C.—The North Carolina Association of Broadcasters will gather here next Monday and Tuesday for their annual meeting. Program for the holiday get-together includes a showing of the NAB movie, "Lightning That Talks"

(Continued on Page 2)

City-Wide TV-Service Move By Cincy Station, Biz Group

Cincinnati—WKRC-TV yesterday proposed to the Cincinnati Electrical Association an area-wide plan which will create a protective service for television receiver owners in this region. As a result of the expose published recently in RADIO DAILY, WKRC-TV presented to CEA a plan which will establish a stand-

ards code through which servicemen of member servicing organizations will be able to receive information relating to sets and servicing. The plan also includes servicemen employment-practice measures and requires schooling periodically to keep the men abreast of latest de-

(Continued on Page 7)

Sinks Long Putt

Mark Woods, vice-chairman of the board of ABC, while playing golf on the Baltuerel Golf Club in New Jersey Sunday, boasted to his fellow players, that he was going to make a hole in one. And to his own surprise, as well as the others Woods sank his tee shot. So-o-o Mark Woods, after 30 years of golfing joins the Hole In One Club.

RADIO DAILY



Established Feb. 9, 1937

Vol. 51, No. 37 Tues., May 23, 1950 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

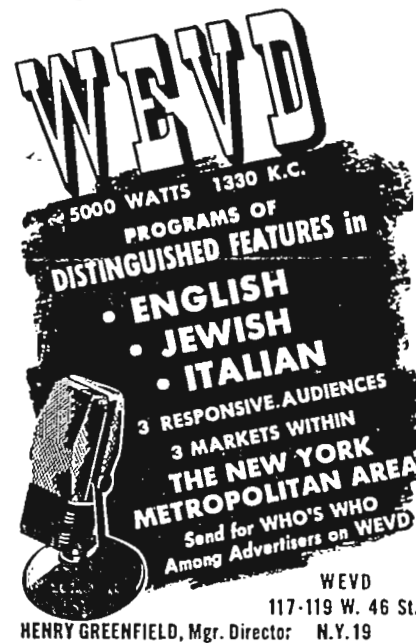
Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary.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

- WEST COAST OFFICES**
Ethel Rosen, Office Manager
6425 Hollywood Blvd. Phone: Gladstone 8436
- WASHINGTON BUREAU**
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271
- CHICAGO BUREAU**
Herbert M. Kraus
Suite 1325, 188 Randolph Tower
Phone: Dearborn 2-1414
- SOUTHWEST BUREAU**
Paul Girard, Manager
Suite 314, Thomas Bldg.
Dallas, Texas
Phone: Riverside 5491
- ROME BUREAU**
John Perdical
Ludovisi 16

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

N. C. Association Plans Meeting For Next Week

(Continued from Page 1)
and a talk by Robert Burton, BMI vice-president.
Other speakers are: Andrew G. Haley, a Washington FCC attorney; Rodney D. Chipp, director of engineering of DuMont TV network; Harry Essex, fourth district director of NAB; and W. C. Harriss, Jr. of Raleigh.



★ COMING AND GOING ★

KATHI NORRIS, "Video Shopper" on WNBT, has returned from Columbus, Ohio, where she was guest of honor at the annual convention of the International Business Women's Sorority.

H. VERNON FERSTER, commercial manager of WHVR, Mutual network outlet in Hanover, Pa., in town on business.

PAULINE FREDERICK, women's commentator on ABC, has returned from Miami, where on Friday she addressed a meeting of heart specialists on "A Woman in a Man's World." Her Friday morning program originated at WQAM, American network outlet.

JACK BENNY and his program company, now on a series of one-night stands, today will appear in St. Louis.

THEODORE C. STREIBERT, president of WOR, is in Hollywood. He'll be back in New York next Saturday.

WILLIAM McBRIDE, general manager of WDBO, Columbia network outlet in Orlando, Fla., a recent visitor at the web's offices in New York.

F. J. EVANS, president of WPLH, Mutual network affiliate in Huntington, West Va., arrived in New York last week on a short business trip.

SIG MICKELSON, director of public affairs for CBS, is back from Athens, Ga., where he spoke at the opening dinner of the Georgia Radio Institute.

GEORGE PAXTON, of Paxton Music, off to Chicago, where he will study listener reaction in that territory to the current tunes offered by his organization.

ALLEN SIMMONS, general manager of WADC, Akron, Ohio, arrived in New York late last week for conferences at the headquarters of the Columbia network, with which the station is affiliated.

CLYDE E. MUCHMORE, president of WBBZ, Ponca City, Okla., an MB5 outlet, a visitor at the offices of the web.

BOB TROUT, newscaster heard on NBC, is in Dayton, Ohio, where today he'll be guest of honor at a luncheon launching the fund-raising drive of the city's Grand View Hospital.

VAUGHN MONROE broadcast his CBS program of last Saturday from the Airforce Base at Rapid City, S. D.

WILLIAM A. TAYLOR, radio editor of the Musical Courier, is aboard the Ile de France bound for a three-month tour of European centers of music and art.

NAT V. DONATO, sales manager of C. P. MacGregor Transcriptions, has arrived in Los Angeles by plane to confer on plans for new radio and television shows.

HUBBELL ROBINSON, JR., Columbia network vice-president and director of programs, back in town Wednesday from a short trip to the West Coast.

SPENCER MITCHEL, general manager of WDAE, outlet of CBS in Tampa, Fla., has joined the executive contingent currently in New York on business.

JOHN DERR, associate director of sports for CBS, has returned from Baltimore, where on Saturday he helped broadcast the running of the Preakness.

Tape Recorder Covers Ia. Council Proceedings

(Continued from Page 1)
six microphones and picked up all speeches from the floor, from the council members, and the final dramatic vote by the elected representatives of Davenport's citizens. Rents were voted out 6 to 2, with the matter going next to Iowa's governor, William Beardsley, for a final decision.

The council meeting ended at 9:50 p.m.; the playback on WOC and WOC-FM began at 11:00 p.m. News Director Bob Redeen commented between reels. The station remained on the air twenty minutes past its regular signoff.

Next morning at 11:30 the station presented a quarter-hour, edited version of the previous night's broadcast.

FINANCIAL				
(May 22)				
NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
ABC	12 1/2	12	12	3/8
Admiral Corp.	33 3/4	32 3/8	32 3/8	1/4
Am. Tel. & Tel.	161 3/4	161 1/4	161 3/8	7/8
CBS A	35 1/2	35 1/8	35 1/4	3/8
CBS B	35 1/4	35	35	1/4
Phico	46 3/4	45 1/4	45 3/4	1
RCA Common	20 3/8	20	20	1/4
RCA 1st pfd.	76 3/4	76 1/4	76 3/4	1/8
Stewart-Warner	18 1/4	17 5/8	17 5/8	1/8
Westinghouse	35 1/4	34 7/8	34 7/8	1/8
Zenith Radio	58 1/2	57	57	7/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	20 1/4	20 1/8	20 1/8	1/8
Nat. Union Radio	4 3/4	4 1/2	4 5/8
OVER THE COUNTER				
DuMont Lab.	23 5/8	24 3/8
Stromberg-Carlson	15 3/4	17 1/4

Motorola Will Triple Advertising Budget

(Continued from Page 1)
stood that network programs are being planned for the Fall.

Radden reports that national and local advertising expenditures will total 15 million dollars this year. Ruthrauff and Ryan, Inc. has been named to handle the radio and television advertising while Gourfain-Cobb has been appointed to handle magazine advertising. Warwick and Legler, Inc. will conduct the newspaper campaigns.

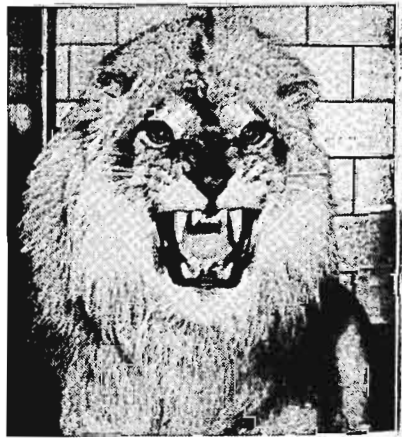
Heads West Coast Office

Hollywood—Evelyn Lifschultz has been set by the Ward Wheelock Company to act as their Hollywood office manager and coordinator beginning June 5, it was announced by Diana Bourbon, head of the radio department of Ward Wheelock. Miss Lifschultz has been with CBS the past four years in Hollywood.

Stork News

Chicago—The former Mildred Torell, chief of music clearance in the WBBM music library for several years, is the mother of a daughter born May 13. She is now Mrs. Irving Anderson.

He means business!



There's no mistaking that look on Leo's face. He's in no mood to monkey around—he means business!
W-I-T-H means business, too. A different kind of business. Economical, profitable business for advertisers who are looking for low-cost results.

Year after year, W-I-T-H proves to its advertisers that it's the big bargain buy in Baltimore's rich market. Here's why: W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. W-I-T-H gives you more listeners for less money than any other station in town.

That's why you can do so much with so little on W-I-T-H. So don't monkey around. Remember that W-I-T-H means profitable business. Get the whole story from your Headley-Reed man.



Advertising Agency News And Notes From Here And There

HARRY C. SCHAACK has been named national syndicate sales manager of The Pepsodent Division of Lever Brothers Company. He will succeed as sales manager at St. Louis by Floyd C. Bradley, sales supervisor there.

WHITNEY HARTSHORNE has been named general media director of Erwin-Wasey's Los Angeles office. Also, Jack Schluter has been appointed radio and TV time buyer and James Rogers has been appointed manager of the service department with Danny Dugan as assistant manager.

SYDNEY GAYNOR and **ROBERT H. FORWARD** have formed a new corporation, Gaynor and Forward, in Los Angeles. They will act as sales and advertising consultants. Gaynor was formerly general sales manager of the Don Lee network while Forward, was previously program director of WTTV, CBS television station.

TOWER PHOTO SHOP of New York to Flint Advertising Associates. Television, newspapers and magazines will be used. Account executive is Walter Haiman.

JUDAH KATZ, media director of Birchshon-Garfield, Inc., has been appointed supervisor of time buying for radio and television. Robert Lewine has joined the agency as radio and television director. He was formerly vice-president of Fine-Television studios.

JEAN NELSON has joined the copy staff of Lynn Baker, Inc. She was formerly with Gimbel's.

THE ASSOCIATION OF ADVERTISING MEN will honor members of Alpha Delta Sigma, honorary advertising fraternity, during a special program from June 12 to 16. The project, titled "Inside Advertising," is designed to acquaint graduates with the practical side of the business. A dinner will conclude the session. Speakers for the occasion include: Don Francisco of Walter Thompson Company; B. Canfield, national president of the fraternity; Elon Borton, head of the Advertising Federation of America, and Jack Tarcher, founder of the AAM.

LENTHERIC, INC. has appointed Baker Advertising Agency, Inc.

RENAULT SELLING BRANCH, N.C. to Carl Reimers Company, Inc. for Renault autos in the United States. Spot radio, newspapers and magazines will be used.

OLYNOS TOOTH PASTE and **OLYNOS TOOTH POWDER** to the Biow Company, effective June

THOMAS C. FLYNN, has joined David O. Alber Associates, Inc., as account executive. Flynn, formerly associate editor of Sports Life and Sports Stars magazines, has also been a member of the publicity department of WOR and CBS.

CULCARE COMPANY for "Creme-Curl" shampoo to Sanford & Price, Inc.

MISS SALLY KEST has joined Flint Advertising Associates in the classified advertising department. She was formerly with Friend Advertising.

DUANE JONES will become chairman of the board of Duane Jones Company, Inc. on June 1. Named to succeed Jones as president of the agency is Robert Hayes, a vice-president and director.

THE GARDNER ADVERTISING COMPANY has resigned the Guardian Life Insurance Company of America account.

JOHN M. HANDLEY has joined Needham and Grohmann, Inc. as vice-president and account executive. He was formerly copy director of Monroe F. Dreher, Inc.

MARY DUNLAVEY has been named radio and television time buyer for the Harry B. Cohen Advertising Company. John Donaldson, Jr. has resigned as the agency's time buyer.

ALDEN SHUMAN will open a new agency at 545 Fifth Avenue on June 1.

EDGAR GOTH has been appointed director of advertising and publicity for Fabian Theaters.

BONOIL PACKING CORPORATION of Brooklyn to Peter Hilton, Inc.



Music for the Good Old Summer Time!

It's happy time for Summer-Smart Stations.

Eager Radio Audiences are waiting for:

- dynamic Rhythms of the Outdoors —*
- Moonlight Melodies — snappy Square Dances —*
- nostalgic Tunes of Yesteryear —*
- exciting Rhumbas, Sambas, Tangos —*
- smooth Foxtrots —*
- merry Waltzes — peppy Polkas.*

Music that Steps Up Summer Sales!

all contained in

The Sponsor-Selling SESAC Transcribed Library.

3700 sparkling selections

- American Folk — Band — Concert — Hawaiian — Novelties —*
- Religious — Spanish and South American renditions —*
- Categories to build more profitable programs —*

ALL FOR AS LITTLE AS \$40 A MONTH! (Based on your advertising rate card)

SESAC INC., 475 Fifth Ave., New York 17, N. Y.

CHICAGO

IRV WAGNER, daddy of the singing commercial, is off to Hollywood for a couple of weeks on business. . . . "Howdee" Meyers, newly elected program chairman of the Chicago TV Council, looked a rich Bermuda brown on election day last Wednesday.

ABC's "Music With the Girls," moves into Chicago for a month—lock, stock, and beauties. Yesterday the show featured a medley from "Annie Get Your Gun."

Bradley R. Eidmann, formerly commercial manager of WAAF, has joined the WGN sales staff. He was an eleven year veteran on the indie station.

Golf instruction via television is being offered on a new program called "Pars, Birdies and Eagles," over WENR-TV Tuesday from 10:45 to 11:15 p.m. Johnny Revolta and Jimmy Hines will instruct the unseen duffers, with Herbie Vogel as emcee. Andrews Golf Courses, Inc., thru Herbert S. Laufman, will pay the freight.

"Creesh" Hornsby, 26, Dies, Victim Of Polio

(Continued from Page 1)

7 months. Originally a Texan, Hornsby served with Marine Corps during the war following which he played a series of night club appearances. He was discovered by Hope recently in Hollywood, and the radio star recommended him to NBC who brought him into New York for a series of auditions.

Following his initial audition, Hornsby was signed by NBC to an exclusive five-year contract and was groomed to become the star of Anchor-Hocking's five-night-a-week, \$4,000,000 television program. NBC will make a settlement with Hornsby's survivors on the contract which he held with the broadcasting company.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

NEW MARKET STUDY NOW READY

Gives facts and figures, shows why WDRC is best buy in Hartford by any yardstick! Write for your copy to Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.



By SID WHITE

Man About Manhattan. . . !

● ● ● **BIGTOWN SMALL TALK:** Time and Life, which not too long ago couldn't see television, now reported in the market for a program. . . . Jeanette MacDonald and Gene Raymond building a filmed video series budgeted at close to 20 G's per. . . . Bill Bertolotti hears that Sinatra got a postcard reading: "Ava wonderful time." . . . Fred Coe, whose second baby is due in Aug., has promised Philco execs that if it's a boy he'll name it Phil Coe—and if it's a girl, she'll be called Phyllis Coe. . . . Eileen Barton's royalties from her hit disc, "Baked a Cake," have topped the \$75,000 mark. . . . 5 disc jocks in town now have press agents and the scramble for space is a hassle. . . . McCarthy's steakery dicking for an afternoon disc jockey show. . . . Chalk up Chico Marx's visit with Perry Como Sunday as top-draw stuff. . . . Jack Gilford's definition of class distinction: "If I say I'm going to get loaded," he explains, "it means I'm going to a bar. When Al Jolson sez it, he means he's going to the bank."

☆ ☆ ☆ ☆

● ● ● "Sammelweis," the true story of one of the greatest men in medical history, will be dramatized on the Philco TV Playhouse this week with Everett Sloane in the title role. This will mark Sloane's 2nd starring role on the Philco series—his portrait of "Van Gogh" early in March having won him a Michael (Oscar) as "the outstanding dramatic actor of the year." . . . H'wood actor, Geo. Reeves, in town. He's just been added to the cast of "Backstage Wife." . . . Over 800 stations responded to appeal by United Cerebral Palsy Campaign to use transcriptions for the cause. . . . Robert Merrill tried to call a friend in Chinatown. "Hello," he said, "is Mr. Chang there?" "Sorry," was the reply, "Wong number." (joke over).

☆ ☆ ☆ ☆

● ● ● An amateur joke-writer, Radio Row is informed, sent Ed Wynn some jokes for his CBS-TV show. "I don't want any pay for these," he wrote, "they're a compliment." Wynn returned the jokes with the note: "Please permit me to return the compliments." . . . Motion Picture Stages, Inc., and Jack Trop to produce a TV series tagged "Starlight Theater." . . . Bob Monroe to lecture in England this summer. . . . Shirley Thomas, of Commodore Prod., due in from the coast this week. (She was recently awarded the single honorable mention in radio division of Frances Holmes award on her production of the Clyde Beatty show). . . . Denise Darcel went on "This Is Showbiz" Sunday nite to discuss her 'problem' of why American Women don't like her. Lorraine Day, on the panel, cracked: "If you want to make American women happy, just go back to Paris." Incidentally, we loved the way Denise kept calling Clifton Fadiman: Mr. Fattyman.

☆ ☆ ☆ ☆

● ● ● CBS building a new stanza, "Mr. Aladdin." . . . Vivian Kennedy, "County Fair's glamorous production assistant, middle-aisles with Walter Wright, ad exec., on June 4th. . . . Roosevelt Raceway turning a deaf ear to B'way press agents who've been hounding them with requests to name races after their famous clients. . . . Marlene Dietrich's daughter being set for TV debut on a coming Ken Murray stanza. . . . Main St. Seen-ery: 29-year-old Robert Q. Lewis, who narrated the showbiz chapter of "The Golden Twenties," listening to Gloria Swanson's first hand report of that exciting era. . . . Hal Block is easily TV's greatest booster. "Where else can you see so much for so little without peeking over a transom?" he sez.

MEXICO

COLGATE PALMOLIVE PEET S. A. de Mexico celebrated its twenty-fifth anniversary of activities in Mexico and the opening of its large new plant, this month. Executives of Colgate Palmolive Peet in the United States, Cuba, Canada and France, were visitors in Mexico to attend this celebration. Edward H. Little, president of the company in Jersey City, N. J., accompanied by George H. Lesch, local general manager, attended visitors to the new plant which was blessed by Archbishop of Mexico, Dr. Luis Maria Martinez. A one-hour broadcast originated from the factory gardens through XEW, XEQ and the network of Radio Programas de Mexico. Colgate Palmolive Peet, S. A. de Mexico has been an active radio sponsor since this advertising vehicle started in this country.

XERX, Salamanca, Gto. and XECQ, Culiacan, Sin. entered as new affiliates of Radio Programas de Mexico. . . . XEOM Radio Coatzacoalcos, Ver. opened on Sunday the 21st. . . . this station operated by senior Daniel Schacht Perez, belongs to the R.P.M. network and talent from Mexico City's XEW featuring Beatriz Eugenia, Luis Lozano, Roberto G. Trevino "Tacos" and others will act as special attraction.

'Christian' At 600 Mark Airs Prize Script Wed

Tomorrow's broadcast of the Dr. Christian program on CBS will be memorable on two counts. It will mark the 600th airing of the show and also will be the occasion upon which will be dramatized "The Language of Truth," \$2,000-prize-winning script of the 9th Annual Dr. Christian Contest. Winner is Mrs. Theodosia La Barbera of Miami. The program is heard on the web from 8:30-9 p.m., EDT.

FOR SALE

Crated New Studio Equipment

- 4—MI 4027 D Microphones
- 2—MI 4048 D Microphones RCA 88A
- 2—MI 11801 Turn Tables
- 1—48-507 Model 46 Auto Dryaire Device
- 1—RCA 86 A1 Limiting Amplifier with Tubes
- 6—MI 4092 C Stands
- 1—WE 25 B Complete Console
- 1—Ground Screen
- 1—Tube Checker—7 Test Meter
- 1—G.R. Oscillator
- 1—G.R. Distortion Meter

Will consider reasonable offer for all or part. Write

A. C. KATIMS
1627 K Street, N.W.
Washington 6, D. C.
or phone Republic 4916

Radio Stations Drop Skeds To Report Munitions Blast

(Continued from Page 1)

seacoast town. Local station coverage, augmented by network pickups continued throughout the weekend, with staffs working on around-the-clock schedules in several instances.

occurring at 7:25 P.M. Friday, the explosion jarred homes and store buildings in nearby New Brunswick where personnel of station WTC went into emergency operation tracing the explosion, warning citizens to keep the highways and telephone lines clear and to be prepared for future blasts.

Coverage by ABC had an unexpected aid when W. Leigh Smith, Jr. director of news at WSLR, Roanoke, Va., who was visiting his father in South Amboy, turned in prompt on-the-spot descriptions to the ABC newsroom in New York. A special telephone hookup, ABC recorded Smith's interviews with eye-witnesses and City Councilman William O'Leary; the interviews were aired later at 11:00 P.M. From the ringside at Madison Square Garden, Bill Corum interrupted his night commentaries during the evening for brief descriptions of the disaster. Tape-recorded interviews between newscaster Julian Anthony and residents of the stricken town were aired at 11:40 P.M., Friday, and throughout the Saturday AM news programs.

NBC Shorthanded
Caught shorthanded, NBC's newsroom had unexpected aid from newscaster Sid Pietzsch of WFAA, Dallas, Texas, who happened to be in New York to receive the Sigma Delta Chi Award for on-the-spot news coverage for last year. In addition, Lockwood Doty and engineers in a mobile unit were dispatched by WNBC to cover the scene throughout the night. Interviews by eye-witnesses were recorded via telephone in the N. Y. newsroom and aired at 11:15 over the network, at 12:00 midnight locally, and at intervals following. An interview with former Governor Hoffman, whose home was damaged, was aired Saturday at 7:30 A.M.

For CBS, Ed Scott dispatched

news bulletins throughout Friday evening and aired interviews and descriptions during early morning newscasts Saturday. George Herman covered the scene for a quarter-hour remote broadcast Saturday at 3:00 P.M. when CBS' plastic mobile unit was put into use to compensate for overload phone wires.

Interviews with the chief of police, with a woman rescue worker, and with the fire chief of nearby Keyport, N. J., were aired on WOR, N. Y., by special events reporter John Wingate. Later, Wingate also interviewed a Franciscan Father who had administered last rites to blast victims. Mutual network aired Wingate's interviews during hourly newscasts beginning at 7:00 A.M., Saturday.

Block Makes Fast Run

First on the scene for N. Y. indies, WNEW's Martin Block, having heard the early announcement in his home in Englewood, N. J., had a police escort for the trip to South Amboy where he interviewed police, firemen, and eye-witnesses from a damaged radio store located in the heart of the blast-riddled town. At midnight, Block interviewed Mayor John D. Leonard from City Hall, and at intervals between the two broadcasts the station facilities were pressed into service by South Amboy Health, Police and Army authorities.

Interrupting their Chicago broadcast of the game between the White Sox and Yankees, WINS aired special announcements until Dan Pearson filled in with on-the-spot coverage later. Interviews with National Guard, firemen, rescue workers, and citizens were aired Saturday AM. Similar interviews were tape recorded by WTTM, Trenton, with Wes Hopkins handling the mike, and by WNJR, Newark, who also derived the benefit of news coverage by 17 reporters of the Newark News which owns the station.

Jersey Indies Busy

Special announcements taken off the wire services and phoned to the stations by news personnel were broadcast by: WEVD, WMCA, WMGM, WWRL, WQXB, and WVNJ, Newark, WPAT, Paterson, scored a near miss when newscasters used a special mobile unit of Bell Telephone Co. to attempt a broadcast 200 yards from a burning barge. The broadcast was lost in technical difficulties, but eye-witness accounts filled in later.

Stork News

A five-pound, eight-oz. daughter, their first child, born to Mr. and Mrs. George Keck at Harkness Pavilion, May 13. Father is WCBS engineer; mother formerly a CBS-TV staffer.

Military Salute

The 12th anniversary of the "People's Platform" program was marked by the appearance of Frank Stanton and a number of military leaders on the 600th broadcast over CBS Sunday. Others appearing with Stanton were: Secretary of Defense Louis A. Johnson, General J. Lawton Collins, Lt. Gen. Idwal H. Edwards, Admiral L. D. McCormick and General Clifton Gates. Stanton, in a brief talk, hailed the power of free discussion and free opinion.

KIEM Reports

17.6*

RATING

produced by

"THE CISCO KID"

FOR MASTER BREAD!

(CONLON, APRIL, 1949)

"Since 1946, Cisco Kid has proved to be one of America's greatest salesmen" . . . says Dick Koenig, Manager of Master Bakers.

"Cisco" is amazingly successful at sparking sales crews—enthusing dealers—building great kid (and adult) audiences—zooming sales—boosting profits! Write, wire or phone for proof of "Cisco Kid's" sensational business-building performance!

SENSATIONAL PROMOTION CAMPAIGN

. . . From buttons to guns —is breaking traffic records!

LOW PRICED!

1/2-Hour Western Adventure Program . . . Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.



Here's the Sensational LOW-PRICED WESTERN That Should Be On Your Station!

SOUTHWEST

NEW promotion manager of Radio Station KXYZ is Jack Saunders, according to announcement by Fred Nahas, executive vice-president and general manager of the Houston ABC affiliate. Saunders has had wide experience in advertising agency work, public relations and promotion. He was associated with Tracy-Locke and Ray K. Glenn advertising agencies in Dallas, and he received early training in radio at WRR in that city. At one time Saunders directed public relations for the Southern region of American Airlines. Most recently, he was assistant national advertising manager of The Citizen newspapers.

KXYZ now is using its new transmitter, installed May 1. Gerald B. Chinski, technical supervisor of the station, who was in charge of the engineering change-over, installed KXYZ's equipment when it moved to its present studios in 1935.

United Nations Day program presented by Radio House, University of Texas, over KFJZ and the Texas State Network last October 24 was announced at Ohio State University May 3 as "one of America's most distinguished educational broadcasts in furthering international understanding." Citations specifically honored KFJZ, Texas State Network, Radio House and Texas League of Women's Voters, it was announced by Thomas D. Rishworth, Director, University of Texas Radio House, Austin.

Wolff & Marx Company, local department store, has picked up the tab of "Winters' Wonderland" at 8:45 P.M. each Monday as a summer replacement for their regular "Fashions in Your Living Room" on WOAL-TV, San Antonio. "Winters' Wonderland" will feature the talents of piano soloist Melvin Winters, who will spark the quarter hour of novelty entertainment as a performer, announcer and emcee. Winters is WOAI-TV's musical director and has toured with Henry Busse, Lou Breeze, Jan Savitt and Anson Weeks. He will use a different guest artist each week and plans to present various personalities in show business who are currently visiting S. A.. One of his first guests was Gene Austin, whose name is synonymous with "My Blue Heaven." "Fashions in Your Living Room" will resume its regular schedule the latter part of August.

Caddy Caller

A call for 20 golf caddies, aired over WFGP in Atlantic City recently as a 10-second public service announcement, brought peace once again to desperate golfers of New Jersey within 20 minutes time. Broadcast as a service to the N. J. State Employment Service, the plea for caddies gave a new twist to the power of peacetime radio.

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 May 12-18, 1950

TITLE	PUBLISHER
Are You Lonesome Tonight.....	Bourne
Ask Me No Questions.....	Witmark
Baby Won't You Say You Love Me.....	Feist
Bewitched.....	Chappell
Candy And Cake.....	Oxford
C'est Si Bon.....	Leeds
Chattanooga Shoe Shine Boy.....	Acuff & Rose
Daddy's Little Girl.....	Beacon
Dearie.....	Laurel
Don'cha Go 'Way Mad.....	Advanced
Down The Lane.....	Broadcast Music
Enjoy Yourself.....	E. H. Morris
Home Cookin'.....	Famous
Hoop-Dee-Do.....	E. H. Morris
I Don't Care If The Sun Don't Shine.....	Famous
If I Had You On A Desert Island.....	D. Dreyer
If I Knew You Were Coming.....	Robert
I'm Gonna Paper All My Walls With Your Love Letters.....	Goday
It Isn't Fair.....	Words & Music
My Foolish Heart.....	Samly-Joy
Old Piano Roll Blues.....	Leeds
On The Outgoing Tide.....	Shapiro-Bernstein
Rain.....	Miller
Roses.....	Hill & Range
Sentimental Me.....	Knickerbocker
Stay With The Happy People.....	E. H. Morris
Sunshine Cake.....	Burke-Van Heusen Assoc.
They Say It's Wonderful.....	Berlin
Third Man Theme.....	Chappell
Wilhelmina.....	Feist

Second Group

TITLE	PUBLISHER
Buffalo Billy.....	Laurel
But Me I Love You.....	Campbell
Count Every Star.....	Paxton
Cross Your Heart.....	Harms
Dream Peddler's Serenade.....	Capitol
Have I Told You Lately That I Love You.....	Duchess
I Hadn't Anyone Till You.....	ABC
I Wanna Be Loved.....	Supreme
If You Were Only Mine.....	Robbins
In Santiago By The Sea.....	Life Music
In The Valley Of Golden Dreams.....	Beacon
La Vie En Rose.....	Harms
Music Music Music.....	Cromwell
On An Ordinary Morning.....	Remick
Rag Mop.....	Hill & Range
So This Is Love.....	Walt Disney
Spaghetti Rag.....	Shapiro-Bernstein
Sweetest Words I Know.....	Life Music
There's An X In The Middle Of Texas.....	Simon House
Where Are You Gonna Be When The Moon Shines.....	Lombardo
Where In The World.....	Oxford

Copyright 1950, Office of Research, Inc.

BEHIND THE MIKE

DR. DAVID S. ANDRON planned to build a special television studio at his fabulous Loon Lake Hotel in the Adirondacks, 1,800 feet above sea level. Which oughta make one of the highest, if not the highest, TV studio in the country.

Dancer - singer - choreographer Tommy Morton currently getting huzzahs from the Chicago press for his terrific dancing in the miniature musical, "The Roarin' 20's" at 1 Blackhawk. Since the film, he's been getting more TV offers than he can handle.

Bill Slater's expert handling of the emcee chores on "County Fair" further testimony to his all-round mike ability.

Trade still talking about the sw promotion film presented to huzzahs by station WTAG, Worcester during showings at the Waldorf.

TV cameramen on "People's Platform" blossomed out with miniature cameras and photographs. Mrs. FDR when they could grab a chance during her debate with S. Brewster the other p.m.

Article by Tony Charmoli, choreographer for "Stop the Music" to appear in Televiser, a Bible of video dance directors.

Herb Jeffries off for Paris engagements.

Juanita Hall set for a guest spot on Roberta Quinlan's TV'er.

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 panorama 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 Street)
Hollywood 4, Calif.
Telephone: HOLlywood 9-2701

TELEVISION DAILY

Publication of RADIO DAILY, Tuesday, May 23, 1950 — TELEVISION DAILY is fully protected by register and copyright

CINCINNATI UNITS TO SCAN TV-SERVICE

TELE TOPICS

FRESH HORNSBY died yesterday morning. And, as the word of his death spread with hastening speed around the television circuit in New York, there were those who heard it but bethought themselves of fame and fortune and what fleeting things these are—and how unimportant in the face of death. Show business has a paradoxical reputation for being hard and soft. And in New York yesterday it was soft, even though Hornsby was virtually unknown here. His advances were so promising enough that NBC, after a quick appraisal, signed him to a five-year contract and he looked to be just about set to headline the Anchor-Hocking cross-country video program. Not many people had had time to meet him—he was here three weeks when hit by polio but his talents were reportedly great. Discovered by Bob Hope, signed by NBC, as a sponsor practically in his pocket, Hornsby was to get the big build-up, was expected to become a star in an entertainment medium that may finally surpass all others. But he died; at 26, survived by a mother and three young children.

"THE SHOW GOES ON," CBS radio and television series, has American Safety Razor picking up the tab as of Sept. 28 for the 8-8:30 p.m. portion of the 8-9 Thursday series starring Robert Q. Lewis. Columbia Records continues to carry other acts. . . . Arnold Stang, sidekick for Milton Berle and Henry Morgan, appears with Bob Hope on his 90-minute Decoration Day TV show on WNBT May 27. . . . Martin Kane, "Private Eye," renewed for her 52 weeks at NBC, effective August 31. . . . Telegram from Mayor Sawyer to CBS prexy Frank Stanton cites New York as "logical TV Capital of U. S." Ten 13-week films for TV now being offered by Encyclopedia Britannica Films; subjects cover sports, arts, crafts, travel, or kiddy shows. . . . CBS-TV's musical comedy "Mr. I. Magination" getting bankrolled by Lamont Corliss Co., for Nestle's Chocolate, effective Sept. 24, after having been sustaining since April '49.

WILLIAM BALDERSON, president of the Philco Corporation, was honored by the Boston Jubilee with a citation honoring him as an outstanding business leader. . . . Highlight of the Boy Scout Camporee on Saturday, May 27, will be the performance of the star of WCBSTV's "Chuck Wagon" (5:00 p.m., every Saturday except Saturday). He will ride to the Scout Camp at Alpine, N. J., to entertain Boy Scouts who will be camping at the week-end. . . . The American Television Society and the Sales Executives Club of New York today will hold a joint luncheon panel session on television in the Grand Ballroom, Hotel Roosevelt.

SONGS WITH THE LARGEST TV AUDIENCES Survey Week Of May 12-18, 1950 THE TOP 5 SONGS OF THE WEEK

Bewitched Chappell
Hoop-Dee-Do E. H. Morris
If I Knew You Were Coming Robert
I'll Kipl You A Miwlyun Times Bregman-Vocco-Conn
It Isn't Fair Words & Music

THE 5 FAVORITE STANDARDS OF THE WEEK

Darktown Strutters Ball Feist
Lullabye Of Broadway Witmark
Sidewalks Of New York Pioneer
Three O'Clock In The Morning Feist
Younger Than Springtime Chappell
Copyright 1950, Office of Research, Inc.

Big Ten's Ban On TV Criticized By Cramer

Detroit—The action of the Western Conference in banning TV transmission of member college football games was scored here this afternoon by Leonard F. Cramer, executive vee-pee of the DuMont Laboratories. Cramer told a group of Detroit tele dealers that there was nothing wrong with sports attendance that better ball clubs and better games cannot cure.

TV is not the only factor to be considered when measuring sports attendance fluctuations, he said, and, quoting from the U. of Pennsylvania Jordan survey, pointed out that the major factors to be considered included shorter hours and higher incomes, management, performance and team publicity.

Hitting directly at the Western Conference decision to prohibit the telecast of Conference football games, Cramer said: "Last year with more telecasts than in any other section of the nation, a higher percentage of the schools increased attendance than in any other area

Redlin To Produce Series Based On 'Uncle Remus'

Marking the first time live animation has been used for the screen, "Uncle Remus' Little-Folk Tales," a 15-minute daily video film series for children, has been scheduled for filming and distribution by Jerry Fairbanks Productions, the firm announced yesterday.

To be produced by Redlin Productions, the new series is scheduled for fall release and will feature original and public domain Uncle Remus stories.

Making possible complete animation of animal faces, new type rubber masks have been developed for the series and special costumes created.

of the country. Small colleges (with less than 10,000 attendance per game) had an even better record than any other section. 58 per cent of small colleges in TV areas increased attendance while only 44 per cent of the small colleges in non-TV areas showed attendance increases," he said.

Press-Time Paragraphs

Selph Named KPIX Vee-Pee

San Francisco—Colin M. Selph has been named sales vee-pee for Station KPIX, here, it was announced yesterday by Wesley I. Dumm, president of Associated Broadcasters, Inc. Dumm and Selph were formerly partners in the Muzart Corporation, the Northern California Muzak franchise operation. Selph has been active for the past fifteen years in the advertising and publication fields.

WLW-C To Feed Programs Now

Columbus, Ohio—A new service of WLW-Television, that of locally originated programs being fed by WLW-C, Columbus video outlet of the Crosley Broadcasting Corporation's three-station chain, to WLW-D, its sister station in Dayton, for telecast in that area, was inaugurated May 15. Until now, WLW-C has been the terminal point of the company's network, receiving programs originating in Cincinnati and in Dayton through Crosley's own microwave relay station in Mechanicsburg, one of the few of this type in the nation.

Station, Biz Ass'n Will Cite Good Repairmen

(Continued from Page 1)
Developments in television receivers. Points covered in the initial proposal include:

(1) Standards code and employment qualifications.
(2) Periodic classes for all servicemen to acquaint them with the newest developments in television receivers being distributed in the Cincinnati area.

(3) Merit awards to be issued by WKRC-TV and the association cooperatively to servicing units successfully qualifying.

(4) Certificates from the station and the association to each man upon completion of proposed courses of study. Special recognition of servicemen who demonstrate outstanding initiative by WKRC-TV.

WKRC-TV, CBS affiliate, is operated by Radio Cincinnati, Inc. Hulbert Taft, Jr., executive vee-pee, offered all facilities of the station in promoting and publicizing the effort.

Edward McGinnis, executive secretary of the CEA, to whom the plan was presented, was enthusiastic. Several members of the executive board pointed out that the present service situation in the television field is comparable to the servicing problems which arose in the automotive and watch repair fields in the 1930s. All agreed on "genuine interest to relieve the problems of giving owners good, efficient service on a reputable basis."

B.B.B. In Favor

Although Cincinnati's Better Business Bureau reported "very few complaints about television receiver servicing" the bureau executives heartily endorsed the WKRC-TV Electrical Association plan.

WKRC-TV will promote the plan via station breaks and straight plugs. Its newspaper affiliate, the Cincinnati Times Star, also will aid through courtesy advertisements and publicity. The plan will be expanded in operation. No name for it has been selected. Board members of the CEA will hold an executive meeting with WKRC-TV men later this week to work out an overall structure for handling the details of the schooling and establishing a standards code for servicemen. The whole format will be presented at the association's next full meeting for official okay.

Early action, with first clinic date, general education material, etc., is expected. The plan will be in operation by mid-June.

Educational Web Links 13 Stations

(Continued from Page 1)

director of WNYC, reported yesterday. The series, which was begun in the latter part of February, is being financed through funds provided by Cooper Union. Shows are transcribed on tape at various places with the distribution being handled through WNYC in New York.

First series was made in Boston in cooperation with the Lowell Institute Cooperative Broadcasting Council. "We Human Beings" was the title of the first group while the second was on "A Long Life." The latter included talks on cancer, arthritis, accidents, alcoholism and other diseases.

The third series on "Great Themes in the Great Hall" was recorded at Cooper Union, now marking its 90th anniversary. Speakers include Ralph Bunche of the UN, Walter White of the National Association for the Advancement of Colored People and Carlos P. Romulo of the UN.

Army Band Included

Fourth series features the concerts of the United States Army Band while the fifth titled "Music for the Connoisseur," consists mainly of discussions by David Randolph.

Programs of the British and Canadian Broadcasting Companies will be made available in the sixth and seventh series to be produced later. UN presentations will be utilized for still another group.

Plans for the educational broadcasts were laid during June and July of last year at a meeting on the campus of the University of Illinois. Siegal, who was among those drawing up the so-called "Alerton Report," later put the plans to work and was instrumental in arranging the present programs.

Commenting on a recent article by Robert Hutchins of the University of Chicago in the BBC Quarterly which deplored the lack of educational broadcasts, Siegal noted that the present programs are evidence of constructive work being done in the field.

The recordings, thus far, have been produced on a very small budget given by Cooper Union and no talent fees have been necessary. The shows are available only for non-commercial stations.

Stations Listed

Those stations now carrying the series in addition to WNYC are: WUOM, Ann Arbor, Michigan; WOI, Ames, Iowa; WHA, Madison, Wisconsin; WILL, Urbana, Illinois; KUSC, Los Angeles; KWSC, Pullman, Washington; and WOSU, Columbus, Ohio.

Also: WNAD, Norman, Oklahoma; KUSD, Vermillion, South Dakota; WBAA, Lafayette, Ind.; WUOA, University, Alabama; and WLSU, Baton Rouge, Louisiana.

Stations which will be running the series in the near future are: WDTR, Detroit; WWHI, Muncie, Indiana; WFFU, Bloomington, Ind.;

COAST-TO-COAST

Home Games On WKNY

Kingston, N. Y.—WKNY has contracted with the Beverwyck Breweries to air all the home games of the Class B Colonial League Ball. Dick McCarthy, WKNY sports director and announcer, will handle the broadcasts, assisted by the station's special events men and staff announcers, Ed Eckert and Ernie Ward. The Beverwyck contract was placed this spring through McCann-Erickson in New York.

WTUX Forms Tots Club

Wilmington, Del.—Roy Ambrose, WTUX announcer and better known as "Uncle Roy," airs a "Tiny Tot" show each day from 11:30 to 12:00. Recently, the Tiny Tot Club was organized, each member receiving a card to attend the Tiny Tot party on Saturday morning May 13th. The program format consisted of an amateur show and a contest to name the characters in the Tiny Tot library.

Kurt Meyer In WSTC Series

Stamford, Conn.—Kurt Meyer, internationally famous pianist, who survived the war years in concentration camps by playing the piano for his Nazi guards, is being heard in a Monday night piano series over WSTC and WSTC-FM. It began May 22, at 8:45. Meyer came to the United States after his rescue by American troops in 1945, and was acclaimed by critics after two Town Hall concerts. He appeared on a network piano series, on several television programs and supplied the musical background for a radio dramatization of his experiences which starred Paul Muni. Meyer joins Erwin Straus, son of operetta composer Oscar Straus, in the WSTC and WSTC-FM "Dinner by Candlelight" artists series.

WSPB Students Day

Sarasota, Fla.—In co-operation with the first High School Students Day here on May 15th when students of the high school took over the running of the city and county offices, WSPB, CBS affiliate, turned the entire operation of the station over to the student body. All disc shows, commercial announcements, bookkeeping, copywriting and general management, were performed by students assigned to the station. Climax of the day took place when the civic leaders, along with the students, who took their places for the day, appeared in a half-hour program over WSPB, at which time the students returned the keys to the various offices which they held.

WVSH, Huntington, Indiana; WFUV, New York; WAER, Syracuse; WZBK, De Kalb, Iowa; WBKY, Lexington, Ky.; WMUB, Miami, Ohio; WUOT, Knoxville, Tenn.; WEPS, Elgin, Ill.; KCVN, Stockton, Calif.; WKAR, East Lansing, Michigan; and WIUC, Urbana, Illinois.

Special KVOE Program

Santa Ana, Calif.—On May 19th, KVOE presented a transcribed public service program commemorating the opening of the new building of the branch of the Bank of America. KVOE announcer Art Sipherd, Jr., conducted a 15-minute interview with the leading personnel of the bank, having each one explain the new expanded features of his particular department. Members of the public, visiting the opening of this new building were also interviewed, being asked to give their opinions of this new Bank of America building. The program was recorded via KVOE's mobile unit at 4:45 Friday afternoon and then played back over the air at 7:00 p.m. Friday night, May 19th.

WPFB Sat. Morning Sked

Middletown, O.—According to George Lummis, program director, WPFB Saturday programming has now been revised to favor the "school's out" listeners. Two and one-half hours, from 9:30 until 12:00 noon are devoted to young people, beginning with District Schoolhouse and Boy Land at 9:30 and the new at 9:30; Bicycle Court at 10:00; Girl teen-age participant show at 11:00 Club French Bauer.

Request Feature On WERE

Cleveland, O.—WERE has turned its night show, which is aired Monday through Saturday 11:00 to 1:00 a.m., into a free-for-all request show. Now called "By Request," the program invites listeners to telephone in their requests during the show. Calls are taken by Gil Gibbons, the announcer, and requests are answered on the spot for records, piano music by Grant Wilson, and songs by winners of WERE's amateur show "Audition Ambition," who appear on the night program each week. The first night of this new feature, approximately 250 requests were taken and many more could not be answered because of the switchboard tie-up.

General Mills Buys New Package On NBC

(Continued from Page 1)

dren for the "live like a millionaire" roles.

The program will originate in Hollywood and sale of the production was heralded in NBC circles as evidence of a major advertising interest in summer television radio. Likewise it indicates that Nelson, Masterson and Reddy will have been expanding as producers of the radio and TV field still have lively interest in network radio packages.

Plans For RCA Expansion Announced Yesterday

(Continued from Page 1)

general manager of the company home instrument division.

The new Canonsburg factory will have a capacity of more than one million radio units annually, Baker reported. Production is expected to start about August 1. The building adjoins a record manufacturing plant which was opened by RCA Victor in 1947.

Most of RCA's radio and record phonograph production will be moved to Canonsburg from Bloomington to permit a broad expansion of television manufacturing facilities in Indiana. Before the end of the year, Bloomington will be devoted exclusively to TV production.

The RCA Victor home instrument division operates five other factories in addition to Canonsburg. The other factories produce radio and TV tubes.

Plan Brokenshire Day

"Norman Brokenshire Day" will dominate the scene of Palisades Amusement Park on May 24, when the veteran WNBC combination disc-jockey and homey philosopher gets honored by loyal fans. At his 12:15 p.m. broadcast, Brokenshire will greet listeners, judge contests, and climax the celebration selecting the "youngest gram mother" at the park.

CHOICE SPACE FOR LEASE

Particularly Suitable for
TV or RADIO BROADCASTING STUDIO

Ballroom and ante-rooms; high ceilings; completely air-conditioned; comprising approximately 10,000 sq. ft., with PRIVATE street entrance on 51st St., between 6th and 7th Avenues.
ONLY ½ BLOCK FROM RADIO CITY

MUST BE SEEN TO BE APPRECIATED!

For Details, Phone: Mr. Zuch, Circle 6-9400

—ABBEY HOTEL, 151 West 51st St., N. Y. C.—

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 51, No. 38

NEW YORK, WEDNESDAY, MAY 24, 1950

TEN CENTS

TV LEADERS REPORT ON '50 EXPANSION

FCC Reports TV Sale; Seven AM's Transferred

LEE-TV, Houston Purchased By Newspaper

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday okayed the sale of LEE-TV, Houston, Texas, TV station, to the Houston Post for \$740,000. The Post's pending application for Houston will be dismissed. Seller is W. Albert Lee. The Commission also okayed the transfer of seven AM stations and per-

(Continued on Page 6)

Departmental Groups for NBC Announced

Completion of the reorganization of the integrated services departments of NBC was announced yesterday in an inter-office communication from William Hedges, vice-president in charge of integrated services, of the network.

The personal line up of each department follows:

Traffic Department: Manager of

(Continued on Page 6)

Colgate Will Sponsor Tello-Test On Don Lee Net

Hollywood — Colgate-Palmolive-Pet will sponsor "Tello Test" 5 times weekly on the full Don Lee network of 45 stations, beginning June 5th, it has been announced.

(Continued on Page 4)

TV Antique

The first TV receiver used in the New York area is on display in the windows of the Center Music shop in the RCA building. The receiver is the property of Isaac Goldberg, president of Pilot Radio Corp., and was first used in April, 1928. Set used a mechanical scanning system to achieve its effects and produce a 1 1/2-inch picture.

Plan National Exposition

Plans for a national television and electronics exposition geared for both the consumer and the trade were revealed yesterday by Allied Syndicates, Inc., representatives for Framer-Kram Expositions. Scheduled for the last eight days of September, the show will be staged in New York's 69th Regiment Armory with space allotted for 169 booths. In addition to exhibits by manufacturers of TV sets, parts, and accessories, the early plans call for "live" TV shows to originate from a specially constructed stage.

Better Commercials Urged By Schwerin

"Radio can sell as much or more merchandise than it ever sold prior to the advent of television" by improving the quality of commercials and programs, Horace Schwerin, president of Schwerin Research Company declared yesterday as he released details of a survey of listeners' reactions.

Four conclusions can be drawn

(Continued on Page 3)

Gamble Tells British Of American Enterprise

London—An outline of American advertising and its agencies was presented here today to the Institute of Incorporated Practitioners in Advertising by Frederic R. Gamble.

(Continued on Page 3)

Drug Sponsor Shifts To Daytime Radio

Noting the downward trend of radio and upswing of video in evening hours, The Block Drug Company has announced that it will give up its p.m. radio show and sponsor a daytime a.m. program and a nighttime TV show.

Block, for Amm-i-dent Tooth Paste, has signed for "The Amm-i-dent Mystery Playhouse" every

(Continued on Page 3)

Graduation Exercises Held By RCA Institutes

Two hundred and eighty students were graduated yesterday by RCA Institutes, Inc., at commencement exercises in NBC's Radio City studios. Generally, diplomas were awarded

(Continued on Page 3)

NBC-TV Leads Nielsen List; DuMont Drops Out Of Top 20

"Texaco Star Theater" (79.8), "Godfrey's Talent Scouts" (66.3), and "Godfrey and His Friends" (55.2) are the three most popular television programs now being aired, according to the latest Nielsen National TV Report, just out.

The report shows that NBC-TV has increased its lead to twelve of the Top Twenty rated programs and that DuMont has dropped completely out of the Top Twenty. The DuMont entry in the top previous listings was "Cavalcade of Stars" which apparently lost viewers to NBC-TV's "Saturday Night Review."

Other programs which finished in the top bracket include "Toast Of The Town" (55.1), "Stop The Music" (51.2), "Gillette Cavalcade of Sports" (51.1), "Lone Ranger" (49.1), "The Goldbergs" (49.0), "The Big Story" (48.4) and "Lights Out" (47.5).

In the second half of the top Twenty; the finalists were "Fire-side Theater," "Philco TV Playhouse," "Studio One," "Ford Theater," "Howdy Doody," "Kraft TV Theater," "Original Amateur Hour," "We The People," "Martin Kane—Private Eye," and the Wayne King program.

Woods And DuMont Among Speakers At Luncheon

"Television is rapidly becoming the greatest force for sales, entertainment and education the world over has ever seen," Mark Woods, vice-chairman of ABC yesterday told a combined meeting of the American Television Society and the Sales Executives Club at the Hotel Roosevelt

(Continued on Page 7)

Questions Validity Of Rating System

The validity of Hooperatings was questioned anew yesterday by Robert Hoffman, WOR research director, speaking before the radio and television group of the American Marketing Association in the Hotel Shelton.

Hoffman compared Simul-Pulse radio ratings, based on door-to-door surveys, with those of Hooper and

(Continued on Page 2)

Child Of Future To Benefit From TV—Miss Waller

Long Beach, Calif. — Optimistic forecast of the effect of television on children were voiced last night by Judith C. Waller, NBC's Chicago director of public affairs and edu-

(Continued on Page 2)

Public Service

Station WNBC, working in cooperation with the Automobile Club of New York, has completed plans for release of traffic information on summer weekends and holidays, it was announced by Jay J. Heitin, supervisor of news and special events. The station will have the services of two patrol cars, operated by the Automobile Club.



Established Feb. 9, 1937

Vol. 51, No. 38 Wed., May 24, 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. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Postage free) United States (other than California) \$10.00 one year; California, \$15.00. Foreign, \$15.00. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

WEST COAST OFFICES

Ethel Rosen, Office Manager
6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

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

CHICAGO BUREAU

Herbert M. Kraus
Suite 1325, 188 Randolph Tower
Phone: Dearborn 2-1414

SOUTHWEST BUREAU

Paul Girard, Manager
Suite 314, Thomas Bldg.
Dallas, Texas

Phone: Riverside 5491

ROME BUREAU

John Percicari
Ludovisi 16

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

FINANCIAL

(May 23)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Nat. Union Radio.

OVER THE COUNTER

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

Dave Kissock

Dave Kissock, first radio editor of Toronto Telegram, died at Sunnybrook Hospital, Toronto of a heart ailment aggravated by wounds sustained as Company Sgt.-Major in the battle of the Somme in the first great war.

Changes Call Letters

Change in call letters has been announced for WKIX, CBS radio affiliate in Columbia, South Carolina, effective May 28 when the station's new identification will be WMSC. Manager of the station is C. Wallace Martin.

★ COMING AND GOING ★

MANUEL MARCELINO MORTOLA, manager of the J. Walter Thompson office in Buenos Aires, Argentina, and JOHN HUMPHRIES, account executive in the agency's Bombay (India) office, currently are visiting at the home offices in New York, where they are making client contacts and studying various departmental activities.

F. E. BUSBY, general manager of WKRG, Mobile, Ala., a recent visitor at the New York headquarters of the Columbia network, with which WKRG is affiliated.

ROY E. FERREE has returned to WHOD, Pittsburgh, after having attended the meeting of the FLQN.

ERNEST LEE JAHNCKE, JR., and IVOR KENWAY, vice-presidents of the American network, yesterday were in Hartford, Conn., on business. Jahncke will return today, while Kenway will continue on to Boston. He'll be back Friday.

LEE C. MIKESELL, manager of KSNB, San Francisco, is motoring back to California following his business trip to the East. While here he attended the meeting of the Foreign Language Quality Network.

EMANUEL H. DEMBY, publicist, is in Havana handling public relations for the Inter-American Conference for North and South anti-totalitarian political leaders, also to scout local talent.

FREDERIC R. GAMBLE, president of the American Association of Advertising Agencies, has arrived by plane in England. He will address the Institute of Incorporated Practitioners in Advertising.

JOSE RAMON QUINONES, president of WAPA, San Juan, P. R., heads a delegation of Puerto Rican sugar growers who will arrive in Washington tomorrow for the second meeting of the Sugar Advisory Committee.

JOHNNY and PENNY OLSEN, together with the program company of their ABC show, "Ladies Be Seated," have left on a 10-day personal appearance tour through the South. They open today in Augusta, Ga.

DR. SYDNEY ROSLOW, president of The Pulse, Inc., tomorrow will leave for the West Coast, where he'll remain for ten days. During that time he will address the advertising clubs of Hollywood and San Francisco.

LAWRENCE ROGERS, general manager of WSAZ-TV, Columbia network affiliate in Huntington, West Va., is in New York on a short business trip.

TED MACK and the program company of his "Original Amateur Hour" heard on ABC, broadcast their program of last Thursday from Cleveland. On Thursday of this week they'll be back in New York. Their show that day will salute Lawrence, Mass.

MARY PICKFORD delayed her return to the West Coast until Monday. Over the weekend she tape-recorded a series of dramatic programs now being considered by a major network.

DALTON LA MASURIER, owner of KDAL, Columbia network affiliate in Duluth, Minn., is back at the station following a short business trip to New York.

DOROTHY BULLITT, executive vice-president of KING-TV, Toronto, is in town.



Free Ride

The baby squirrels are all set for a free ride on the back of the friendly shepherd dog. It's great fun and doesn't cost them a penny.

Of course, advertisers of W-I-T-H don't quite get a free ride. But they do get the nearest thing to it in Baltimore radio. For every buy of time on W-I-T-H is a real, honest-to-goodness BARGAIN!

W-I-T-H, you know, delivers more listeners-per-dollar than any other station in town. And that means that just a LITTLE bit of money does BIG things for W-I-T-H.

So if you want plenty of low-cost results from radio in Baltimore, more, use W-I-T-H, the BIG independent with the BIG audience. Get the whole story from your Headley-Reed man today.

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

Questions The Validity Of Hoopering Plan

(Continued from Page 1) Pulse and found a greater difference in daytime than at night. Hooper's figure was 14.1 from 9 a.m. to 6 p.m. in November, 1949 while Pulse showed 24.1 and Simul-Pulse, 21.5. The six to eight p.m. hours, Hoffman reported, were closer; Hooper had 30.1, Pulse 32.2 and Simul-Pulse 30. Video's share of audience in the same period from 5 to 8 p.m. was 34.6 per cent according to Hooper, 16.9 per cent by Pulse and 17.5 per cent by Simul-Pulse. "This type of material leads us to believe that Hooperatings sell short," Hoffman said.

Compares Webs and Indies

Hoffman also pointed out differences between audiences for network and indie stations in New York shown by Simul-Pulse. Among these were: women represent a greater proportion of the network audience than of the indie station in daytime; indies have a greater proportion of their listeners in the lower income brackets; married persons make up a greater percentage of network than indie audiences; and network listeners are mostly over 35. WNEW, WMGM, WMCA and WINS were the four indies used in New York against WNBC, WCBS, WJZ and WOR.

Phil Baker 'Jest Of Honor'

Phil Baker, tomorrow will outline the plans for his forthcoming TV show when he is "Jest of Honor" at the Gagwriters Luncheon of the National Laugh Foundation, which will be held at Trader Tom's Steak House.

Child Of Future To Benefit From TV—Miss Waller

(Continued from Page 1) communications, speaking here at the Communications Dinner of the National Congress of Parents and Teachers. Answering questions of parents and teachers as to television's possible detrimental effects on the next generation, Miss Waller cited "tomorrow's child" as being given a greater "freedom to grow" than children of previous generations.

Discusses Censorship

On the point of television censorship, Miss Waller recommended selection of TV programs for children by their parents and cited a diversity of programs as an "essential part of the instruction of the modern child." Further censorship by one central agency, censoring the programs at the source, could only lead, she said, to "a false sense of security"—pointing out that such censorship has always been an essential aid to "an engineered doctrine" such as Communism and Fascism.

Witt Heads Agency Office

Los Angeles—Harry W. Witt has been appointed to manage the Los Angeles office of Calkins & Holden, Carlock, McClinton & Smith, Inc. The new branch of the agency will be opened July 1 and will service both Western and national accounts.

Witt was formerly Assistant General Manager of the CBS on the Pacific Coast, and General Manager of Television Station KTTV in Los Angeles. Previously he had been engaged in the newspaper and outdoor advertising fields.

Better Commercials Urged By Schwerin

(Continued from Page 1)

In the survey, Schwerin said. They are: "1. A program's sales effectiveness varies directly with the percentage of its audience who remember and believe its commercials; 2. Because sales effectiveness in a program's audience size multiplied by the percentage of listeners who remember and believe the commercials, it is much more economical to improve the commercials' quality than to increase the size of the audience; 3. The way to achieve remembrance and belief in commercials is to take advantage of the basic appeal, found to be the dominant reason for people listening to the program; 4. The greater the liking for the show, the greater is the opportunity for commercials to benefit."

In order to achieve high remembrance and belief, radio commercials, he said, must have psychological compatibility." Schwerin defined this as "Making your commercials take advantage of the audience's reason for listening to the program." This does not mean integration, he continued. Integration has done great harm to radio, the researcher added. Three steps should be taken to get maximum effectiveness from a radio program, Schwerin concluded. First, "Study the show, in order to determine its basic appeal;" second, "Test, re-work, and re-test the commercials to find the approach which best fits the program;" and finally, "Improve the show, in order to give the commercials their maximum opportunity to 'borrow' from the program's strong show."

Numerous examples of successful results were cited by Schwerin. The survey itself included a wide variety of products including autos, cassettes, foods, appliances, etc. The 500,000 listeners reactions to 15 radio programs and 2300 commercials were used.

Among those voicing support of the survey was Hugh M. Beville, director of NBC research. Beville said that such a survey had been needed for some time.

Vinyl Prices Reduced

Richard A. Wilson, vice-president of the Transcription division of the Decca Corporation announced that a price reduction of vinyl biscuits will be made effective immediately. This reduction is a direct result of manufacturing advancements in custom compounding of specially designed vinyl preforms for high speeds and sizes of phonograph records and electrical transcriptions.

Tour NBC Studios

The 18-man French Commercial Distribution Mission currently studying distribution, marketing and sales methods in the United States will be special guests on a tour of the studios of NBC yesterday.

New Twist

New twist in the radio-TV shuffle devised by Bob Patt, sales promotion director for WCBS Radio who has arranged to plug the following morning's AM schedule on the WCBS-TV screen at the close of each day's operations, via photos of station's personalities plus appropriate promotional announcements.

Graduation Exercises Held By RCA Institutes

(Continued from Page 1)

in the fields of radio broadcasting and servicing, TV transmission and maintenance, radio-telegraph operating and advanced technology in electrical communications.

Addresses during the ceremonies were delivered by Maj. Gen. Harry C. Ingles, pres. of RCA Communications, Inc., and Maj. Gen. George L. Van Deusen, pres. of RCA Institutes. The Rt. Rev. Joseph T. Casey of St. James Church, Red Bank, N. J., pronounced the invocation.

ANA Prepares Check List To Study Market Report

A "checklist" for evaluating market reports has been released to members of the Association of National Advertisers by the ANA advertising research committee, the association has announced.

Questions which might be answered by advertising executives themselves were placed in one group while questions which might require the help of research technicians were placed in a second list. Included in the former were: "Is the PURPOSE of the research clearly and briefly stated early in the report? WHO did and WHO paid for the research? Is there anything unusual or irregular about the TIMING of the research? Are the LIMITATIONS of the study and the findings clearly set forth? Is the INTERPRETATION in line with the facts?"

The latter questions included: "Was the proper KIND of research used to answer the problem? Was the QUESTIONNAIRE or report form properly constructed to achieve the objectives? Was the FIELD SURVEY properly conducted and supervised? Is the sample REPRESENTATIVE of the market or area which should be covered? Is the sample SIZE for each comparison large enough for that particular comparison? Does the PRESENTATION of facts follow good statistical and research standards?"

According to the chairman of the research committee, R. H. Moulton of General Foods, "If the advertising manager asks these questions, and if the answers are satisfactory, he can be fairly sure that the research findings will give him the type of information he can use with confidence."

Gamble Tells British Of American Enterprise

(Continued from Page 1)

ble, president of the American Association of Advertising Agencies.

Gamble, in his talk at London's Dorchester Hotel, noted that in no other country had the agency commission and advertising been so highly developed as in the United States. No other country has developed production of goods and services for the public as in America and he suggested: "There may be a direct connection between these facts."

Speaking of television, Gamble said that in its early stages, high costs in proportion to the number of sets in use made TV unprofitable for stations and agencies. This situation is now changing, he added.

Gets Westinghouse Promotion

The appointment of A. Earle Fisher to merchandise mgr. of Westinghouse Home Radio Division has been made public by Joseph H. Walsh, sales mgr. Previously, Fisher was Southeastern district mgr. of the same division. His new duties will include aiding in distribution organization and dealer and consumer promotion. Additionally, he will be responsible for the allocation of radio and TV sets to distributors, which Westinghouse is continuing until its expansion of the manufacturing plant in Sunbury, Pa., is completed.

Drug Sponsor Shifts To Daytime Radio

(Continued from Page 1)

Tuesday at 10 p.m. over CBS TV network beginning September 26. On radio, Block will sponsor "Quick As A Flash" over ABC during the daytime. The company formerly sponsored Burns and Allen over CBS.

The two programs bought are in addition to other advertising placed in newspapers and magazines. The company reports that contracts totaling more than a million dollars have been signed. Agency is Cecil & Presbrey, Inc.

Commenting on the switch, Geo. Abrams, Block advertising manager, said that the decision to give up evening radio was based "on the downward trend in evening AM radio listening, the upward trend in evening television viewing, and the stability and increasing importance of daytime radio."

Will Broadcast Concerts


The annual series of Naumberg Memorial Concerts from the Mall in Central Park will be broadcast again this year by WNYC. First concert is on Memorial Day, May 30, with air time set from 8:15 to 10:15 p.m. Others will be heard on Independence Day, July 31st and Labor Day.

every **2²/₃** minutes

On a round-the-clock average of once every 2.66 minutes, a listener writes to KYW! That's one of the facts uncovered in an analysis of KYW's audience mail (**65,300 pieces** for the first four months of 1950). Not a world's record, perhaps, but mighty sound proof of continuing letter-writing interest of a loyal audience of more than 1,500,000 radio families in Pennsylvania, New Jersey, Maryland, and Delaware! To get your share of this *active, responsive market*.. write a letter *now* to KYW or Free & Peters. We'll count it in our *special fan mail!*

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

SAN FRANCISCO

By NOEL CORBETT

JOHNNY THOMPSON and his KNBC flackery working overtime lining up interviews for visiting firemen. NBC artists who have hit the town in the past fortnight and stayed long enough to see their ideas viewed in local radio columns are Howard Duff (Sam Spade), Walter O'Keefe (Double or Nothing), Robert Young (Father Knows Best), Hal Peary (The Great Gildersleeve). Then, of course, Arturo Toscanini and his entourage caused a little excitement when he arrived, special train and all.

Peter Voorhees, KCBS engineering and Pat Popejoy, former transcription librarian will be married this month. Jerry Seawell takes over Pat Popejoy's spot when she resigns to become full time housewife.

Jules Dundes, sales manager, KCBS, is en route to New York on business. Arthur Hull Hayes, CBS veepee, is returning from there.

Alwyn Bach has joined KNBC as vacation relief announcer. Bach was formerly with KYW in Philadelphia.

International Mineral and Chemical Co. (Accent) has signed for participations on the Jane Todd Show, KCBS. J. Walter Thompson is the Ad Agency.

Join Ziv Sales Force

Announcement of the addition of Henry Z. Unger, Arnold Nygren, and Norman Land to the sales force of the Frederic W. Ziv Company, producers of transcribed radio programs, was made recently.

Unger, a veteran of 20 years in radio sales, including experience in Toledo, Ohio; Detroit, Michigan; Youngstown, Ohio; and Washington, D. C., has been assigned to the company's North Central Division, which includes eastern Ohio, northwestern Pennsylvania, and western New York State. He will headquarter in Youngstown, Ohio.

Nygren, until recently with Transit Radio, is a veteran of many years in radio sales, including experience in Jamestown, New York; Philadelphia, Pennsylvania; and New York City. He has been assigned to the company's Eastern Division, and will make his headquarters in Boston.

Land, whose sales experience has been in Philadelphia, Dallas, and Houston, has been assigned to the eastern half of Pennsylvania, with headquarters in New York.

Available by Day, Week
or Month
Modern Sound Studios for
TV and Commercial Production

Sound, Lights, Cameras, Sets
Mannon Sound Stages
112 W. 89th St. TR. 3-1800
Geo. Orth, Mgr.



By SID WHITE

Man About Manhattan. . . !

● ● ● **ONCE OVER LIGHTLY:** Poll of broadcasters on new audience measurement service to be known as Broadcast Audience Measurement is proceeding slowly. Proposal is being received with mixed reactions, some for and others against the plan. . . . Morton Downey will shortly announce a new automotive TV sponsor. . . . Bev Kelley, former Ringling circus publicity chief, is in town with a whale of an idea for giving roadshow treatment to network radio. . . . Frank Capra making an intense study of TV techniques. What's up, Doc? . . . Magazine Digest reprinting Ben Gross' zingy Collier's story on Ted Granik's "American Forum of the Air." . . . CBS interested in a new stanza, "Policewoman, U.S.A." . . . Somebody at NBC-TV had their signals crossed recently when the make-up squad never showed up for Mrs. Roosevelt's session. (They had run down to the local drug store and do their own retread job). . . . World Broadcasting System has signed Mimi Benzell for a new radio series. . . . Georgia Gibbs will be Jack Carter's guest on the 27th and then planes to the coast for Ed Wynn's fade-out show for the season.

☆ ☆ ☆ ☆

● ● ● **QUOTABLE QUOTES:** Martin Block: "I never judge a person at his or her face value. I always like to look at the RECORD." . . . Ken Murray: "When I select guests for my TV show, I choose established favorites. The public should not be forced to invite into its parlor via TV anyone it wouldn't welcome in person."

☆ ☆ ☆ ☆

● ● ● **THE MORNING MAIL:** "Dear Sid," writes our old pal, Alan Courtney, from Miami. "Here is a very important trade 'first' that came about on my show during the recent Democratic primaries for Sen. between Sen. Claude Pepper and Congressman Geo. Smathers. In the interests of public service, I invited both of them to appear on my program. They both came, but not together, and here is the important thing. Each man sat in front of the mike with no script and answered phone calls directly from the listeners who asked anything they pleased. You can readily see what a tremendous reaction we got to this stunt since I don't believe any candidate ever took that kind of an approach to electioneering. As you know, the campaign was a very bitterly contested fight and the actions of the candidates in opening themselves so to speak to any kind of a loaded question was really a test of free speech and true democratic practice."

☆ ☆ ☆ ☆

● ● ● **IMPRESSIONS:** Sid Caesar and Imogene Coca: Caesar & Cuckoopatra. . . . Andrews Sisters: Trioimph. . . . Ted Husing: Disc-tinguished. . . . Denise Darcel: Video-la-la. . . . Martin & Lewis: Croonboy and goonboy. . . . Frank (Boris) Gallop: Ghost Rider. . . . Dennis James: Wrestlanguist. . . . Roberta Quinlan: Rug doll.

☆ ☆ ☆ ☆

● ● ● **IN ONE EAR:** Add George Hogan to the growing list of all-nite chatterers from restaurants. George, former WOR announcer and now doing "High Adventure" on NBC Sundays, moves his "Hogan's Alley" into the Headquarters Restaurant this Monday for a daily 2 to 5 ayem session via WOR. . . . The A. & S. Lyons office has signed Jan Miner for H'wood representation. . . . Jack Poppele, of WOR, back from a two-week vacation where he spent most of his time visiting television plants in the local area. . . . Wanda Oswald, wife of Geo. Oswald, Esty agency exec., staging a spring dance recital as a charity benefit at the Pleasantville High School Sat. nite.

LOS ANGELES

AS part of National Defense Week celebration, KECA broadcast activities surrounding the first national press preview of the Stan Kramer production, "The Men" which was held at the Carthy Circle Theater May 17. Top Hollywood stars, as well as important military leaders participated in the broadcast which featured KECA's Frances Scully as mistress-of-ceremonies.

Associated Food Sales Co., L. broker for several lines of frozen food, sponsoring unique children's program, "The Kid From Power River" Monday through Friday KFI-TV. It started May 22. Show will be almost purely instructional in the ways of the Old West with the main character being taught the ways of riding, roping a shooting by the men who teach motion picture cowboys.

Colgate Will Sponsor Tello-Test On Don Lee N

(Continued from Page 1)
ed by Ward Ingram, Don Lee vice president in charge of sales. Currently broadcast each week night in the 630-6:45 spot, "Tello-Test" will move to 10:15-10:30 A.M.

The new sponsor's Sherman Maquette in New York is agency seeing Colgate-Palmolive-Peet. Dan Simmons, John Blair & Co., New York, Don Lee National Sales Representative handled business for the network.

Lux Radio Theater Leads New York Pulse Ratings

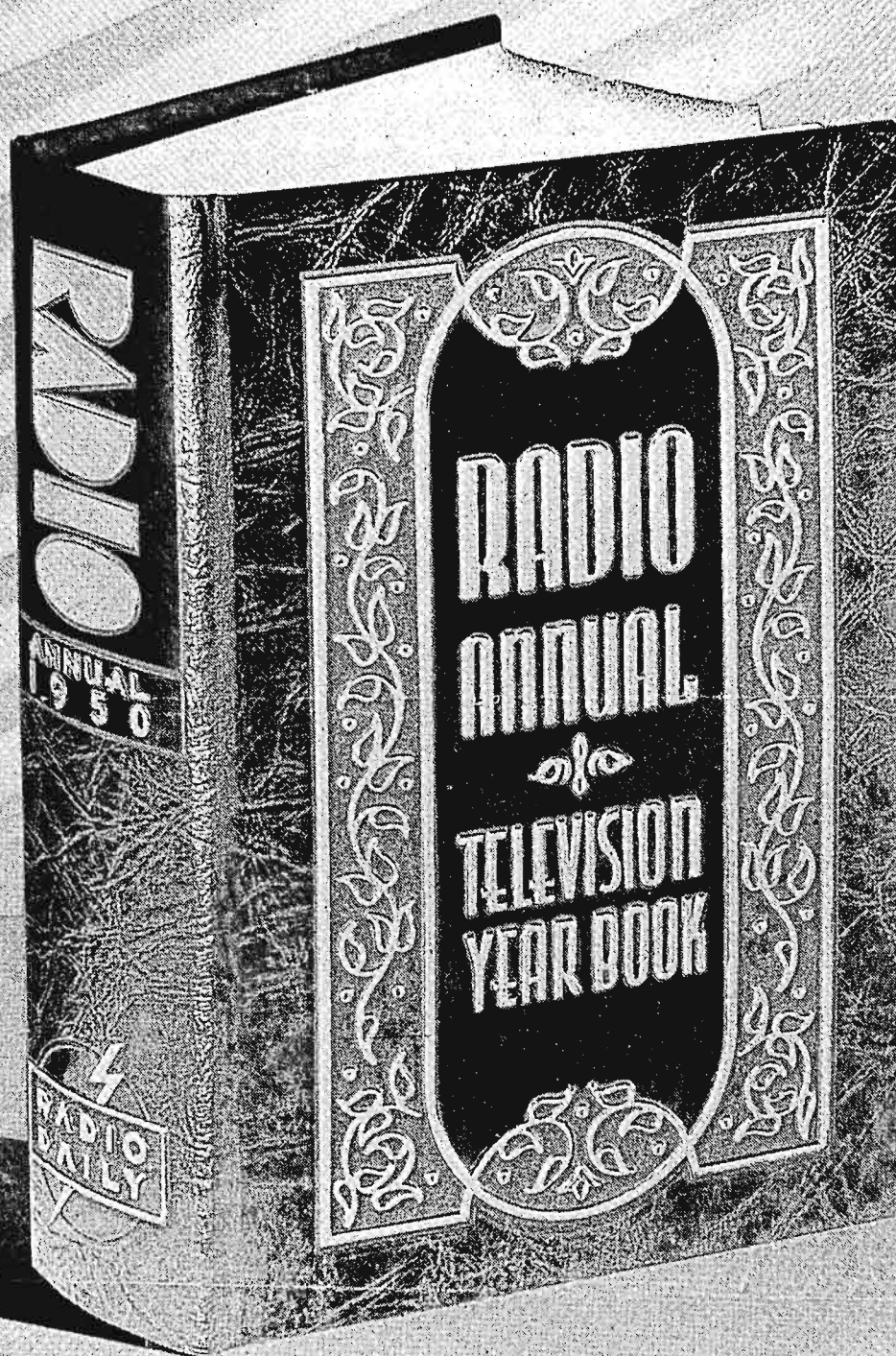
The Pulse ratings in the Metropolitan New York area for the week of May 1 through 7 show CBS taking six positions, ABC three and NBC, one. Lux Radio Theater at 16.5, Jack Benny at 15.3, You're My Life at 14.3 and Godfrey's Tent Scouts at 13.9—all on CBS took the first four spots.

Next three, Walter Winchell at 13.3, The Fat Man at 11.7 and This Is Your FBI at 11.5, were on ABC. Hollywood Playhouse on CBS at 11.5, Fibber McGee & Molly on NBC at 11.2 and Suspense on CBS at 11.0 completed the list.

THE VOICES OF ADAM HATS 8 YRS.

JINGLES
that don't
JANGLE!
A.M. & T.V.'s MOST COMPLETE
EFFECTIVE JINGLE SERVICE
YOUR Jingle Sung -or-
Written, Packaged,
Produced
'Lanny & Ginger' GREY
1300 Madison Ave., New York 28
AT. 9-4020
SATTLER'S DEPT. STORE 7 YRS.
YONKERS RACEWAY

The Book Of The Year



RADIO ANNUAL

HAS NOW BEEN MAILED TO ALL PAID SUBSCRIBERS

— o —

**A LIMITED NUMBER OF BOOKS ARE STILL AVAILABLE
TO NEW SUBSCRIBERS**

U. S. and Canada, \$10 per year. Foreign, \$15 per year.
California Special Service Subscription, \$15 per year.

Departmental Groups For NBC Announced

(Continued from Page 1)

Department, Harry A. Woodman; Assistant Manager of Traffic Department, Steere Mathew; Supervisor of Traffic Operations Division, John A. Hilton; Supervisor of Station Notification Division, John M. Boylan.

Building and General Services Department: Manager of Building and General Services Department, Edward M. Lowell; Supervisor of Building Maintenance Division, Albert Humbert; Supervisor of Air Conditioning Division, Robert T. Keowen; Supervisor of Office Services Division, Helen Davis; Supervisor of Protection Division, George Monahan.

Program Services Department: Manager of Program Services Department, Arch Robb; Supervisor of Music Rights and Music Library, Thomas H. Belviso; Supervisor of Associate Directors, Allin Robinson; Supervisor of Sound Effects Division, Frederick Knopff; Supervisor of Announcers, Patrick Kelly; Supervisor of Studio Set-Up Division, Patrick Cahill; Orchestra Contractor, Roy Shield; Supervisor of Literary Rights and Script Readers, Thomas Adams; Supervisor of Business Office, Isabel Finkle; Supervisor of Studio Scheduling Division, Audrey Hansc; Supervisor of Script Routing Division, Marilyn Hollywood; Supervisor of Program Analysis Division, Miriam Hoffmeir; Supervisor of Central Booking Division, Mary Cooper; Supervisor of Night Operations, Robert Woran.

Guest Relations Department: Manager of Guest Relations Department, Peter M. Tintle; Supervisor of Reception Division, Joseph W. Phillips; Supervisor of Tour Operations and Promotion Division, Alton Porter; Supervisor of Ticket Division, James Van Gaasbeek; Office Supervisor, Julia Dougherty.

Radio Recording Department: Manager of Radio Recording Department, Charles G. Hicks, Jr.

Transportation Department: Manager of Transportation Department, Marie Dolan.

In addition to the departments listed above, the functions performed by the following individuals come under the supervision of the Vice-President in charge of Integrated Services: Night Executive Officer, William Burke Miller; Cost Account for Integrated Services, Willard W. Frech; Executive Assistant in charge of Special Services, Albert Walker; Chief Librarian, Frances Sprague.

Loughran On WFIL-TV

Philadelphia—Tommy Loughran, formerly light-heavyweight boxing champion of the world, will work with sportscaster Tom Moorehead for a series of 18 weekly boxing programs to be presented by WFIL-TV in cooperation with the Police Athletic League, beginning Friday, May 26. Loughran will comment on the bouts between rounds and will conduct interviews with sports figures and other guests. The telecasts of the PAL bouts will be sponsored by C. Schmidt & Sons, Inc. through its agency, Al Paul Lefton.

AGENCY NEWSCAST

... personnel, sponsors and notes

DAVID KAIGLER, Jr., has been appointed director of tele of The Adrian Bauer Advertising Agency, Inc. of Philadelphia. He is presently production director of WCAU-TV and will leave there on May 31.

GEORGE P. HOLLINGBERY COMPANY has moved to 500 Fifth Avenue. New phone number is Bryant 9-3960.

GREGORY MURPHY, Jr. has joined the sales staff of the Atlanta office of The Katz Agency, Inc. He had previously served with Kelly Smith Co., Headly-Reed Company, station representatives, and Eastman-Scott Agency.

GEORGE SCHER, formerly with Foote, Cone & Belding, has been named manager of amusement advertising for the New York Herald Tribune.

Cable Insulation Damage Caused by Microbes

Providence, R. I.—Reporting their findings, after laboratory study, John T. Blake and Donald W. Kitchen, engineers of the Simplex Wire and Cable Company, Cambridge, Mass., told a recent North Eastern District Meeting of the American Institute of Electrical Engineers here, that living organism, too small to be seen by the naked eye, exact a toll on natural and synthetic rubber insulated electrical cables laid in soil.

Say Moisture Not Responsible

Both engineers reported that it has been demonstrated that the loss of insulation resistance in active soil was due neither to water absorption nor to the action of soil chemicals but to attack by living micro-organisms. Laboratory tests showed that certain soil microbes consume natural rubber hydrocarbon, leaving visible surface pitting, but there were no visible signs of attack on synthetic rubber insulation. In both cases, however, action of the microbes caused low insulation resistance.

Over 1,000 Registered For AFA's Convention

More than one thousand persons are expected to attend the sessions of the 46th annual convention of the Advertising Federation of America, opening at Detroit's Hotel Statler on May 31. AFA reports that advance registrations are currently coming into New York and Detroit and indicate a record attendance.

Guest speakers for the three-day meeting include: Eric Johnston of the Motion Picture Association; Charles Luckman, formerly head of Lever Brothers; Fairfax M. Cone,

RITA ALLEN of CUNNINGHAM and WALSH, INC., has been elected chairman of The Council of Advertising Agency Librarians. Hazel Conway of Dancer-Fitzgerald-Sample, Inc., has been named vice-chairman and Katherine D. Frankenstein of BBD&O, secretary.

NATOON INDUSTRIES has named Charles W. Hoyt Company to handle advertising of its subsidiary companies, Hiresta Laboratories and Kathleen Mary Quinlan, Inc. Products include Endocrema, Hormone Cream and other cosmetics.

JOHN W. BAKER has joined Geyer, Newell & Ganger, Inc., as a copywriter. He was formerly an advertising and merchandising counselor in Connecticut and has also been associated with Blaine-Thompson, Inc., The Biow Company, Tracy, Locke, & Dawson, Inc., and Calkins and Holden.

Nixes Summary Judgment In Park-In Patent Action

Wilmington, Del.—U. S. District Judge Richard S. Rodney on May 8 filed an opinion holding that although it has already been found that there was a misuse by Park-In Theaters, Inc., of its R. M. Hollingshead patent, "there is an issue as to the facts relating to the question of the cessation of the patent misuse and the dissipation of its consequences, if any."

Judge Rodney therefore denied motions by Paramount-Richards Theaters, Inc., Paramount-Richards Enterprises, Inc., and Kennington-Richards Enterprises, Inc., for summary judgment as to Park-In's claim of patent infringement.

Grants Royalties Plea

In the same opinion, Judge Rodney granted the motion of the same three defendants for summary judgment as to royalties, which in effect ends Park-In's royalty claims.

Judge Rodney in the same opinion granted a motion to dismiss the cause of action under which Park-In sought to cover damages on Park-In's claim that the defendants failed to exploit diligently the patent invention.

In a previous opinion, filed April 14, Judge Rodney held that Park-In's conspiracy charges against defendants would fall unless Park-In could show an overt act occurring within the three-year statute of limitations. Such showing Judge Rodney said must be made within 30 days of the filing of an order to that effect.

chairman of the AAAA, and Paul Hoffman, ECA chairman.

J. S. Stolzoff will speak on "Radio Enters a New Selling Area" covering the AM side, while Clarence Hatch, Jr. of D. P. Brother and Company will speak on television.

KLEE Sale Okayed; 7 AM's Transferred

(Continued from Page 1)

mitted three new FM operations. Top price for the AM stations was the \$90,000 paid A. L. McCarthy and J. H. Wolpers by the Poplar Bluff Broadcasting Company for KWOC, Poplar Bluff, and KWOC FM.

KMMJ, Grand Island, Nebraska, paid \$83,500 to John B. Hughes and 20 others for KXXX, Colby, Kansas, while FM station WFMW, Madison, Ky., paid \$60,000 to Pierce Lackey to take over WCIF, Madisonville. Whether Lackey will continue to operate WCIF-FM, or will surrender its license, was not known here.

The Commission approved the sale of 64.68 per cent of the stock of KRUX, Glendale, Arizona, by Gen. Burke Brophy to Renne S. Donne Cushman for \$31,500. Mrs. Cushman already had a 10.23 per cent interest, while Miss Brophy retained 24.85 per cent.

WDOK Transferred

Transfer of control of WDOK, Cleveland, O., was okayed, with R. Morris Pierce paying \$30,000 to acquire an additional 30 per cent of the stock from Fred Wolf. Aavo Haapanen and Victor Lahti paid \$20,000 to Russell G. Frey for KBLB, Red Bluff, California, while G. Stanley Brewer paid \$9999 to James R. Littlejohn for 50.29 per cent of the stock in KOPP and KOPP-FM in Ogden, Utah.

New FM authorizations were granted Rollins Broadcasting, Inc. Georgetown, Delaware, and KJSK Columbus, Nebr. A non-commercial educational FM operation was awarded the Jordan College of Music, in Indianapolis.

Renew News Sponsorship

Sage Laboratories for Sage Air Refreshers and Plexo Starch have renewed its sponsorship of the 7:45 a.m. News over WCBS, New York for another 13 weeks on Monday, Wednesdays and Fridays, it was announced by Don Miller, WCBS sale manager. Harry Clark is the voice on the WCBS 7:45 a.m. news which is presented Monday through Saturday. Agency for Sage Laboratories is Paris & Pearl, Inc.

FOR COMMERCIAL FILMS
THAT SELL

ARCHER PRODUCTIONS, INC.

WINNER OF
ART DIRECTORS CLUB

"AWARD FOR DISTINCTIVE MERIT"

35 West 53rd Street, New York 19
JUdson 6-2690

ONE
MINUTE
TV FILM
\$150.00

TV ADVERTISING
FILM FOR LOW
BUDGET ACCOUNTS

1337 S. Wabash,
Chicago

FILMACK

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, May 24, 1950 — TELEVISION DAILY is fully protected by register and copyright

TV 'GREATEST FORCE' — WOODS

TELE TOPICS

SPEAKING YESTERDAY before a group of Atlanta, Georgia, theater owners and operators, Nathan L. Halpern, TV consultant to the Theater Owners of America and the Fabian Theaters, made several statements which may be of interest to the TV trade. We quote him herewith: "We are going through an early period of theater television today, just as sound movies did twenty-five years ago. There is a historical parallel, too, since radio came into homes as sound came into theaters, while today television is spreading widely into homes, and now beginning to come into theaters. There are differences: home television is developing much more rapidly than did radio at an equivalent stage, with greater impact upon the public, and with continuous motion picture images, not merely sightless sound, in the same time as added competition for the motion picture theaters. . . . The next few years will be crucial to the future pattern of the motion picture industry. In this unclear situation, the one thing that is clear is that the outcome is not clear. Whatever happens, as theater owners, I do not think that you can escape the TV 1 bombs by continuing to do business as usual. The TV 1's are only the first assault. There will be many more television serial numbers as this giant industry grows."

NBC'S "MARKET MELODIES" will celebrate its first video anniversary today with guest appearances by Robert Kintner, web proxy; Lansing Shields, president of Sand Union Stores; and Murray Graborn, web veepee. . . . American, incidentally, has announced that Sandy Bickart will replace Harry Sothorn on the "Buck Rogers" program. . . . Margaret Maloney is the latest addition to the WDSU staff. He'll be a sales rep. . . . David Crandell, WDSU-TV director-producer, will address the Alpha Delta Sigma ad fraternity in San Francisco on Thursday. . . . KEYL will present a full length Spanish language program on a regular weekly basis. . . . Paul Tipp's "Mr. I. Magination" has snared a sponsor in the Lamont Corliss & Co.

JACK LINDER'S BOWERY MUSIC HALL bows on WOR-TV June 1. "Cavalcade of Stars" over DuMont celebrates its first anniversary on June 1. CBS-TV's Sheriff Bob Dixon going over to a Boy Scout Jamboree at Alpine, New Jersey Saturday. . . . Walter Comp, gen'l manager of WTTG, Washington, takes exception to the item about WWJ-TV claiming a "first" on its presentation of an actual operation from a Detroit hospital. Sez way back in Oct. of '47 WTTG broadcasts of two operations from a hospital—one, an appendectomy and the other breast cancer operation.

Other Speakers, DuMont, Larsen, Gundall Also Laud Medium As Merchandiser, Educator And Entertainer

(Continued from Page 1)

in New York. Other speakers who addressed the more than 1,000 persons in attendance were Dr. Allan B. Du Mont, president of the Du Mont Laboratories; G. Bennett Larson, vice-president of WPIX; Glenn Gundall, advertising manager of the National Dairy Company and Hugh M. Beville, research director of NBC.

Du Mont told the assemblage that any estimate of a two billion dollar year in 1950 for the video industry was "conservative." He predicted that receiver manufacture would probably hit six million sets by the end of the year and said that this, combined with time sales, talent fees etc. would probably boost the total income of the industry well over two billion. Du Mont said that video would stimulate business to the extent that sales in a short time would surpass present totals by twenty to thirty billion dollars; that it would help provide entertainment in the event of atomic warfare to scattered populations throughout the country; and that its demonstration possibilities were unsurpassed.

Larsen reminded those in attendance that "all sales are local" and said that the role of the independent TV station was of paramount importance in moving merchandise.

Gundall said that there was no doubt in his mind but that the national advertiser couldn't wait for video to be fully developed since it was a high powered sales medium right now. He allowed that TV would have no great effect on other sales and advertising media

other than radio, and predicted that video and radio would develop into complementary and supplementary media. It was his experience, he continued, that kine was a less effective sales promoter than live programming—mostly because of its lack of freshness.

The featured speaker of the day, however, was Woods, who stated that TV was a merchandiser as well as an advertiser of products and services. Additionally, he continued, TV "will of necessity affect the very thinking of the men and women who will make up and lead this world."

He attacked "small but powerful groups" who would change the basic premise of commercial radio which, "in the final analysis, (is) paid for by the American people."

Defends "Hucksters"

Woods defended "so-called hucksters" by pointing out that the "huckster . . . in the broad sense, has created the America of today."

"Television," he continued, "in the areas where it now can be seen, is the greatest sales force yet developed because it combines sight, sound, motion and immediacy—and in the not too distant future, color will be an added ingredient if desired. True, television is in competition for the advertising dollar. It is in competition with magazines, newspapers and every form of conveying an advertising message.

"Television means more sales, more products, more advertising dollars, more employment and in combination with everything else, a better life."

NBC Obtains TV Movie Rights On "Cisco Kid" From Ziv Co.

Sale of "The Cisco Kid" on film for exclusive use on television by the NBC network was announced yesterday by John L. Sinn, president of Ziv Television Programs, Inc. The deal covers a period of five years and the contract is said to involve \$1,000,000.

NBC purchased the Cisco Kid rights for use on its owned and operated TV stations, WNBT, New York; WNEW, Washington and WNBK in Cleveland for showing on a 52-week-per-year basis. The series will start in the fall.

Film of the Cisco Kid series are

being shot in color and can be shown either on black and white TV or on color TV. Thirteen units have already been completed in Pioneer Town, California studios.

Co-stars of the TV series are Duncan Renaldo and Leo Carillo who are also stars of The Cisco Kid picture series. Both Renaldo and Carillo are reported to be under 7-year contract to Ziv.

The Frederic W. Ziv company, with which Ziv Television Programs, Inc., is affiliated, also owns exclusive radio and merchandising rights to the series.

Saturday Night Revue Sold Out For Fall

"Saturday Night Revue," over NBC-TV, will be completely sold out for the complete two-and-one-half hours, when it returns to the air on September 9, Sylvester L. Weaver, NBC-TV vee-pee, announced yesterday. The New York portion of the show has already embarked on a summer hiatus and the Chicago portion will follow suit within a few weeks.

According to Weaver, the program will retain its current format and the same stars when it returns in the fall under the aegis of nine separate sponsors.

The tab will be picked up, he continued, by three sponsors, each of whom has bought half-hour segments of the program, and six who have purchased one-minute commercials.

The three half-hour advertisers are: Campbell Soup (through Ward Wheelock Company), which will sponsor the 8:00-8:30 p.m. portion of the program; Snow Crops Food (Maxon, Inc.), 9:00-9:30 p.m., and Crosley Division of Avco (through Benton & Bowles), 10:00-10:30 p.m.

The six one-minute commercial advertisers are: for the 8:30-9:00 p.m. period of the program, Whitman's Chocolates (through Ward Wheelock Company); Johnson's Wax (Needham, Louis and Brorby), and Wildroot Hair Tonic (through BBD&O). For the 9:30-10:00 p.m. portion, the three advertisers are Minnesota Mining & Manufacturing Co. (for Scotch Tape through BBD&O), S.O.S. (through McCann-Erickson in San Francisco), and the Benrus Watch Co. (through J. D. Tarcher Company).

Says TV Aids Children

Beneficial effects of video on children were pointed up yesterday by Leon Levine, CBS director of discussion programs, speaking before more than 200 members of the Association for Childhood Education.

Television "will make them happier, better informed, better educated, more understanding of what the world we live in is like and of the kind of people who live and work and play in it," he said. "It will extend the classroom to the outside world, to the arena of the political debate, to the achievements of science, to the field of international relations and people. It will remove some of their stereotyped prejudices and it will make them better citizens."

PROMOTION

Statistical Brochure

Titled "A New Suit of Statistics," a colorful promotion brochure put out by NBC outlines the latest conclusions drawn by the U. S. 17th Decennial Census and by Broadcast Measurement Bureau's Study No. 2. Facts pointed out by the pamphlet show that: of the 43,000,000 families in the country, 40,700,000 own radios, and 41 per cent of the families owning radios own more than one. The average family is now listening to radio 4 hours and 44 minutes per day. Between 6:00 and 10:00 each evening, there's an average listening audience of 34,700,000. Further, the report showed that the cost of network radio time (per 1000 people reached) is 11 per cent lower today than it was ten years ago.

Qualitative Survey

Results of a four-month qualitative survey of listeners has been released by WQXR. Primarily directed at advertisers seeking a particular audience group, the survey shows that the average listener to WQXR is older and better educated than the non-WQXR listener.

Also noted is the fact that more executives and professional workers tune in WQXR than other stations. On income, nearly 50 per cent of WQXR families averaged \$5,000 a year or more against only 27.9 per cent for the non-WQXR families in this category.

The Pulse survey also reported on radio station preferences and the number of WQXR listeners not tuning to other stations. WQXR's program guide circulation is also quoted.

For The Good Cause

Radio time went on the auction block recently at KTOP, Topeka, Kans., when the station chipped in five quarter-hour segments free to anyone making the highest donation there to underprivileged children. Having asked local merchants to contribute merchandise for auction via radio and bids by telephone, KTOP went one step further than donating time and talent for the "Auction On The Air" program. The result: \$1,300 was raised for the underprivileged children—\$80 of which came from a local cleaner who bid the highest for the five quarter-hour segments of air time.

Will Give Away Car

A 1951 Kaiser four-door sedan is the prize being offered by NBC's "Welcome Travelers" program to the winner of a new contest called "Travel-Ravel." It began May 22. Emcee Tommy Bartlett will play a recording of a scrambled travel proverb or quotation, and listeners must guess the correct answer and the author. Helpful hints will be dropped daily on the program until the contest is won.

COAST-TO-COAST

Fred Geiger Named Chairman

Syracuse, N. Y.—Fred I. Geiger, account executive for WSYR, has been named chairman of the speakers bureau of the Syracuse and Onondago Chapter of the American Red Cross. Geiger will work closely with the Red Cross public relations division in publicizing work of the organization. He joined the staff of WSYR in January after resigning his post as N. Y. State representative for the Frederic Ziv Transcription Company.

WTFM Equipment On Block

Tiffin, O.—Equipment of WTFM will be sold at sheriff's sale May 31, to satisfy a judgment of approximately \$3,600 obtained against the Tiffin Broadcasting Co. by the local Savings Bank. The station has been silent since the bank attached its equipment early this year. Among articles to be offered for sale is a 165-foot tower and broadcasting equipment.

Getting Golden Slipper Award

Philadelphia, Pa. — Newscaster, John Facenda of WIP, will be honored June 1, 1950 with the presentation of a certificate of award from the Golden Slipper Square Club. The news of the award to Facenda came from Norman H. Furman, the club's president. The citation is for the contribution Facenda made in the commentary sound track for the film of the Golden Slipper Camp. The presentation will be made at the club's meeting in the ballroom of the Broadwood Hotel.

Elected Advertising Pres.

Springfield, Mass — Robert F. Donahue, manager of WMAS and WMAS-FM has been elected vice-president and director of the local Advertising Club.

Rogell Names Chairmen For Coast UJWF Drive

Hollywood—Sid Rogell, industry chairman for the United Jewish Welfare Fund announced new chairmen of four campaign divisions. For the first time, television has been included in the United Jewish Welfare Fund campaign, with five chairmen assuming responsibility for the various radio and TV breakdowns. They are: John Brown, Harry Einstein, David Klein, Harry Maizlish and Lou Merrill.

Veteran drive leaders who will handle the Allied Industries Campaign are: Edward O. Blackburn, Ray Klune, Joseph I. Breen and Sid Solow.

Bert Allenberg and Michael C. Levee are chairmen of Artist's Representatives. L. Wolfe Gilbert again takes United Jewish Welfare Fund leadership for Composers and Lyricists.

Sets Seed Promotion Record

Milwaukee, Wis.—A new record has been set this year in the number of requests from listeners to WTMJ for "Gordon's Gorgeous Gourds" seeds. This promotion conducted by Gordon Thomas on the "Top O' the Morning" show attracted 17,013 requests, the highest in eight years. The previous high set last year was 16,685 requests. Annually in the fall, WTMJ conducts a Gourd Exhibit here when listeners enter their prize gourds and unusual novelties made with gourds.

Adds Merchandising Consultant

Greenville, S. C. — WESC and WESC-FM have added to the staff a full time merchandising consultant, Helen Parris, of New York City. Helen has been connected with many civic campaigns throughout the nation, and has been affiliated with all media to further such drives as cancer and local concert associations, and in addition has done free-lance public relations.

Kops Elected To Add Club

New Haven, Conn.—At the recent annual election of officers and directors of the local Advertising Club, Daniel W. Kops, vice-president and treasurer of "Newspaper of the Air" on WAVZ, was elected a director and was also appointed to the guest reception committee of the organization.

Grady Cole Honored

Charlotte, N. C. — Grady Cole, WBT announcer, has been presented by the County Day School here with a Certificate of Merit awarded by the Board of Trustees and the Faculty for his contribution of promotional efforts to the school in its fund-raising activities during the year. Grady is now celebrating his 20th anniversary at WBT.

Will Broadcast Address By V.-P. Barkley Friday

The address by Alben W. Barkley, Vice-President of the U. S., which will be a feature of the fourth-day session of the Golden Jubilee convention of the International Ladies Garment Workers Union in Atlantic City, N. J., will be broadcast over CBS radio network Friday, May 26 at 11:15-11:30 PM. Talk will be aired locally over WCBS, New York at 11:45-12:00 Midnight.

Joins WCBS Sales Staff

Kent Paterson has joined the sales staff of WCBS, New York, as an account executive, effective immediately, Don Miller, CBS sales manager announced. For the past three years Paterson has been a member of the WOR sales staff and previously was an account executive with ABC network sales, manager of ABC's Pittsburgh office and in NBC's Detroit office.

NEW BUSINESS

WMCA, New York: Sterling Drug Company for Bayer's Aspirin Tablets, a 33-week campaign, beginning May 15 through Dancer-Fitzgerald Sample, Inc.; Crowell-Collier Publishing Company for 13 weeks, beginning May 18 through Kudner Agency, Inc.; Carter Products, Inc. for Arrid, a 13-week spot drive beginning May 22 through Sullivan, Stauffer, Colwell & Bayles, Inc. Pepsi Cola, a 21-week spot campaign beginning May 22 through The Biow Company; and Sheffield Farms Company, Inc. for Sealtest products, a 52-week spot drive through N. W. Ayer & Son, Inc.

KNX, Los Angeles: Kelite Products through Little & Co., Los Angeles, news five times weekly, 11 weeks, 1:55-2:00 p.m., PST. Pacific Tel. & Tel. Co., San Francisco, renewal for 13 weeks of three weekly spots; BBD&O is the agency. AFrost Electra City renews weekly spot for 52 weeks; Western Agency. The Purex Corp., San Francisco, renewal of six weekly participations for 13 weeks in the "Sunrise Salute - Housewives Protective League" program; agency was Foot Cone & Belding.

KNUZ, Houston, Tex.: Spot time has been bought by the Foot Cone & Belding Agency of Los Angeles for the California Fruit Growers Exchange. Times have been scheduled on "Collie's Corral" Monday through Friday to promote the sale of concentrated Orangeade and Lemonade, and will run through October, 1950. McCann Erickson Agency of New York has purchased a 10-minute newscast for Milk Bone Dog Food, a product of the National Biscuit Company. Newscast is scheduled at 12:00 noon, Monday, Wednesday, Friday.

WCAX, Burlington, Vt.: M. J. Myers & Company, of Plattsburgh, New York, purchased "Women World," featuring Carol King, WCAX Women's Editor, for 13 weeks, three times per week. Product will be full line of Philco appliances. The IGA Stores, through their supplier, Burlington Grocery Company, bought "CBS News of America," the CBS co-op program, three times per week, for a year. IGA products will be featured. On the national sales front, Schafer Bee bought a total of 18 spots, minutes and chainbreaks, per week, for 13 weeks.

Tay Gets Promotion

Chicago—Clarence S. Tay, former general manager of Admiral's four distributing divisions, has been named president and board chairman of the distributing division. Ross D. Siragusa, president of Admiral, announced. The four branch managers located in New York, Chicago, Milwaukee, and Boston, have been elected vice-presidents and directors of the branches.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 51, NO. 39

NEW YORK, THURSDAY, MAY 25, 1950

TEN CENTS

FCC ORDERS REVOCATION OF 3 LICENSES

TV Repairmen Organize; Write 'Ethics Code'

Confab In Chicago Lists Standards For Service

Chicago—A code of ethics for television installation servicemen was proposed last night at an organizational meeting of the National TV Installation and Service Association in the Hotel Sherman. More than 125 guests from Chicago and other principal cities were expected to

(Continued on Page 3)

Liberty Asks Refund On WU B.B. Charges

Washington Bureau of RADIO DAILY
Washington—The Liberty Broadcasting System, which furnishes baseball broadcasts to as many as 100 Texas stations, has asked the FCC to direct Western Union to return a total of \$17,972.10 paid out since April of last year, with six per cent interest charges on the various payments making up this

(Continued on Page 3)

FBI Program Gains In Rating Popularity

The FBI has zoomed in popularity in recent weeks, at least according to the latest national Nielsen ratings for the week of April 16 to 22, released yesterday. "FBI in

(Continued on Page 4)

Reports On TV

Hollywood—Hubbell Robinson, CBS veepee in charge of programs, in Hollywood for conferences with network executives, said that he expected all the top radio names to make television appearances in the fall. He added that all CBS TV time had been sold out for the fall season with the exception of two half-hour periods.

Tribute To Flood Victims

A tribute to the flood victims of Winnipeg will be aired over all of the Canadian stations and the Mutual network tomorrow night from 8:30 to 8:55 p.m. and from 9 to 9:30 p.m. (EDT). The broadcasts will originate from the Maple Leaf Gardens in Toronto before an audience of approximately 20,000 persons. Entertainment will be provided by Jack Carson, Fred Waring and his Pennsylvanians and others. The Toronto Symphony Orchestra, led by Sir Ernest MacMillan, will also be featured. John Fisher of CBC will outline the situation in the flood-ravaged city of Winnipeg.

Toni Co. Expands ABC Radio Shows

The Toni Company of Chicago has bought three ABC programs for periods ranging from 10 days to more than two months, James L. Stirton, sales manager of the network's central division has announced. May 29 is the starting date for all three. "Modern Romances" will be heard under the Toni sponsorship, Monday, Wednesday and Friday, from 11:15 to 11:30 a.m. until June 9. "Quick As A Flash" will be

(Continued on Page 2)

AFRA's Annual Ball Scheduled For June 2

The broadcast performers' annual ball, sponsored by AFRA, is shaping up this year into a fun festival and square dance, with 2,000 actors, singers, and entertainers expected to attend. According to honorary chairmen Ezio Pinza and Lawrence Tibbett, the performers will gather

(Continued on Page 8)

Cott Reveals Plans For WNBC Promotion

Affirming a strong belief in the future of AM radio, Ted Cott will emphasize the "W" in WNBC, RADIO DAILY learned yesterday during an interview with the station's newly appointed manager. Cott was formerly the firebrand among indie station managers while incumbent as program manager of WNEW.

The first step in a long range program of treating the NBC New York flagstation as a separate entity,

(Continued on Page 3)

Commission Announces New Antenna Rules

Proposed new rules to consolidate into a single document all requirements of location, marking, illumination and inspection of lighting of antenna structures were released yesterday by the FCC, with comments asked before July 3. The rules contain criteria and standards

(Continued on Page 8)

Jones Warns OAB Of Move To Stifle AM Broadcasting

Columbus, O.—Sound broadcasting is seriously endangered by "multiple-interest broadcasters," Commissioner Robert F. Jones of the FCC told the Ohio Association of Broadcasters last night. AM and TV can live side by side, he said, but a number of the most powerful broadcasters—with the best sound facilities to bring in the cream of the advertising dollar—are now

planning to concentrate on TV and try to shut out AM.

"Multiple-interest broadcasters," he said, include those "whose investment and annual return on sound broadcasting is a small fraction of (their) total investment, and annual return, in TV station ownership, TV network ownership and operation, and in TV receiver set

(Continued on Page 5)

Radio Stations Hit By Commission Ruling

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday cracked down on three stations for alleged misrepresentation with regard to ownership details, and ordered the revocation of the three licenses. To be yanked, according to the orders, are the authorization of KTXN, Austin, Texas; KTFM, Fort

(Continued on Page 5)

Buying To Continue, Parts Confab Is Told

Chicago—Continued heavy buying of radio and electronic parts until at least March, 1951, was forecast yesterday by Jerome J. Kahn, president of Standard Transformer, at the Radio Parts and Distributors Show in the Stevens Hotel. More than 8,000 delegates have registered for the three-day confab sponsored

(Continued on Page 8)

Florida Broadcasters Plan Meeting In Orlando

Florida broadcasters will hold their annual two-day meeting on June 2nd and 3rd at Orange Court Hotel, Orlando, according to president Win Esch, of WMFJ, Daytona Beach, who announced the tentative

(Continued on Page 5)

Volunteers Support

Support of NAB in the crusade to clean up unscrupulous practices among some TV servicemen was volunteered by Justin Miller, president, in a telegram to RADIO DAILY. Yesterday, Judge Miller offered the assistance of the association in "this worthy campaign" and congratulated RADIO DAILY's exposing of unethical and inequitable practices.

RADIO DAILY

Established Feb. 9, 1937

Vol. 51, No. 39 Thu., May 25, 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. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Postage free) United States (other than California) \$10.00 one year; California, \$15.00. Foreign, \$15.00. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

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

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

CHICAGO BUREAU
 Herbert M. Kraus
 Suite 1325, 188 Randolph Tower
 Phone: Dearborn 2-1414

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

ROME BUREAU
 John Percidari
 Ludovisi 16

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

FINANCIAL

(May 24)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
ABC	12 1/8	11 3/4	11 3/4	- 1/4
Admiral Corp.	32 3/4	32 1/2	32 1/2	- 1
Am. Tel. & Tel.	161 1/8	161 3/8	161 1/2	...
CBS A	35 1/8	34 3/4	34 3/4	- 1/8
CBS B	34 5/8	34 5/8	34 5/8	- 3/8
Philco	46	44 3/4	44 3/4	- 1
Philco pfd.	95	94 3/4	94 3/4	- 3/4
RCA Common	20 3/8	19 3/4	19 3/4	- 1/2
RCA 1st pfd.	76	76	76	- 7/8
Stewart-Warner	17 7/8	17 1/2	17 1/2	- 1/8
Westinghouse	35 1/4	34 3/4	35	...
Westinghouse pfd.	105 1/4	105 1/4	105 1/4	...
Zenith Radio	57 1/4	56	56 1/8	- 1 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	23 3/8	24 3/8
Stromberg-Carlson	15 1/2	17

Stork News

Harold Singer, account executive of the Joseph Katz agency, Baltimore, and Mrs. Singer are the parents of a son, Richard Allen Singer, 7 pounds, 6 1/2 ounces, born last Monday in Baltimore.



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.

★ COMING AND GOING ★

FRANK STANTON, president of the Columbia network, tomorrow will leave on an extended motor trip.

KATHI NORRIS, women's shopping commentator on WNBC, is back in town after having served as narrator at a charity fashion show for the benefit of New Rochelle Hospital. She was accompanied by **BABS DONIGHER**, coordinator of the TV program.

J. ERIC WILLIAMS, owner and manager of WGAT, Utica outlet of Mutual, has joined the executive contingent currently in New York on station business.

VINCENT RIGGIO, chairman of the American Tobacco Co., sailed yesterday aboard the Queen Mary for London.

HAROLD STEIN, photographer extraordinaire, has taken time off from his MBS chores and is pursuing pickeral at South Wind, Woodburne, N. Y. While there, he and Mrs. STEIN will say hello to **DAVID RANDOLPH** and his Madrigal Singers, now appearing at the resort.

CY KING, general manager of WEBR, Mutual outlet in Buffalo, N. Y., is in town on station and network business.

HUGH R. NORMAN, president and general manager of KSTT, Mutual network outlet in Davenport, Ia., yesterday was in conference with officials of the web.

DOUG SILVER is in town. He's the owner and manager of WIRA, Ft. Pierce, Fla., an affiliate of MBS.

LEON LEVINE, director of education programs for CBS, and **JOHN PEYSER**, director of the CBS-TV program, "People's Platform," tomorrow will be in Washington at which point the show will originate.

FRANK V. WEBB, general manager of KFH, Wichita, Kans., is expected in New York momentarily. He has been attending the National Sales Executives Convention, held this week in Detroit.

CHARLES B. BRITT, vice-president and general manager of WLOS, Asheville, N. C., was welcomed yesterday at the New York headquarters of the Mutual network, with which the station is affiliated.

CLYDE W. REMBERT, general manager of KRLD, Dallas, Texas, is back at the station following his latest trip to New York. Station is a CBS affiliate.

Audition Winners On ABC

Hollywood—First place and second place winners in the Atwater Kent Auditions, annual contest for aspiring singers, will be heard in a special coast-to-coast concert on ABC May 27th, 8:00-8:30 p.m., EST. Taking prizes of \$2000 each, the two first place winners were Mrs. Eileen Emily Christopherson, a San Francisco housewife, and Burl Dean Smith, an elementary school teacher in Redlands, Calif., winners of the women's and men's divisions respectively. Second place winners, receiving \$1750 each, were Eugene Hart and Marni Nixon, both of Los Angeles. Six other prizes, ranging from \$1000 up, will be awarded runners-up during the broadcast. According to the wishes of the late Atwater Kent, prize money will go toward further musical education.

Features Haymes Record

Hollywood—For his final broadcast of the season before starting the summer vacation schedule, Jimmie Fidler, ABC commentator, will highlight his Sunday, May 28, broadcast by turning disc jockey in part. Singer Dick Haymes has just made a record, singing "Now I Lay Me Down To Sleep" on one side and "The Lord's Prayer" on the other. And, as a generous gesture, Haymes has decided to turn all royalties from the record to Fidler's National Kids' Day Foundation, Inc.

Adams' Sked Curtailed

Pillsbury Mills, Inc., is giving Cedric Adams a five-minute Saturday afternoon spot during the summer months effective this week, May 27. Sponsor is moving Adams out of his across-the-board spot, 3:55-4:00 p.m. during the hot weather. On Saturdays, Adams will be heard 12:55-1:00 p.m., taking over the last five minutes of the Pillsbury Mills-sponsored "Grand Central Station" dramatic series, through August 19. On August 21 Adams returns to his five-a-week stint.

Toni Co. Expands ABC Radio Show

(Continued from Page 1)
 bought on Tuesdays and Thursdays from 11:30 to 11:45 a.m. through August 4. From June 12 to August 4, "Quick As A Flash" will be sponsored by Toni on Mondays, Wednesdays and Fridays 11:45 to Noon. The third show, "Chance of a Lifetime," heard previously on Sunday evenings, will be expanded to a Monday-through-Friday schedule. Toni will buy the 2:30 to 2:45 p.m. segment on Tuesdays and Thursdays and the 2:45 to 3 p.m. period on Mondays, Wednesdays and Fridays. August 4 is the termination date.

Toni has also renewed sponsorship of the "Carol Douglas Show" heard at 12:25 p.m. over ABC.

The company will plug its Horner Permanent, Creme Shampoo and Creme Rinse.

Campbell Drops Murrow

Campbell Soup Company, still emphasizing daytime radio, will drop sponsorship of Edward R. Murrow newscasts over CBS on June 30. Murrow, heard Monday through-Friday from 7:45 to 8 p.m. is reported to have a new sponsor already lined up.

Secrets of Love



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

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

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

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



W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

New TV Service Unit Writes "Ethics Code"

(Continued from Page 1)

...end, according to Frank J. Moch, president of the Television Installation Service Association of Chicago, who called the meeting.

Moch, head of Aide-Sound Radio Service Corporation, told RADIO DAILY that the expose of New York television service abuses in this newspaper stimulated the Chicago group to call the meeting in order to prevent a similar situation from developing in the Windy City. "The service contract situation in New York is very critical, as RADIO DAILY has ably pointed out," he asserted. "We, in Chicago want to prevent a situation where the better business bureau of the City Council has to step in and clean house."

Invited to the intra-industry conference were set manufacturers, set distributors, parts manufacturers, parts distributors, and television station managers.

The proposed code of ethics will embody the following principles:

- (1) All employees of each member company will be graded according to skill.
- (2) Each member company will certify that it carries enough insurance for complete coverage in all claim cases.
- (3) Members will carry substantial cash bonds for all emergencies, and will fulfill their contracts at the jeopardy of forfeiting the bond.
- (4) Members will pledge use of improved methods of installation and standard materials for repairs.
- (5) Members will give service on all complaints within 48 hours.
- (6) Members will maintain service rates at a level where certified services can be rendered.

Other officers of TISA include: Irving Kalufna, Fred Levine and Martin Reese.

Seeks To Put "W" In WNBC; Cott Plans Big Promotion

(Continued from Page 1)

according to Cott, was the signing of pianist Skitch Henderson as an early morning and noontime disc jockey. In the early morning slot, Henderson will replace Bob Smith. Henderson, whom Cott said has been guaranteed a \$75,000 per year minimum income from the station, will be ballyhooed more than any other talent ever has been at WNBC.

Will Be Cross-Plugged

Promotion-wise, he will be crossed plugged over both WNBC and WNBT constantly during operating hours; will be backed by a \$34,000 advertising campaign in the New York general press with full page ads already scheduled for the Times, Herald Tribune, World-Telegram & Sun, Journal American and Daily Mirror; will receive a promotional point-of-sale tie-in with Capitol Records which has Henderson under contract for recordings; and will get strong publicity build-up.

The Henderson deal, Cott says, represents a major talent deal in the history of WNBC and may eventually represent a talent development comparable to Arthur Godfrey's at CBS.

Pointing out that radio is here to stay and that his station is in a 10 to 12 per cent market, Cott says that the WNBC operation will be molded to fit the pulse of the community it serves, with a heavy emphasis on programs, promotion, personnel, ideas and advertising. Additionally, he continues, the name of the whole operation will be that "NBC Serves The Nation—WNBC Serves New York."

"Haven't Fired Anybody"

Regarding WNBC personnel, a subject which was rife with trade rumors when Cott's appointment was announced, Cott says that "I haven't fired anybody yet" and alleges that any changes contemplated are built around an expansion of his force in all departments.

A reporters observation around the station is that personnel morale

is high with employees discussing a successful Cott battle for better and larger working quarters and other representations the new manager has made to NBC brass on behalf of the station's people.

In reply to a question, Cott said that he has had no difficulty getting the necessary funds to finance the hyped operation and expects none in the future. His aides say that he has the full backing of the NBC hierarchy.

Cott is touting Henderson as the greatest talent find in recent radio and alleges that the pianist was selected to fill in the Smith period after a total of 120 auditions were conducted.

Other Program Changes

Other program changes already instituted by Cott are an extension of the Tex and Jinx daily stint to a full hour; the inauguration of a Ben Grauer "Listening Booth" disc show with accent on first performances of long hair records; the singing of actress Lilli Palmer for a video show; the replacement of Norman Brokenshire by Henderson on a noon time show; and a shift in the time segment now occupied by Mindy Carson. Cott aides are calling it the "memoless operation."

Liberty Asks Refund On WU B.B. Charges

(Continued from Page 1)

amount. The claim is pursuant to the Commission's decision earlier this month that Western Union has no right to charge broadcast clients \$2.00 per game extra for each station receiving the play-by-plays over a network arrangement.

The complaint filed yesterday by Attorneys Cohn and Marks contains an appendix listing the various checks for service during the last 14 months.

It was observed that the Commission had carefully decided not to order suspension of the Western Union tariff during the determination of its legality, since subscribers "have adequate opportunity to seek a refund . . . on any charges which they may pay . . . in excess of the charges found to be lawful by the Commission after investigation and hearing."

Joins CBS Sales Staff

Alan H. Schroeder has joined the sales staff of Radio Sales, Chicago, effective immediately, it is announced by Gordon F. Hayes, sales manager-AM for Radio Sales, Chicago, radio and television stations representative, CBS. Schroeder was a sales rep for WOR in Chicago for six years.

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.
MIRY GREENFIELD, Mgr. Director N.Y. 19

FCC Resets Hearing On Richards' Stations

Washington Bureau of RADIO DAILY

Washington—The FCC announced yesterday that it will begin afresh in the hearing on qualifications of G. A. Richards as controlling stockholders of KMPC, Los Angeles, WGAR, Cleveland, and WJR, Detroit. The move came pursuant to a request from Richards' counsel Hugh Fulton, which FCC General Counsel Benedict Cottone acceded to last week.

The new proceeding will get under way June 5 in Los Angeles under examiner James D. Cunningham, who succeeds the late J. Fred Johnson, under whom there had been sessions from March 13 to April 1.

The stars of today and tomorrow are

Yours for more Sales

... with the new era in

Thesaurus

ARTHUR FIEDLER CONDUCTS

the "Concert Hall of the Air"

The new Thesaurus brings you bigger and better programming packages with top sponsor-appeal . . . top name artists! You get comprehensive programming, promotion, publicity, tie-ins, cross-plugs, sound effects . . . a steady flow of current tunes and material . . . network-quality production. Wire or write today for full details!

recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

AGENCIES

RRUSSELL K. JONES AND NEW-MAN F. McEVOY have been elected vice-presidents of Cunningham and Walsh, Inc. Jones joined the agency (formerly Newell-Emmett Company) in 1929 and is now an account executive. McEvoY joined the agency's media department in 1928 and was made director of media in 1947.

WPOR, American network affiliate in Portland, Me., has appointed Everett McKinney as national representative.

A. SCHRADER'S SONS, division of the Scovill Manufacturing Company, Inc. to G. M. Basford Company.

THE CITY COLLEGE OF NEW YORK will offer summer courses in advertising, starting on June 12 and 13 at 430 West 50th Street. For beginners and those who want to improve their understanding, the college will offer a 30-week course. Two advanced courses will also be offered.

SYDNEY RUBIN, radio and television director of The Frederick-Clinton Company, Inc., has been appointed a vice-president of the agency.

LESLIE KAY has been elected a vice-president of the A. W. Lewin Company. Also, Richard Gulick, a vice-president, has been made a member of the plans board, and Robert P. Engelko has been placed in charge of research and marketing.

THELMA J. YOUNG has joined Robert W. Orr & Associates, Inc. as a copywriter. She was formerly with L. Bamberger & Co.

JOHN W. TAYLOR PACKING COMPANY of Hallwood, Va. to H. W. Fairfax Advertising Agency, Inc. Radio and trade papers will be used.

FASHION ADVERTISING COMPANY will be known as Mervin and Jesse Levine, Inc. after June 1. Mervin Levine, president, reports that the agency originally specialized in apparel advertising when organized 25 years ago, but now carries accounts in varied fields.

WALTER KANER ASSOCIATES, New York, has been named to handle public relations for the Wilson Lines, New York division, excursion cruises.

SPECIAL SOUND EFFECTS!

Instruments and special effects for your jingles and limericks. Everything from a bird call to a wolf whistle. For sale or rental. We service all major networks. Write, wire or phone:

CARROLL DRUM SERVICE

339 W. 43rd St., New York 18, N. Y.
Columbus 5-4922



By SID WHITE

Man About Manhattan. . . !

● ● ● **ONCE OVER LIGHTLY:** So you think the male is superior to the female on sports topics, hey? Well have another think. Sports-caster Guy Lebow, one of the most sponsored TV fellows in the biz, conducted a survey and sez women have averaged 75 per cent correct answers to sports queries while the best the men could do was 61 per cent. . . . Betty Hutton definitely not interested in a regular TV series. . . . Top radio and TV officials are plenty worried because television has not increased employment. In most cases, employees are doubling up in both media. . . . The Bartlett ad agency in Chi. handling the Tea Council, is budgeting a large figure for radio next season. Heretofore, they confined ad expenditures to print. . . . Kermit Schaffer's new TV package, "Quick on the Draw," which preems on WNBT this Sat. with Bob Dunn and Eloise McElhone, has been bought by Westinghouse in co-operation with the Vim stores. . . . Johnny Morgan emcees the TV variety session, "Name it and Claim it," which NBT has skedded Monday nite at 9:30 p.m. for a one-shot showing for commercial consideration. Series has been packaged by the Mildred Fenton office and is the video version of their "Detect and Collect."

☆☆☆☆

● ● ● The new success of Emery Deutsch is the talk of the trade and we're happy to report it here. His first song collaboration with his wife, "The Old Gypsy Fiddler," is getting that play which carries all the earmarks of a hit. His daily two-hour session via WPAT has a high rating and his romantic gypsy music at the Hotel Plaza seems to be reviving a trend in that direction. And we, who remember when Emery was musical director for CBS and have heard him play his delightful brand of music through the years, are happy over the whole thing.

☆☆☆☆

● ● ● **Lunching with Shirley Thomas,** of Commodore Prod. (producers of the Clyde Beatty and Hopalong Cassidy shows) yesterday, we were completely fascinated with a presentation she had of a fabulous new TV series. Fabulous, that is, from the femme viewpoint—not especially ours. Show is tagged "Glamour Girl" and that's exactly what it is. With the aid of top makeup artists and designers from the H'wood studios, Shirley takes a gal out of the audience, any gal, and in 30 minutes of telecasting (with suitable explanations along the way) transforms even a Plain Jane into an exotic thing of beauty and glamour. Can you imagine how the gals are gonna latch onto a show like this? Shirley's stopping at the Ritz Carlton if you want any more info on this.

☆☆☆☆

● ● ● **IN ONE EAR:** Frank Bear, producer of film shorts for television, left Wed. for Buenos Aires and Rio de Janeiro. Bear will be the only TV cameraman on the Braniff Airways' inaugural flight to B.A., and will film highlights of the trip as well as cover news events en route for Telenews. . . . One of the tot geniuses on Jack Barry's "Juve Jury" pointed to a grownup standing around after the show and whispered: "He's not very b-r-i-g-h-t."

☆☆☆☆

● ● ● Norman and Irving Pincus, producers of "Mr. I. Magination," have the answer to all those charges hurled at TV (and rightfully so) about so many gory murder yarns now filling up the screen. The Pincus brothers have come up with a new "Ellery Queen" series starring Richard Hart, with accent on mystery and slanting off on murder and the blood-and-thunder angle. What's more, with Richard Hart in there, the show packs a strong bid for the femme trade. New series has already been kine'd, with 3 agencies hot on its trail.

CHICAGO

IN-STORE broadcasting of music and shopping hints into 150 Jewel Food Stores will switch to its third FM outlet in four years as a result of a contract just signed between Consumers' Aid, Inc., which services the Jewel chain, and FM station WEAW, Evanston. The new contract becomes effective May 2, 1951, upon the expiration of the agreement with FM station WMOB.

Myron Lewis, Consumers' Aid general manager, explained the many economies would be effected with the change-over, inasmuch as WEAW is now servicing 54 IG stores, and could handle both chains at less expense than two separate operations.

FBI Program Gains In Rating Popularity

(Continued from Page 1)

"Peace and War" over CBS gained a total of 1,017,000 homes in a week and moved from 34th to ninth place with a 14.9 rating. "This is Your FBI" over ABC picked up 892,000 homes and went from 24th to 10th spot in the ratings with a 14.8 mark.

Top show for the period was again "Lux Radio Theater" on CBS at 25.7. The theater showed a gain of 4.4 points in a week, Nielsen reported.

Other shows hitting the upper brackets were: Jack Benny (CBS) at 19.4; Godfrey's Scouts (ABC) at 18.8; Walter Winchell (ABC) at 17.9; Fibber McGee and Molly (NBC) at 17.3; My Friend Irma (CBS) at 16.5; Charlie McCarthy (CBS) at 15.5 and Amos 'n' Andy (CBS) at 15.2.

WOV's Rome AM Studios Produce 3 Shows Daily

The Rome studios of WOV, now marking their second year of operation, are currently producing three programs daily. One is the daily news commentary by Pietro Novasio, broadcast at 6:15 p.m. The lighter side of the news is dealt with at 1:30 p.m. on "Pettegolezzi."

The third feature is "Grande Famiglia" heard daily at 1:15 p.m. The latter is recorded in remote towns and villages by Giuliano Gerbi. Plans are now being made to extend the program to Philadelphia, Detroit and other cities.

Shows are taped in Italy and shipped to America for rebroadcast.

Why buy 2 or more...
do 1 big sales job

on "RADIO BALTIMORE"

Contact
EDWARD
PETRY CO.

WBAL

Commission Ruling Hits Three Stations

(Continued from Page 1)

Morgan, Colo.; and WXLT, Ely, Minn. Revocation date for the three stations was set as June 26, unless application for hearing has been filed with the Commission by June 15.

Appearing before the Commission on an application for sale of KTXN was Thomas G. Harris, J. Chrystopher, John W. Stayton, Nat. Lewis, Jr., Mrs. James P. Alexander, Joseph Cocke and John S. Ryan to Edward C. James. The Commission charges, however, that licensees and James "executed a management contract on November 26, 1949, which effectively passed control of the station to the last named party without the sanction of the Commission consent." The contract was not filed with the Commission until February 27 of this year, said the Commission.

Further, although the management agreement was apparently amended on February 22, 1950 and replaced by a simple loan agreement whereunder James agreed to pay the licensee up to \$35,000 there has been no affirmative showing by the parties that James has withdrawn in whole or in part from the management and control of the station.

KFTM Case Described

In the case of KFTM, the Commission claims that the interest of partners Robert Dolph and Robert McCollum, the licensees, were actually assigned in February of last year to the Morgan County Broadcasting Company—a fact disclosed by Dolph and McCollum in February of this year when they applied to sell to Morgan County. The would-be purchaser, the Commission said, actually financed the construction of the station "and has at all times owned the physical property of the station." These facts are in variance with claims by Dolph and McCollum.

The Commission has before it an application for sale of WXLT by Charles W. Ingersoll to Lynn G. Thompson, Cornelius Thompson, Paul Henry, Cryrille Fortier, Edna Lutnes, Nellie Ingersoll and J. V. Andrews. The Commission says that William P. Ingersoll, brother of Charles, "was actually a undisclosed silent partner with Thompson," and that "the construction of the station application did not disclose contracts and agreements executed by C. W. Ingersoll and certain third parties giving them interest in the station."

In the face of these and later contracts awarding "pieces" of the station, Ingersoll represented himself as 100 per cent owner when he applied in June of last year for a license. The day he filed, the Commission adds, the Ingersolls, father and son, sold their holdings in the station to the group named above as purchasers, but the Commission was not notified until November 22.

Jones Warns OAB Of Move To Stifle AM Broadcasting

(Continued from Page 1)

manufacturing — and frequently more than one of them." The interest of such broadcasters in sound radio "is about to be small compared to the vast potential of earning power in this new medium.

"You sound broadcasters are not confronted with a competitor who is primarily interested to see this medium live, but one who may be interested in seeing it live just long enough to make the transition to the new medium."

He quoted "one Ohio multiple-interest broadcaster" as having said that his company's ambition was to "replace the more than a million radio sets we manufacture a year with a million TV sets." Jones stressed the use of the word "replace," which he said does not mean "supplement."

Sees Lower Program Standards

He quoted another multiple-interest Ohio broadcaster as saying last year that unless the FCC takes drastic steps—presumably upping the limit on broadcast power—sound broadcasting "facing the competition of TV, may have to lower its program standards to a point approaching 'complete deterioration.'"

These statements, Jones said, are clear evidence of "a pincers movement against sound broadcast licensees who rely upon sound broadcasting exclusively for their livelihood." On the one hand is the clear-channel demand for super-power, on the other TV. "So to stay in sound broadcasting you cannot follow the philosophy that to save sound broadcasting super-power must be granted to clear channel stations. It is obvious that if a clear channel station has such a dim concept of sound broadcasting without super-power, it is only a matter of time until his attention is attracted to the ease with which the advertising dollar can be garnered in the new medium of television . . . and he will be quite

willing to break his own rate card.

"Now let's look at the network multiple-owner. Whenever the network decides that there are enough TV sets in the mass areas so that the TV dollar is easier to garner than the sound broadcasting dollar, then the networks can blow the whistle on every network-affiliated sound broadcaster's rate card by merely refusing to renew the affiliation contract except at a lower rate. When that happens, you who have built economy of station operation upon network affiliation must know that no matter what the network with which you are affiliated, your income is going to be reduced as soon as your contract is up for renewal.

"The networks among themselves will not be able to hold the present floor of your rate cards if any one of the networks cuts rates. So if your income is based upon network programs, once the networks sell a program for 20 per cent less, your station is either going to be left off the list or your income will be down 20 per cent.

"The only way you can escape the effect of such a toboggan is by placing more emphasis upon your local program—selling time on a local basis to local merchants."

Jones warned also that future licensees of UHF TV stations may "find yourselves in the same box that FM is in." He spoke of the cost of converters to permit present TV sets to bring in UHF programs. But here the solution lies again, he said, in exploiting the need of local merchants and distributors for time on the air. Already, he said, there are indications that national manufacturers cannot get desirable TV network time. The way it looks presently, "the small business man with his area products and his distribution system is almost completely crowded off the TV market, and therein lies your opening to utilize the UHF and make it pay."

Florida Broadcasters Plan Meeting In Orlando

(Continued from Page 1)

agenda. Present plans for the confab are as follows: June 2—10:00 a.m. session, a business meeting. 2:00 p.m., Discussion on BAM—talks by Frank King, member of Board; Lt. Col. Donald Wilkins, Chief publicity for USAF; representative of U. S. Weather Bureau and the Florida Citrus Commission. 8:00 p.m.—banquet, speakers to be announced later.

On June 3—10:00 a.m. session—Discussion of NARBA—speakers: Rosel Hyde, FCC Commissioner, and John S. Cross, ass't. chief of the telecommunications staff of the State Dept. 2:00 p.m. session—business meeting and election of Florida Association of Broadcasters' officers.

Schroeder Joins WOOD As General Manager

Willard Schroeder, radio and TV director of Ketchum, MacLeod & Grove, Pittsburgh, takes over duties as general mgr. and secretary of Grandwood Broadcasting Co., owners of WOOD, Grand Rapids, Mich., effective May 29th. In previous years, Schroeder has been associated with Crosley Broadcasting and Hearst Radio as manager of WINS, New York, and sales manager of WCAE, Pittsburgh.

Stork News

Everett Goodman, vice-president of Harry S. Goodman Productions, and Mrs. Goodman announce the birth of a son, Thomas Ethan, yesterday at the Roslyn Park Hospital, L. I. The baby weighed 8 lbs., 5 oz.

In Pennsylvania's Lehigh Valley

LATEST

HOOPER RATING

(Share of Broadcast Audience)

(March-April 1950)

Allentown-Bethlehem

AREA

Shows

WKAP

ALLENTOWN, PA.

OGDEN R. DAVIES
Manager

1st 12:00
thru
6:00 P. M.

WKAP . . . 34.0

Station "A" 24.2

Station "B" 7.9

Station "C" 6.7

Station "D" 6.6

. . . and in the Morning—

WKAP . . . 20.3

Station "A" 16.7

Station "B" 25.1

Station "C" 12.0

Station "D" 4.7

The Lehigh Valley's Outstanding Independent Station featuring Personalities . . . Music . . . News!

Represented by

Forjoe & Co.

RADIO DAILY

PLUG TUNES

Another BMI Pin-Up Hit!
GOD BLESS THE CHILD
 Published by Marks
 Recorded by
 Billie Holiday (Col) Billie Holiday (Dec)
 Larry Darnell (Regal) Frankie Lane (Mer)
 Bobbe Caston (King)
 Licensed exclusively by
BROADCAST MUSIC, INC.

Beautiful Ballad—
COUNT EVERY STAR
 Ray Anthony—Capitol
 Herb Jeffries—Columbia
 Harry Babbitt—Coral
 The Blenders—Decca
 Dick Haymes—Decca
 Artie Shaw—Decca
 The Ravens—National
 Hugo Winterhalter—Victor
PAXTON MUSIC, INC.

BABY, WON'T YOU SAY
YOU LOVE ME
 From 20th Century-Fox's
 "WABASH AVENUE"
 recorded by
 BILLY BUTTERFIELDLondon
 NAT "KING" COLECapitol
 BOBBY COLTAdmiral
 BILLY ECKSTINEM-G-M
 ELLA FITZGERALDDecca
 HERB JEFFRIESColumbia
 RAY ROBBINSCapitol
LEO FEIST, INC.

In Full Bloom!
American Beauty Rose
JEFFERSON MUSIC CO.
 1619 Broadway New York City

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

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

WORDS AND MUSIC

By TED PERSONS

• • • Due over CBS the 31st of this month is the Chesterfield-sponsored show, "ABC's of Music," offering Robert Q. Lewis, Ralph Flanagan's orchestra, male and female guest vocalists and three visiting deejays (one local, two out-of-town) pitching their selections. . . . The re-airing by NBC, after a lamentable absence of many years, of "The Chamber Music Society of Lower Basin Street," has been promised for some time in July. This highly popular showcase of "Dixieland" will naturally revert to the musical directorship of Prof. Henry "Hot Lips" Levine and will feature Jane Pickens. . . . WSM very happy with the Red Foley Show which they pipe to the NBC net across-the-board, 9:00 to 9:30 a.m. Featured with him are the Jordanaires and Judy Martin. . . . Don Ball, program director of WCBS, has written the definitive book of instructions for playing the uke. No less an authority than Arthur Godfrey says of the author, "There just isn't any greater ukulele player in the United States!" BMI will publish. . . . Sammy Kaye goes into the Waldorf's Starlight Roof June 29th. . . . Peggy Lee will make her first appearance in New York in over 18 months when she headlines the Paramount show starting June 28th. . . . Andy Wiswell will be in Chicago June 5th to record Frankie Masters in some more tunes (including a couple of originals, "Tutti Flutie" and "To Be Or Not To Be") for Associated Program Service. . . . Hank Sylvan has just finished a series of transcriptions with songstress Gwen Williams for World.

☆ ☆ ☆ ☆

• • • Sid Tepper and Roy Brodsky will be the first song-writing team to guest on "Al Siegel's Music Shop"—the event to take place this Friday at 7:30, WOR-TV. It has leaked out that they will not only act but will have their arms twisted to perform their current tune, "Thanks, Mr. Florist." . . . A Portsmouth (Va.) minister, Ernest Emurian, has ghost-written the whale's point of view on the Jonah incident—in the form of a novelty song, "Jonah And The Whale," published by Fortune Music, Inc. . . . With the ending of Thomas "Fats" Waller Memorial Week (May 16th to 23rd), Ed Kirkeby, his intimate associate and manager for many years, announces that he is readying a Waller biography, in collaboration with Duncan Schiedt, for Fall publication. . . . The Fran Warren record of "Cloudy Morning," to be released June 2nd, represents the first product of a new song-writing team, Marvin Fisher and Joe McCarthy, Jr. The augury for success is good: a generation ago their fathers, Fred Fisher and Joe McCarthy, turned out together such hits as "There's A Little Bit Of Bad In Every Good Little Girl" and "Ireland Must Be Heaven."

☆ ☆ ☆ ☆

• • • GREAT EXPECTATIONS: Billy Eckstine's "I Wanna Be Loved" and Ziggy Elman's "I'll Get By" on MGM. . . . Mildred Bailey's first record since her illness, Gordon Jenkins' "Blue Prelude" backed by "Cry, Cry, Cry" and Ethel Merman's first release under her new long-term contract, "She's Shimmyin' On The Beach Again" backed by "Calico Sal," on Decca. . . . Vic Damone's sensational rendition of Redd Evans' new tune, "Vagabond Shoes" on Mercury.

☆ ☆ ☆ ☆

• • • Three firms have cause to rejoice over Rosemary Clooney: Kramer-Whitney ("I Only Saw Him Once"), Remick ("On An Ordinary Morning"), and, of course, Columbia Recording. . . . Not content to rest on the laurels garnered by Red Foley's "Mississippi," Decca is hedging with a second version, a marvelous one by Ella Fitzgerald. . . . And, Walter Bishop is publishing a tune, "Mother Mrs. Sippi" written by himself and Andrew Donnelly, Sr. . . . The first sides cut by the Frankie Laine-Patti Page duo, for release June 1st are "If I Were You I'd Love Me" and as a flip, as if to illustrate the powers of suggestion, "I Love You Like That." (Patti, by the way, is stopping the show at the Paramount—unusual in a house reputed warm only to male singers).

☆ ☆ ☆ ☆

BEHIND THE MIKE:

WITH his three-hour daily breakfast show over WHAM, Rochester, completely sold out (with a waiting list, yet), Mort Nusbauer is impatient now to get his tale show on WHAM-TV. Highly successful on AM for over a year, Mort's show would be a natural a TV buy.

Get Sam Gill to play his latest gag commercial for you—a wonderful take-off on singing commercials.

Comic Jack Gregson, star of the Friday nite video "Auctioneer" program, told of being an active auctioneer like his Dad at the age of 7. "Yeah," he sez, "I was an auction block-head to begin with."

Kornheiser Promoted

Phil Kornheiser has been appointed general professional manager of the Edward B. Marks Music Corp. Kornheiser, for many years professional chief of Feist and other firms, assumed his new duties Monday. For the past year and half he has been handling the promotion of the extensive Marks standard catalog.

At the same time Harold Lee becomes executive assistant to Herbert E. Marks, president of the company. Lee also assumes the position of general manager of the mechanical department.

PLUG TUNES

They Keep On Recording It!
SENTIMENTAL ME
 Morehead-Cassin
 This time it's RUDY VALLEE who does the terrific job!!!
KNICKERBOCKER SONGS, INC.
 1619 Broadway New York

Riding For A Hit!
"BUFFALO BILLY"
Laurel Music Corp.
 1619 Broadway
 New York 19, N. Y.

Sweeping The Country
THANKS, MR. FLORIST
Mills Music, Inc.
 1619 Broadway New York City

From Six to Sixty
They'll Love
Me and My Teddy Bear
MUTUAL MUSIC SOCIETY, INC.
 R.K.O. BLDG. N. Y. 20, N. Y.

TELEVISION DAILY

Continuation of RADIO DAILY, Thursday, May 25, 1950 — TELEVISION DAILY is fully protected by register and copyright

CBS TO ERECT TV CITY ON COAST

TELE TOPICS

OLD TIMERS in show business who watched the mad antics of Dean Martin and Jerry Lewis on the Milton Berle show on Tuesday night need lament no more of the passing of "the good old days." These boys are terrific! Having them in person in action at the Copacabana in New York, it's safe to say that their contact was every bit as good on video as it was on the nightclub floor. The madcap scene on Tuesday when Lewis' pants were deprived of his shorts as well as his trousers was one of the most hilarious bits to be yet televised. Poignant point of the whole proceeding was the fact that the young comedians shared billing with an oldtimer if there ever was one. It was a rewarding experience to see the old and the new side by side, with the new more than carrying its own weight. Show business, despite the dreary predictions of some commentators, has a bright future—and a bright one—just so long as the spirit of the proportion of Martin and Lewis keep coming up. And, given half-chances, they will.

ATTENTION TV FILM PRODUCERS: The Moss Associates are looking for a half or full hour films for TV presentation. . . . Duke and Dutchess of Windsor being asked to do a tele society hour column on the air. . . . WOR-TV extended the "Mystery Rider" tele to 45 minutes. . . . WJIM-TV is the 18th affiliate to sign with the DuMont web. . . . That web's "The Plainclothesman" has been bought for 52 weeks by Consolidated Cigar Co. . . . Arnold is the latest addition to the next Hope tele show. . . . Lester Lockwood and his wife, "Mr. and Mrs. Friendly" are preparing a video package based on their experiences helping the lonely

TELEVISION WILL TELECAST the World Series of the Roller Derby from Madison Square Garden on June 3, 4 and 8. WOI-TV aired its first live telecast this week, thanks to an assist from a DuMont Television Laboratories mobile unit. WAVE-TV will telecast the Belmont Stakes on June 10 by way of a special trip from WLW-T. The race originates on Long Island, WLW-T is in Cincinnati and WAVE-TV is in Louisville. . . . The "Maid show over WNBT will take a night-week Summer hiatus following the June 30 airing. . . . CBS-TV has re-hired Ralph Bellamy for another year. Time Magazine does a big piece on the KTTV-Nassour Studio deal in the current issue under a "Cinema" head. . . . CBS-TV has inaugurated a new 10-minute program, "Facts and Forecasts," to start today's telecasting. Program deals with news and weather forecasts.

Pravda On TV

Newsweek Magazine, just out, reports the following: Last week the Russian newspaper Pravda took a look at American television programs and gleefully reported: "The programs in the course of one week . . . shown by a single television station . . . consisted of the following features: 91 murders, 6 robberies, 10 thefts, 4 burglaries, 3 kidnappings of children, 2 suicides, and 1 case of blackmail." After a few more spine-chilling "facts," the article concluded: "There is nothing surprising about the fact that even some of the outstanding figures in the United States begin to jump out of windows."

Waller Says Video Is Not "Baby Sitter"

Long Beach, Calif.—Any potential evils in youth's devotion to video will be overcome by "common sense, ingenuity and resilience on the part of parents, teachers and children themselves, Judith Waller, public affairs and educational director for NBC's central division, told the more than 3,000 delegates attending the 54th Annual Convention of the National Congress of Parents and Teachers.

"We should all realize that the child parked in front of a television or radio set is not just under the care of an electronic baby sitter," she said.

The appeal of the "lively arts" of radio and television, she said, is to "the healthy curiosity of a healthy people. Their blessings far outnumber their curses, and some of their curses are disguised as blessings."

Acknowledging that radio and television programs generally contain elements not addressed especially to children, she said, "It would be as impossible to build each program with only one audience, the child, in mind, as it would be for publishers to publish newspapers only for children." She urged her listeners, representing a congress membership of 6,167,000 to guard against codes to improve programs.

Tri-Dimensional TV Developed By DuM

Chicago — The development of stereo, or three-dimensional television by the Remote Control Engineering Division of Argonne National Laboratory, the Atomic Energy Commission's midwest installation, through the industrial cooperation of the Allan B. DuMont Laboratories, Inc., was announced yesterday.

Use of the three-dimensional television provides a method for working with radio active materials at a distance by using various types of remote control devices while the operations are viewed on television.

The achievement marks an important step in the development of requirement and techniques needed by scientists in order to protect themselves from radiations emitted by many of the materials used in the atomic energy program.

Dr. Allen B. DuMont, president of the DuMont Laboratories, Inc., stated, "We are proud to cooperate with Argonne National Laboratory in this industrial three-dimensional television development. Their pioneering will probably open the way to many additional applications of this system by American industry."

The Argonne's Remote Control Engineering Division, directed by Dr. H. L. Hull, is responsible for the study, design, and development of remote control equipment for use with radio-active materials.

Web To Purchase Gilmore Property In Hollywood

A three-fold plan which will eventually result in the construction of a new CBS "Television City" in Hollywood was yesterday announced by the network.

According to the web's statement, CBS "will purchase the acreage of land now occupied by Gilmore Stadium in Hollywood near Beverly Hills"; will initiate an "exhaustive functional and engineering survey designed to capitalize on past CBS experience as builders and producers of radio and television shows, and to take advantage of all foreseeable future trends in design and techniques;" and "concurrently there will be an architectural study which will encompass new and revolutionary concepts of the most effective and efficient forms and design."

CBS says that the site selected was chosen after months of study during which time "every developed and undeveloped property in Hollywood was examined." The network finally eliminated existing moving picture properties because it felt that "only by starting from the ground up could a plant be planned and constructed which would adequately serve television's unique requirements on both a near and long term basis."

The web expects to start construction on what it calls "Television City" by July 21, 1951, just 20 years after CBS "inaugurated America's first regular schedule of television broadcasting in New York City."

"Gilmore Island," currently owned by Earl B. Gilmore, is part of Rancho La Brea. The coming sale was negotiated by Coldwell, Banker and Company for the sellers, and James D. Landauer of New York acted as consultant to CBS.

The property is adjacent to the Farmers Market and Gilmore Field. It extends three blocks along Beverly Boulevard and for more than a block on Fairfax Avenue. It is equally accessible from Hollywood and Beverly Hills.

Joins ABC-TV Sales Staff

Stanley Smith, a former account exec for WMGM and MGM's radio transcription dept., has joined the ABC-TV sales staff, said an announcement this week by Slocum Chapin, ABC's eastern TV sales mgr. In previous years, Smith has been an account exec for the radio services of the Associated Press.

American Research Bureau TV Program Survey Week Ending May 7

NEW YORK		PHILADELPHIA		CHICAGO	
Star Theater	70.0	Star Theater	80.4	Star Theater	69.5
Talent Scouts	60.5	Talent Scouts	66.9	Godfrey & Friends	65.4
Toast of the Town	54.3	Toast of the Town	62.5	Talent Scouts	56.7
Studio One	46.4	Godfrey & Friends	58.7	Toast of the Town	50.9
Godfrey & Friends	45.8	Lights Out	52.5	Kraft TV Theater	46.2
The Goldbergs	41.2	Philco Playhouse	50.8	Orig. Amateur Hour	44.1
Philco Playhouse	40.3	Kraft TV Theater	50.1	Private Eye	40.9
Sat. Night Revue	39.8	Stop the Music	49.0	Sat. Night Revue	40.5
Lights Out	39.4	Film Theater (WFIL-TV)	48.2	Fireside Theater	39.4
Silver Theater	35.1	Studio One	47.0	Suspense	37.0

★ ★ COAST-TO-COAST ★ ★

FCC Okays Ithaca License

Ithaca, N. Y.—The student staff of WITJ (FM), 10-watt College educational radio station, observed open house for two days to celebrate the granting of a license by the FCC. Mayor Stanley C. Shaw, Ithaca College President Leonard B. Job and Michael R. Hanna, general manager of WHCU and the Rural Radio Network, were among those who congratulated the station in radio talks. WITJ broadcasts on its assigned frequency of 91.7 megacycles. The station operates Monday through Friday from 5 to 9:15 p.m., plus additional days and hours when special college events are scheduled. Fred Heckman is station manager, Robert Bischoff and David Ridenour are program directors.

Joins WJLS Sales Staff

Beckly, W. Va.—Willard S. Jackson joined the staff of WJLS on May 20th, Jackson, who has been associated with both WBIZ and WEAU in Eau Claire, Wisconsin, during the past two years, will work in the sales department. Prior to his Wisconsin radio he served as a staff announcer at WJLS.

Public Service Program Debuts

Charleston, W. Va.—"This Is Your Town" is scheduled to make its debut on WGKV AM-FM, Monday, June 5th, highlighting the cultural, industrial, and business development of the community. With special on-the-scene broadcasts originating from the machine shops, the mailing rooms, the offices, the hospitals, the playgrounds, and other places of interest, the broadcast will trace the growth of the various activities from their beginnings to their stature of today. Especially created for broadcast by the WGKV AM-FM special events department, plans include covering the State Government, the giant Carbide and Carbon Chemicals Corporation Plant, the Diamond Department Store, the city parks and recreation commission, and many more of the important phases of the community life.

Case Of The Missing Labradors

Edmonton, Alta.—When two valuable black Labradors, both champion dogs, were reported missing, CFRN polished up its "Sheriff's Badge" and went into action. Gordie Williamson made the announcement on the morning sportscast. Within five minutes of the broadcast, people from various sections of the city began to phone the station. Through their information the owner was able to follow the dogs' wanderings, but somehow the trail ended cold. After another announcement, word was received from a White Mud listener that the dogs had been sighted. By evening, the dogs were picked up by the owner.

Airs Classic Request Program

Cleveland, O. — WTAM, feeling that there is a demand for light classical music during the morning hours, is now airing "Toast to Classics," a half-hour, five-day-a-week program. Howard Hall, newcomer to WTAM's production staff, is producing and programming the show which will endeavor to feature listener requests in the light classic and light opera music. Hall, formerly a producer in Dallas, Texas, says that the program will contain a minimum of announcer comment and will stress the semi-classical numbers beloved by listeners the world over. WTAM listeners are asked to send in the titles of their favorite numbers and a sincere effort will be made to work them into the programming.

WLEC Transferred

Sandusky, O.—Transfer of control of WLEC from L. A. Pixley of Columbus to Albert T. Heiser and Heiser and Associates, through stock transfers totaling \$83,520, was granted recently by the FCC.

Games Promoted At WHAT

Philadelphia, Pa.—Annette Orman, program director of WHAT, has just appointed Jerry Gaines, chief announcer of the station. Jerry joined the station March 4, 1950 when the station started its full-time operation operating with increased wattage.

Voted Highway Safety Award

Dayton, O.—The Coca-Cola Bottling Company here, through its WING program "Man on the Street" has been voted the Alfred P. Sloan 1949 Radio Award for Highway Safety. "Man on the Street," heard over WING at 12:15 p.m., Monday through Saturday, has been sponsored by Coca-Cola for the past 15 years. Conducted by the WING chief announcer, Jack Wymer, the program in 1949 devoted Monday broadcasts to safety talks with Paul Goss, managing director of the local Safety Council.

Forum For Living Finals May 28

Boston, Mass.—Officials of the "Forum For Living" broadcast over WEEI have announced that tickets for the final broadcast of the series, Sunday, May 28, are now available. The final broadcast will be held in the Dorothy Quincy Suite of the John Hancock Building. The quarter-finals of Forum For Living were broadcast over WEEI on May 7, and the five winners surviving from the broadcast appeared on WEEI in the semi-finals on Sunday, May 14th. During the final broadcast on May 28th, high school seniors will be making their last bid for college scholarships ranging in value from \$300 to \$2000.

WDRS Represented At Wedding

Hartford, Conn. — Jack Zaiman, WDRS commentator, attended the wedding of Lowell Thomas, Jr., and Miss Mary Pryor, Saturday, May 20th, at Greenwich. A color story of the wedding, including interviews with Lesile Biffle, Mrs. Clare Booth Luce, Mrs. Wendell Willkie, Senator Brian McMahon, Rep. John Davis Lodge, James Melton, and others at the wedding was broadcast by Zaiman on his "Needle Club" program Monday, May 22.

WWSW Features Double-Header

Pittsburgh, Pa.—WWSW is now giving local listeners a "double-feature" baseball program when the Pirates play evening baseball. On such days, the station also carries available a National League game from another city in the Eastern section of the circuit. Out-of-town games are re-created in the studio by Rosey Roswell and Bob Prince from telegraphed play-by-play reports. Local games are all handled direct from the field. There is no television baseball available to Pirate fans this season.

Joins KOSA Staff

Odesa, Tex.—Vince Paul, formerly of Chicago and active in radio circles there, recently joined the KOSA staff in the capacity of staff announcer. Paul, besides his regular staff work, operates a five-nights-a-week disc-show, aired locally at 10:30 p.m. to midnight and called "Starlite Rhythm."

Armed Forces Day Saluted

Stamford, Conn. — WSTC and WSTC-FM broadcast a description of the Armed Forces Day parade, on Saturday evening, May 20th, as units paraded down Atlantic Street in front of the station's studios. Units representing all branches of the service and local patriotic societies participated in the parade. Announcer Bill Reynolds, assisted by a specially assigned parade aide, presented listeners with a unit-by-unit report as the procession moved by.

AFRA's Annual Ball Scheduled For June 2

(Continued from Page 1)
in New York's St. Nicholas Arena on June 2. Other committeemen staging the event include: Milton Berle, Nelson Case, Clayton Collyer, Eddie Cantor, Clarence Derwent, Bert Lytell, James Melton, Dinah Shore, and Gus Van. A special midnight floor show will feature entertainers in original sketches and music. Prizes being handed to the holders of lucky tickets will include: a sound film projector, a television set, an all-expense flight to Bermuda for two plus a ten-day vacation, and a \$500 cultured pearl necklace.

Buying To Continue Parts Confab Is Top

(Continued from Page 1)

by the five major electronic groups. The 200 or more electronic exhibitors, encouraged by the "no softening" trend in sales, have been playing their latest gadgets as well as standard equipment, and write orders well into next year.

Among the new "gimmicks" gadgets is a television screen transformer which will convert a seven-inch, eight-inch or ten-inch picture into a projection set measuring 18 by three feet. It is manufactured by the Square Root Company, Yonkers, N. Y., and will sell for around \$100.

New, full-range speakers have been put on display by Quam-Niols, Jensen, which brought out a tri-axial speaker, and adjustable. Eight types of custom installed television sets are being displayed. Especially noteworthy is a "fringe area" model with built-in boom manufactured by Radio Craftsmen Inc., of Chicago. It can be used with either a rectangular or conventional cathode tube.

Inter-Com Systems Featured

A post-war trend evidenced at the convention is the increased use of inter-com systems in the home. Dressed up so that they hardly resemble the squawk boxes of the Army and Navy, the two-way radios are now made with as many as 49 "stations," and are designed to eliminate the high-pitched squawk. They retail from \$40 up.

Sponsoring organizations of the show include the Radio Manufacturers Association, Association of Electronic Parts and Equipment Manufacturers, Sales Managers Council (eastern division) the West Coast Electronic Manufacturers and National Electronic Distributors Association.

Commission Announces New Antenna Rules

(Continued from Page 1)

which will, in many cases, enable applicants for all classes of radio stations to select in advance a point of view of air navigation which will be satisfactory from the point of view of air navigation and will enable them to make the necessary property arrangements said FCC.

The proposed rules are the result of studies initiated more than two years ago and carried on in close co-operation with the Civil Aeronautics Administration and other interested government departments. Many meetings have been held, with both the radio industry and aeronautical interests participating with government representatives. It has been found impossible, because of certain basic conflicts, to satisfy the points of view. The proposal, therefore, is of the nature of a compromise in which both the aviation and radio interests accept some restrictions to their complete freedom of action.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 51, NO. 40

NEW YORK, FRIDAY, MAY 26, 1950

TEN CENTS

SPECIAL HOLIDAY SHOWS ANNOUNCED

Internat'l Journalism Code Includes Radio-TV

UN Code Of Ethics Proposed By Committee

An international code of ethics for journalists has been prepared by the UN subcommittee on freedom of information and of the press meeting in Montevideo, Uruguay. The code will be submitted to the Economic and Social Council in July and if approved by that group, it will then be

(Continued on Page 6)

Swift Heads WCBS-TV; Worden Also Upped

G. Richard Swift has been appointed general manager of WCBS-TV in a network move which practically assures the Columbia New York flag station of autonomous operation, according to an announcement yesterday by J. Kelly Smith, CBS vee-pee in charge of station administration. Swift has been general manager of WCBS, the web's New York AM outlet.

(Continued on Page 7)

NLRB's Ruling On AFM May Affect Radio, TV

Washington Bureau of RADIO DAILY
Washington—An NLRB trial examiner has ruled that it is not in violation of the Taft-Hartley Act for a booking agent to refuse to

(Continued on Page 6)

Citation

A citation from the Republic of Ecuador has been presented WKAT, Miami Beach, Fla., for its relief efforts following the disastrous earthquake of 1949. Signed by the President, Minister of the Treasury, Secretary of State, and president of the Red Cross, the citation is first to be awarded a station by a special resolution of Ecuador.

On the Human Interest Side

Walter Robinson submitted a song title on the "Claude Thornhill presents Win A Holiday" program through WBET, Brockton, Mass., and won a week-end all-expense trip to New York as guest of RCA Recorded Program Services. Walter, however, won't be able to make the trip. He is confined in the Norfolk County Prison Colony at Brockton and his sentence has four years to run. Robinson, when advised of his winnings, elected to award his holiday to two war-disabled soldiers from the Lovell Army Hospital, Ayer, Mass. The veterans will make the trip and will deliver Walter's latest composition to Claude Thornhill in New York.

Father's Day Salutes Atlanta Wheels Stop; Planned By Radio, TV TV Is Store Salesman

Prospects for radio business promoting Father's Day (June 18) are being given a sizable boost by spot announcement transcriptions and copy material which are being distributed across the nation by the National Father's Day Committee. Many of the plans for radio and television promotion were revealed yesterday by Alvin Austin, director of the committee, during a press

(Continued on Page 8)

Atlanta, Ga.—Due to the emergency caused by complete transportation strike in Atlanta, Rich's, the South's largest department store turned to television this week. With housewives trapped at home, unable to come to the store, WSB-TV, Atlanta, brought the store to them, three hours daily starting Thursday. With cameras and production crew working inside the store, viewers

(Continued on Page 6)

Miller Formally Resigns From Hoover Committee

Washington—Judge Justin Miller, in a letter to Robert L. Johnson, chairman of the citizens committee for the Hoover Report, has announced his resignation from that

(Continued on Page 2)

Westinghouse Petitions FCC For WOWO Edict

Westinghouse asked the FCC yesterday for a final decision confirming the raise in power of WOWO, Ft. Wayne, Ind., from ten to 50 kw without regard to the Commission's

(Continued on Page 8)

Set-Mfrs., Distributors Cool To TV-Service Reform Unit

Chicago—Efforts to enlist the aid of television manufacturers and distributors in a campaign to clean up TV servicemen abuses resulted in a stalemate here at an organizational meeting of the Television Installation Service Association of America called by Frank J. Moch.

"Evidently the industry is not yet ready to co-operate to straighten out the mess of TV service overcharges and incompetent service," Moch declared yesterday. "However, we in the service contracting field will go

ahead anyhow and set up an organization to fight these excesses." Although manufacturer and distributor representatives at the well-attended meeting of over 100 television men declined to go on record, the service representatives from Chicago, Philadelphia, Detroit, Toledo and other cities, unanimously adopted a code of ethics designed to raise standards of service and guarantee good workmanship. Moch, who is president of the

(Continued on Page 8)

Religious, Sports Programs Lead Schedules

Memorial Day this year will be observed by special broadcasts over major networks and New York indies. The lineup for the most part features religious services on Memorial Sunday, May 28 and speeches and sports events on May 30. In a sense, baseball will be king for the holiday

(Continued on Page 8)

Sponsors Renew Two ABC Programs

"The Lone Ranger" and "The Adventures of Ozzie and Harriet" have been renewed for 52 weeks over ABC, it was announced on Friday. General Mills, through its agency, Dancer - Fitzgerald - Sample, Inc., signed a new contract for "The Lone Ranger" over 132 stations, Monday, Wednesday and Friday from 7:30 to 8 p.m. effective June 2;

(Continued on Page 2)

Five Applications Considered By CBC

Montreal—CBC board of governors have completed hearing representation on five applications, including three for new radio stations. The applications came from: 1.

(Continued on Page 6)

Speedster

"Miss WOW," an outboard motorboat named after radio station WOW, New York, has been entered in the Albany to New York race which takes place on Sunday, May 28. Pilot of the craft is Richard E. O'Dea, Jr., son of the station's president, who has been working out on the Hudson. The race is an annual event on the Hudson River.



Established Feb. 9, 1937

Vol. 51, No. 40 Fri., May 26, 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**
Ethel Rosen, Office Manager
6425 Hollywood Blvd. Phone: Gladstone 8436
- WASHINGTON BUREAU**
Andrew H. Older, Chief 6417 Dahlfonega Rd.
Phone: Wisconsin 3271
- CHICAGO BUREAU**
Herbert M. Kraus
Suite 1325, 188 Randolph Tower
Phone: Dearborn 2-1414
- SOUTHWEST BUREAU**
Paul Girard, Manager
Suite 314, Thomas Bldg.
Dallas, Texas
Phone: Riverside 5491
- ROME BUREAU**
John Perdical
Ludovisi 18

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

FINANCIAL
(May 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	117 1/8	111 1/2	117 1/8	+ 1/8
Admiral Corp.	31 5/8	31 1/4	31 3/8	- 1/8
Am. Tel. & Tel.	161 1/2	161 1/4	161 3/8	- 1/2
CBS A	34 3/4	34 1/4	34 1/4	- 1/2
CBS B	35 1/4	35	35	+ 3/8
Philco	44 1/8	43 1/4	43 3/8	- 1/8
Philco pfd.	94 5/8	94 5/8	94 5/8	- 1/8
RCA Common	197 1/8	191 1/2	195 1/8	+ 1/8
RCA 1st pfd.	75 1/2	75	75 1/2	- 1/2
Stewart-Warner	17 3/8	17	17	- 1/2
Westinghouse	35 1/8	34 3/4	35
Zenith Radio	55 3/4	55 1/2	55 1/2	- 3/8

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	22 5/8	23 5/8
Stromberg-Carlson	15	16 1/2

Wedding Bells
Doris Gaines, daughter of Mrs. Blanche Gaines, writers representative, and Kurt Blumberg, assistant buyer at R. H. Macy's, will be married on June 25th. Miss Gaines is resigning her post as a programming assistant with Du Mont television station WABD.

NEW JERSEY'S SPORT STATION
W F P G
ATLANTIC CITY
BROADCASTING EXCLUSIVE
PHILADELPHIA EAGLE BASEBALL

★ **COMING AND GOING** ★

WILLIAM S. PALEY, chairman of the CBS directorate, is expected back in New York over the week-end, thus completing an extended trip that took him to the West Coast and Hawaiian Islands.

BOBBY COLT, Admiral Records singing star, has left for Pittsburgh, where he will make several appearances on disk-jockey shows. He is accompanied by **NICHOLAS R. CARRANO**, president of Admiral.

JACK BENNY, now on a personal appearance tour with his CBS program company, will play Detroit today, Toledo tomorrow, Cleveland Sunday and Pittsburgh Monday.

JOHN REED KING, master of ceremonies on "The Missus Goes A-Shopping," today will deliver an address at the annual graduation breakfast held by the students of Scarsdale High School.

FREEMAN GOSDEN, the Amos "n' Andy," has arrived in New York. He'll be here for three weeks.

VAL GIELGUD, British Broadcasting Corporation television producer, and **MRS. GIELGUD**, who have been visiting in the United States, today will sail for England aboard the Cunarder Parthia.

BOB DIXON, sheriff on the "Chuck Wagon" program over CBS-TV, tomorrow will go up to Alpine, N. J., where he will be guest of honor at the Boy Scout Camporee.

JOEY ADAMS, comic, off for Pleasantdale, N. J., to headline the new show at the Goldman Resort Hotel.

MARGARET ARLEN, femme commentator on CBS, today will leave for Mars Hill, N. C., where she will deliver the commencement address at the graduation exercises of her Alma Mater, Mars Hill College.

EUGENE THOMAS, general manager of WOIC, the Columbia network's television affiliate in Washington, D. C., was in conference yesterday at the New York headquarters of the web.

Miller Formally Resigns From Hoover Committee

(Continued from Page 1)
group. Miller said that the plans as sent to Congress by the president distort the recommendations and in some instances attempt "to accomplish exactly the opposite of the purposes intended by the Hoover Commission."

The NAB president noted the stand taken by the NAB board against the reorganization plan number eleven, covering the FCC. Copies of the letter to Dr. Johnson were sent to Senators Edwin C. Johnson of Colorado, John L. McClellan of Arkansas and Ernest W. McFarland of Arizona. Miller also congratulated the three for their contributions to the defeat of plan 11.

The Miller resignation from the committee was first known earlier in the month (RADIO DAILY, May 1). But the NAB president said: "I have delayed forwarding to you this letter of resignation because I had hoped that the Citizens Committee itself would take action in opposition to some of these plans."

Sponsors Renewing Two ABC Programs

(Continued from Page 1)
H. J. Heinz, through Maxon, Inc., bought Ozzie and Harriet over 277 stations, starting September 29

It was also announced by ABC that Mars, Inc., of Chicago, will sponsor a five-minute, Monday through Friday program over ABC starting September 16. Program will advertise Milky Way candy bars through Lee Burnett Co., Inc., Chicago.

The Pan American Coffee Bureau will sponsor the human interest news of Edwin C. Hill over ABC on to Tuesday and Thursday, from 7 to 7:05 p.m. EDT, beginning June 6. Federal Advertising Agency, Inc., is the agency.

Benny Replacement

"Guy Lombardo Time," starring Guy Lombardo and his Royal Canadians, will be presented by the American Tobacco Co. for Lucky Strike cigarettes as the summer replacement for the "Jack Benny Program" over the CBS radio network beginning Sunday, June 4.



Right smack on the head!

If you're driving nails, there's only one good place to hit them — right smack on the head! And that's the only good way to buy radio time, too. You've got to hit the nail on the head by selecting the best radio station in each town.

In Baltimore, the nation's 6th largest market, the answer is easy. You just buy W-I-T-H, the BIG independent with the BIG audience. For W-I-T-H delivers more listeners-per-dollar than any other station in town.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. If you want low-cost sales in this rich market, call in your Headley-Reed man and get the full W-I-T-H story.

FM  AM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Now Covering 17,000,000 Population Area in 5 States!

50,000 WATTS
in the middle of the dial
800 kc.

CKLW
• MUTUAL •

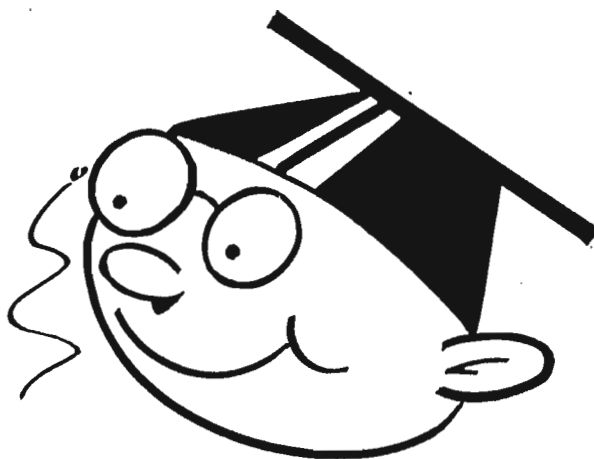
The DETROIT AREA'S Better Than Ever Buy!

Adam J. Young Jr., Inc. National Representative
★ Guardian Building Detroit 26 Michigan
J. E. Campeau, President

THANK YOU PROFESSOR!!

THE NOW FAMOUS WOODBURY
COLLEGE IMPARTIAL SURVEY
SHOWS THAT WHEN ASKED . . .

"WHICH STATION DO
YOU USE MOST?"



KLAC-TV

WAS MORE POPULAR THAN FIVE OTHER
STATIONS IN THE LOS ANGELES AREA

BASED ON A SURVEY OF 3000 TV SET OWNERS
IN THE 16 ECONOMIC DISTRICTS OF LOS ANGELES

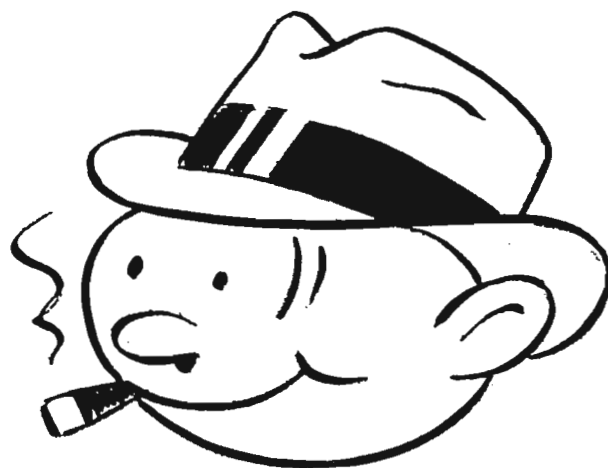
** ASK YOUR KATZ AGENCY REPRESENTATIVE FOR COPIES OF THIS SURVEY*

THANK YOU MR. SPONSOR!!

IN THE MONTH OF APRIL

KLAC-TV

HAD IN EXCESS OF **1850** ADVERTISING
UNITS . . . (A UNIT OF ADVERTISING IS A SPOT—
A PARTICIPATION OR A SPONSORED PROGRAM)



**LOOK FOR THE SPONSORS . . .
THAT'S WHERE THE LISTENERS ARE**

KLAC-TV

HOLLYWOOD, CALIFORNIA

LUCKY CHANNEL

13

** REPRESENTED NATIONALLY BY KATZ AGENCY, INC., NEW YORK*

SAN FRANCISCO

By NOEL CORBETT

EXAMINER radio ed Dwight Newton, who conducts a Mon-Wedns-Fri, 11 ayem, KGO "School-cast" program, has received a commendation from the Public Schools Week Committee in recognition of his help to establish a new record of attendance at the City Public Schools during the week.

David Crandell, KGO-TV director-producer in charge of studio telecasts, spoke this week before the Alpha Delta Sigma advertising fraternity. His discussion was on various aspects of tv production.

Ben Alexander and his bride, Leslie, are now on a Wednesday KPIX program sponsored by Acme Beer. Heard on 9 p.m., the TV show is designed to back up the current Acme billboard campaign.

Wesley I. Dumm, prexy of Associated Broadcasters, has announced the appointment of Colin M. Selph as veepee in charge of sales for KPIX. Lou Simon will continue as Commercial Manager.

"PLaza 7-1255"

By Lou Dahlman

Rx for Summer Complaint (TV burn).

Now that the good ole summer time has snuck up on the unwary TV producer his thoughts turn to saving face reddened by TV burn—a common complaint brought on by smaller budget, and sponsors who are trying to creep back into their burrows for the summer. His head's swimming, his back is aching and his next show is written around a Japanese spinet that is really the murder weapon. Just when he's ready to give up the ghost and tell his favorite veepee he is going to do a chalk talk instead, one of our chief diagnosticians, Mr. Stanley Phillips arrives with his little black bag full of Dr. Dahlman's Fort Lee Remedy—guaranteed to cure designers, shoppers, producers, directors and writers of the dee tee vees, and budget bronchitis. He advises a visit to DAHLMAN and DAHLMAN—where the best properties cost less.

Graphic Arts and Office, 517 West 47th St.
Costume Department 3 West 61st St.

Film Laboratory 619 West 54th St.
Scenic Shop Properties and Sound Stage, Fort Lee, New Jersey.
Reference Department 130 West 42nd St.

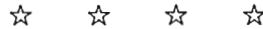
End of story: The producer lived to the ripe old age of a twenty-six weeks renewal—and showed a saving of face and 33 and a third per cent.



By SID WHITE

Man About Manhattan. . . !

● ● ● **FRIDAY-DREAMING:** So many rumors about Trygve Lie's confab with Stalin that the UN Sec'y has been advised to take to the airwaves to tell the public first hand just what did take place. . . . CBS' Doug Edwards got a neat break in 'timing' by having as his guest Willard E. Espy, author of "Bold New Program," dealing with Point 4 of Pres. Truman's Economic Plan (aid to backward nations) the very day that Sen. Taft rapped the project on the Hill. . . . Take it from Joe Franklin, what television needs is less people tolling what television needs. . . . Al Slep leaving his post as assistant publicity director at Republic Plx to resume as scripiter and publicist for "Candid Microphone," which resumes on the air June 6th. . . . Martin & Lewis will do the film bio of Phill Baker in the fall. Titled "Rainbow in the Night," it's being produced by Hal Wallis. . . . Dennis James' "Okay, Mother" stanza will prob'ly be extended for a full hour daily in the fall. . . . Warren Hull sez with the bookie round-up, the only Gambling around town these days is John B. . . . Evalyn Knight has waxed a couple of sides with Dick Haymes for Decca. . . . Lisa Kirk checks out of "Kiss Me Kate" next week and may do a B'way theater p.a. before taking off for the coast. . . . Toni Arden sez of a B'way phoney: He's one of the most prominent unknowns of our time.



● ● ● Looks like the Wilbur Stark-Jerry Layton combo has come up with another money-maker in the "Col. Humphrey Flack" TV series they've just developed. A lot of commercial interest has been whipped up in the series based on the exploits of the flamboyant old ex-confidence man who exposes the types of swindles in which he used to participate—and excell.



● ● ● **AROUND TOWN:** Buddy Basch will write the new TV round-up col'm for True Movie and Television, new mag to be published by Toby Press, Inc., with first issue due Aug. 15th. . . . Associated Program Service, which soon celebrates its 14th years, has just re-signed Vic Damone. Vic got his start on wax via Associated. . . . Milo Boulton, who emcee'd "We the People" for 4 years, returns to the TV scene in the fall with his animal show gimmick, "The Original Animal Hour." . . . Jane Barton, N. Y. State Radio Bureau program director, has just been made officer in charge of the Albany WAVE Reserves with the result that area stations have been grabbing her for plenty of guest interviews. . . . Bruce Wendell, former WHN disc jock, back in town after just being released from the army. He's been on duty in radio in Germany these past few years. . . . It's nice to have friends. It was Bob Hope who insisted on having Chas. Sanford conduct on his TV session. (Sanford conducted for Hope during latter's vaudeville days).



● ● ● This Sunday begins one of the busiest weeks of Guy Lombardo's career. On that day, he'll test run his reconstructed speedboat, "Tempo VI," in Detroit. On June 1st, he starts his 15th engagement at the Waldorf's Starlight Roof. June 3rd he airs his Mutual show, "Lombardoland, USA," and on the 4th, his show will be introduced on CBS in the vacationing Jack Benny's spot.



● ● ● **APPLAUSE DEPT:** Sydney Smith's "Television Shopper" via DuMont. (She's the wife of Lee Cooley, ad exec, and the daughter of Loring Smith, of "Texas, Li'l Darlin'"). . . . Leo Fuld's zingy new record, "Yaass," on the London label. . . . Jack Gregson on TV's "Auction-aire" stanza. . . . Bobby Colt's Admiral platter of "When You Wore A Tulip." . . . The 3 Suns' music and songmanship. . . . Alan Dale's Col. disc of "You're My Treasure."

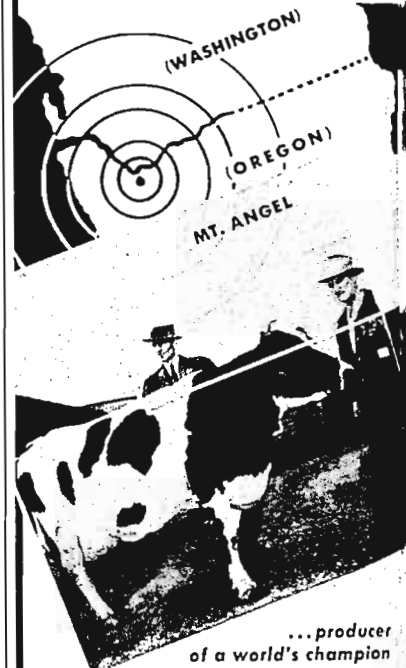
KGW

THE ONLY STATION THAT ACTUALLY DELIVERS

COMPREHENSIVE COVERAGE

in the

Fastest Growing Market in the Nation



...producer of a world's champion

Diversified agriculture has been the chief factor in the formation of Mt. Angel's economic background...a background stabilized by five farmer-owned co-operative organizations, largest of which is the Mt. Angel Co-operative Creamery. Other co-ops include a hop producers' organization, a co-operative flax plant, an oil co-operative, and a co-operative warehouse and grain elevator. High quality of Mt. Angel's agricultural products is exemplified by the handsome Holstein pictured above, which recently set a world's record for butterfat production.

KGW PORTLAND OREGON



AFFILIATED WITH NBC REPRESENTED NATIONALLY BY EDWARD PETRY CO., INC.

TV EQUIPMENT

FM FAX

Section of RADIO DAILY, Friday, April 26, 1950

Tele-tone Offers Five-Way TV Combo

Something new in the way of a combination TV set has been introduced by Tele-tone Radio Corporation in the company's effort to make a bid for the highly competitive TV market. Tagged by Tele-tone as a "Five-Way" combo unit, the 16-inch rectangular TV tube set features a revolutionary design in which the radio-phonograph unit is independently contained and may be sold separately by dealers. The entire console is marked to sell at \$299.95.

The announcement was made by Tele-tone general sales manager, Gordon M. Schwartz, who declared the price of the new combination was some \$100 below any comparable name brand set on the market today.

The model 316-B, the set is constructed so that the TV receiver, which employs the 16-inch rectangular tube, nests snugly into the top of the radio-phonograph unit, appearing exactly as any conventionally designed television console set. However, since the radio-phonograph unit is incorporated in a separate base with its own speaker, pickup circuit and electrical outlet connection, the unit can be sold separately.

It was pointed out that this feature should appeal strongly to dealers who can also sell the radio-phonograph base with any other size table video receiver desired by the customer. Deliveries of the new model are going forward to all Tele-tone dealers, Schwartz disclosed.

First 17-Inch DuMont Rectangular

A new 17-inch rectangular TV viewing tube has been announced by the cathode-ray tube division of Allen B. DuMont Laboratories, Inc., according to Irving G. Rosenberg, division manager. The new 17-inch rectangular Teletron increases the picture area over the popular 16-inch round tube which presents a picture of about 145 square inches in the truncated-circle picture shape. The new tube offers 150 square inches, and gives the viewer a rectangular picture in the same aspect ratio as the TV camera televises a scene.

Pencil Size AM Antenna Improves Reception

A new metal core antenna, not much larger than a lead pencil, has been announced by Henry L. Crowley & Co., Inc., West Orange, N. J. Called the "Croloy Radio Rod," the new metal-core antenna, which contains a single layer winding of insulated wire, can serve as an antenna system in place of conventional outside antennas or the built-in loop types.

According to the manufacturer, the new antenna greatly reduces the signal-to-noise ratio, thereby reducing objectionable man-made static or background noise. Signal pickup is considered better than that of the usual air loop.

RCA 'Microstick' Aids TV Picture Analysis

A television "ruler" which can measure the millionths of a second it takes for a TV signal to travel across the face of a kinescope has been devised by the RCA tube department as an aid to servicemen in TV picture analysis.

The RCA television "Microstick" is a transparent plastic ruler which in use is held flat against the safety glass of a TV receiver to check a number of factors important to reception. The ruler is scaled for use with all picture tube sizes.

Conceived by John Meagher, RCA tube department TV specialist, the Microstick is designed to aid all technicians, students, etc.

Five New Executives Appointed By Philco

Greatly increased sales in TV and refrigeration products by Philco Corporation has prompted the company to make five new executive appointments which were announced this week by William Balderston, president.

The appointments, made with a view toward expanding Philco's advertising, merchandising, sales and service organizations, named John F. Gilligan, advertising manager of Philco since 1944 and a veteran of 28 years' service with the company to the post of vice-president—advertising of the corporation and will be in charge of the corporation's entire advertising program.

Paiste a Vice-President

Henry T. Paiste, Jr., with Philco for 22 years and director of quality control; TV and radio division, during the past year, has been named vice-president—service and quality for Philco Corp.

Raymond B. George, associated with the company since 1936, and who has been sales promotion manager for the past three years, has been appointed to the new post of vice-president—merchandising of the television and radio division.

PRODUCTION PARADE

New RF Millivolt Meter

Millivac Instruments, New Haven, Conn., has announced a new Millivac MV-18b high frequency vacuum tube millivolt meter which measures frequencies from 1 mc. to 200 mc. flat with direct calibration and higher frequencies up to 2,500 mc. with calibration charts. Its sensitive ranges cover millivolt measurements at frequencies up to 200 mc. and down to a single millivolt. The instrument contains a new carrier type DC amplifier having exceptionally heavy negative feedback to insure accuracy and stability. Germanium crystal probes are used to rectify weak RF signals with minimum circuit loading. These new probes are designed to have 1.0 MMF input capacity with a tolerance of plus minus 25 per cent.

Micro-Miniature Capacitors

Still smaller than any miniaturized tubulars previously available, Type P83Z Aerolite capacitors are termed "micro-miniature" by their manufacturer, Aerovox Corp. of New Bedford, Mass. These micro-miniature units measure only 3/16" dia. by 7/16" long. They are all made to this one size, and are particularly applicable to radio-electronic usages calling for extra-tiny low-capacitance paper capacitors.

Hytron Names Dir. of Quality

Edgar K. Wimpey has been named as director of quality control for Hytron Radio and Electronics, according to Charles F. Stromeyer, vice-president of the company. In this capacity, he will direct the development and application of methods for controlling the quality of incoming materials, parts assemblies and the finished product, as well as the approval and control of final test applications instituted by the organization.

RADIO ELECTRONICS SCHOOL OF NEW YORK

COMPLETE, PRACTICAL TRAINING IN ALL PHASES OF RADIO, FM AND TV

LICENSED OPERATORS, TECHNICIANS AVAILABLE

ADDRESS INQUIRIES TO:
REGISTRAR
RADIO ELECTRONICS SCHOOL OF NEW YORK
52 B'WAY • BO 9-1120

ENGINEERS—CONSULTANTS

RALPH B. AUSTRIAN

Television Consultant

1270 AVENUE OF THE AMERICAS
NEW YORK 20, N. Y.

Tel.: CO. 5-6848

A. R. BITTER

Consulting Radio Engineers

4125 MONROE STREET
TOLEDO 6, OHIO

Tel.: Kingwood 7631

WILLIAM L. FOSS, Inc.

Formerly Colton & Foss, Inc.

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

ENGINEERS—CONSULTANTS

McNARY & WRATHALL RADIO ENGINEERS

Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D. C. Santa Cruz, Cal.
Member AFCCB

W. ANDREWS, INC. RADIO CONSULTANTS

219 WHITAKER BLDG.
DAVENPORT, IOWA
Phone 2-7824

UN Asks Ethics Code For Int'l Journalists

(Continued from Page 1)

submitted to the General Assembly. Radio and television as well as newspapers would be embraced by the proposed standards. Some criticism of the code has been already voiced by UN delegates and it lacks the support of the countries in the Russian orbit.

Following is the code:

PREAMBLE

Whereas freedom of information and the press is vital to all fundamental freedoms consecrated by the Charter of the United Nations and the universal Declaration of Human Rights and peace and humanity:

Whereas that freedom can best be safeguarded by the personnel of the press and other means of information constantly maintaining and promoting through their voluntary action a spirit of responsibility in which they seek the truth, report facts or comment on them:

Therefore the following code of ethics is proclaimed as a standard of practice and professional conduct of everyone engaged in gathering, transmission and dissemination of news and comments thereon.

ARTICLE FIRST

(1) All engaged in the gathering, transmission and dissemination of news and commenting thereon shall make the utmost endeavor to insure that the information the public receives is factually accurate and objective. Every item of information whenever open to doubt shall be checked and no fact distorted or an essential fact suppressed. They shall never publish any matter or be a party to publishing information known to be false. Personal interests shall not influence professional conduct. Whether for publication or suppression, acceptance or inducement of a bribe is one of the gravest professional offenses.

(2) Calumny, slander, libel, unfounded accusation and plagiarism are also serious professional offenses.

(3) Any published information which is found to be inaccurate shall be voluntarily and immediately rectified.

(4) Rumors and unconfirmed news shall be identified and treated as such.

ARTICLE SECOND

(1) All engaged in gathering transmission and dissemination of news and commenting thereon shall seek to maintain full public confidence in the integrity and dignity of their profession. They shall assign and accept only such tasks as are compatible with this integrity and dignity and shall guard against exploitation of their status.

(2) Full responsibility shall be assumed for all information and comments published. If responsibility is disclaimed this shall be explicitly stated in advance.

(3) The reputation of individuals shall be respected. News regarding their private life which is likely to harm reputations shall not be published unless in the public interest as distinguished from public curiosity. Charges against anyone shall not be made without an opportunity for reply.

(4) Discretion shall be observed in regard to the sources of information on matters revealed in confidence. Professional secrecy must be observed and this privilege may always be invoked, taking the law of the country into account.

ARTICLE THIRD

All engaged in gathering information about countries other than their own or commenting on them shall make the utmost endeavor to acquire the necessary background knowledge conducive to accurate objective-reporting and comment concerning these countries.

Newman On WLIB

Mitchell Air Conditioning Company has added another program to its schedule in the New York area. Cy Newman will begin a new series for Mitchell over WLIB on May 29, from 5:45 to 6 p.m. Mondays through Saturdays. Newman was formerly sports director of WHN (now WMGM).

AGENCY NEWSCAST

... personnel, sponsors and notes

L. R. BLOOM has joined Kenyon & Eckhart, Inc. as media director in the Detroit office. He was formerly media director of Geyer, Newell and Ganger, also in the Detroit office.

AMERICAN MOLASSES COMPANY to the Charles W. Hoyt Company, Inc. for advertising of Grandma's Molasses, Sucrest Sugar and other products.

SENECA TEXTILE DIVISION of United Merchants and Manufacturers Inc. has appointed Federal Advertising Agency, Inc.

JAMES M. NEVILLE as joined the public relations department of the John LaCerta Agency of Philadelphia. He was formerly with the Sunday Bulletin and has worked at the Philadelphia Inquirer and Record, the New York Journal, the Sunday Herald-Tribune and the Los Angeles Examiner.

T. F. C. QUINN of VanSant, Dugdale, & Company, Inc. of Baltimore, has been elected president of the Maryland Industrial Marketers, Baltimore chapter of National Industrial Advertisers Association, Inc.

RICHARD MANVILLE RESEARCH has moved to new quarters in the New York Central Building at 225 Park Avenue. New phone number is Oregon 9-2435.

FOELL PACKING COMPANY of Chicago to Gordon Best Company, Inc. Foell is packer of Rose brand canned meat products.

PLAZA STUDIOS to Yates, Wertheim & Babcock, Inc. for advertising of their line of blouses and skirts. Television spots and space advertising will be used.

NLRB's Ruling On AFM May Affect Radio, TV

(Continued from Page 1)

book a name band into a theater if the theater has not come to terms with the local AFM, regardless of whether the issue on which the negotiations have broken down is featherbedding. With reference to both the Lea Act and the Taft-Hartley Act, Examiner William Spencer recommended dismissal of the complaint by the Palace Theater, Akron, O., against the Akron AFM local. The complaint followed the cancellation of a scheduled personal appearance by the Roy Acuff troupe because the theater and the Akron local were still apart on the question of house musicians to stand by.

Significance of the ruling for TV and broadcast studios is under study here, since this is the first case in which the featherbedding issue has

WARD & WARD TO WEIGHT-MAN, INC. of Philadelphia. The company has a chain of men's stores in New Jersey and Pennsylvania.

THE NEW ENGLAND BAKERY, INC. of Pawtucket, R. I. to Horton-Noyes Company of Providence on June 1.

EDWARD SAMPERS has joined Horton-Noyes Company of Providence. He was with Buchanan & Co. for 15 years and recently had his own agency.

T. RICHARD GASCOIGNE has joined the John Mather Lupton Company, Inc. He was formerly with McGraw-Hill.

CHARLES GRANT, JR. has joined the Pan American Broadcasting Company as assistant advertising manager. He was formerly with Alfred M. Best Company.

MRS. JOSEPHINE SMITH has joined the copy staff of William von Zehle & Co., Inc. She was previously with Peter Hilton, Inc. and Life.

RALPH P. OLMSTEAD has been elected vice-president in charge of advertising of the Kellogg Company. Also, E. T. Swann has been named vice-president in charge of sales. Both are members of the board of directors.

ROBERT M. SMITH of the station WSAZ commercial department has been re-elected secretary-treasurer of the Huntington Advertising Club, Huntington, West Va. Bill Tracey, publicity-promotion director of WSAZ and WSAZ-TV, was elected to the board of directors of the same organization, an AFA affiliate.

Five Applications Considered By CBC

(Continued from Page 1)

Foster Hewitt of Toronto, well-known hockey broadcaster, for a 250-watt station in Toronto: 2. John N. Hunt of Vancouver, operator of a company selling radio programs, for a 250-watt station at Langley Prairie, B. C.: 3. Dauphin Broadcasting Co., Limited for a 250-watt station at Dauphin, Manitoba: 4. Station CHRC in Quebec for permission to increase its power from 5,000 watts to 10,000 watts to eliminate interference: 5. Station CHUB in Nanaimo, B. C., for permission to change from 1570 to 1480 on the dial and to increase power from 250 to 1,000 watts.

been treated alone. It was believed, however, that a further ruling will be necessary, without reference to other factors involved in the present case.

Atlanta Wheels Store TV Is Store Salesman

(Continued from Page 1)

watched a steady stream of models including the current Miss America showing clothes received during past 24 hours, camp counsel with suggestions of places to moppets this summer, an info chat with tennis star Fred Perry as well as demonstrations of various housewares and appliances. store's shopping service system adapted to fit unusual video technique. Interested viewers call the store, ask to see items wanted, then examine samples played before cameras.

Merchandise was displayed store's regular sales people, brought from their various departments on a moment's notice, to scribe wares to Mary Nell in hypothetical June-bride shop. She was the only TV professional before the cameras.

Segments of the three-hour show were tied together by Dwight Linton, informal, easy going Rich's timer whose relaxed ad libbing across well.

The idea of telecasting a complete shopping service, during transit tie-up, was tossed to executives by John M. Outler, WSB-TV general manager. He asked for a 15-minute option on idea as well as the time, then signed up.

Taylor Speaking Tour Lists 5 Engagements

ABC commentator Henry J. Taylor will make a series of five addresses in Memphis and Nashville, Tenn., within a period of four days beginning on Tuesday, May 30 that day, Taylor will speak before the Memphis Rotary Club lunch in the afternoon and in the evening will be principal speaker at a dinner of the local Executives Club. On Thursday, June 1 the ABC commentator will be in Nashville where he will address a dinner of the Tennessee Businessmen's Association in the Maxwell House. On following day, Taylor will address a General Motors salesmen's luncheon and in the evening speak at a dinner of the Nashville Chamber of Commerce.

FOR COMMERCIAL FILMS
THAT SELL

ARCHER PRODUCTIONS, INC.

WINNER OF

ART DIRECTORS CLUB

"AWARD FOR DISTINCTIVE MERIT"

35 West 53rd Street, New York

Judson 6-2690

TELEVISION DAILY

Continuation of RADIO DAILY, Friday, May 26, 1950 — TELEVISION DAILY is fully protected by register and copyright

TV CAN HELP MOVIES—STREIBERT

TELE TOPICS

WYLLIS COOPER, an original talent whose radio "Quiet Please" built a devoted audience, has transferred his interest to television with remarkably good results. Telecast over CBS Wednesday nights, Cooper's "Stage" is one of the best, if not the best, of its type now being televised. He writes and directs each play personally, the credit is almost entirely his. Bringing a fresh and compelling suspense drama to viewers each week. He deals with abstract and implausible situations which, paradoxically, have a close relation to reality. Dealing, for example, with a dictator who unleashes a hydrogen bomb on an enemy country, the character has his central character the only one in all creation following a series of reactions caused by the bomb's explosion. Faced with the fact that he is a mass murderer who has killed not his enemies but his loved ones, the character is forced to face his conscience and hence is driven to suicide. A plot twist is then introduced and the result is drama of tremendous proportions.

"**WE THE PEOPLE**" marks its second anniversary as a simulcast tonight. The program has been on both CBS and NBC and is now an NBC property. . . . The "Alan Young Show" has been renewed for CBS-TV by Esso and will run through summer months. . . . There's a good bet that the Ed Wynn Show will be led by Camels despite the reports of cancellation. A decision on the show is next week. . . . "Sugar Chile" Rob and the De Marlos, a dance team, have been inked for the Bob Hope video tomorrow night. . . . NBC reports, incidentally, that Dave Garroway will use the "largest set" ever utilized on video the night when he moves atop the Paradise Mart in Chicago. Garroway is to use the Chicago skyline as a backdrop for a song number by Jack Hascall. . . . Helen Claire has been signed by Roberts and Carr Productions to star in a 15-minute video interview show, "Man of the House."

WYLLIS COOPER TV PREMIERES what the station calls a "new type of travelogue" on Friday under the title "The Sky's The Limit." Ted Malone produced the series which will run in four installments. . . . CBS-TV raised \$19,112 for the Cancer Research Fund on the basis of last Friday's special telethon show. . . . Sam Taub, the fight promoter, bows on a TV show tonight on ABC. . . . WOR-TV has grabbed the lead with a weekly photo contest for its photographers. The gimmick is that the station will give prizes for the best photos off the air taken from the telecast each week by the station.

Swift Heads WCBS-TV; Worden Also Upped

(Continued from Page 1)

Clarence Worden as Swift's assistant, with Swift heading up the web's AM and TV operation in the New York area.



SWIFT

In addition to Swift and Worden, the appointment of Richard Doan as director of programs and George R. Dunham Jr. as sales manager, were announced.

Swift has been with CBS since 1932 in a variety of capacities. He joined the network in that year as assistant director in CBS Network Operations; and successively has been in charge of popular music for Columbia's program department; assistant director and assistant general manager of WCBS. He is credited with having developed the early morning Arthur Godfrey show, Bill Leonard's "This Is New York," Phil Cook, Margaret Arlen, and more recently, Jack Sterling.

Worden has been with Columbia since 1938 exclusive of three and a half years in military service during the war.

Pickford Not Ready

Mary Pickford will delay her plans for a television program for another year, her spokesman in New York said yesterday. Instead of prepping a video show, he said, Miss Pickford will concentrate on her radio "Mary Pickford's Theater of Valor" which will be aired over NBC starting in September. Mal Boyd produces the latter, which may become a simulcast.

New Firm Will Adapt Radio Shows For TV

A new service, Charter Oak Telepictures, Inc., has been formed in New York for the purpose of developing existing radio packages for televised film production, it was announced yesterday. The service already has adapted two radio properties for tele presentation.

Working with a staff of ten persons, mostly cameramen, writers and technicians, the service has established sales offices in New York and studios in Hartford, Conn.

The apparent theory behind the formation of Charter Oak is that there are many current and former radio programs which are adaptable to filmed tele presentation, provided there are video trained personnel involved in the adaptations.

Future plans call for an expansion of the Charter Oak service to provide transitional (background film) scene to independent TV film producers.

Principals in the company are James Chubb and Louis Cabrell.

WOR-Mutual Exec. Bids Industry 'Wake Up'

West Coast Bureau of RADIO DAILY

Hollywood — Describing motion pictures as a "shortsighted" industry which may be committing commercial suicide by ignoring TV, Theodore C. Streibert, chairman of the board of MBS, thinks Hollywood needs an "economic hot-foot," he said.

"The picture industry should wake up," said Streibert. If it does not, it will find that before long it will be too late to get together with television. Hollywood has a 'so-what?' attitude about TV. The picture business is forgetting—on purpose—a basic fundamental of the entertainment world—that 'the show is the thing.'

"Short on Memory"

"Movie executives certainly are short on memory. They forget that not too many years ago a new medium called radio made its debut. Newspapers, at first, completely ignored radio; said it couldn't last. Today, of course, radio and newspapers work hand in glove throughout the nation because both are great mediums of entertainment and knowledge."

Streibert, president of WOR in New York, and former assistant dean of the Harvard Business School, added:

"Picture producers are deliberately shutting their eyes to television. Nearly all these producers say television is 'great, a fine medium,' but they choose to ignore it."

Streibert, who predicted television eventually will dominate radio, said some of the biggest movie outfits are going to be left out in the cold. "Hollywood," he said, "complains about the drop in box-office receipts. Actually, television could be the best medium of advertisement that pictures could have. 'Trailers' on TV, ballyhooing new pictures, would put people back in the theaters."

The mutual executive predicted that color television will be a "common thing within two to four years."

Baker Auditions June 2

Phil Baker, who on June 2 takes his accordion to ABC to audition his TV program, will revive on the show his famous heckler, "Beetle," who will be heard as a voice from the audience, but will not be seen. Phil painted a word picture of the program yesterday when he was dined at the Gagwriters Luncheon of the National Laugh Foundation.

Press-Time Paragraphs

Hour Of Decision

Hollywood—"The cyclonic speed with which TV is entering millions of American homes, has dramatically and painfully made theater owners aware that the hour of decision is here. No longer can we ignore this juggernaut of human progress." Thus reads a foreword to a brochure touting theater television which has been sent to all theater owners by the Theater Owners of America.

Cramer Hits Big Ten

Chicago—Leonard F. Cramer, executive vice-president of the Du Mont Laboratories, stopped off here between Detroit and Des Moines just long enough to rip the Western Conference once again for banning the telecasting of its football games, before a luncheon meeting of Du Mont distributors and dealers. He reiterated that in 1949 more schools increased attendance in TV areas than in non-televised areas, and that 65 per cent of the colleges with better football records enjoyed increased gate receipts.

Father's Day Salutes Planned By Radio, TV

(Continued from Page 1)

conference preceding a Waldorf-Astoria luncheon honoring distinguished fathers of the year.

Subscribing department stores and manufacturers are being provided with spot announcement copy driving home the slogan: "Remember father—moulder of our children's future." In addition, networks and stations are being sent quarter-hour dramatic transcriptions and one-minute announcements starring Jean Hersholt.

Leading fathers in the fields of public life, radio, television, stage, motion pictures, and sports were acknowledged by medals and citations which Austin presented during the course of yesterday's luncheon before an attendance of over 1,000. Selected "Radio Father of the Year" was Jean Hersholt, while Kay Kyser was named "Television Father of the Year, in recognition of his work for hospitals and public health for school children.

Gosdens In The East

Freeman Gosden, who plays Amos and de Kingfish on CBS' "Amos 'n' Andy," as arrived in New York from Hollywood, following the season's end of the popular comedy program, for several weeks' visit to the East Coast. Accompanied by Mrs. Gosden, he plans to attend the graduation of his son, Freeman Gosden, Jr., at Princeton June 11-13 and then to entertain his son in New York.

Send Birthday Greetings To—

May 26

Margaret Fuller Howard Parker
Frederic MacKaye Jules Alberti
William Kephart Martin Stone

May 27

Cedric Adams Evelyn Morin
Richard Sanville

May 28

Bob Hope Al Jolson
Walter King Andy Kirk
Phil Regan

May 29

Oliver Wakefield Jim Owens
William Hines Wes Griffin

May 30

Russ Brinkley Norris Golf
Benny Goodman Mel Blanc
Sidney Walton Madeline Lee
Cornelia Otis Skinner

May 31

Fred Allen Don Ameche
Joe Kelly Hugh Studebaker
Jack Patrick Costello

June 1

Ray Heatherton Werner Janssen
Marshall Pope Milton Samuel
Erik Rolf

Memorial Day Observance Scheduled By Webs, Indies

(Continued from Page 1)

throughout the country with those fans not at the parks, tuning in their favorite team on radio or television. Other major event is the 500-mile Indianapolis Speedway Classic which will be broadcast by Mutual. Four times have been scheduled by the network: from 11:45 a.m. to 12:15 p.m. (EST); 1:30 to 1:45 p.m.; 3 to 3:15 p.m. and 4 to 4:15 p.m. Mutual will follow the race with the "Game of the Day."

Sunday Service Scheduled

In a more sombre vein will be the religious services on "Memorial Sunday." Sole network having a program in this category is NBC. From Arlington National Cemetery, NBC will air the Memorial Services of the Fourth Degree of the Knights of Columbus from 10:30 to 11 a.m. In addition to music by the Carmelite Choir, Bishop Peter Ireton and Brigadier General James H. O'Neil will take part.

In New York, WMGM will carry a "Salute to Memorial Day" from 10:30 to 11 a.m. Later, at 7:30 p.m., "That They Might See" conducted by Ralph Montanus will be heard. On WBNX, "Memorial Sunday" will be marked by a program at 5 p.m. prepared by the Protestant Council of New York City. On WWRL, the 30-voice choir of the Otilie Orphan Home in Jamaica will be heard from 8 to 8:30 a.m.

A dramatic tribute to the four chaplains who died in the sinking of the Dorchester will be aired by WNYC on Sunday at 9:30 p.m. "The Bid Was Four Hearts" will be

Westinghouse Petitions FCC For WOWO Edict

(Continued from Page 1)

deliberations about a possible uniform policy for dealing with licensees and applicants guilty of anti-trust law violations. As it argued last month in the one-day hearing on this policy, Westinghouse maintained that its anti-trust record in no way "suggests a lawless or immoral attitude on the part of Westinghouse—or could be the basis of an inference that it would not comply with the law and the Commission's regulations."

In addition, the petition recounted in some detail the 30-year history of Westinghouse in AM broadcasting, TV and FM.

Joins RCA Record Sales

Geoffrey B. Bennett has been appointed Chicago sales representative for RCA Victor Custom Record Sales Division, it was announced by James P. Davis, manager of the division. Bennett will report to A. E. Hindle, Chicago manager of Custom Record Sales. Before joining RCA, Bennett was East Indian branch manager in Calcutta of the Columbia Graphophone Co., Ltd.

narrated by Alex Scourby and produced by Jerry Sandler.

The Tuesday schedule includes a description of the Memorial Day parade over WNYC at 11:30 a.m.; a "Memorial Day Dedication" over WBNX at 9:15 a.m.; and taps and special music over WINS from 10 to 12 a.m.

"The Story of Monte Cassino" will be featured over WOV on May 30 at 3 p.m. The program was produced and directed in Italy and will be heard in Italian. Another foreign language station, WHOM, will air special messages in Italian, Polish, Jewish, German, Spanish and English during their language periods.

Also, WQXR will present part of Sigmund Romberg's "My Maryland" at 7:05 p.m. and WLIB from 2 to 2:30 p.m. will present a program which includes a reading of "I Shall Not Die" by the late Walter Huston.

Speakers for the day include: Clyde A. Lewis, VFW Commander in Chief, over ABC at 9:45 p.m.; Louis Hollander, president of the New York State CIO, over WEVD at 4:45 p.m. and Matthew Woll, AFL vice-president over Mutual at 10:45 a.m.

Chi. Repair Group Finds Mfrs. C

(Continued from Page 1)

Television Installation Service Association of Chicago, stated TISA will abide 100 per cent by code, and will encourage non-members in Chicago to do like (TISA represents about 30 of the service and repair firms in the

Present at the meeting were representatives from Admiral, Mola, Sentinel, Capehart, RCA, J. Victor Distributors, Anthonolennas, Zenith, Hallicrafters, S. ley, Stromberg-Carlson and S. son Distributors.

A second meeting of the TV Installation Service Association will be called within a few weeks to elect officers, Moch said.

Bert Parks Gets Award

Presentation of a certificate of accomplishment and appreciation to Bert Parks will be made on Sunday (May 29) broadcast "Break the Bank" by the party of the City of Hope, a free, national non-sectarian medical center, Duarte, Calif. The certification will be presented by Harold R. Academy Award winner and national commander of AMVETS, who is co-sponsor with Parks of the of Hope.

• faces • facts • figures • wins •

STARR-WINS

MOVIE PREMIERES...

Of all the Hollywood premieres launched on Broadway, last year, WINS' Starr (Martin) covered all but three. . . . It's one of radio's all time records of major movie companies concentrating their opening night pitch on one station (WINS) and commissioning the best reporter in the field of film coverage to tell it to the movie public.

"MOVIE STARR DUST"

Mon., Wed. and Fri.
7:00 P.M.

WINS
50KW NEW YORK

CRUSLEY BROADCASTING CORPORATION

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



51, NO. 41

NEW YORK, MONDAY, MAY 29, 1950

TEN CENTS

EARLY SALE OF DON LEE WEB FORECAST

Cleveland Will Host AWB, Starting Wednesday

Attendance Equaling 1949; UN Talk Set

Washington Bureau of RADIO DAILY
Washington—Advance registration of 97 AWB members is reported at NAB early today for the annual convention of the Association of Women Broadcasters in Cleveland beginning Wednesday of this week. Featured during the program will be addresses by Van Wagonner Tufty,
(Continued on Page 6)

AWB Service Is Vital, Essex Tells Virginians

Richmond, Va.—Broadcasters were told NAB membership is more than justified by services they never hear of and may never ask for by Essex, 4th District director, during the annual meeting of the Virginia Association of Broadcasters here, Friday. Essex is vice-
(Continued on Page 6)

Summer Fixes Blame For TV Interference

Artis Plummer, FCC chief engineer, told the Canadian Manufacturers Association last week at Toronto that many TV set-owners are victims of improper analysis of interference by TV dealers and servicemen. Speaking in detail on
(Continued on Page 8)

Will Carry Address

The four major radio networks and NBC television's network will carry Secretary of State Dean Acheson's report on the London and Paris Big Three meetings Wed., May 31. Schedules of the address are: ABC and Mutual—12:30-1:00 p.m., EDT; NBC—12:30 till conclusion; CBS—recorded and rebroadcast from 10:30-10:45 p.m.

TV Set-Mfg Full Blast; AM Gains Slightly

Washington—TV set production continued its open-throttle pace in April, while the turnout of sound radio sets showed a slight gain, according to RMA figures released Friday. RMA also reported that its members sold 498,624 cathode ray tubes to receiver manufacturers—of which 99 per cent were 12 inches or larger and 51 per cent 14 inches or larger. TV set production by RMA members totalled 420,026, with the count covering a four-week period. A total of 648,352 home radio sets was reported, along with 234,354 auto sets. Of the home radios reported, 78,008 included FM bands, as did 36,987 of the TV sets.

Wrigley Co. Buys 36 CBS Half Hours

Purchase of 36 half-hour broadcasts from June 14 to August 8 by the William Wrigley Company was announced Friday by J. L. Van Volkenburg, CBS vice-president in charge of network sales.

Six CBS package shows are involved in the deal. They are: "Broadway's My Beat," "The Adventures of Philip Marlowe," "Yours
(Continued on Page 5)

Officers Introduced At Pioneers Luncheon

New officers for the coming year were introduced and committee reports made at the final meeting of the season of the Radio Pioneers Club on Friday in the Hotel Roosevelt. Frank Mullen, newly elected president and chairman of the board of Jerry Fairbanks Productions, presided.

Officers named were: O. H. Caldwell
(Continued on Page 2)

New TV Recording Process Bows At ABC

Vidapix, "an entirely new and major development in the reproduction of television programs for syndication on 16mm. film—a major improvement over the present system of video recordings, has been developed by engineers and technicians of ABC," it was announced Friday at a New York press demonstration by Frank Marx, vice-
(Continued on Page 7)

Sterling Nominated For Another FCC Term

Washington — President Truman Friday nominated George E. Sterling to serve another seven years as a member of the FCC. The Maine Republican has been a member of the Commission for two years, after having served for many years as Assistant Chief and Chief Engineer of the FCC. During the war he was in charge of radio intelli-
(Continued on Page 8)

Modified Horse Race Bill Proposed By Sen. McFarland

Washington Bureau of RADIO DAILY
Washington — The Senate Interstate Commerce subcommittee on Communications reported a bill Friday to forbid the broadcast of gambling information immediately prior to horse races, except for special events such as the Kentucky Derby, the Preakness and other blue ribbon races. The bill is considerably milder than what was of-

fered the committee by the Justice Department last month, when it was urged that the ban on such broadcasts hold until an hour after each race. The new bill would release all restrictions once the horses take off.

The measure now goes to the full committee.

Senator Ernest W. McFarland,
(Continued on Page 2)

Bids Being Sought For West Coast Properties

West Coast Bureau of RADIO DAILY
Hollywood — Early sale of the Don Lee network as well as other properties of the Thomas S. Lee Enterprises, Inc., was forecast here Friday with Ben H. Brown, public administrator, issuing a call for bids beginning today. The radio-TV station holdings of Don Lee as well as the affil-
(Continued on Page 6)

Net, Indies In Chicago Aid In Street Disaster

Chicago — Chicago's radio networks, television stations, and indies gave immediate and extensive coverage of the South Side streetcar crash Thursday which claimed 33 lives and injured more than 50 persons. Scarcely 30 minutes after the loaded trolley crashed into an 8,000-gallon gasoline truck and ex-
(Continued on Page 5)

Special Summer Shows Produced By N. Y. Indie

The what, when, where and how for a pleasant weekend will be offered in a new series of Thursday programs over WNEW, beginning Thursday, June 1. The hour-long program will be divided into four
(Continued on Page 2)

Traveler

BMI's 14th Program Directors' and Librarians' Clinic, which meets in New York June 19 and 20 will have Jack Burnett, general manager of KULA, Honolulu attending. Burnett will have the distinction of having traveled the greatest distance of any of those attending, covering over 5000 miles on his trip from the land of the grass skirts.



Established Feb. 9, 1937

Vol. 51, No. 41 Mon., May 29, 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

Ethel Rosen, Office Manager 6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

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

CHICAGO BUREAU

Herbert M. Kraus Suite 1325, 188 Randolph Tower Phone: Dearborn 2-1414

SOUTHWEST BUREAU

Paul Girard, Manager Suite 314, Thomas Bldg. Dallas, Texas

ROME BUREAU

John Perdicari Ludovisi 16

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

FINANCIAL

(May 26)

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, Philco pfd., RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

LIBEL

Invasion of Privacy Plagiarism • Piracy • Copyright

INSURANCE

For the Wise Publisher OUR UNIQUE EXCESS POLICY provides adequate protection Surprisingly inexpensive. CARRIED NATIONWIDE

For details and quotations write

Employers Reinsurance Corporation

Insurance Exchange Bldg. Kansas City, Missouri

Modified Horse Race Bill Proposed By Sen. McFarland

(Continued from Page 1)

chairman of the subcommittee which prepared the measure, said that his subcommittee had felt that the original bill had a serious drawback in that "it discriminated against radio stations by requiring an hour's delay in the broadcasting of, or the reporting of a horse race. We have avoided that discrimination in the bill we have presented by merely prohibiting the broadcasting or televising of certain information immediately prior to a race. That prohibited information has been defined as gambling information, and according to all of the evidence, is not information which the ordinary listener is interested in.

"This, in no way, prevents the broadcast of the progress of a race. Moreover, for such nationally and internationally known horse race events as the Kentucky Derby, the Belmont Futurity, the Withers and the Santa Anita Derby, special exception is made permitting the broadcasting or televising of all details

before, during and after the race. As a matter of fact, radio stations or networks may broadcast as many as two events in a year from each track but is our hope that radio licensees, who operate under a public interest clause in the Communications Act, will restrict their broadcasts and telecasts to the events which are now regarded as worthy of such attention."

Says Bill Is "Specific"

He said that "to conform to court decisions, we have spelled out specifically what is prohibited gambling information, and have provided that it is no longer gambling information when the event to which it relates has begun. Thus, the transmission of bets or wagers, scratches, jockey changes, weights, probable winners, scheduled starting time of race, betting odds and changes in the betting odds may not be transmitted or received in interstate commerce before the race starts but may be sent as soon as the race begins.

Officers Introduced At Pioneers Luncheon

(Continued from Page 1)

well, first vice-president and editor of Tele-Tech; Arthur B. Church, 2nd vice-president and head of KMBC in Kansas City; Paul Morency, vice-president and secretary of WTIC, Hartford; Carl Haverlin, vice-president and treasurer and head of BMI; Jack Poppele of WOR, vice-president; and Martin Campbell of WFAA, Dallas, Texas, also a vice-president. Church, Morency and Campbell were not present at the luncheon.

Raymond Guy, IRE president, Dorothy Gordon of the New York Times, Sol Taishoff of Broadcasting and A. W. Kaney will also serve with the above on the executive committee, in addition to committee chairman. The latter includes Sydney Kaye of BMI, head of the legal committee, M. H. Shapiro of BMI publicity head, Larry Lowman of CBS-TV, finance chairman, Mark Woods of ABC, head of the awards committee; Joe Barnett of Jerry Fairbanks, program chairman, Bill Hedges of NBC, head of the historical committee and Haverlin, membership chairman.

Summer Schedule Set

The summertime broadcasts of the "Chicago Theater of The Air" will be launched over Mutual on June 3. The 10 to 11 p.m. programs will replace the regular broadcasts of operas and operettas during the winter. First show features Carol Smith and Donald Gramm. Henry Weber will conduct the orchestra, Robert Trendler will direct the chorus, and Colonel Robert R. McCormick will speak.

Special Summer Shows Produced By N. Y. Indie

(Continued from Page 1)

parts, each designed for differing tastes, but all carrying the vacation theme.

The first segment at 9 p.m. titled "Travel Time" will give tips to the motorist for a successful weekend. WNEW will work in cooperation with the New York Auto Club for this period.

"Make Mine Manhattan" will follow at 9:15 p.m. and offer advice for the listener at home. A young couple who saw the town on five dollars will relate their experiences and in addition, celebrities will be interviewed by master of ceremonies Lonnie Starr.

Practical advice on mixing drinks, poison ivy, swimming and other pertinent facts will be given by Allyn Edwards on the third part, "Enjoy Yourself." Final quarter-hour will feature Joe Stetson, where-to-go editor of Field and Stream. Would-be Izaak Waltons will find this period of interest.

Maizlish In New York

Harry Maizlish, general manager of KFWB, Warner Brothers station in Los Angeles, arrived in New York over the week-end. He is spending a few days here on business.

No Paper Tomorrow

Tomorrow, May 30, is Memorial Day, a legal holiday in most of the States of the Union. In observance, RADIO DAILY will not be published.



Strange Bedfellows

You wouldn't expect a monkey pick out a bunny rabbit for bunk-mate. But there they are both as comfortable as can be.

There's a sure-fire way for tire buyers to be comfortable, too about their clients' radio advertising in Baltimore. You just buy W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H is the bargain buy in this rich market, sixth largest in the country. W-I-T-H delivers more listeners-per-dollar than any other station in town. That means you can get BIG results (W-I-T-H for just a LITTLE money.

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

Advertisement for W-I-T-H radio station, featuring a stylized face logo and text: 'FM W-I-T-H Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed'

They climbed the world's tallest tower so you could see farther

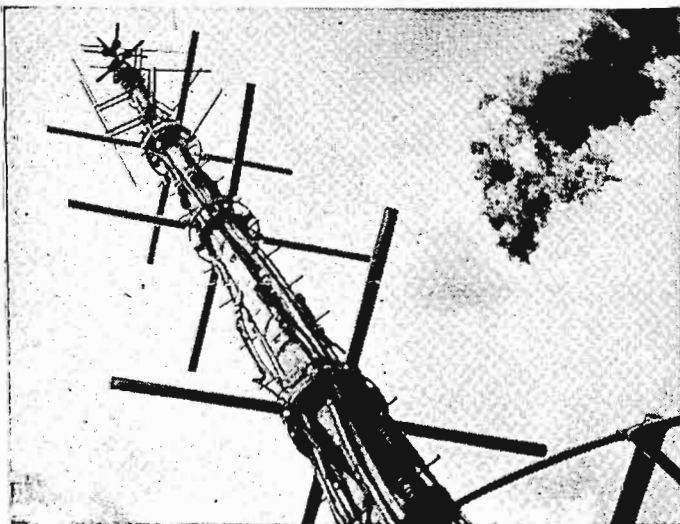
Installation of
NBC's television antennas has been a job
for daring steeplejacks!

No. 6 in a series outlining high
points in television history

Photos from the historical collection of RCA

● Dwarfed ant-small by their height above Manhattan's streets, skilled and daring workmen—in 1931—offered New Yorkers a sight as exciting as the highwire act at a circus . . . but much more significant.

Task of these men, as they clambered about atop the tower of the Empire State Building—1250 feet in the air—was to install an antenna for experimental telecasts from NBC's television station. "Why did it have to be so high?" was a question on thousands of watchers' lips.



A familiar sight on the New York skyline, NBC's television antenna—installed in 1946—was the successor to those erected in 1931, 1936 and 1938, and used by RCA and NBC to perfect television.



Steeplejacks at work on an NBC television antenna—1250 feet above the sidewalks of New York. Its height gives telecasts a wider range in the New York and New Jersey area.

As might have been expected, with television an unfamiliar art, the average layman thought of it in relation to radio broadcasts, whose waves he knew could circle the globe. That telecasts were fundamentally limited by the line of the horizon was little known. To increase this limiting range, scientists, engineers, and technicians, sought the highest available vantage point.

With its antenna installed, this experimental television station was able to transmit pictures a distance of about 42 miles, and farther under highly favorable conditions. Receivers dotted around the New York area picked up the first telecasts, providing encouraging and instructive information to be studied by RCA's scientists.

Facts gathered in this period included new data on the behavior of very short waves, as well as how to handle them. New knowledge about interference was acquired, including the fact *that much of it was man-made* and therefore could be eliminated.

Other studies undertaken at the time included basic work on the "definition" most suitable for regular commercial telecasts. Definition as coarse as 60-lines was used in early days. Then came 341-line, and 441, until today's standard of 525-line definition was finally adopted.

That we may now, as a matter of course, see sharp, clear pictures on the screens of our home television receivers is in good part the result of experimental work initiated by RCA scientists, and carried out by NBC engineers since the erection of the first station in the Empire State Building. A share should also be credited to the steeplejacks who climbed to dizzy heights so that you could see farther!



Radio Corporation of America

WORLD LEADER IN RADIO—FIRST IN TELEVISION

AGENCIES

BBROWN BOLTE, JOHN COBBS, JR. AND ALAN SIDNAM have been elected vice-presidents of Benton & Bowles, Inc. Bolte continues as supervisor of Procter & Gamble and Norwich Pharmacal drug products, Cobbs continues to supervise activities in connection with the Association of American Railroads and Sidnam becomes supervisor for Procter and Gamble's Tide.

ERIC HARTELL has been elected vice-president in charge of advertising for Zonite Products Corporation. He joined the company in 1936 and has been general advertising manager since 1943.

GORE-SOLTERS ASSOCIATES have been named to handle publicity and promotion for the annual New York City Pageant.

TOY MANUFACTURER OF THE U. S. A. and the School of Modern Photography to Grey Advertising Agency.

JAMES N. RICE has joined Joseph P. Schneider, Inc. as an account executive.

CONRAD W. MIKORENDA has joined the television department of William Warren, Jackson & Delaney as commercial copy writer.

RALF C. KIRCHER, president of Kircher, Helton & Collett, Inc., has been appointed director of the advertising bureau of the United World Federalists.

A. D. ADAMS ADVERTISING will move to 277 Broadway on June 1.

WELLS BARNETT, JR., assistant to the president of John Blair and Company, radio reps, in Chicago, will head up the promotion of AM stations in New York for Blair after August 1.

DAN SCHMIDT will join the New York sales force of George Hollingbery Company, radio reps, on June 1. He was formerly in the Atlanta office.

THE ADVERTISING CLUB of New York will hold its last Celebrity Luncheon of the spring season on Wednesday, June 7th, at the club headquarters, 23 Park Avenue. The speaker will be Virgil Pinkly, publisher of the Los Angeles Mirror, who will report on "Europe Today."

The Land of the Free

Dramas of American Opportunity
This week: William E. Woodward

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



By SID WHITE

Man About Manhattan. . . !

● ● ● Bing Crosby, currently reporting on his 9-week junket through Europe on his WCBS ayem series, "This is Bing Crosby," recounted this experience during his first golf game in Paris: "The golf course at St. Cloud has women caddies. My bag-jockey was a gal of about 62 years, answering to the name of 'Madame Popeye.' I think she was strong enuf to throw Bronco Nagurski and Jumpin' Joe Savoldi on the same night. A Tugboat Annie of the links. She must've weighed in about 240. She selected my clubs for each shot, gave me the distances up to the greens, gave me the line of the break on the approach putts and when I made a bad shot she'd take the club from me angrily and cluck reprovingly. What a hay-hand she'd make on my Nevada ranch!"

★ ★ ★ ★

● ● ● Wally Wanger told Robert Q. Lewis on "The Show Goes On" that he supplied a chorus line for the Monte Carlo Casino in France. When the gals arrived, they were taken to a magnificent dining hall and told they could order anything they wanted. One gal barked to a waiter: "I'll have a bottle of champagne—and don't bring me any of that domestic stuff, either."

★ ★ ★ ★

● ● ● ONE MAN'S OPINION: Wendy Barrie is as charming a sprite as ever drifted across a TV screen, but we'd like her even more if she'd look her viewer straight in the eye oftener and longer. . . . Why do most TV scripts seem to have no ending—a discouraging state of affairs after you've sat looking at a drama for from half an hour to an hour? We think it might be that writers depend too much on grimaces and too little on lines, thereby failing to develop their characters and causing action to be unconvincing. . . . Dean of TV writers, in our eye-stimation, is Gertrude Berg, who packs more punch and charm into her Sanka commercial than many full-scale productions get into an hour show.

★ ★ ★ ★

● ● ● On the envelope containing CBS paychecks Friday was printed the following bit of verse:

Tuesday is Memorial Day,
Have fun, but drive with care,
We hope to see you Wednesday morn,
And know that "You Are There."

★ ★ ★ ★

● ● ● There's nothing that 'the fabulous Ted Collins likes more than a hot debate and for conversation's sake will even argue with his pals. Once a new network exec assigned to keeping peace on the Kate Smith front sought advice from Ted's sec'y on how to get along with Collins. "Mr. Collins is the easiest man in the world to get along with," advised the sec'y. "All you've got to do is disagree with him."

★ ★ ★ ★

● ● ● The lushest, plushiest place in town belongs to Herb Moss' newly-formed Gotham Recording Corp. Complete with cork walls and floors, leather folding doors, lowered ceilings and recessed lighting, it looks more like the Modern Museum than a recording set-up. The new biz is loaded with youthful vim and vigor—with Herb's 35 years making him ancient by a comfortable margin. Vice-president is Stephen Temmer, who is all of 22.

★ ★ ★ ★

● ● ● PENPOINT DESQUIPTIONS: Ken Murray: Murrayvelous. . . . Jack Gregson: Auction-aire conditioned. . . . Boris Karloff: A Shock of all Trades. . . . Jim Farley: Cola-full personality. . . . Martin Block: Disc-overer.

SOUTHWEST

"TAKE A BREAK TIME" is the name of four new shows on KXYZ. They are sponsored by Lone Star Brewing Company of Antonio, whose catch phrase is a break. Agency is Thomas F. Roy, Inc., and Ward Wilcox is account executive. Two of the shows feature music, one popular and one Western.

Station sportscaster Guy S. has the third, and the evening "Take A Break Time" has a slant in radio entertainment. ("Lonesome Gal," it has a solo voiced girl who talks to listeners against a background of dramatic music.



DAYLIGHT
and
OVERNIGHT
DC-6
MAINLINE
300s

11 hrs. onestop

to LOS
ANGELES

"the Hollywood"

Leave 11 am, arrive 6:55 pm

"the Los Angeles"

Leave 11:55 pm, arrive 7:50 am

Flights operate on Standard time

Call

UNITED AIR LINE

OR, AN AUTHORIZED
TRAVEL AGENT

Wrigley Co. Buys 36 CBS Half Hours

(Continued from Page 1)

Truly, Johnny Dollar," "Pursuit," "Romance" and "Cloud Nine." The first three shows are current network series originating in Hollywood. Both "Pursuit" and "Romance" are returning to the air after short absences. "Cloud Nine,"

Another 1/2 Hr. Sold

Sale of a half-hour audience participation program titled, "Carnation's Hollywood Party," was also announced by CBS Friday. The Carnation Milk Company will sponsor this program from 10:30 to 11:00 a.m., EDT, Saturdays beginning July 1st. This sale combined with the Wrigley business and Coca Cola commitments for fall totals \$1,330,000 in new business the past week, CBS reported.

a popular feature on WBBM, CBS' Chicago station, will make its network bow.

The dates and times of the broadcasts are as follows:

"Broadway's My Beat," Mondays, 8:30-9:00 p.m., EDT, July 3-10-17-24-31. It is now heard Fridays, 9:30-10:00.

"The Adventures of Philip Marlowe," Wednesdays, 10:00-10:30 p.m., EDT, June 14-21-28 and July 5-12-19; and Fridays, 8:00-8:30, July 28 and Aug. 4. It is now heard Tuesdays, 10:30-11:00 p.m., EDT.

"Yours Truly, Johnny Dollar," Thursdays, 10:00-10:30 p.m. EDT, June 15-22-29, July 6-13-20-27 and Aug. 3. It is now heard Tuesdays, 10:00-10:30 p.m., EDT.

"Pursuit," Saturdays, 8:00-8:30 p.m., EDT, July 1-8-15-22. It takes over the vacationing "Gene Autry Show."

"Romance," Tuesdays, 9:00-9:30 p.m., EDT, June 20-27, July 4-11-18-25 and Aug. 1-8. It is the summer replacement program for "Life With Luigi."

"Cloud Nine," Fridays, 8:00-8:30 p.m., EDT, July 7-14-21.

Miller Leaving KRNT; Covey Will Succeed Him

Des Moines—After six years as program director with KRNT, the Des Moines Register and Tribune station, Charles (Chuck) Miller is resigning, and Manager Robert Dillon, vice-president of the Cowles Broadcasting Co., has appointed Dick Covey to the position.

Miller, whose resignation takes effect June 15, expects to join another station in late summer after an extended vacation trip with his family through the West.

Covey, a veteran Iowa radio man, was Miller's assistant and head of the KRNT continuity department until January this year when he moved to Webster City to open and manage KJFJ. He is resigning that post to return to KRNT.

AFA AGENDA ANNOUNCED

Agenda for the 46th Annual Convention of the Advertising Federation of America to be held at Detroit's Hotel Statler.

WEDNESDAY, MAY 31

- Breakfast Meetings—For Nominating and other Committees
- 9:30 A.M.—General Session—Presiding, Chester Ruth, Republic Steel Corp.
Theme: How to get the Most From Your Advertising Dollar In:
Radio—J. S. Stolzoff, Vice President, Cramer-Krasselt Co.
Magazines—Harley Noyes, Vice President, Onelda, Ltd.
Newspapers—Harold S. Barnes, Director, Bureau of Advertising
Point of Purchase—W. E. Sawyer, Director of Education, Johnson & Johnson
Business Publications—Bernard Dolan, Sales Manager, Peter Frasse & Co.
- 12:30 P.M.—General Session—Presiding, Elliott Shumaker, Detroit
Speaker—Eric Johnston, President, Motion Picture Producers of America
Presentation of National High School Essay Winner—Henry T. Ewald
- 2:30 A.M.—General Session—Presiding, Ben R. Donaldson, Ford Motor Co.
Theme: The Place of Advertising in Distribution
W. Paul Jones, President, Servel Co.—"Advertising That Gets Results!"
L. B. Sappington, Vice President and General Merchandising Mgr., J. L. Hudson Co.—"The Retailer Unburdens Himself."
Stewart Meacham, Assistant to President, Amalgamated Clothing Workers of America, C.I.O.—"A Labor Union Becomes a National Advertiser."
- 5:00-7:00 P.M.
Cocktail Party—Detroit Newspapers Hosts to All Delegates
- 7:00 P.M.—Special Dinners
Quarter Century Club
A.F.A. Officers and Directors
Club Essay Contest Chairmen
Club Membership Chairmen
Club Program Chairmen
Club Publications Chairmen
Club Publicity Chairmen
Club Finance Chairmen & Treasurers

THURSDAY, JUNE 1

- 8:00 A.M.—Special Breakfasts
Council on Advertising Clubs—Presidents of Clubs
Council on Women's Advertising Clubs—Presidents of Women's Clubs
- 9:30 A.M.—General Session on Club Activities and Problems
Presiding—Stanley Schellenger; Moderator—Helen Carroll Carothers
New A.F.A. Film—"Advertising Clubs in Action."
Keynote—Fairfax M. Cohe, Chairman of A.A.A.A.
Discussion by club leaders
- 12:30 P.M.—General Luncheon
Speaker—Charles Luckman—"The Promise of Tomorrow"
Presentation of "Advertising Woman of the Year," Award—by Honor Gregory House
- 2:30 P.M.—Annual Business Meeting, A.F.A.
- 6:30 P.M.—Annual Dinner and Dance—Presiding, George S. McMillan, Chairman of A.F.A.
Speakers—Paul G. Hoffman, E.C.A. Chairman
William F. Huftstader, Vice President, Director, General Motors
Announcement of elections to Advertising Hall of Fame—Gilbert T. Hodges
- 10:00-12:00 P.M. Dancing

FRIDAY, JUNE 2

- 8:00 A.M.—Special Breakfasts for A.F.A. Districts
- 9:30 A.M.—General Session
Theme: Getting Business in 1950
Speakers: Walter Weir—Copy
Edward N. Mayer, Jr.—Direct Mail
H. B. McCoy—Director, Office of Domestic Commerce
Clarence Hatch, Jr.—D. P. Brothers & Co.—Television
Wesley L. Nunn—A new film by Standard Oil of Indiana
- 12:30 P.M.—General Luncheon (All club presidents at head table)
Speaker: James M. Mead, Federal Trade Commission
Presentation of Club Achievement Awards—Ira A. DeJernett
- 2:30 P.M.—General Session—Presiding, Prof. Donald Davis, Penn State College
Panel—"Bridging the Gap Between Advertising Education & Advertising Practice."
Participants:
Representing Education
Father Bernard W. Dempsey, St. Louis University
Prof. D. M. Phelps, University of Michigan
Mrs. Rosamond Kisser Jones, Butler University
Representing Advertising
T. L. Brantley, Vice President, Sales, Crowell-Collier Magazines
Frederic Schmeller, Gen. Merchandising Mgr., Lever Bros.
Representing Students
Three recent advertising graduates

Evening—Entertainment

Revise Sunday Schedule Of WGAR Programs

A revision of Sunday morning programming at WGAR, Cleveland, will discontinue programs of the Nationalities Broadcasting Assn. after approximately 15 successive years of broadcasting. Replacing the Nationality programming will be continuity programs, handled by station personnel, and four CBS features.

Following the 7:50 a.m. sign-on, the station goes network from 8:00 till 9:00, airing: News (8:00), "Chariot Wheels" (8:15), and "Carolina Calling" (8:30). "Hour of Worship" will continue to be heard from 9:00-9:30, followed by Reg Merridew in a quarter-hour program of religious songs. CBS "Trinity Choir" takes over at 9:45. With

Anti-Discrimination Series Offered By N. Y. Bureau

The first of two anti-discrimination programs titled "Opportunity Unlimited," produced by the New York State Radio Bureau for the State Commission Against Discrimination, will be broadcast by WJZ on Saturday, June 3 at 10:30 p.m. Following the drama, a panel of speakers will discuss discrimination. The Commission will distribute the programs on a statewide basis at a later date.

the exception of "Hour of St. Francis" which continues to be heard at 11:15-11:30, the 10:00-12:00 noon period will be consumed by popular music for Sunday morning listening, Bob Smiley and Bill Mayer spinning the platters.

Net, Indies In Chicago Aid In Street Disaster

(Continued from Page 1)

ploded into flames, radio stations were carrying accounts and dispatching newsmen for on-the-spot reports. Jim Hurlbut of WMAQ-NBC was on the scene in 20 minutes with Bill Berch, WNBQ newsreel cameraman. Hurlbut tape-recorded eye-witness accounts for the "News of the World" show and phoned in reports for evening news roundups.

Clifton Utley devoted his entire 10:30 p.m. shows to the tragedy, supplementing reports with news pictures. The films were used on NBC-TV network newsreels on Friday. In addition, Len O'Connor interviewed the motorman and the man who attempted to flag down the trolley on his "News on the Spot" stanza.

WBKB sent newsman Ulmer Turner to the scene for eye-witness coverage. His information, plus pictures and news from the Su-Times, provided material for late evening newscasts.

Fred Sheehan of ABC gave on-the-scene reports for "News of Tomorrow" on the network and for a special local show over WENR at 11:00 p.m.

WGN-TV provided newsreel coverage by Leonard Bartholomew, prints of which were shipped air express to WPIX, New York, and WFIL-TV, Philadelphia.

Julian Bentley, news director of WBBM sent tape recorded reports of the grim horror and provided telephone interviews with survivors for the Fahey Flynn news show at 10:45 p.m.

WCFM sent Bill Hamilton and Dick Eliot to the area by 6:30 p.m. They telephoned reports back for the Vic Barnes news shot at 7:00 p.m. and kept calling late news to the station all evening. The regular Fair Store news at 10:00 p.m. consisted of Bill Hamilton's recorded reports and interviews with eye-witnesses.

WIND ran special bulletins every 30 minutes from 7:35 p.m. until midnight, and other independents used material on their regular newscasts all evening.

New Show At WFIL

Philadelphia, Pa.—LeRoy Miller, WFIL disc jockey, has added another hour of air time to his daily broadcasting schedule by launching a new participating program of recorded music and entertaining comment. The new show, "LeRoy Miller Luncheon Club" will be heard Monday through Friday from 12:30 p.m. to 1:30 p.m., with a five-minute timeout for a 12:55 news broadcast. Earlier this month WFIL added 30 minutes to Miller's morning show, now aired daily except Sunday. In addition to broadcasting his daily radio programs, Miller conducts the WFIL-TV "Features for Women" telecast every Thursday.

Convention Of AWB To Open Wednesday

(Continued from Page 1)

prominent Washington correspondent, the UN station relations coordinator for the United States, Mrs. Dorothy Lewis, and the NAB government relations director Ralph Hardy.

Last year's convention drew 220 registrants, with companions and invited guests swelling the overall attendance to between 400 and 500, NAB said. It is expected that this week will see as large a turnout.

Among the topics to be gone into in detail are news coverage on women's shows, women in TV, reasons for buying time on a woman broadcaster's program, public relations and programming for children.

Participants in a panel on the reasons for buying time on a woman broadcaster's program will be Linnea Nelson, chief time buyer for J. Walter Thompson; Dorothy Coon, WTOL and LaSalle & Koch Department Store, Toledo, and Anne Hayes, KCMO, Kansas City, Mo.

NAB Service Is Vital, Essex Tells Virginians

(Continued from Page 1)

president and general manager of WSJS, Winston-Salem, N. C. He said such basic services are "the classic reasons for belonging to a strong trade association. Services tailored to your individual needs, or geared to the needs of the whole industry, are services beyond any association's contract. You get them, as a plus, from the NAB."

Essex said the current "paper crisis" in NAB affairs was predictable. "Every five years or so—it works in cycles, like business, weather, merry-go-rounds and women—the NAB can get into one of these paper crises," he said. "Broadcasting, like the press," he said, "is a medium of mass communication. . . . broadcasting, by its very nature, means broad impact, with great speed. That's why government—any government in full possession of its senses, wants to control broadcasting, dictate its programming, tell it what to say."

That, he declared, is why the NAB has stood on Constitutional protection of free speech and free press in fighting such control.

"Look around you in the world," he told the Virginia broadcasters, "and you'll see that the application of the muzzle and the gag is followed immediately by the hand in the till and the padlock on the cash register."

Richard P. Doherty, NAB employee-employer relations department director, told the delegates that 70 per cent of stations showing a profit in their operations are NAB members, and that 60 per cent of those showing a loss are not members of the association.

California Commentary

• • • Joy Berghell, of the Webster Advertising Agency, was awarded second place for the best complete advertising campaign classification in the annual Frances Holmes awards given by the Los Angeles Advertising Women. Mrs. Berghell won her award for her Trade Advertising campaign for the Don Lee Broadcasting System in 1949. . . . Allen Botzer,

Hollywood

currently a CBS announcer, has been named to replace Evelyn Lifschultz as production supervisor. Miss Lifschultz is joining Ward Wheelock Company as assistant to Diana Boubon, head of their radio department. . . . KFVB news commentator Cleve Roberts has returned from a 19,000-mile junket. Roberts broadcast short wave descriptions of the launching of the Navy V-4 Rocket, interviewed Navy Chief William Smith and Marine Sergeant Elmer Bender at Pearl Harbor. . . . Ralph G. Tuchman has been appointed assistant to Harrison M. Dunham, general manager of KTTV, and his first duties will entail coordination of liaison with film producers in connection with projected plans for film syndication. . . . Evelyn Knight has signed a personal management contract with artist representative Thomas H. Sheils.

☆ ☆ ☆ ☆

• • • Joe Graydon, KLAC-TV baritone, was grand marshal of the Long Beach parade, which was held to select "Miss Long Beach" for the annual "Miss America" contest at Atlantic City. . . . Ben Wrigley was guest on Tex Williams' "Western Caravan" over KNBH t'other night. . . . With the new Natalie Kalmus television sets in mass production President Jack Richmond, announces he is looking for a big variety of TV shows. The company wants a full orchestra built around a name singing personality, vocal group, and the format to include weekly prominent guest stars. . . . Harry Hickox has written a new tune, "I Won't Take No for an Answer," which Johnny Mercer and Dottie O'Brien are scheduled to cut for Capitol. . . . As a result of her successful engagement at Charlie Morrison's Mocambo, former screen star Mae Murray is besieged with offers from nighteries and theaters throughout the country. Miss Murray is in New York talking about doing a musical on Broadway. . . . Singer Norwood Smith starts a five-night weekly show over KNX, for Forest Lawn shortly. . . . Carlton Winkler has returned from a short trip to San Francisco where he discussed TV operations with Dave Crandell, program director of KGO-TV, the ABC. Winkler is KECA-TV's production manager. . . . Hazel Power has joined the Don Lee network as secretary to A. M. Quinn. . . . Larry Finley has set pantomime comics Eddie and Tony for a series of thirteen transcribed radio shows, with first platter to be chiseled June 15.

☆ ☆ ☆ ☆

• • • Jimmy Wakely has hit the top of the records sales market with his Capitol platters passing the 2,000,000 mark. Wakely sales received a terrific hypo due to his recordings with Margaret Whiting, including their new hit, "Let's Go to Church Next Sunday Morning." Wakely tore up a long-term starring pack with Monogram about a year ago when the studio insisted he cut the number of songs he was singing in his Westerns. Now probably they wish he was back on their roster. . . . Bing Crosby has recorded his visits to more interesting places in Paris which will be heard on his Minute Maid broadcasts over Station KNX. . . . LaVaughn Hanson, formerly with the Leo Burnett agency, has joined Y&R. . . . Phil Bowman, radio director of Y&R, Chicago, in town for a week on "The Halls of Ivy" business, and Ed Smith, manager of general advertising is attending the Western States Chain Grocers Convention in Sun Valley, Idaho. . . . Frank DeVol will premiere his newest song, "Saxes, Fifth Avenue," on the Oxydol Show over CBS before the program takes leave of the airlines for a summer vacation. DeVol will also disk the instrumental for the Capitol label next month.

☆ ☆ ☆ ☆

Early Sale Expected Of Don Lee Network

(Continued from Page 1)

ated network of some 42 stations will attract many builders and it is expected that bids ranging from \$5,000,000 to \$10,000,000 will be made for the broadcasting properties alone.

Numbered among the prospective bidders are said to be Music Corporation of America, CBS; Colonel A. L. Lintner and Ed Pauley, Theodore Streibert, chairman of Mutual board and president of WOR, on the coast the past week, is reported to have also expressed an interest in acquiring the properties.

It is known that MCA executives have had several huddles the past week with Don Lee executives on the fourth floor of the new \$3,000,000 Don Lee building at which time they have been seeking detailed information on the Don Lee properties.

Say Financial House Interested

Another report current in Hollywood is that Louis Allen Weiss, chairman of the board, and Willet H. Brown, president of Don Lee, have received backing from a financial house and will come up with a bid.

The Don Lee radio and TV properties include KHJ, 5,000 watts, and KTSL, TV station in Los Angeles. In addition they own KFRC, 5,000 watts, San Francisco; KGB, 1,000 watts, in San Diego and KDB, 1,000 watts in Santa Barbara. All the stations are affiliated with the Mutual Broadcasting system.

CBS, according to reports, has had its eyes on KTSL as a TV station for some time. Whether the network would also be interested in the Don Lee radio properties remains to be seen.

Another speculative rumor is that MCA hopes to acquire the Don Lee web as the first step toward acquisition of the Mutual network in collaboration with Metro Goldwyn Mayer.

Stork News

Amy Sedell (Mrs. Howard Shurman) who is Cherry Davis on the "Mark Trail" program over Mutual, gave birth to a six-pound baby girl, Wednesday, May 24th.

FOR COMMERCIAL FILMS
THAT SELL

ARCHER PRODUCTIONS, INC.

WINNER OF
ART DIRECTORS CLUB
"AWARD FOR DISTINCTIVE MERIT"

35 West 53rd Street, New York 19
JUdson 6-2690

TELEVISION DAILY

Section of RADIO DAILY, Monday, May 29, 1950 — TELEVISION DAILY is fully protected by register and copyright

TV HEARING ENDS; FCC RETICENT

TELE TOPICS

ROBERTA QUINLAN, a charming and vivacious young singer who is reputed to be a solely television developed talent, holds forth thrice weekly to the edification of the video viewer. Aired on early Monday, Wednesday and Friday evenings over ABC-TV, her fifteen minutes of song and chatter invariably make for enjoyable listening and watching. Miss Quinlan chirps with a great deal of effectiveness before an imposing array of picturesque sets, ably assisted by Bob Stanton and Harry Clark and his Trio. The sets, incidentally, when considering that they are being used on a fifteen-minute show, are nothing short of lavish—and lavish is a word seldom associated with fifteen-minute programs. In the case of Miss Quinlan the sets very agreeably set off her personality with the result that the viewer feels he has known her for a long time. The producers of this program are apparently some of the few sound television who realize that the medium is an intimate one and program accordingly. It's a safe wager that Miss Quinlan would be welcome in almost anybody's living room.

WISCONSIN TV IS CONDUCTING the local elimination in the "Mrs. America" beauty contest. . . . Jon Murray is the best winner of the CBS script contest. Author of "Brother Zebe and Moanin' Murray," Murray is a senior at Fairleigh-Dickenson College. . . . ABC-TV has picked up sponsors for the Roller Derby World Series from Madison Square Garden. . . . NBC and Brooklyn College will offer radio and TV home study courses in community relations based on "The American Forum of the Air." . . . Sid Caesar and Imogene Coca, having finished their spring stint on NBC's "Show of Shows," are now doing a personal appearance at New York's Roxy. . . . WOIC announced a new 15-minute program, "Lucky North Shops" under sponsorship of Jelf's. . . . Station also plans to introduce Duke Johns in a new program "The Hot Top" on May 31. . . . WCAU-TV will present a special half-hour show tomorrow which was put together and produced by tele students at the University of Pennsylvania.

CBS-TV ANNOUNCED Friday the signing of two new sponsors, Embassy cigarettes for a new mystery series, "The Web" which will replace "Suspense" for the Summer months and which, in the fall, will move to a later time; and Magnavox which will bankroll a full-hour dramatic series on alternate Friday nights. The Magnavox deal, incidentally, will put to rest the rumors that "Ford Theater" will go weekly in the Fall. The two deals are worth about \$700,000 a year in bills to CBS.

New TV Recording Process Bows At ABC

(Continued from Page 1)

Marx, president of ABC in charge of engineering.

Marx said the Vidapix process was not the final stage of development in video recordings, but allowed that it was comparable to the quality of platter recordings at the time of the advent of sound tape recordings. The process will not render affiliate station's equipment obsolete, but such equipment will require modification in order to utilize the new process.

Offers Quick Editing

The new process, which reportedly has been in development for the past eighteen months, affords, according to Marx, instant editing and is comparable in quality to present commercial film made with a 16mm. camera.

Prime factor in the Vitapix process is that it eliminates "human error" in that it is an entirely electronic process. It has the advantage, Marx said, of complete control.

The press in attendance at the demonstration saw a series of five tests which compared the new process with video recordings dating back to 1948, with motion picture film as represented by excerpts from "The Lone Ranger," and with other contrasted methods. The ABC developed process compared favorably with the best of the other films exhibited.

Will Equip Chicago, Hollywood

Marx said that the New York studios of ABC were the only ones equipped to transmit the improved processed film now but said that Hollywood and Chicago outlets would soon be so equipped. Kines being made currently in Hollywood will be available to New York area viewers within the next few weeks and will become available at ABC affiliates as quickly as is permissible.

Another TV First

Philadelphia—Hahneman Hospital here is the first hospital in the world to install an RCA multiple-outlet master TV antenna system. The system will provide clear and uniform TV reception for patients and staff members in virtually any part of the 20-story building. Completion of the multiple antenna installation was revealed at a preview and demonstration on Friday.

Phonevision Being Boycotted: McDonald

Chicago—Phonevision is on the wrong end of a Hollywood film producers boycott, spokesman for Zenith Radio Corp. and Teco, Inc. reported late last week. According to a press release issued by the two companies, members of the Motion Picture Association of America, Inc., have refused to rent first-run, high quality motion picture films to Zenith for the proposed 90-day Phonevision test to be conducted here next fall.

Company Officials Comment

Commander Eugene McDonald, president of Zenith, and Thomas McNicholas, vee-pee and operating head of Teco, Inc. were the spokesmen for the two groups. Teco, Inc. is a Zenith organized company which is to promote Phonevision.

Immediate cause for the release was a spectacular price rise in the subscription receipts for Teco stock. This when-issued stock has skyrocketed in the over-the-counter market from an original price of \$10 a share to \$40 a share in thirty-four days.

"I see no reason for this advance," Mr. McDonald said.

Mr. McNicholas said, "Teco is primarily a booking agency for television programs broadcast by means of the Phonevision subscription system."

Lightning Strikes Twice

Cincinnati—The saying "lightning never strikes twice in the same place" was proven wrong last week when WKRC-TV, doing a remote by micro-wave was hit during an electrical storm. The lightning struck the station antenna, crawled down and hit the micro-wave box, actually burning the crystal. The station picture was off the air for about six minutes when lightning hit the antenna again, went straight into the box—and, still baffling to WKRC-TV engineers, put the station picture back on the air. No engineer had touched the micro-wave box between the two strikes.

Hard To Get Data On Interference, Coy Reveals

Washington Bureau of RADIO DAILY

Washington—The FCC's hearings on color-TV drew to a close Friday, with the parties expected to supply proposed findings and decisions next month. Two days of cross-examination of Color Television, Inc., and a brief flurry of argument between CBS and RCA over the filing of a CBS exhibit on which RCA had no chance to cross-examine closed the hearings—which started September 20 of last year. Members of the Commission insist they cannot tell now how they will vote on the ultimate question of which one, or more than one, color system will be authorized. They have not sat down for a discussion of the relative merits of the systems, they say—nor have they as individuals worked out their own positions.

Chairman Wayne Coy remarked Friday as he accepted a CTI exhibit on interference which had been challenged by other participants that the rather dubious character of the exhibit "brings into sharp focus the difficult problems that the Commission faces. It is apparent that a successful television system cannot be maintained unless a sound allocation plan is established. A sound allocation is not possible unless the Commission has adequate interference data. It has been the consistent experience of the Commission in this and other proceedings that it is virtually impossible to get from parties adequate interference data.

"So far as the parties are concerned, no adequate interference data was offered by any of the parties at the outset. Moreover, when, after extensive prodding by the Commission, the parties did produce some interference data, it is apparent that not nearly as much effort and ingenuity went into the preparation and presentation of such evidence as compared with other aspects of the parties' cases.

"It is merely a repetition of the situation where the industry appears to be perfectly willing to have the Commission allocate on the basis of inadequate interference data in the hope that things will work out well. However, when things do not work well, strong pleas are made to the Commission—particularly by that portion of the industry which at that time happens to be favored by existing authorizations—to relieve the situation by not licensing any further stations that would aggravate the interference problem."

PROMOTION

Merchandising Plan

An intensive grocery products merchandising service, combining a six-a-week women's program with point-of-sale exploitation of sponsor's products has been established at KYW, Philadelphia. The plan, calling for co-operation between groceries and food merchandisers with the station's program, will employ a staff of five people concentrating exclusively on food products selling. Approximately 1,000 grocery stores through the KYW coverage area will co-operate in the plan. Field workers will contact stores, introduce new items, place displays, check customer preferences, and seek to improve shelf locations for products on sale.

Program Service

Students at Wilmington College, Wilmington, Ohio, are writing and taking part in 21 quarter-hour programs being transcribed by James Gaylord of WLW, Cincinnati, for broadcast in seven European and Asiatic countries. For each of the seven countries, three programs are being prepared in the native language. They will be broadcast by stations serving each country in a public service effort to spread an understanding of American college life. Dr. Marble, president of Wilmington College, is supervising the student activities in the project.

Plummer Fixes Blame For TV Interference

(Continued from Page 1)

interference problems in TV, Plummer said the Commission finds that "some complaints of interference to television dealers and service people have been pretty casually dismissed by poorly trained service personnel, who without analysis of the situation or any form of diagnosis, stated that the interference was caused by one of the licensed radio services, mentioning it by name.

"Now, none of us can deny that this is a rapid diagnosis, but it does not seem to be very sincere and certainly is not scientific. It gives the complainant an incomplete picture and often results in improper condemnation of the licensed station to which this interference is attributed."

With reference to harmonic interference from FM stations, Plummer said regulations to control it are becoming more stringent—but that other services are as frequently offenders. In cases where individuals have invested heavily in TV receiving equipment only to be plagued by interference problems, he added, it is not unusual for the Commission to be asked to force off the air some station in another type of service which is apparently causing the interference.

"No amount of explaining will

THE WEEK IN REVIEW

... Radio-TV Highlights

By BOB GREBE

RESIGNATIONS, appointments, new programs and schedule changes took a big share of the headlines in a week marked by placidity. The CBS resignation from NAB jumped into the week's news again when Justin Miller, NAB prexy, said he hoped the network would re-enter the organization. ABC, also expected to resign, had made no announcement by week's end. Judge Miller handed in a resignation of his own, this one to the Citizens Committee for the Hoover Report. Among those taking on new posts were Richard Swift, named general manager of WCBS-TV; Clarence Worden, appointed as assistant to Swift; and Ralph N. Weil, elected president of the Foreign Language Quality Network.

Sponsors in the news include: General Mills which bought a new show over NBC; Coca-Cola which moved the Morton Downey Show to CBS; Motorola, tripling its ad budget; The Block Drug Company, dropping an evening radio program and adding a PM TV show and a daytime radio spot; Toni Company, buying three daytime programs over ABC during the summer; General Mills a second time, renewing "The Lone Ranger" over ABC; and H. J. Heinz, which renewed "The Adventures of Ozzie and Harriet" over ABC.

In an answer to a statement by Robert Hutchins that educational broadcasts were lacking, the National Association of Educational Broadcasters revealed the extent of their programs. Ted Cott, newly appointed general manager of WNBC and WNBT, also told the press about his plans for NBC's flagship.

FCC actions during the week included: approval of the sale of KLEE, Houston TV station; revocation of license for KTXN, Austin, Texas, KTFM, Fort Morgan, Colorado, and WXLN, Ely, Minnesota; approval of seven AM transfers; announcement of rules for antennas; and an indication that it might crack down on transit radio. Chair-

convince the viewer that the offending station has a right to be on the air," Plummer said, "nor will he be convinced that he took a calculated risk in investing such a large amount of money in his receiving installations."

Plummer said dealers and servicemen "could perform a much greater service to the public and to the licensed stations if they would accurately analyze the interference for what it actually is. This seems to be simply good business ethics and would go a long way toward keeping the customer sold.

"I think we have to be realistic about interference which can be corrected. If it is caused by a fault in the television receiver, it should be corrected before criticism is directed against someone else."

man Coy, speaking in Oregon, said the freeze would be lifted "at the earliest practical date."

Special events included plans for Memorial Day broadcasts and a number of remotes at the blast in South Amboy. New York indies and webs flocked to the scene to cover the latter.

The practices of television servicemen, exposed two weeks ago by RADIO DAILY, still were making news. In Chicago, an association organized and wrote a code of ethics. In Cincinnati, WKRC-TV proposed standards. And in Washington, support came from NAB head Justin Miller.

Elsewhere: CBS revealed plans for a West Coast TV center; Commissioner Robert Jones warned Ohio broadcasters about moves to stifle AM broadcasting; NAB set up a business trends committee; Horace Schwerin gave broadcasters suggestions to make their commercials more effective; and Si Seadler, advertising manager of MGM, stressed the importance of spots. Experts at Syracuse University said color was three to five years away. . . . Arturo Toscanini signed a new five-year contract with RCA-Victor. . . .

Ronald Reagan, president of Screen Actors Guild, said his group couldn't bow to Television Authority. And RCA announced plans for expanding production facilities. . . . Allen B. DuMont said video was a two-billion dollar industry in 1950. Mark Woods, speaking with DuMont at an ATS luncheon, called it the "greatest force for sales, entertainment and education."

NBC-TV took 12 of the top 20 spots in the latest Nielsen ratings. . . . And a UN committee proposed an international code for journalists. . . . Philco named five new executives. . . . Theodore C. Streibert, WOR head, said the movies were "shortsighted" and may be committing commercial suicide by ignoring TV. . . . NBC revealed that the Saturday Night Revue was sold out for the Fall. . . . DuMont disclosed a tri-dimensional tube.

Will Discuss Crime

Sen. Charles W. Tobey, Republican from New Hampshire, and a member of the newly-appointed Senate Committee to Investigate Crime, will be a guest on the CBS "Gangbusters" program, Saturday, June 3, 9:00-9:30 p.m. The Senator will give listeners a glimpse of the committee's scope of operations and pay tribute to "Gangbusters" for its aid in law enforcement.

Wedding Bells

Don Donahue of WKBW, Buffalo and Eileen Dowling, formerly with the William Weintraub Agency, took that long walk down the aisle on May 12.

The newly-weds will make their home in Buffalo.

BEHIND THE MIKE

DIOSA COSTELLO, "Blood Mary" in touring "So. Pacific" doing a great job promoting the show by appearing on radio and TV programs in every city.

Immediately after his personal appearance tour of Pittsburgh disc jockeys over next weekend, Admirer Records' vocalist Bobby Colt filed to Toronto for a date at the Casino Theater.

Here's a new twist: Thrus Jeanne Garry, recently back from Montreal, did a be-bop number in Spanish on a radio program. Singing in six languages.

Chanteuse Sarita Carpanter, one of Cuba's top stars in radio and concerts, has the talent scout watching her at the Havana Madrigal.

Watch out for Dick Linke. He has 10,000 sets of loaded dice to be used for promotion for Red Ingle "Natural 7."

Vicki Vola and husband, director John Wilkinson, have taken a house at Fire Island for the summer.

Songstress Valaida Snow, who clicked in her guest shot on the Buddy Rogers airer, may get video show of her own.

Jean Carroll held over another two weeks at Miami's 5 O'clock Club.

Dennis James has an 8-page spread in the next issue of a magazine.

Jerome C. Robinson, supervisor of production for "The Big Story" has powerful theatrical backing and will be a strong choice for Local Mayor of Radio City. Robinson, one of the best-liked guys in Radio City is Cornell '42.

Hank Sylvern just cut a series of transcriptions with Gwen Williams Leo De Lyon, a hold-over client at the Palladium, has signed for a night club tour of France, Belgium and Sweden.

Eileen Barton, the nation's new song queen, opens a cross-country tour at the Hippodrome in Baltimore this week.

Jan. Pulse on "The Clock" was 12. It's currently boasting exactly twice that rating.

Sterling Nominated For Another FCC Term

(Continued from Page 1)

gence work for the Commission

The new appointment is for full seven-year term beginning July 1 of this year. Whether the Senate Interstate Commerce Commission will clear the re-appointment through to the Senate floor before that date could not be determined Friday, although there not known to be any objection to the renaming of Sterling. It was recalled, however, that last year when Commissioner E. M. Webster was re-appointed the committee waited until July, then called hearing at which Webster was grilled on various issues before the Commission, then okayed.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



L. 51, NO. 42

NEW YORK, WEDNESDAY, MAY 31, 1950

TEN CENTS

ANNUAL AFA CONVENTION OPENS TODAY

United Nations Support Sought By Spokesman

Nation-wide Tour Announced By Dorothy Lewis

Appealing to broadcasters in support of the United Nations cause, Dorothy Lewis, coordinator for station relations for U. N. Radio, leaves today for a two months tour during which she will visit 59 cities and will participate in 16 conferences arranged by radio stations in key centers (Continued on Page 5)

Marx Signs At NBC; McConnell Comments

Hollywood — In a counter-offensive against CBS talent raids, NBC announced the signing of Groucho Marx to an exclusive eight-year contract. "You Bet Your Life," Groucho's quiz show now heard on CBS from 9 to 9:30 p.m. Wednesdays, will move to NBC in the fall. The DeSoto division of the (Continued on Page 5)

New RMA Labor Group Headed By R. G. Sprague

Washington Bureau of RADIO DAILY — Washington—Robert G. Sprague of Sprague Electric has been named chairman of a new committee which will represent RMA in minimum wage proceedings for the radio and electronics industry under the (Continued on Page 6)

Distinguished P.A.

Kansas City — Hallmark Playhouse found Mayor William E. Mont plugging the program from there on CBS tomorrow night. The Mayor in a centennial proclamation urged residents to tune in the Hallmark "Story of Kansas City," tomorrow night. The Hallmark appearance in Kansas City is a feature of the city's anniversary celebration.

Plan Coast Radio-TV Workshops

Hollywood—NBC and the University of California at Los Angeles will combine forces to offer advanced workshops in the fields of radio and television, June 19 through July 28, at the NBC studios in Hollywood.

Director of the radio workshop will be Andrew C. Love, NBC producer and director, with Alan Courtney, Assistant Public Affairs Director at NBC as Associate Director. Robert V. Brown, director of Western television programming for KNBH, will be in charge of the television workshop with Ruth Swanson, Instructor in Theater Arts at U.C.L.A. as Associate Director.

Consultants who will assist with special phases of the instruction will include Sidney M. Strotz, vice-president, NBC; Art Brearley, studio and field engineer, NBC Western Division; Richard H. Graham, attorney for NBC and RCA; Tom McFadden, general manager KNBH-NBC; Richard Simmons, writing specialist, NBC; Frank Barton, supervisor of announcers, NBC Western Division; Edward Sobol, executive producer, KNBH-NBC, and Robert Guggenheim, in charge of film operations, KNBH-NBC.

Three Day Session Gets Underway In Detroit

Detroit — The 46th annual convention of the Advertising Federation of America gets underway here today at the Hotel Statler. Registrations for the three day session began last night and this morning, the opening panel will be held. Presiding over the first meeting on "How to Get the (Continued on Page 5)

NRDGA Conference Spotlights Radio-TV

West Coast Bureau of RADIO DAILY — Los Angeles—The mid-year conference of the National Retail Dry Goods Association, opening today at the Hotel Biltmore, will spotlight a special panel on "Radio and Television That Sell." Howard P. Abrahams of NRDGA will call the afternoon session to order and following a welcome address by Willard H. Campbell, vice-president in charge of merchandising and sales of (Continued on Page 2)

Transit Radio Hearing In Capital Tomorrow

Washington Bureau of RADIO DAILY — Washington—Federal Judge Edward Tamm will hear argument Thursday on the suit of several local parties to force the District of Columbia Public Utilities Commission to ban transit radio in Washington. The case was filed by the Washington Transit Riders Association, joined by three attorneys representing themselves, in protest against the PUC's finding last Fall (Continued on Page 5)

Reports CBC Deficit To House Of Commons

Montreal—A. D. Dunton, chairman, of the CBC Board of Governors, has said preliminary figures indicate that the publicly-owned corporation ended the 1949-50 fiscal year with a deficit of \$242,000. Testifying before the Commons committee on radio broadcasting, Mr. Dunton said the figure compared with a deficit of \$43,000 in (Continued on Page 6)

Ronson Again Sponsors 20 Questions On MBS

Ronson Art Metal Works, Inc. has renewed for the fifth year its sponsorship of the "Twenty Questions" program over 485 stations of the Mutual Broadcasting System. The (Continued on Page 5)

Suntan Spot Campaign Launched By Tarcher

A nationwide spot campaign was launched last week by McKesson & Robbins Tartan Suntan Lotion in major cities throughout the country. The spots will feature weather re- (Continued on Page 5)

Four A's Incorporating As Non-Profit Group

The American Association of Advertising Agencies has been incorporated as a non-profit membership corporation under laws of New York State, it was announced Friday. The certificate of incorporation was ap- (Continued on Page 2)

Fisher Leaving NBC Post; Will Join Reader's Digest

Sterling W. Fisher, manager of the NBC public affairs and educational department, has resigned to take charge of the Japanese edition of the Reader's Digest. Fisher's resignation becomes effective in July. Fisher has been active in educational radio since 1937 when he joined CBS as director of education and radio talks. He resigned that position in 1942 to join NBC as assistant to Dr. James Rowland Angell, then the network's public ser- (Continued on Page 6)

Net Profits Up

Net profits of Emerson Radio & Phonograph Corp. for the 26-week period ended May 6, 1950, are reported to be \$3,048,948 after taxes, equal to \$3.46 per share on the 879,805 shares outstanding. For the like period ended April 30, 1949, the consolidated net profit, after taxes, amounted to \$1,896,126, equal to \$2.37 per share on 800,000 outstanding.



Established Feb. 9, 1937

Vol. 51, No. 42 Wed., May 31, 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. Mercerau, 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
Ethel Rosen, Office Manager

6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

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

CHICAGO BUREAU

Herbert M. Kraus
Suite 1325, 188 Randolph Tower
Phone: Dearborn 2-1414

SOUTHWEST BUREAU

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

ROME BUREAU

John Perdissari
Ludovisi 16

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

NBC Symphony Starting June 11 For U. S. Steel

A 13-week summer concert stint by the NBC Symphony will be bankrolled by U. S. Steel as of June 11 to fill its Sunday night 8:30 p.m. slot on NBC while "Theater Guild on the Air" is on vacation. With the June 4 performance of "Theater Guild," the show completes its 200th broadcast—celebrating it by having Gertrude Lawrence and Franchot Tone in a special drama titled "Call It a Day."

WDRG

CONNECTICUT'S PIONEER BROADCASTER

NEW MARKET STUDY NOW READY

Gives facts and figures, shows why WDRG is best buy in Hartford by any yardstick! Write for your copy to Wm. Malo, Commercial Manager, WDRG, 750 Main St., Hartford, Conn.



★ COMING AND GOING ★

EDGAR BERGEN wound up his broadcast season on CBS Sunday and arrived in New York yesterday. Accompanied by MRS. BERGEN, he is leaving by plane for Europe.

HELEN SIOUSSAT, director of talks on CBS, last Friday went down to Washington, D. C., on business.

CHARLES GODWIN, station relations executive of the Mutual network, today will leave for New Orleans, where tomorrow he will participate in the ceremonies marking WNOE's power boost to 50 kw. Then he'll leave for Fort Smith, Ark., and San Antonio.

TOMMY BARTLETT, host on NBC's "Welcome Travelers" show, is in Raleigh, N. C., where today he will be emcee at the world premiere of the Warner Brothers feature film, "The Bright Leaf."

WALLACE H. LANCTON, radio and television director of Jackson & Co., to Buffalo, N. Y., where he and his family will be the house guests of Mr. and Mrs. Warren Kelly. Kelly is disk jockey at WGR and formerly served with Lancton at WJR.

EMILIO AZCARRAGA, of Mexico City, accompanied by MRS. AZCARRAGA and their son, are expected in New York this week following a three-month European trip.

R. D. WILBUR, formerly of WINS, tomorrow will sail with his band aboard the Uruguay for 38 days in South American waters. They'll supply the music on the cruise.

RALPH AUSTRIAN, television consultant, to New York from Hollywood. He'll spend ten days here and in Washington before returning to the West Coast.

LEE RUWITCH, manager of WTVJ, Miami, Fla., is in Cincinnati exchanging television views and ideas with officials of WCPO-TV.

EDYTHE J. MESERAND, assistant director of news and special features at WOR, has returned from a five-week tour of Europe. Arrived by plane from Paris.

HAPPY GODAY, of Goday Music, has left for the West Coast, where he'll spend four weeks setting up his newest song, "Golden Sails."



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 independence 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.



WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Four A's Incorporate As Non-Profit Group

(Continued from Page 1)

proved on April 27. Assets of the association were transferred on May 1. The operations committee of the board of directors has voted to adopt for the corporation the same by-laws used by the predecessor organization. The AAAA was established in 1917.

'Loyalty' Documentary

Loyalty probes in the U. S. will be the theme of the seventh hour-long dramatic documentary on the ABC network June 5 (9:10 p.m., EDT). Originally launched by ABC president Robert E. Kintner, the program will be entitled "Clear and Present Danger" and will consist of dramatic sequences strung together by the voice of a narrator.

Selected script-writer for the special program is Joel Sayre, author, script writer, and correspondent, who has revealed that the program will be based on known loyalty cases and will be concluded with an outline of the ABC network's recommendations regarding the three-year probe.

NRDGA's Conference To Spotlight Radio-TV

(Continued from Page 1)

Schuneman's in St. Paul, E. J. Shurtz of Broadway, Los Angeles, will take over as session chairman.

George L. Moscovics of CBS will open on "Radio and TV Programming." A demonstration of "Three Radio Program Types That Bring Results" by BAB's Maurice B. Mitchell and Meg Zahrt will follow. "Visual Merchandising in Television" will be presented next by Carlton Winckler of ABC.

A live audience participation show will take place and afterwards, Robert Enders of Robert Enders Advertising Agency, Inc., will speak. Ted Broido of Kathi Norris, Inc. and the Kathi Norris show will be next on the program.

Concluding talk will be given by Thomas McFadden of KNBH, Hollywood.

Petry Claims Victory In Recent Court Action

Edward Petry, president of Edward Petry & Co., Inc. Monday issued the following statement: "The Court of Appeals, as the highest court in the state of New York has made final disposition of the suit between Edward Petry and Henry Christal relating to control of the Petry Company."

The court decision, unanimously in favor of Petry, represented an affirmation of a previous decision of the Appellate Division.

Petry, owner of the majority of Petry stock, said that company control will continue to be exercised in the same way which has prevailed since the company was formed.

Frederick Chase Taylor

Frederick Chase Taylor, who, as "Col. Stoopnagle," gained fame in radio, died in Boston Monday, at the age of 52. Teamed with Budd Hulick in the 30's, their program was well known from coast to coast, with the "Colonel" best known for his absurd "inventions."

FINANCIAL

(May 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	11 5/8	11 1/2	11 5/8
Admiral Corp.	31 3/4	31	31 3/4	+ 3/4
Am. Tel. & Tel.	160 7/8	159 3/4	160 3/8	- 5/8
CBS A	35 1/8	34 5/8	35 1/8	+ 5/8
CBS B	35	35	35	+ 1/2
Philco	44 1/4	43 1/2	44 1/4	+ 3/4
RCA Common	20	19 1/2	19 7/8	+ 3/8
RCA 1st pfd.	77 3/4	77 1/4	77 3/4	+ 15/8
Stewart-Warner	17 3/8	17	17 1/8	+ 1/8
Westinghouse	35 1/8	34 7/8	34 7/8
Zenith Radio	55	53	55	+ 1 3/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	21	20 1/2	20 1/2	- 1
Nat. Union Radio	4 1/8	4 1/8	4 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	22 3/4	23 3/4
Stromberg-Carlson	15	16 1/2

Advertising Agency News And Notes From Here And There

JOSEPH CREAMER, advertising and promotion director of WOR-TV, has been named director of the radio and television division of the advertising and selling agency sponsored by the Advertising Club of New York. The appointment is for the 1950-51 season.

SOIZEN ADVERTISING AGENCY, INC. of Buffalo has been elected to membership in the American Association of Advertising Agencies.

HOWARD F. OLDS has joined Jacks & Norling Studios, Inc. as production supervisor. He was formerly with Batten, Barton, Durfee & Osborn, Inc.

OLICE L. MOONEY of Lawrence Norling, Inc. has been re-elected president of the Philadelphia Club of Advertising Women.

WALTER M. HAIMANN has joined Flint Advertising Associates as account executive. He was chosen as Long Island University's Advertising Student of the Year.

EXGI has appointed Independent Metropolitan Sales as national representative. Burn-Smith formerly presented the station.

BOB HARTER of WHO as been elected president of The Advertising Club of Des Moines, Iowa. Other officers chosen are: vice-president in charge of programs, Woody Beard of the Des Moines Register and Tribune; vice-president in charge of publicity, John Schweiker of WHO; secretary-treasurer, E. S. Kinney of General Insurance; house chairman, W. H. Jamison of Fane F. Vawter Company; membership chairman, Lowell Nicholas of the Better Business Bureau; and vigilance chairman, Fred Hoeye of the Kellogg Company.

PARKIN-WILBUR, INC., has become William Wilbur Advertising, Inc.

SHAW & SCHREIBER, INC. OF PHILADELPHIA, has moved to 1420 Walnut Street.

LINDSAY MACHARRIE has joined Calkins & Holden, Carlock, McClinton & Smith, Inc. as manager of radio and television production. He was radio production supervisor and television producer and supervisor with Young and Rubicam for the past five years.

ALVIN H. KAPLAN OF KAPLAN AND BRUCK, has been elected secretary-treasurer of the American Association of Advertising Agencies. He replaces John E. Wiley, who has resigned.

HOWARD L. LETTS, controller of the RCA Victor division, has been elected director of the Philadelphia control, Controllers Institute of America.

HEROCK MANUFACTURING COMPANY OF PHOENIXVILLE, PA., makers of paints and paint products, to Rolley & Reynolds, Inc.

PETER FOX BREWING COMPANY OF CHICAGO to Tim Morrow Advertising for Fox de Luxe and Patrick Henry Beers in all places but Michigan.

PERHAM C. NAHL, associate director of research for Needham, Louis & Brorby, Inc., has been elected president of the Chicago Chapter of the American Marketing Association.

FRANKLIN, BERTIN & TRAGERMAN, INC., will move to 23 West 47th Street on June 1.

ELMER HORTON has retired as a partner of Horton-Noyes Company. Horton and William Larchar formed the Larchar-Horton Company in 1921 and following the latter's death in 1939, the agency assumed its present name. He is a former board member of the AAAA. The three remaining partners, Frederick C. Noyes, C. Darrell Prutzman and Carroll H. Rickard, will carry on the business.

HOWARD D. JOHNSON COMPANY will launch a national campaign on June 5 for their restaurants. National magazines and local radio spots and newspapers will be used. N. W. Ayer is the agency.

HERBERT S. LENZ has joined Farson, Huff and Northlich of Cincinnati as senior account executive and director of merchandising. He was formerly with Young & Rubicam and R. H. Macy.

THE EARLE A. BUCKLEY ORGANIZATION has become The Buckley Organization and is now located at 2108-12 Lincoln-Liberty Building in Philadelphia.

LOUIS WATCH COMPANY to William Wilbur Advertising, Inc.

Not PI..
but
PRARLOC

"PI," we understand, is trade jargon for an arrangement between advertiser and broadcaster whereby the station is paid on a basis of cost **Per Inquiry**.

We're against **PI**. Why? Because, obviously, it means that different advertisers pay different prices for the same commodity. It is a step away from the goal of fair, standardized rates for one and all. It means that some advertisers pay more than their share of valid media costs.

This, we submit, is bad for advertising.

We're against **PI** for another reason, too. We have something better.

It's **PRARLOC** — **Proved Returns At Rates Listed On Card**.

This, you'll agree, is *good* for advertising — *your* advertising. You'll find our rates listed in *Standard Rate & Data*, and your Free & Peters representative will provide plenty of case histories that prove our sales-power in six of the nation's leading markets.



WESTINGHOUSE RADIO STATIONS Inc
KDKA · KYW · KEX · WBZ · WBZA · WOWO · WBZ-TV

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

CHICAGO

OLD GOLD will share the sponsorship of WBBM's "Patrick O'Riley Show" heard Monday thru Friday from 8:15 to 8:30 a.m., and on Saturday fifteen minutes later. Present sponsor, C. A. Boushelle and Sons, of Chicago, will continue to bankroll three shows a week.

Look Magazine has named Fred Reynolds, emcee of WGN's "Collector's Corner," one of the four top disc jocks responsible for sustaining the Dixieland trend in music. When not collecting hot records, Fred doubles as Harold Teen on "Swinging at the Sugar Bowl," another disc show, and also writes the "Platter Chatter" column in the Chicago Tribune.

Mrs. Theodore Dreiser, author of "My Life With Dreiser," and widow of America's great man of letters, was interviewed by Bob Elson last Friday.

George Janda, radio director of O'Reilly, Doty and Sommer, public relations outfit, joins Petesch, Hecht and O'Connor in a similar capacity. Janda handled publicity for the Chicago Hornets and the Chicago Cubs with O'Reilly; and previously worked on Tommy Bartlett's "Welcome Travelers," Bill Stern's "Sports Newsreel," Bob Elson's "On the Century," and others. When KPIX, San Francisco, went on the air last year, Janda helped break in the cameramen and other personnel. Before that he was with WBKB as a writer-director and instructor of future TV station employes.

Anne Seymour, soap-opera star and sister of WBBM producer Bill Seymour, is visiting our fair city this week. She is currently featured as Mary Leland on "The Guiding Light."

Singleton Show Debuts

"The Penny Singleton Show," one of the six NBC house-built shows to be backed for the summer by General Mills, bowed Tuesday, May 30, in the 9:30 p.m. slot vacated for the summer by "Fibber McGee & Molly." Starring Penny Singleton as Penny Williamson, career woman in a family-comedy series, the show will move to the 9:00 p.m. slot on June 20.

THE VOICES OF ADAM HATS 8 YRS.

JINGLES
that don't
JANGLE!

A.M. & T.V.'s MOST COMPLETE
EFFECTIVE JINGLE SERVICE
YOUR Jingle Sung - or -
Written, Packaged,
Produced
'Lanny & Ginger' GREY
1300 Madison Ave., New York 28
AT. 9-4020

YONKERS RACEWAY

SATTLER'S DEPT. STORE 7 YRS. MARLIN BLADES 8 YRS.



By SID WHITE

Man About Manhattan. . . !

● ● ● **TALK OF THE TOWN:** Billy Rose's pals will tell you the real reason he turned down that fabulous television deal from NBC wasn't because of all the work involved—but because he's just plain scared to death of TV. . . . A top ad agency is so sure that Gloria Swanson will win an Academy Award for her role in "Sunset Blvd." they've already whipped up a big budget variety TV show around her. . . . Kitty Carlisle hopes it'll be a boy. . . . They say there'll shortly be big news popping up on the TV front for Eddie Cantor whose sponsor has for a long time been anxious for Eddie to adopt a variety format for a TV'er. . . . Maybe this will be a shot in the arm for the sagging sheet music and record biz. A vending machine is being readied to distribute sheet music and recordings in motion picture theater lobbies. When top musicals are featured there, you'll be able to buy the music from that film on the way out. . . . Nat Abramson recuperating at home from a successful eye operation. Should be back at WOR in two weeks.

☆ ☆ ☆ ☆

● ● ● Leo Fuld, the international singing favorite, will get his big break in America this summer—a Roxy Theater date. Leo can blame it all on his smash hit tune, "Where Can I Go," which has made him a local draw despite the fact that he hasn't worked in N. Y. since he broadcast to the Dutch Underground during the war while doubling at Leon & Eddie's here. . . . Screen starlet Peggy Wagner's appearance on the May 26th "Big Story" TV show was in the nature of an unusual audition for a role in an upcoming B'way drama. The director of the show, ill in bed and unable to hold try-outs for the role for some weeks, agreed to 'catch' Peggy on the program. Bernie Prockter, producer of the show, on learning this, fattened Peggy's part to give her every break. . . . Ted Husing introduces a new theme on the WMGM Bandstand this week. Lyrics and melody by Joel Herron, vocal by Ray Anthony.

☆ ☆ ☆ ☆

● ● ● Jim Farley's much-publicized memory is shaded only by Georgie Jessel's. It's legend that there isn't a show tune in the history of musical comedy that Jessel couldn't sing the verses of (badly, it's true) with at least three of the encore choruses. . . . Altho' the show hasn't even gone into rehearsals yet, the demand for tickets to Irving Berlin's "Call Me Madame" is biggest in B'way history. No wonder. The book is by Howard Lindsay and Buck Crouse, direction by Geo. Abbott, dances by Bob Alton, production by Leland Hayward—and the star is Ethel Merman. . . . Oddest angle on the feud between radio and TV is the fact that one of the largest sponsors of radio shows is a TV manufacturer and distributor. Maybe the nets should begin advertising on TV. 20th Century-Fox, which startled H'wood with its plans to make religious films on a permanent basis, will present them at the Roxy.

☆ ☆ ☆ ☆

● ● ● The commercial industries are jumping on the "band" wagon with recordings containing commercial plugs—Irving Fields' "Take Me To Jamaica Where The Rum Came From" and "The Annheuser Busch" song, to mention a few. All pale takeoffs on press agent Art Franklin's campaign last year for the Puerto Rican rum industry when Art had another client, Noro Morales, record the "Rum and Soda" song. . . . Harry Warren, one of H'wood's top composers, skedded to do a Theater Guild musical this fall. It will be his first B'way venture. . . . Rating for early ayem spot on WMGM has doubled since Ted Brown took it over 6 months ago.

LOS ANGELES

MMUTUAL DON LEE'S "Game the Day" broadcasts are now being beamed overseas by Armed Forces Radio Services.

Three new additions to the AF Hollywood operation have been announced by Ernest Felix, person director of the western division of the network. These include: Os D. Shelley, as a studio and field engineer; William S. Atkinson, KECA-TV film clerk; and Mad Deakin, as senior clerk-I.

Walter O'Keefe, quizmaster NBC's "Double or Nothing" show has just completed the lyrics of novelty song entitled "Mama's the War Path." Music is by Irving ton. Song is being published O'Keefe's own company Pasado Songs, Inc.

George Burns and Gracie Allen play a two-week engagement at the Shamrock Hotel, Houston, Tex beginning June 27. George and writers have just whipped up a new George and Gracie stage routine the Shamrock stint.

"Club 15" will tape their five week programs for the weeks June 19 and June 26 beginning June 5, allowing cast members Frank Crosby, Jo Stafford, the Andrews Sisters, the Modernaires, Del Shannon and Jerry Gray's orchestra begin their vacations with final airshow on June 16 over CBS.

Additions At WXGI

Resulting from an increase in business at WXGI, Richmond, Va in the past six weeks, three assistantships have been created on the station staff. Barbara Kobe has been named executive assistant; Graeme Zimmer, veepee; June I. Spain has joined the continuity staff as assistant to Joe Guidi, continuity director; and Eileen Castle filled a new assistantship in the bookkeeping department.

WEVD

5000 WATTS 1330 K.C.

PROGRAMS OF
DISTINGUISHED FEATURES in

- ENGLISH
- JEWISH
- ITALIAN

3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
**THE NEW YORK
METROPOLITAN AREA**

Send for WHO'S WHO
Among Advertisers on WEVD

WEVD
117-119 W. 46
HENRY GREENFIELD, Mgr. Director N.Y. 19

Radio Support Of UN Asked By Miss Lewis

(Continued from Page 1)

ies. First stop on the coast motor car will be the convention of the Association of Women Broadcasters at Cleveland opening June 1. Later we will make major addresses at the University of New Mexico, the University of Iowa and the National Federation of Business and Professional Women in San Francisco on July 6. Mrs. Lewis will also conduct radio educators enroute to lay plans for a series of UN educational scripts for use by schools during the 1950-51 season.

Commercials In Prospect

Commercial radio and TV sponsorship of programs originating at United Nations are in prospect for this fall and will probably be launched in connection with the meeting of the General Assembly at Lake Success, RADIO DAILY learned Friday.

NBC-TV, according to reports, have an industrial sponsor lined up for TV coverage of the General Assembly sessions and CBS-TV is said to be dickering with Ford Motors for sponsorship of the UN sessions again this fall.

Twenty-five stations throughout the country have indicated to UN their desire to carry the programs sponsored on the local level. UN, some months ago, submitted a code to the broadcasters whereby commercial sponsors might be obtained for their script and recorded programs if the sponsors complied with the standards set up by the organization.

Ronson Again Sponsors 20 Questions On MBS

(Continued from Page 1)

ow is heard on Saturday from 8:30 p.m. and is also telecast. Em-ceeding for Ronson is Bill Water. The new contract is effective July 1 and was placed through Grey Advertising Agency.

Takes Over WOR Show

WOR's all-night show has been taken over by George Hogan, formerly heard on the Martha Deane program. The three-hour stint titled "Hogan's Alley" is now originating from Broadway's Headquarters Restaurant.

Good Record

The communications industry had the lowest accident severity rate for 1949 of any major industries, the National Safety Council announced on Friday. Its rate was 2.14—an 18 per cent reduction from 1948. Aircraft manufacturing ranked second with 4.25, followed by electrical equipment with 4.83 and steel with 4.96.

NEW BUSINESS

WBAL, Baltimore: The Simoniz Company signed for six weeks, 30 word spot schedule. Business placed through John H. Sampson Company, Chicago. Consolidated Gas, Electric Light & Power Co., running 20-second spot campaign Monday through Saturday morning period. U. S. Army and U. S. Air Corps., through Grant Advertising, Inc., Chicago signed for two weeks. One-minute spots to run Monday through Thursday schedule. McCormick & Co., Inc., (tea, etc.), through SSC&B, Inc., New York, running 11-week campaign, Wednesday and Friday only, in "Al Ross Show." Dr. Gould (optometrist), to run one-minute spots in "Chuck Richards Show," Monday through Saturday, 11:30 to Midnight, for four weeks. United States Second Army, through J. M. Hickerson, Inc., Washington, D. C., signed for one-minute spot campaign during evening period. Bayer Co. Div. of Sterling Drug, Inc., (Bayer Aspirin), running 32

KPIX, San Francisco: Vano Starch, products of Chemicals, Inc. of Oakland, has purchased a weekly 15-minute tele-show, "Sell It Yourself" with Lee Giroux, announcer, as emcee. This 15-minute program will feature viewers as salesman, giving the "sales pitch" for articles they wish to sell. Travers Television of Northern California has purchased a weekly hour and a half time strip, picking up the sponsorship of the "Ruby Hunter Show," new variety matinee.

week spot campaign during the "Al Ross Show" Monday through Friday. Business placed through Dancer, Fitzgerald-Sample, New York. Chesapeake & Potomac Telephone Co., contracted for four-day campaign with one-minute announcements, Thursday through Sunday, and station break spots during evening period. Business placed through N. W. Ayer advertising agency, New York.

Marx Signs With NBC; McConnell Comments

(Continued from Page 1)

Chrysler Corporation will continue sponsorship.

Commenting on the negotiations, NBC president Joseph H. McConnell said: "This is one of a series of planned acquisitions of top talent and programs to augment NBC's outstanding line-up on radio and television." McConnell is reported to be seeking to get both Benny and Bergen back in the NBC network fold.

Though the new agreement covers television, no plans for a show have been made. Negotiations were conducted by Gummo Marx and the William Morris Agency, representing Groucho Marx and John Guedel, joint owners of "You Bet Your Life."

The quest for Groucho's services had brought trips to the West Coast by William S. Paley, CBS board chairman, Niles Trammell, NBC board chairman, and McConnell.

Firm Name Changed

Effective at once, the Masse-Barnett Co., with headquarters at 723 Seventh Avenue here, will be known as Barnett International Forwarders, Inc., it was announced on Monday by William Barnett, president of the firm. The company, long forwarders for the motion picture industry, was founded in 1887. Barnett has been associated with it since 1913.

Stork News

Hollywood—A daughter, weighing 7 pounds and 15 ounces, was born, May 21, to Mrs. David Van de Walker. Father is office manager of Young & Rubicam, Inc., Hollywood.

Transit Radio Hearing In Capital Tomorrow

(Continued from Page 1)

that streetcar radio is not against the public interest or safety.

The PUC decision was a go-ahead signal for WWDC-FM and the Capital Transit System here, which operate a sizeable transit radio franchise. Stiff local opposition here has not abated, and the promise is that the case will be appealed if satisfaction is not achieved in the district court.

The argument tomorrow will actually be on the motion of the Public Utilities Commission for dismissal of the case. If granted, it will mean a ruling by Judge Tamm that opponents of the ruling have no case. If the dismissal motion is denied, trial on the merits will still be heard. It is likely, however, that the merits of the case will be argued during the hearing on the motion, and considerable interest through the radio industry is centered on the hearing.

So far, the FCC has not moved on the complaints before it against the transit radio operation.

Gagsters Set 'Triple Feature'

A triple feature—Comedian Lew Parker, a tape-recorded broadcast of the proceedings by Milo (WPAT) Boulton and the crowning of the Gagwriters Institute Campus Queen—will be the attraction at the regular Thursday Gagwriters Luncheon to be held tomorrow at Trader Tom's Steak House.

Lew Parker, stage, screen, and radio star, has just completed a run at the Capitol Theater. Boulton will tape-record interviews with celebrities and guests for broadcast over WPAT. And the surprise guest "Campus Queen" will be crowned.

ANA Annual Confab Opening In Detroit

(Continued from Page 1)

Most From Your Advertising Dollar" will be Chester W. Ruth of Republic Steel. Radio's viewpoint will be presented by J. S. Stolzoff of Cramer-Krasselt Company.

Eric Johnston of the Motion Picture Association will be featured speaker at the general luncheon today at which presentation of the national high school essay contest winner will be made by Henry Ewald, chairman of Campbell-Ewald Company.

"The Place of Advertising in Distribution" will be topic for the afternoon session. Special dinners will be held tonight for the following: Quarter Century Club in Advertising, AFA officers and directors, club essay contest chairman, membership chairmen, program chairman, publications chairman, publicity chairman and finance chairman.

Suntan Spot Campaign Placed By Tarcher

(Continued from Page 1)

ports and a short announcement on the suntan lotion.

Spots will be concentrated near the end of the week. In New York, Tartan has scheduled 732 spots weekly over 11 Metropolitan stations. The campaign will end in the latter part of July. J. D. Tarcher & Co., Inc., is the agency.

Bob Connor Joins Muzak

Richard A. Wilson, vice-president of the transcription division of the Muzak Corporation, has announced the appointment of Robert T. Conner as plant manager of the Elizabethtown, Ky. plant. Conner has been a factor in the record industry for the past 32 years, and was most recently associated with Decca. He will take over this new post immediately.

Offers Tape Recordings

Tape recordings of interviews with persons whose lives have been saved by gifts of blood are being used by the American Red Cross National Blood Program to tell its story. Altogether, six dramatic incidents have been recorded for use by stations. The series, "Your Blood Saved My Life," is available through local chapters.

World Series On TV

An NBC-TV spokesman Friday confirmed the rumors that his network was dickering for the video rights to the World Series. A Mutual spokesman (Mutual has radio rights and first refusal on video) said that he knew nothing of a pending deal and added that it was early to attempt to make one. Gillette is contracted as sponsor for the series.

Reports CBC Deficit To House Of Commons

(Continued from Page 1)

1948-49. A deficit of \$900,000 has been forecast for 1950-51 unless the CBC obtains new sources of revenue.

A tentative statement of income and expenditures in the fiscal year ended March 31 last showed that revenues were \$7,998,000 as against expenditures of \$8,029,000.

The revenues were made up of \$5,481,000 from the \$2.50 annual licence fee on radio receiving sets and from licenses of private stations; \$2,368,000, from commercial broadcasting and \$149,000 from miscellaneous other sources.

The largest item in expenditures was \$4,196,000 which covered the cost of programs.

Mr. Dunton said that on the basis of present operations the current fiscal year will end with a deficit of \$900,000. This figure would rise in subsequent years because of the continuing pressure from rising costs. It would not provide for any expansion or improvements in service.

Unless the CBC obtains new sources of revenues, it will be unable to balance its budget without cutting out programs, reducing the quality of programs, and eliminating some services.

The CBC has not yet considered what services it might eliminate under such circumstances. Mr. Dunton said possibly the committee could help decide what should be eliminated and where the cutting should start.

Toscanini Recording Plans Include 'Requiem' In Italy

Arturo Toscanini has notified officials of RCA Victor Records that prior to his departure for Europe on June 5 he plans to make recordings with the NBC Symphony Orchestra.

The maestro also has requested RCA Victor to arrange to record his performance of Verdi's "Requiem," which the conductor will perform with members of the La Scala Opera and Orchestra in Milan late in June. Arrangements are now being made to set up this recording session in the hope that the "Requiem" will be released in America in time to commemorate the 50th anniversary of the Verdi's death in January, 1951.

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 May 19-25, 1950

TITLE	PUBLISHER
A Dream Is A Wish Your Heart Makes.....	Walt Disney
Are You Lonesome Tonight.....	Bourne
Ask Me No Questions.....	Witmark
Bewitched	Chappell
But Me I Love You.....	Campbell
Candy And Cake.....	Oxford
Choo'n Gum.....	Bregman-Vocco-Conn
Count Every Star.....	Paxton
Cross Your Heart.....	Harms
Daddy's Little Girl.....	Beacon
Down The Lane.....	Broadcast Music
Enjoy Yourself.....	E. H. Morris
Gone Fishin'.....	Goldmine
Hoop-Dee-Do.....	E. H. Morris
I Don't Care If The Sun Don't Shine.....	Famous
If I Knew You Were Coming.....	Robert
If You Were Only Mine.....	Robbins
It Isn't Fair.....	Words & Music
La Vie En Rose.....	Harms
Music Music Music.....	Cromwell
My Foolish Heart.....	Samtly-Joy
Old Piano Roll Blues.....	Leeds
On The Outgoing Tide.....	Shapiro-Bernstein
Rag Mop.....	Hill & Range
Sam's Song.....	Spitzer
Sentimental Me.....	Knickerbocker
Sometime	Witmark
Stay With The Happy People.....	E. H. Morris
Sunshine Cake.....	Burke-Van Hensen Assoc.
Third Man Theme.....	Chappell

Second Group

TITLE	PUBLISHER
Baby Won't You Say You Love Me.....	Feist
Buffalo Billy.....	Laurel
C'est Si Bon.....	Leeds
Dearie	Laurel
Doncha Go 'Way Mad.....	Advanced
I Got The Sun In The Morning.....	Berlin
I Wanna Be Loved.....	Supreme
If I Had You On A Desert Island.....	D. Dryer
I'm Gonna Paper All My Walls With Your Love Letters.....	Goday
It's So Nice To Have A Man Around The House.....	E. H. Morris
Let's Go To Church Next Sunday Morning.....	Beechwood
Rain	Miller
Roses.....	Hill & Range
Scattered Toys.....	Gold Mine
So This Is Love.....	Walt Disney
There's An X In The Middle Of Texas.....	Simon Houes
Where Are You Gonna Be When The Moon Shines.....	Lombardo
Where In The World.....	Oxford
Why Do They Always Say No.....	Stasny
Wilhelmina	Feist
You Are My Love.....	Harms
You Dreamer You.....	Bregman-Vocco-Conn

Copyright 1950, Office of Research, Inc.

Fisher Leaving NBC For Post In Japan

(Continued from Page 1)

vice conselor. Fisher organized and directed the NBC University of the Air, and blueprinted and supervised the annual NBC-United Nations projects.

Prior to entering educational radio Fisher was active in both education and journalism in Japan. In several years he served as Far Eastern editor of the New York Times and made an extended tour of the Orient for the newspaper.

Fisher was at Kwansai University in Kobe, Japan, from 1919 to 1922 and from 1924 to 1929.

Fisher will join the staff of the Reader's Digest in July and in the fall, accompanied by Mrs. Fisher and a son, Murray, will leave for Japan to take up his new duties.



FISHER

New RMA Labor Group Headed By R. G. Sprague

(Continued from Page 1)

Walsh-Healey Act. The committee will confer with labor department representatives. It will meet next week at the RMA convention, Chicago.

Other members include Harold W. Butler, Philco; Harry Houston DuMont; Robert D. Langdon; Frank E. Highton as alternate; G. F. L. McClure, RCA Victor; Hymie L. Mohel, William J. Nolan, Sprague James G. Parks, Erie Resister; R. L. Triplett, Triplett Electrical Instrument, and Leslie E. Woods, Raytheon.

WAAT Rebroadcasts Mass

WAAT, Newark, rebroadcast from 10 to 10:30 p.m., Tuesday a part of a solemn pontifical high mass sung by more than 1000 children representing 240 parochial schools. The celebrant was the most Rev. Theobald Walsh, archbishop of the archdiocese of Newark. The Reverend Theobald J. Gilhooley did radio commentary.

FOR COMMERCIAL FILMS THAT SELL

ARCHER PRODUCTIONS, INC.

WINNER OF ART DIRECTORS CLUB "AWARD FOR DISTINCTIVE MERIT"

35 West 53rd Street, New York 19 JUdson 6-2690

ONE MINUTE TV FILM \$150.00

TV ADVERTISING FILM FOR LOW BUDGET ACCOUNTS

FILMACK

1337 S. Wabash, Chicago

TELEVISION DAILY

Continuation of RADIO DAILY, Wednesday, May 31, 1950 — TELEVISION DAILY is fully protected by register and copyright

PER-PROGRAM UNIT SEEKS FUNDS

TELE TOPICS

THE SECOND Bob Hope "Star Spangled Review," telecast last Saturday evening by NBC-TV, was a flat and uninteresting program far below the potential of the names connected with it. Hope was so restrained as to be completely negative, and the material and direction surpassed the others in the cast might better have been provided for the senior class at high school commencement exercise. Frank Sinatra, who made his video debut on the show, was perhaps the only talent participating that satisfied his admirers—only that only because it was his initial appearance. Beatrice Lillie did an effective job of modeling a couple of expensive fur dresses and let it go at that. Hope is a fish and staccato comedian and any attempt to keep him under wraps to fit the primacy of the television medium is a mistake.

VERETT SLOANE'S portrayal of Dr. Semmelweis on the Philco Television Playhouse Sunday was one of rare distinction. NBC-TV will premiere the "Armstrong Circle Theater" next Tuesday. . . . Bill Knox has joined the NBC-TV Eastern news department, and Bill Roden has been named TV personnel supervisor there. . . . "Black Time with Chef Eric" is a new weekly feature at KSL-TV.

WPIX WILL TELEVISE Stock Car racing from Freeport Stadium starting June 3. . . . A two-hour, five-day-a-week program featuring Kay Westfall and Bob Murphy will open WENR-TV's morning programming starting June 5. The show starts on at 11 a.m. . . . WGN-TV has purchased \$120,000 worth of new video equipment. That station, incidentally, took four awards of the Chicago Federated Advertising Club. . . . Coolerator has purchased "KFI-TV Newsroom" Monday through Friday.

STEPHAN FENTRISS, WGN-TV news-reel writer, has been named the recipient of the annual Harrington Memorial Award at the Medill School of Journalism Northwestern. . . . WGN-TV, incidentally, has signed songstress Joan Barton to staffer's contract for radio and TV. . . . "It Is Fun" has been added to the regular "Philadelphia Story" series as a special feature at WCAU-TV. . . . Baltimore still leading the nation in video viewing, the latest Hooperating reveals. City shows 53.4 per cent of the average 6 to 7 p.m. audience is glued to the video screen. . . . Roberts and Carr Productions have gained TV rights to the weekly boxing and wrestling cards at Dexter Park and offering to lease same to ad agencies for sponsorship. . . . WNHC-TV has added new programs to their telecasting schedule, effective this week.

SONGS WITH THE LARGEST TV AUDIENCES

Survey Week Of May 19-25, 1950

The Top 5 Songs Of The Week

I Don't Care If The Sun Don't Shine.....Famous
I Wanna Be Loved.....Supreme
My Foolish Heart.....Santly-Joy
There's No Business Like Show Business.....Berlin
Wilhelmina.....Felst

The 5 Favorite Standards Of The Week

How High The Moon.....Chappell
Man I Love.....Harms
Take Me Out To The Ball Game.....Broadway
Tea For Two.....Harms
Twelfth Street Rag.....Shapiro-Bernstein

Copyright, 1950, Office of Research, Inc.

TV News Study Shows TV Sets Now Total Lack Of Trained Men 5,846,000 As Of May 1

Miami — Three-quarters of 71 video stations replying to a survey questionnaire do not have a single staff member assigned "exclusively to news duties," it was revealed Monday by Ralph Renick, news editor of WTVJ-TV, who recently concluded a survey of video news facilities with funds supplied by the Kaltelborn Foundation. The survey was conducted by Renick under the supervision of Sydney W. Head, chairman of the radio and Television Department of the University of Miami.

Generally, Renick found, TV news preparation is the duty of affiliated AM news personnel or of staff announcers. He discovered also that about half the stations replying are currently losing money on news programs and "find them less saleable than other types of TV shows."

The survey report, which consumed a full year's study, incorporates the findings from 71 answering stations in a 19-page summary. It includes an analysis of the answering stations by market size, a summary of practical aspects of a number of TV news program formats, and a report on a WTVJ-Miami Herald cooperation venture.

Television homes in the United States totaled 5,846,000 on May 1st, it was revealed Monday following the release of NBC's "Television Data Chart." The previous high figure was in the neighborhood of 5,300,000 sets on April 1.

Hugh M. Beville, NBC's director of Plans and Research under whose aegis the "Television Data Chart" was prepared, said that monthly installations during the coming summer months would no doubt drop but that there was no evidence of such a drop-off during April, as had been reported by numerous sources. Beville explained that TV set production had increased to the point where additional sets gave the impression of "softening the market."

One In Seven Is Set-Owner

Beville said that, as of May 1, about one out of every seven American families owned video receivers, while in television areas the ratio was "approximately one out of every four families.

Cities which still led in ownership were: New York, 1,300,000; Chicago, 496,000; Los Angeles, 494,000. In fourth place was Philadelphia with 491,000 sets.

CBS-TV Extending Cable; Web To Total 60

In an unprecedented move, CBS has ordered that AT&T extend, by September 30, the coaxial cable as far south as Birmingham and Jacksonville and as far west as Omaha. It was announced by Herbert V. Akers, CBS voo-pee in charge of station relations. A web spokesman says that such a move is the first by any network. The move will give Columbia a total of 60 affiliated stations, 44 of which will be connected by micro-wave and coaxial cable. The new cities which CBS will service as a result of the extension are Jacksonville, Fla.; Charlotte, N. C.; Greensboro, N. C.; Atlanta, Ga.; Richmond, Va.; Birmingham, Ala.; Minneapolis; Rock Island, Ill.; Davonport, Ia.; Amos-Dos Moines, Ia.; Kansas City and Omaha. NBC now has a total of 30 stations on the interconnected network.

Wants More Money For Pact Deals With ASCAP

The Television Per-program Committee, which has been involved in negotiations with ASCAP in an effort to establish a basis upon which TV stations will be charged for use of ASCAP-licensed musical compositions, will seek funds for the continuance of its activities, it was revealed Monday by Stuart Sprague, the committee's counsel.

Sprague announced a statement contained in a report to video station operators throughout the nation which was submitted by Dwight Martin, WLWT, Cincinnati, the committee chairman, who said that "The committee is presently studying a plan for financing its future operations.

The statement followed a three-page report to the television broadcasters who had authorized the committee to undertake negotiations with ASCAP. The report noted that the committee had met with officials of ASCAP on nine different occasions since formation of the negotiating body in September, 1949.

Commenting on the report, which revealed that the committee thus far has been unable to agree with ASCAP on a basic formula for licensing, Martin said: "Television stations now using ASCAP music are doing so on terms of an interim agreement which has been put into effect by ASCAP in order to give its representatives and ours time in which to discuss permanent licensing arrangements.

"Numerous factors presently are holding up completion of a mutually acceptable plan, but principal among these is agreement between us on proper payment to be made to ASCAP for a per program license. This is a license in which the broadcaster pays ASCAP only for those programs in which ASCAP music is used. Under blanket license terms, as now practiced in radio broadcasting, the licensee pays a percentage of his income and can use ASCAP music on any or all programs."

ASCAP now wants to be paid a per program rate for spot announcements that are adjacent to programs employing ASCAP music, Martin said. He stated the committee's belief that this would set a precedent "breaking down one of the principles for which we fought in 1940."

Martin said that presently there is no indication that the negotiations will be concluded satisfactorily at an early date.

PROMOTION

Fishing Contest

Boosting their appeal with rural listeners, Gordon Thomas and Hugo Murray of WTMG, the Milwaukee Journal station, drew a crowd of 3,000 in a town with a population of only 900 by staging a fishing contest. The contest grew out of continual verbal feuding on the airwaves between Thomas, emcee of the "Top O The Morning" show and Murray, who gives a livestock report each morning on the show via a remote from the stockyards. Held at Winneconne, Wisc., the duel divided the town, with merchants on one side showing displays for Thomas, and those on the other side backing Murray while the two broadcasters paraded through the town in an open car. Result: Murray won—9 fish to 1.

Luther Dolls Planned

Frank Luther, star of his own NBC radio show, heard Saturday, 8:30-9 a.m. has just signed an agreement with Laine Dolls Creation, Inc., which calls for the doll firm to manufacture several of Luther's radio created characters, including Wheatley Whale, Judy—That's Me, and Silly-Pilly. The dolls will be marketed this summer.

Luther, also a Decca recording artist for kiddies discs, is responsible for over 85 per cent of the total sale of children's records, according to Decca. Maltex sponsors Luther's NBC show and will continue as sponsor of his program throughout the summer months.

Beauty Contest

The contest for "Miss Washington, D. C. of 1950" will be co-sponsored this year by WWDC (AM and FM) and the Washington Jr. Chamber of Commerce. In announcing the contest, Ben Strouse, v-p and gen. mgr. of WWDC, said the winner will preside as Washington's official hostess at such civic affairs as the Cherry Blossom Festival, will compete at Atlantic City for "Miss America," and will take elimination awards totaling \$5000—including a Nash automobile, a complete wardrobe, silverware, luggage, fur cape, hope chest, and jewelry. In addition, "Miss Washington" will receive an additional award of \$500 to be applied as a scholarship at the college of her choice.

Essay Contest

An additional honor was conferred on the high school student who won the 1950 essay contest of Worcester, Mass., this year when Clyde Hess, news analyst of WTAG, read the winning essay on his "Views of the News" program. Staged by the Worcester service clubs, the contest awards a \$100 savings bond to the high school student each year who submits the best essay. After reading the essay over the air, Hess interviewed this year's winner and plans to make this event an annual tradition.

COAST-TO-COAST

Covers Fishing Season Opening
Minneapolis, Minn.—WCCO's Stewart MacPherson broadcast a first-hand account of fishermen's luck on the opening of the fishing season here direct from Gull Lake near Brainerd on Sunday, May 14th, on his "Meet MacPherson" show. A party of eight, including MacPherson and the WCCO news director, Wiley Maloney, traveled 130 miles to Bar Harbor Resort to present the fishing story, which was of particular interest this year because many of the lakes in this area were still ice-bound as the season opened.

Tuberculosis Series On WSTC

Stamford, Conn.—Henry Fonda, noted stage and screen actor, is narrating a series of thirteen 15-minute programs entitled, "The Constant Invader," now being broadcast on Mondays, at 4:15 p.m. over WSTC and WSTC-FM. Produced by the National Tuberculosis Foundation, in its fight against the disease, the programs will be sponsored by the local Visiting Nurse Association.

WCSI Serving Baseball Fans

Columbus, Ind.—WCSI has mailed out to the public, on request, complete schedules of the Cincinnati Reds baseball games. Official rule books are also available for the 1950 season. WCSI's sports editor Julian Piercefield, is covering all sports. The station is also planning to carry the Purdue University football games next fall.

WIRE Has New Program

Indianapolis, Ind.—Bea Byers, a newcomer to the WIRE staff, on Tuesday, May 23rd, introduced to the listeners, a new woman's program known as "The Bea-Line." Bea gathers and writes her material to fit her own style of reporting and weaves in much interesting information to the housewife and mother, concerning up-to-the-minute fashions, household hints and news about women in business and the public eye. The "Bea-Line" program is being aired Monday through Friday at 11:05 a.m.

WRDC Conducting Drive

Hartford, Conn.—An autograph of General Dwight D. Eisenhower, president of Columbia University, is being auctioned for the benefit of a summer camp for children, Camp Courant, over WRDC. Jack Zaiman, president of the "Needle Club" is conducting the drive for the camp's funds.

Two Join KXOK Staff

St. Louis, Mo.—Bill Murphy and Bob Shea have joined the announcing staff of KXOK. Prior to joining the station, Murphy was with WJPS in Evansville, Ind. Shea was formerly associated with KWGD of this city and in the sales department of a local food concern.

Rothafel Acquires WLNH Shares

Laconia, N. H.—Arthur Rothafel, recently named manager of WLNH, has acquired all the stock in the station owned by Warren Brewster, former manager. It has been announced that the stock represents 29 per cent of the total, and the purchase price is estimated to be in the vicinity of \$20,000. Brewster now owns a radio station in Florida and has planned to establish a new local station, but one of the conditions of the WLNH sale was that he will not engage in the broadcasting business here for 10 years.

Buyer Sponsors Seller On WPTR

Albany, N. Y.—The rare instance of a customer buying radio time to plug a dealer took place on Memorial Day, Tuesday, May 30, when Jane Barton buys time on Beth Lee's "Women's Page of the Air," from 10 to 10:15 a.m. on WPTR, to plug Capitol Buick Co. in that city. The courtesy and service shown her by the dealer when she bought her car, explains Miss Barton—a Navy veteran now working the New York State Department of Commerce—were so unusual in the post-war era of indifference and rudeness that she felt she wanted to call attention to the company.

WIP Salutes Sponsors

Philadelphia, Pa.—WIP has started a series of special program salutes to sponsors who have been in commercial broadcasting over WIP for a least ten consecutive years. On the half-hour programs, devoted to histories of the sponsor's air show and the story of the advertiser's commercial and merchandising growth, the station has been awarding parchment certificates to the executives of these organizations. These certificates salute the foresight of the recipients as advertisers and merchandisers and also their contributions to civic growth.

Joins WMBG Staff

Richmond, Va.—Charles Spears has joined the announcing staff of WMBG, and assumed his duties May 27th. Spears is a native of Spartanburg, South Carolina, and has had over six years of experience in that city with WSPA and WORD.

WOBS Appointment Announcement

Jacksonville, Fla.—R. L. McQuage has been appointed commercial manager of WOBS, the 1,000 watts independent station here.

Zutia Promoted At WNJR

Newark, N. J.—Linda Zutia, WNJR continuity writer, has been named copy and continuity chief, it has been announced by Harry D. Goodwin, station manager. Miss Zutia has been a member of the WNJR staff since April, 1948.

BEHIND THE MIKE

B'WAY thrilled with Mary O'Farlon success story. Only a few years out of high school, she replaced Nanette Fabray as star "Arms and the Girl," until it closed Sat. and now H'wood, TV, radio and recording companies are wooing her.

The tempos that tickle your toes best come from the Roosevelt Grid via the various networks routines. The acoustically perfect room permits you to hear the terpsitones without the noises of 5,000 people.

Jack Barry's "Life Begins at 8" has been renewed for another weeks by NBC. Show's high ratings has a sponsor ready to pick up the tab.

Red Ingle again dickering with the Village Barn to do a TV show from the spot.

Leo De Lyon, a four-week holdover click at London's Paladium has been re-signed for another appearance next year.

Pierre, a new song star who will make his professional debut at Birdland next week, is a protégé of Phil Baker.

WRNL, Richmond, Va., signed up the Smoothies for 16 weeks on a 3 station South-Eastern network show called the "Sauer Show."

Jack Gregson to revive his "You Stand-In" program, a click for a long via CBS on the coast.

Representing Regional

Washington—Independent Metropolitan Sales has been appointed national sales reps for the newly formed Metropolitan Network. The five member stations in the Washington area are: WABL, WBCB, WFAX, WGAY and WPIK. The purpose of the net is to enable a sponsor to buy five stations with one contract.

CBS Quiz In 3rd Year

"Sing It Again," CBS musical quiz, started its third year on the air with the broadcast of Saturday, May 27. Since its debut on May 21, 1948, listeners-contestants have taken more than half a million dollars in prizes. Program is broadcast Saturdays, 10-11:00 p.m. and has two sponsors, Carter Products and Sterling Drug.

It may be profitable for you to

BEGIN AN INVESTIGATION

about finding a place in your company for this versatile radio program CREATOR, WRITER, PRODUCER and SALES PROMOTER with top business experience and ready with several novel program formats built to earn real profits for your radio TV station and advertising agency. This should interest you, too, MR. SPONSOR!

WHAT HAVE YOU TO OFFER

Replies confidential. Address Box No. 137, RADIO DAILY 1501 Broadway New York 18, N. Y.