

EQUIPMENT  
PRODUCTION  
STUDIOS

# RADIO TELEVISION DAILY

SPONSORS  
BUSINESS  
AGENCIES

VOL. 54, NO. 20

NEW YORK, MONDAY, JANUARY 29, 1951

TEN CENTS

## NAB BOARD FACES SERIOUS PROBLEMS

### TV Service Complaints Continue To Run High

#### 1,000 Consumer Service Gripes In January

TV service complaints continue to average over 900 a month, despite a set of service standards recommended by the Better Business Bureau, RADIO-TELEVISION DAILY learned yesterday. Commenting on TV sales and the ratio of service complaints coming in

(Continued on Page 7)

#### Miller, Stanton Testify On Educational TV

Washington Bureau of RADIO DAILY Washington—The NAB and CBS went on record before the FCC yesterday as favoring the use of TV by educators, but opposing the indefinite reservation of 20 per cent of the UHF spectrum for non-commercial educational stations.

President Justin Miller of NAB and President Frank Stanton of CBS were the only witnesses in an

(Continued on Page 8)

#### Pat Campbell Resigns Post With Don Lee Web

West Coast Bureau of RADIO DAILY Hollywood — Patrick (Pat) W. Campbell, Don Lee Broadcasting System vice-president in charge of station relations since 1943, has tendered his resignation effective Feb.

(Continued on Page 6)

#### Financial Note

Los Angeles — Seaboard Finance Company, through Smith and Bull, has purchased one of the heaviest announcement schedules consisting of over 1700 one-minute announcements between 8 a.m. and 11 p.m. on KFI during payday weeks for next year. Most of the spots are skedded for use on Fridays or Saturdays.

#### Inter-American Broadcasters To Meet

Montevideo, Uruguay (by cable)—Felix Muguerza, secretary of the Inter-American Association of Broadcasters, announced here yesterday that the inaugural session of the Second General Assembly will be held in Sao Paulo, Brazil, on March 19th and will continue for ten days. Muguerza is arranging details for the convention with the Sao Paulo Association of Broadcasters. Goar Mestre of Havana is president of the association.

#### BAB Refutes Charges Featherbedding Edict Of Press Association May Affect Radio, TV

Broadcast Advertising Bureau turned its promotional guns on the Bureau of Advertising of American Newspaper Publishers Association last week with the completion of a brochure which refutes the press organization's claims that retail business took a nose dive during the 1950 newspaper strike in the Pittsburgh area. The booklet, produced by Dorrance & Waddell for BAB, documents the effectiveness of radio during the strike and gives facts

(Continued on Page 6)

#### FCC Commissioner Urges Emphasize Audience Growth Of FM Radio

Cleveland — FCC Commissioner George E. Sterling, speaking here Thursday before the Institute of Radio Engineers and Industrial Electronics Organization Meeting, warned that manufacturers of diathermy machines, and FM and TV receivers must exercise extreme care in obey-

(Continued on Page 8)

Washington Bureau of RADIO DAILY Washington — A National Labor Relations Board decision handed down yesterday in a so-called "featherbedding" case involving the American Federation of Musicians and a theater in Akron, may have a far-reaching effect on radio and TV. The NLRB ruled that the featherbedding ban of the Taft-Hartley Act does not prohibit unions from seeking actual employment for members, even though the employ-

(Continued on Page 7)

#### Regional Program Clinics Planned For March By BMI

BMI will give four program clinics in the states of Missouri, Iowa, Nebraska, and Colorado during the week of March 12 to 19, under the auspices of the respective state broadcasters associations which made the requests. A troupe of speakers from New York will make the tour, augmented by outstanding local speakers from each area covered. The four speakers will be: Ted

Cott, general manager of WNBC and WNBT; Robert Saudek, vice-president of ABC and president of the Radio Executives Club of N. Y.; Reggie Schuebel, head of the radio department of Duane Jones Co.; and Robert Burton, vice-president in charge of publisher relations, BMI. The clinic will follow the established pattern of the successful

(Continued on Page 6)

#### Executive Changes And Budget Cut Top Agenda

Washington Bureau of RADIO DAILY Washington — When the NAB board of directors opens its semi-annual three-day meeting Wednesday in Bel-air, Fla., it will face one of the most important agendas in several years. One of the chief problems will be a substantial cut in the budget for the fiscal year ending March

(Continued on Page 2)

#### Million Dollar Budget Set By Liberty Web

Dallas, Tex.—A million dollar-plus appropriation for augmenting and bolstering the Liberty Broadcasting System's program schedule has been voted by the LBS directors. Gordon McLendon, president of the network, who announced the board action, said the expenditure was voted in the normal course of Liberty's expansion.

McLendon disclosed that a series

(Continued on Page 6)

#### TV Manufacturer Okays Radio News Series

Allen B. DuMont Laboratories, Inc. has picked up a recorded news program featuring Quentin Reynolds and is offering the series to its distributors and dealers for co-op

(Continued on Page 2)

#### "Show Goes On"

Thanatopsis, the sleek ebony cat which femcees on WCBS-TV's "Tales of the Black Cat" on Tuesdays missed only one show as a result of her recent motherhood, at which she gave birth to six young ones. The show she missed was handled in a capable manner by one of her daughters by a former marriage, who has now returned to her mousing.



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

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Telephone: 2-2305.

FINANCIAL

(January 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	113 3/4	111	115 5/8	+ 5/8
Admiral Corp.	277 1/2	271 1/2	275 1/2	+ 5/8
Am. Tel. & Tel.	151 1/2	150 1/2	150 7/8	...
CBS A	31 3/8	30	31 1/4	+ 1 1/4
CBS B	30 3/4	30	30 3/4	+ 1 1/8
Philco	25	24 1/4	25	+ 1
RCA Common	18 3/4	18 3/8	18 1/4	+ 3/8
RCA 1st pfd.	79 3/8	79 3/8	79 3/8	+ 1/4
Stewart-Warner	18 1/2	17 3/4	18 1/2	+ 3/8
Westinghouse	37 1/2	36 3/4	37 3/8	+ 1/2
Westinghouse pfd.	103 3/4	103 3/4	103 3/4	- 1/8
Zenith Radio	62 1/2	60 1/2	61 5/8	+ 1 1/4
OVER THE COUNTER				
Stromberg-Carlson		Bid 12 3/4	Asked 14 1/4	

TV Manufacturer  
Okays Radio News Series

(Continued from Page 1)

sponsorship in their markets, according to George H. Hakim, assistant advertising manager. The series begins February 1.

World Sound Company of Philadelphia will tape record Reynolds' news commentaries each Friday afternoon in New York. The programs will be duplicated and shipped within 24 hours to any station in the country for Saturday or Sunday scheduling.

MESSENGER SERVICE

FOR A QUARTER OF A CENTURY  
EXPERIENCE—DEPENDABILITY  
ALLIED MESSENGER SERVICE

9 Rockefeller Plaza  
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NAB Board Meet Must Face  
Budget, Executive Problems

(Continued from Page 1)

31, 1952. Although no figures were available, it was estimated in some quarters that the current budget of around three-quarters of a million dollars would be slashed as much as 40 per cent.

It was agreed when BAB was established as a separate entity that the NAB would lop 30 per cent from its operating budget, inasmuch as BAB would take both revenue and operating expense from the parent organization. Now that the NAB-TV has been established as a separate entity, although within the framework of NAB, an additional 10 per cent is expected to be pared from the TV operations. Both BAB and NAB-TV are expected to stand on their own feet financially.

Loss of membership the past year also will be a factor in determining the new budget. Some board members estimated the NAB operation costs will be cut to as low as \$300,000 to \$400,000 next year.

Budget Only Part of Job

Budget revisions, however, constitute just a fraction of the board's business this week. The resignation of William B. Ryan as general manager must be acted on. The board may (1) accept his resignation as of Jan. 31 to permit him to give full time as president of BAB effective Feb. 1; (2) refuse to accept his resignation, or (3) accept the resignation on a delayed basis, granting him an interim leave of absence that he may be available for advisory work while a successor is being oriented, or until a successor is chosen.

The board must determine on a successor. Some feel, it is understood, that a committee should be named to seek and find a successful broadcaster who can follow in Ryan's footsteps. Others feel that in view of the reduced budget, it is wiser to elevate one of the executive staff members to the post.

In the event the board chooses to bring in an outsider, there is a possibility that President Justin Miller may be elevated to the position of chairman of the board, thus giving him broader powers and freeing him from operational duties in order that he may devote greater attention to legal matters, in which he has done an outstanding job.

Some See Prestige Enhanced

Some members expressed the feeling that Judge Miller would have greater prestige as chairman of the board in appearing before committees of Congress. With a bill pending to authorize the President in an emergency to take over all radio, TV and communications in order to control electro-magnetic radiations, some of the board members feel that President Miller should be given full opportunity to thoroughly study the legislation and be prepared to present the broadcasters' side. They feel he should be

relieved of operational responsibilities for that purpose.

In event Judge Miller is elevated to board chairman, it appeared likely that the board then would employ a new president who also would serve as general manager. Other board members pointed out, however, that President Miller, under the by-laws, automatically serves as chairman of the board and it would not be necessary to formally elect him to the post.

Still another problem facing the board is the national emergency. President Miller will report as chairman of the broadcasters advisory council, which has held two meetings with top government officials.

The board also will be given a report on the TV allocation hearings with respect to non-commercial educational stations.

Added to the three-day heavy agenda will be the BAB and NAB-TV, which the board is eager to get off to flying starts.

COMING and GOING

DR. PETER GOLDMARK, vice-president of CBS in charge of engineering research and development, is in Cleveland to deliver an address at the 5th Annual Banquet of the Cleveland Technical Societies Council at the Hotel Carter.

ANNE C. BALDWIN, photogenic director of publicity at WOV, will return today from Hanover, N. J., where she spent three days on business.

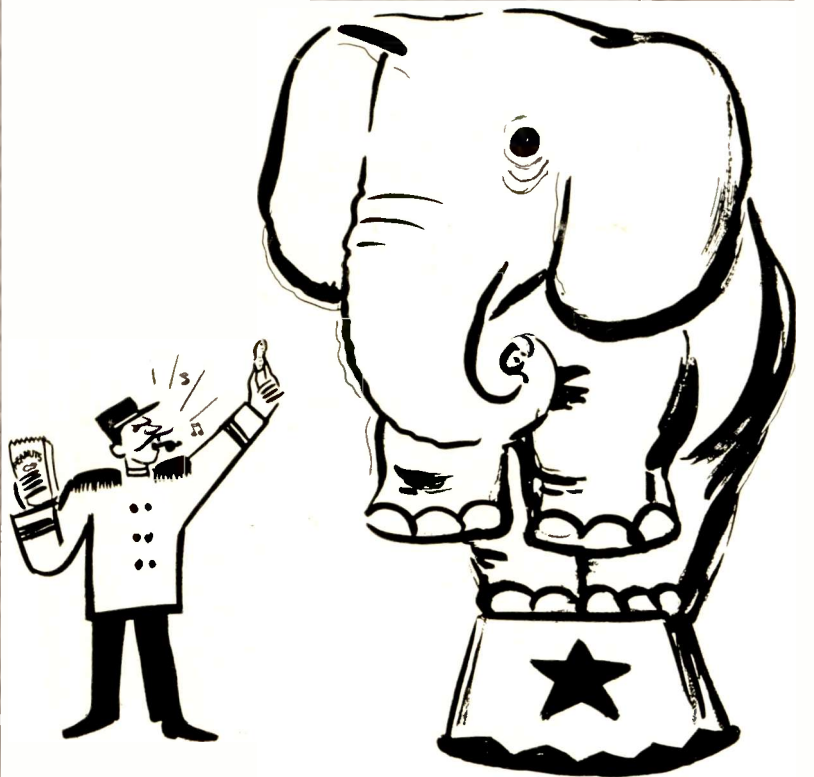
GEORGE BRETT, vice-president and sales manager of The Katz Agency, station reps.; TOM HARKER, vice-president of The Fort Industry Co. in charge of national sales, and MIKE FLYNN, also of The Katz Agency, are spending this week in Atlanta conferring with officials of The Georgia Trio.

HOWARD BLAKE, producer of the "Carnation Family Party" on CBS, is back in Hollywood following a brief sojourn at Palm Springs, Calif.

ED HOCHHAUSER and BILL STUBBLEFIELD, of the station relations department at Associated Program Service, are visiting affiliates, the former in Ohio, the later in Georgia.

EDWARD BLEIER, program service co-ordinator for the DuMont TV network, on Thursday will leave for active duty with the Army. He has been a member of the Reserve Corps.

IRVING PINCUS and his wife, LOUISE, co-producer and production assistant, respectively, of "Mr. I. Magination" on CBS-TV, will leave tomorrow for a 10-day vacation in Havana, Cuba.

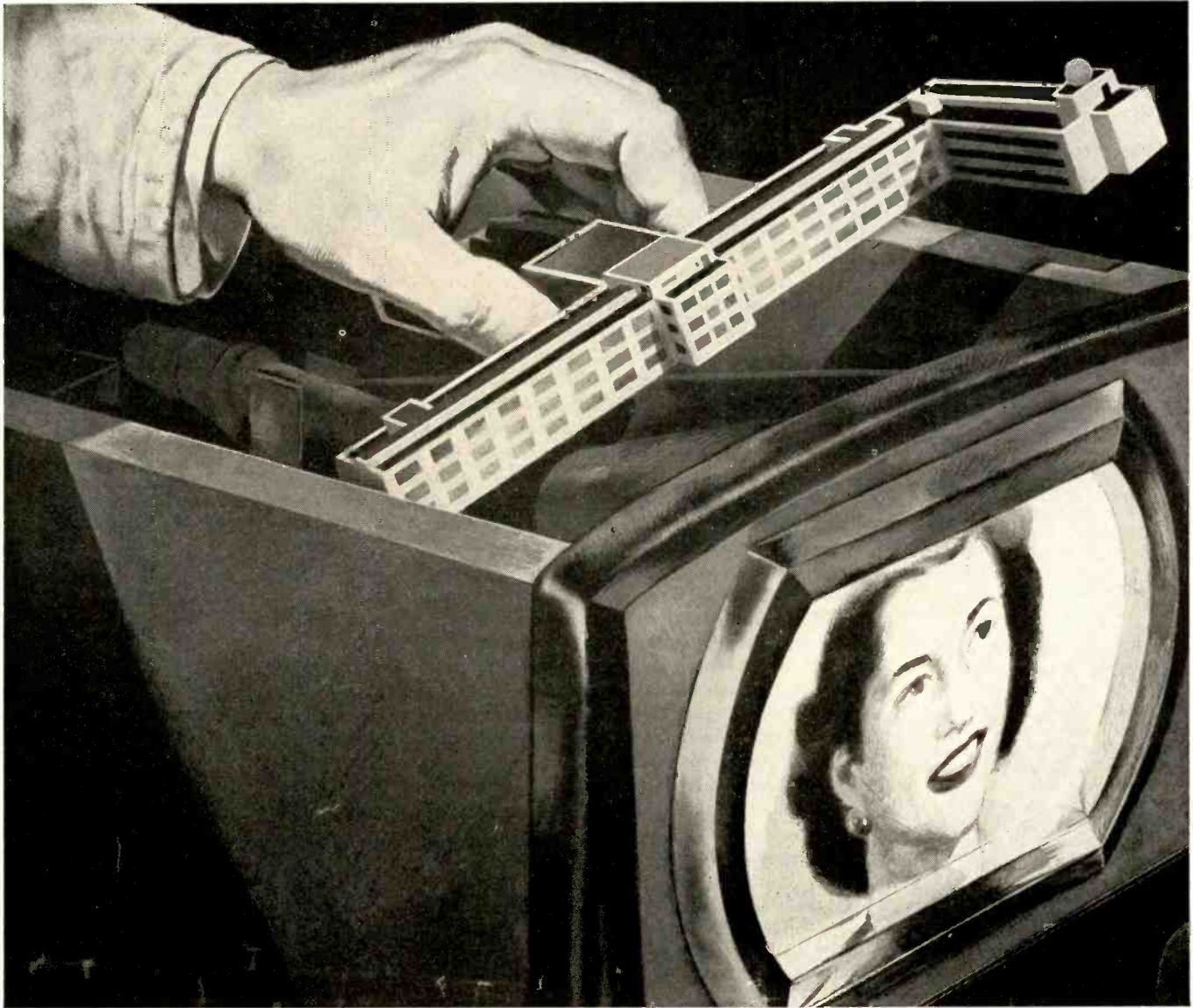


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\*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

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Basic research at RCA Laboratories has led to most of today's all-electronic television advances.

## *At the heart of every television set!*

Why show RCA Laboratories inside your television receiver? Because almost every advance leading to all-electronic TV was pioneered by the scientists and research men of this institution.

The supersensitive image orthicon television camera was brought to its present perfection at RCA Laboratories. The kinescope, in these laboratories, became the mass-produced electron tube on the face of which you see television pictures. New sound systems, better microphones — even

the phosphors which light your TV screen — first reached practical perfection here.

Most important of all, the great bulk of these advances have been made available to the television industry. If you've ever seen a television picture, you've seen RCA Laboratories at work.

\* \* \*

See the latest wonders of radio, television, and electronics at RCA Exhibition Hall, 36 West 49th St., N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20, New York.



Through research from RCA Laboratories, today's RCA Victor television receivers are the finest example of electronic engineering.



**RADIO CORPORATION of AMERICA**

*World Leader in Radio — First in Television*

## CAPITAL ROUNDUP

By BILL BAILEY

STAFFERS of the WRC newsroom, one of the busiest spots in Washington, took time out the other day to file by the desk of Earl Godwin, dean of Washington commentators. It was Godwin's birthday and fellow workers presented him with a cake and a corsage of teletype paper.

Florida Southern College at Lakeland has forfeited its FM construction permit for WFSI and the FCC has deleted the station and call letters.

The FCC has granted special permission to the Pacific Telephone & Telegraph Co., San Francisco, and West Coast Telephone Co., Everett, Wash., to file revised tariffs to reduce switching charges for AM and FM aural broadcast transmission. Tariffs have been under suspension and inquiry by the Commission.

The "Armed Forces Hour," recently announced by the Department of Defense, will be seen live over five TV stations of the DuMont network and will be carried by kinescope on nine others, Charles Dillon, chief of the radio-TV branch, Department of Defense, announced. Dillon will supervise the series.

Carrying the show live, beginning Feb. 4, will be WAAM, Baltimore, the originating station; WABD, New York; WTTG, Washington; WXEL, Cleveland and WGN-TV, Chicago. Kinescope will be used by WFIL-TV, Philadelphia; WDEL-TV, Wilmington; WJBK-TV, Detroit; WHNC-TV, New Haven; WICU-TV, Erie; WJIM-TV, Lansing; WSPD-TV, Toledo; WJAC-TV, Johnstown; KEYL-TV, San Antonio.

Trans World Airlines, sponsors of the new NBC comedy, "Mr. and Mrs. Blandings" (5:30-6 p.m., EST, Sundays), entertained members of the Civil Aeronautics Administration and Civil Aeronautics Board last Wednesday with a transcription of the Feb. 4 program in NBC studios, here. A cocktail party followed at the Carlton Hotel.

### Will Record Quartet

WQXR, New York, has signed a contract permitting Polymusic Records, Inc., to manufacture and market long-playing records of The WQXR Quartet. The Quartet, a string ensemble, was organized by the station in 1947 and has been aired on a weekly basis ever since. Their first disc for Polymusic will be the Initial Quartet of Darius Milhaud, and Turina's "La Oracion del Torero." (The Bullfighter's Prayer).

### The Land of the Free

Dramas of American Opportunity  
This week: John Drew—Actor

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



By SID WHITE

### Man About Manhattan . . . !

● ● ● PERSONAL POSTCARDS: WALTER WINCHELL: Didn't Olsen & Johnson drop 200G's on "Pardon My French?" . . . TALLULAH BANKHEAD: Did you know that Wald-Krasna are going to do a picture titled "The Big Show?" . . . GEN'L SARNOFF: Have you heard of Rep. Jacob K. Javits' determination to have sessions of Congress covered by radio and TV? . . . JOLTIN' JOE: Dorothy Arnold has been signed for a series of 30-minute teevee films in which she'll be a comedienne. . . JO STAFFORD: Hear you've been tapped by the Navy to kick off its recruiting campaign via radio in April. . . JOAN FONTAINE: Don't look now, but Olivia not only gets \$3,500 to appear in "Romeo & Juliet" every week it runs, but half of the profits, as well. . . THE SCHNOZ: Has your radio announcer, Howard Petrie, been promised a film build-up by MGM starting with "No Questions Asked?" . . . MARTIN BLOCK: Isn't Frankie Laine departing from Mercury to go Columbia? . . . ED MURROW: Will Rogers, Jr., is putting out a number of albums featuring the best of his late, beloved gum-chewing philosopher father's radio programs. (P. S. to Sophie Tucker: Give a listen; you're in them, too). . . ETHEL MERMAN: Paul Lukas has been signed up by Pick-DeVry Prod. for a teevee series tagged "The Fabulous Ferdinand Farkas." . . . GROUCHO MARK: Your cousin, Phil, is going into moom pitchers; then radio and TV. . . RED SKELTON: Edna has turned restaurateur and on a big scale, too. . . OLE OLSEN: Was that you supervising things at your Hempstead auto laundry the other day?

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● ● ● MILTON BERLE: A counter-man at the Riker's eatery off Shubert Alley may wind up as a nite club comic—the result of his fast line of patter which impressed an MCA exec who stops there for his daily cuppa java. . . JOE CAL CAGNO: Just read your opening radio and TV col'm in the April issue of Screen. Stars and it's a honey. Keep up the good work. . . DON DUNPHY: Wouldn't you say that Marty Glickman, ace basketball announcer, has a fine Hoop rating? . . . CLAUDE BARRERE: Nice job on the news letter. . . BILL SLATER: Harvard is not only readying bigtime football for next season, but plans are under way to work out radio and TV deals on a big scale. . . FRANK SINATRA: It's now Mr. & Mrs. Axel Stordahl. The bride is your vocalist, June Hutton, and the groom, as you know, is your arranger and musical director. . . MAGGI McNELLIS: Wendy Barrie's new TV series, "Who's Who At Home," a celebrity panel show, will be scripted and produced by Jerry Kanner and Jerry Ball.

☆ ☆ ☆ ☆

● ● ● ARTHUR GODFREY: Bing Crosby will be his own sponsor when he goes TV. He'll plug his orange juice product. . . EDDIE CANTOR: Bob Hope is another who'd like to do all his future TV shows on film. That live stuff is too rough. . . BARRY GRAY: Fred Robbins got himself a screen test coming up for Laurel Films. . . DARRYL ZANUCK: The top brass in the radio and TV nets here would breathe easier if they knew whether or not Joe Mankiewicz has been signed by one of the nets. Joe has sold his Beverly Hills home and is moving to N. Y. He'll continue with his H'wood commitments but is not saying whether or not he is taking on any other executive position. In radio or teevee, N. Y., that is. . . GEORGE PUTNAM: Caught your opening session from the Ambassador Theater, and it was a dilly. Congrats on the new Boston outlet (WBZ). . . JACK BENNY: Counterpart of your mock feud with Fred Allen may be found in one between video actresses Nancy Wells and Agnes Young, who are competing for the same choice role on "The Big Story" right now. (Agnes won the role, but Nancy doesn't mind. You see, Agnes is her mother).

## CHICAGO

By GINNY EVANS

ONE of ABC's afternoon network shows scheduled to start February 5th will originate from Chicago. "The Benny Rubin Show" will be heard from 2:00 to 2:25 p.m. and will be built around name guests, music and a comedy routine featuring Benny's dialect stories.

Don Danielson joins the staff of J. Walter Thompson in Chicago this week. He was formerly assistant publicity director of WBBM.

Arnold Carlsen, MBS central division account executive, vacationing in Ft. Lauderdale, Florida.

Robert Allen is the new head of the ABC announcers' department in Chicago.

Al Bland, former program director of KMOX, St. Louis, is now program director of WBBM, Chicago. Other recent additions to the WBBM staff include announcers Jay Andre, formerly an announcer on WMAW, Milwaukee, and Jack Callaghan. Callaghan formerly produced "Quiz Kids" and "Ladies Fair." "The Pet Shop" moved from WNBQ to WGN-TV on Saturday, January 27th.

When Patsy Lee recorded "Forever and Ever" and "Chapel of the Roses" with Johnny Desmond for MGM records it was her first singing effort for recordings. Here's wishing her a big hit.

Dolph Nelson now a producer for Tom Moore Productions.

Tommy Bartlett is featured in the "What's Your Name?" feature in the January issue of Coronet magazine.

Gene Fromherz is the new director of media for Aubry, Moore and Wallace here.

Dorsey Connors has four new sponsors starting in January and February—Fannie May Candy, Joanna Western Mills, John M. Smythe, furniture house, and the First Federal Savings and Loan. They are rotated weekly.

## TOMMY BARTLETT

Now emceeing  
WBBM's  
biggest mail pulling  
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since 1945.

PAY OR PLAY  
Monday thru Friday  
3:30 p.m.

WBBM, Chicago  
for Baker Boy Crackers  
through  
George Hartman Agency

# AM-TV EQUIPMENT FM FAX

Section of RADIO DAILY, Monday, January 29, 1951

## See Parts Shortage Silencing Receivers

Many consumer-owned radio and TV sets, and electrical appliances will become inoperative and useless unless something is done to relieve the shortage of repair and replacement parts. This was the opinion of an industry task group organized under the National Production Authority to study the problems brought about by the national defense effort.

The group, called the Radio-TV-Household Appliances Wholesale Industry Advisory Committee, advised the NPA at a recent meeting to allow for enough materials to cover the maintenance of household appliances now in the public hands.

### Resolution Passed

In a resolution, the committee recommended "that a program be put into effect by the NPA for the purpose of providing for the repair and maintenance of radio and television units, household electric appliances, in order that owners of such appliances and units will not suffer the economic losses which will result from inability to keep them in operation."

To this end the group advised the NPA to issue appropriate orders so that wholesale and retail distributors of these parts will be required upon ordering such parts to certify to his supplier that the materials delivered will be used only for necessary repairs and replacements.

## Predict Wide Use For Analog Computer

Scientists at the Winter General Meeting of the American Institute of Electrical Engineers in New York last week indicated that it may be possible in the near future to solve certain economic problems through use of the analog computer, sometimes called the "mechanical brain." Three Northwestern University engineers and economists in a joint paper said "economic phenomena may often be represented by analogous electrical circuits. Electrical analog computing techniques may therefore have broad applications in the study of economic problems." In recent years the word "model" has become as prominent in the writings of economists as the word "circuit" in the works of electrical engineers, they explained. "Both models and circuits may be described by mathematical relationships." The scientists presented three economic "model" equations formulated for three different kinds of investigations, pictured an electrical circuit for each, and explained how much each may be solved with an analog computer.

## Emerson Upping Prices On Five Television Sets

Emerson Radio & Phonograph Corporation has increased retail prices on five television receivers ranging from \$10 to \$30.

### Increases Outlined

The increases affect the 17-inch table model No. 676 which will list at \$299.95 as compared to \$289.95 previously. Two consoles, the model No. 678 with 16-inch picture and model No. 681 with 17-inch picture, were hiked \$10 each from \$319.95 and \$369.95 to \$329.95 and \$379.95, respectively. Model No. 669, a 19-inch console, was raised from \$469.95 to \$479.95; while the console TV-phonograph model No. 666 was increased from \$469.95 to \$499.95.

Benjamin Abrams, Emerson president, ascribed the new increase to scarcities of certain components which hinder production continuity and have, therefore, adversely affected production costs.

## RCA Victor Picks 15 For 'Award Of Merit'

Philadelphia—Fifteen employees comprising a cross-section of RCA Victor personnel have been singled out to receive the Award of Merit, the company's highest honor for salaried workers, for their contributions in 1950.

Selected from among more than 14,000 salaried employees for the company's top honors, the winners of the award included a vice-president, two engineers, three factory managers and executives, a lawyer, a production control clerk, three sales representatives and executives, two warehouse managers, a plant labor relations manager, and a public relations executive.

The awards were made by Frank M. Folsom, president of RCA, and Walter A. Buck, vice-president and general manager in charge of the RCA Victor Division, who was also an award winner.

## Illinois Tech Taking Fellowship Requests

Chicago—The Illinois Institute of Technology is now accepting applications for the 1951 Westinghouse Fellowship in power systems engineering, it was announced by Dr. W. A. Lewis, dean of the graduate school.

Candidates must have a bachelor's degree in electrical engineering from an accredited engineering college. The award is \$1,500 and tuition for three semesters of full-time intensive training to a Master of Science degree in electrical engineering. The candidate will be chosen on personal qualifications, interest and scholarship.

The course of study includes both practical and theoretical training. It includes experience with the \$100,000 A-C Network Calculator in actual power systems for utility and manufacturing companies. A research project in power systems engineering is determined by the Institute and engineers of the Westinghouse Electric Corporation.

## Methylene Chloride Ban

Washington—In a move to assure supplies of methylene chloride for the manufacture of photographic and X-ray films, the National Production Authority has just issued order M-21 permitting the use of only the "paint remover grade" of the chemical for making paint remover and dry cleaning aids.

Methylene chloride is in short supply because large amounts are being used in paint remover for de-mothballing air force planes, NPA said.

Yesterday's order reserves the refined or refrigerant grade of methylene chloride for purposes where the paint remover grade cannot be used. The order also requires a written certification from anyone buying the refined grade for use in the manufacture of photographic film for industrial X-ray use.

## ENGINEERS—CONSULTANTS

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## PRODUCTION PARADE

### New Packaging For Needles

Chicago — Jensen Industries has announced that their complete line of replacement phonograph needles, consisting of over 100 different types, is now packaged with individual instruction on "How to Install." Simple diagrams are used to explain the step-by-step procedure in installing the new needle in the cartridge.

### RCA Promotes Smith

Camden, N. J. — Theodore A. Smith, who for the past five years has headed the sales activities of the RCA engineering products department, has been appointed assistant general manager of the department. He replaces W. Walter Watts, vice-president and general manager, who has been granted a leave of absence to serve with Major General William H. Harrison, Defense Production Administrator in Washington.

### Given N. Y. Post By G. E.

Schenectady, N. Y.—Stephen J. Walsh has been appointed district representative for General Electric's tube divisions with headquarters in New York, it has been announced by Gordon E. Burns, field sales manager of replacement tubes. Walsh will be responsible for replacement tube sales and parts for the metropolitan New York and sections located in the northern part of New Jersey.

### New Remington-Rand Catalog

The management controls division of Remington-Rand Inc., has issued a new 28-page catalog, "SUIAP," which describes "The Simplified Unit Invoice Accounting Plan" through the use of Remington-Rand Kolect-A-Matic equipment. It shows in detail the many operations in the handling of Accounts Receivable, through "SUIAP," for both retail and non-retail businesses.

## RADIO ELECTRONICS SCHOOL OF NEW YORK

COMPLETE, PRACTICAL TRAINING IN ALL PHASES OF RADIO, FM AND TV

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## BAB Refutes Charges Of Press Association

(Continued from Page 1)  
and figures to support radio's claims.

Emphasizing the fact that the BAB's business survey consists of 10 of the largest Pittsburgh department stores, the new booklet shows that six of the 10 stores used radio advertising in degrees ranging from "Extensive" to "Irregular." For those stores using radio, one showed sales had been as high as 1948 (the year BAB used for comparison), two other stores had sales above 1948, another store revealed that one day during the strike it experienced its second best day in sales history, a fifth store reported sales as up to expectation, and the last store using radio reported a slight decrease in sales. The four other stores that never used radio previously really took a sales beating. The booklet points out that where radio is used consistently and intelligently, business continues to prosper.

### Sales to Men Rose

According to other reports prepared by the University of Pittsburgh's Bureau Of Business Research, sales in men's wear stores were up 25.2 per cent over the previous month; car registration was up 16.8 per cent; women's and children's wear were up 11.5 per cent. Jewelry stores, florists and many other retail outlets reported sales up over the previous month. Pro football games, which were advertised solely by radio, had sellout crowds at every game and thousands more had to be turned away at the gate. Pittsburgh's employment also increased, and the most startling result arising from radio's exclusive coverage was an increase of 30,000 votes in Pittsburgh's gubernatorial election.

As further proof of radio's effectiveness as a mass medium, the brochure also points out that a week after the newspaper strike ended, Pittsburgh suffered its worst snowstorm in its history and newspaper trucks couldn't get on the streets. During this period the 26 stations in the area didn't lose a single minute. Vital information that saved lives and millions of dollars flashed from Pittsburgh's microphones to virtually every Pittsburgh home. For this service the Pittsburgh radio stations received commendations from all quarters, citing the meritorious campaign it conducted during the emergency. One letter, praising Pittsburgh's radio system as most cooperative and efficient, was signed by a director of Pittsburgh's Post Gazette, Pittsburgh's leading newspaper.

### Stork News

Roanoke, Va.—Doug Wilson, announcer, WLS, Roanoke, is the proud father of a son, Gary Lynn, (his second), born to Mrs. Wilson Jan. 8th.

## California Commentary

By ETHEL ROSEN

● ● ● Eight new stations have been added to those already televising Ralph Edwards' "Truth or Consequences" program, show which is sponsored by Philip Morris. "Truth or Consequences" is already being shown on 26 TV stations and with the addition of Memphis, Toledo, Oklahoma City, Binghamton (New York), San Francisco, Miami, Dallas and Salt Lake, the total will come to 34. Show is filmed on 35mm. in Hollywood and reaches 24 stations by cable, the remaining ten by separate film prints.

### Hollywood

★ ★ ★ ★  
● ● ● Frank Veloz reports that television pays off, and handsomely. The star and sponsor of "Veloz and Yolanda Present" on KECA-TV, says that his chain of dance studios have grossed more than a million dollars during 1950. . . . Mr. and Mrs. Jerry Ross are the proud parents of an adopted son, William Louis. Jerry is publicity director of the Western Division of ABC. . . . James Millican recorded a character study of "General George Custer" for Capitol last week. . . . Geo. Ward huddling with CBS execs in New York on TV plans for Eve Arden's "Our Miss Brooks" ainer. . . . Jerry Fairbanks has signed Verne Smith and Harlow Wilcox, veteran radio announcers, to narrate a new series of video spot announcements now being filmed for Oldsmobile. . . . Victor Riesel, whose syndicated column appears in 168 newspapers throughout the country, has started a new series of commentary on world affairs on KFMV and the Pacific Regional Network. Program is heard every Sunday afternoon from 2:45 to 3:00. . . . Elliott Lewis, "Suspense" producer and top radio actor, was bedded with virus last week and was forced to cancel all air activities. . . . TV interest should be at peak Feb. 11th when the Spike Jones show does the entire hour on NBC's comedy series. Troupe draws \$40,000 for the single appearance. . . . Jack Wagner, new manager of radio station KDB, Don Lee affiliate in Santa Barbara, visited network headquarters in Hollywood. . . . Meredith Willson's "May The Good Lord Bless and Keep You" has hit the best seller list in the disc stalls with the Bing Crosby and Frankie Laine versions topping all platters. . . . Rumors persist along Vine Street that a major studio is dickering with Willard (Gildy) Waterman for a motion picture series based on the NBC family comedy program, "The Great Gildersleeve." . . . Country Washburne has been asked to write an official school song for his high school alma mater at Port Arthur, Texas.

## Emphasize Audience Growth Of FM Radio

(Continued from Page 1)

last year "a new yearly record was established in the number of FM equipped radio and television receivers manufactured for any one year." He added that R-TMA figures showed that nearly 2,500,000 FM receivers were made in 1950.

The FM spokesman further stated that Zenith and General Electric can't make enough FM receivers and that both companies have been distributing their FM table models on allocation basis for some time.

## Named Board Chairman

Theodore F. Koop, director of news and public affairs, CBS, Washington, D. C., has been elected chairman of the board of governors of the National Press Club, it was announced. This marks the first time that a radio newsman has been elected to the post of chairman.

## Gruen, Elgin Companies 'Discriminate,' Says FTC

Washington Bureau of RADIO DAILY

Washington—The Federal Trade Commission has issued complaints charging the Gruen Watch Co., Cincinnati, and Elgin National Watch Co., Elgin, Ill., with discrimination in granting advertising allowances to their customers. Similar charges were filed recently against Bulova Watch Co., New York.

All three firms are heavy radio-TV users.

## TV Course At New School

Henry R. Cassirer, editor, writer, CBS color-TV, will give a course "Reporting the World on TV" in the spring term at the New School for Social Research. The series, which will run for fifteen weeks beginning Wednesday, Feb. 7, 8:30 p.m., will survey news and educational programming on TV illustrated by films and other visual material currently in use.

## Regional Clinics Planned By BMI

(Continued from Page 1)

BMI forums except that the state meeting will be of a one-day duration, and the first of the projected series in various parts of the country. Cities and the dates are: Jefferson City, Mo., March 12; Cedar Rapids, Iowa, March 14; Omaha, Nebraska, March 16 and Colorado Springs, Colo., March 19.

### Gradual Changes Noted

During the BMI clinics of the past thirteen years a gradual change in the agendas has taken place. Beginning as frank expositions of the physical techniques in music library and music program procedures, there has been a gradual shift in emphasis, bearing more and more upon the content and general aspects of over-all programming. With this shift, or perhaps because of it, the attendance of general managers, commercial managers and other high level executives has been steadily increasing. Thus at the recent New York session, nearly half of the one hundred attendees were either station owners, presidents or general managers. In this respect, Carl Haverlin, president of BMI, said that it was proof that top level executives are clearly paying equal attention to program matters, and balancing their proper interest in commercial affairs.

## Pat Campbell Resigns Post With Don Lee Web

(Continued from Page 1)

1st, it was disclosed over the weekend by Willet H. Brown, network president.

"Mr. Campbell has been one of our outstanding executives and deserves much credit for the fine business structure and cordial station relations of Don Lee," said Brown. "We accept his resignation with regret and wish him success in his new ventures."

One of the pioneers in the communications industry, Campbell in 1932, as general manager, organized the West Coast office of World Broadcasting System. He remained with WBS until 1943, when he joined Don Lee.

## Million Dollar Budget Set By Liberty Web

(Continued from Page 1)

of new programs and new stars joining the network will be announced shortly. He revealed also that a new appropriation will be considered when the program expenditure has been completed.

One of the new shows featuring a name personality will premiere on February 17, replacing the Disc Jockey's Roundtable, he said. A news commentator will also be added to the schedule, as will several new sports features.

## TV Service Complaints Continue To Run High

(Continued from Page 1)

at the present time, the spokesman said that while TV sales have increased 110 per cent over the past two years, service complaints have risen 250 per cent.

Complaints for the first three weeks of January are approximately 700, and indications are that they will run over 1000 by the 31st. In December, 874 complaints were received; in November, 973; and in October, the record was set when 1393 complaints were registered with the Better Business Bureau. Figures also reveal that October was the peak month for TV sales.

The majority of service complaints fall into two categories: 1) Delay in service. This usually refers to the inability on the part of the service company to respond to phone calls or letters promptly. Frequently when a complaint is received the service company sends out a card acknowledging receipt of the complaint and gives a date when a serviceman will come to call, but fails to do anything else.

2) Faulty reception despite servicing. This accounts for a large bulk of complaints coming in now. Many such complaints are not the fault of the TV service company, but may depend on the section of town where the TV receiver is located.

Every complaint received by the BBB is taken up immediately with the offending service, and usually adequate explanation or reasonable adjustment is made. However, if a particular complaint is prevalent with one specific company, the BBB not only seeks an explanation, but ascertainment that the situation is being corrected.

### City Ordinance Pending

At the present time a TV City Ordinance Bill is pending before the City Council. If passed this bill would further safeguard the public against unfair TV service practices. A Council committee is expected to meet today to discuss the measure, but actual legislation is not expected for several months. The bill is supposed to take effect May 1, 1951.

At the same time, TV advertisers are conforming rigidly to the Code of Ethics that the Better Business Bureau has set for them. TV advertising has improved considerably since 1949, and full cooperation has been obtained from both dealers and advertising agencies.

### Form Ray Block Associates

The formation of Ray Bloch Associates, Inc., with offices in New York, was announced last week. The new firm will be headed by Bloch and operated by Sherwin Bash and Marc Neufeld. The new organization will specialize in the development of new and unusual talent for radio and TV. The firm will also package and produce radio and TV programs and commercials.

## ★ ★ TELE TOPICS ★ ★

**D**R. ALLEN B. DUMONT, celebrating his fiftieth birthday today, is the subject of the "profile" in the current issue of The New Yorker. In the article the Doctor is hailed as the man who has probably done more for the cathode-ray tube, heart of TV, than anyone else in the 20th Century. His company, the magazine pointed out, grossed \$70 in its first year in business and \$75,000,000 in 1950. Another facet of the Doctor's many-sided nature, occurred last Dec. 5 when he appeared before the Finance Committee of the United States Senate and was instrumental in successfully pleading the case of the "growth" companies at the proposed excess profits tax legislation hearings.

★ ★ ★ ★

**R**OBERT CUMMINGS plays the role of a side show barker in "The Shiny People" on the Lux Video Theater, tonight at 8:00 p.m., over CBS-TV. . . . Chet Long, WBNS-TV newscaster, has just received the Distinguished Service Award of the Columbus Junior Chamber of Commerce. He was cited for his civic and charity work and for his use of the tremendous powers of the medium "with an understanding heart and genuine desire to be a useful and honorable citizen." . . . Jean Hendrix, film buyer for WSB-TV, Atlanta, and other southern outlets, has set up headquarters in New York for a series of conferences with movie people with the object to secure TV release rights for her clients to late-issue features. . . . Jayne Manners and Paul Gilbert will visit "Don McNeill's TV Club" as special guests, Wed., Jan. 31 at 8:00 p.m. via ABC-TV.

★ ★ ★ ★

**T**ODAY'S TV Personality: **K**EN CARTER, general manager of TV station WAAM, Baltimore, has been in the broadcasting business for only eight years. He was born in Baltimore and his early career with a chain of health clubs was due to his youthful ability as an athlete. As a youngster, Ken spent some time in Hollywood, and during this period appeared as an extra in several of the silent pictures of the day. It was in Hollywood that the "entertainment bug" bit Ken, and when he decided to leave the health club business he turned to radio. His first year in the medium was spent as a time sales-



CARTER

man for an independent station in Baltimore. Later he assumed the duties of national sales manager, general sales manager, and, when TV was added, he became general sales manager of the combined operation. After his resignation from WBAL, Ken moved to WMAR-TV on special sales assignments. He joined WAAM in mid-October, 1949, as local sales manager, and was made general manager in November, 1950. He is a member of the Advertising Club of Baltimore, Hillendale Country Club, Boumi Temple Shriners and the Baltimore Press Club.

★ ★ ★ ★

**L**EE TRACY will be seen in "Sugar O'Hara" on the ABC-TV "Billy Rose Show," tonight at 8:00 p.m. . . . Cosetta Christiani, member of the famous Christiani family of circus riders, will be the guest of Lilli Palmer on her WCBS-TV show, Thursday, Feb. 1. . . . Nelson-Greenwell Visual Media has incorporated under the name of Visual Media, Inc. and moved to new headquarters at 17 East 45th Street. . . . INS-Telenews scooped the film news services last week with film interviews with El Campesino, former leading Spanish Communist general. He revealed that Russia has condemned 23-million persons to slave labor camps. Of the total he said 19-million are Soviet citizens and the remaining 4-million are mostly from Soviet satellite countries. The film interview was made in Paris. . . . A canine member of the famous Weimaraner hounds, "Y-Mar's Admiral" was the four-footed guest of honor during the premiere of a new WPIX program series, "Your Pet Show," which made its debut on Saturday, Jan. 27 at 4:30 p.m. The program is sponsored by Flag Pet Food Corporation on a 13-week contract placed through the WWJ&D agency. . . . Earl Wilson will guest on "Dennis James' Okay Mother" today over DuMont at 1:00 p.m. . . . Jack Haley and Victor Moore will guest on "The Stork Club" via CBS-TV, tomorrow night at 7:45 p.m. Thursday's guests on the same show will be Claudia Morgan, Eleanor Steber and Mrs. Wendell Willkie.

★ ★ ★ ★

**T**ATHAM-LAIRD, INC., will open a New York office to handle radio and TV programming and production, beginning Feb. 19. H. Lawrence (Larry) Holcomb will join the company on Feb. 12 as director of the New York office of the agency's radio and TV department. He was formerly assistant to the vice-president in charge of radio and TV for Lennen & Mitchell, Inc. . . . Katherine Lee will be one of the group of guest performers on the Morton Downey show, "Star Of The Family," CBS-TV, Friday, Feb. 9 at 10:00 p.m. . . . Dick "Two Ton" Baker will sub tonight for the ailing Al Morgan on DuMont at 8:30 p.m. . . . "How Much U. S. Aid to Europe?" will be the theme of CBS-TV's "People's Platform," with Charles Collingwood as chairman, Sunday, Feb. 4 when Herbert H. Lehman (D., N. Y.) and John W. Bricker (R., O.) discuss the theme. Program is directed by John Peyser, with Leon Levine directing.

## Featherbedding Edict May Affect Radio, TV

(Continued from Page 1)

er involved does not want or need such services and is not willing to accept them. Local 24 in Akron had demanded that the Palace Theater employ local bands for a certain number of separate engagements as a condition to the local's consenting for traveling name bands to play at the theater.

The majority opinion, signed by Abe Murdock and Paul L. Styles, said whether such practice should be made the subject of "an unfair labor practice is a matter for further Congressional action, but we believe that such objective is not prescribed by the limited provisions of Sec. 8 (B) (6)."

James J. Reynolds, Jr., who dissented, said that under the majority's construction of the law, "unions can avoid liability in all circumstances by the simple expedient of insisting upon the performance of non-existent and unwanted work tasks."

The case stemmed from a booking of Roy Acuff's band into the theater for Aug. 18, 1949, but a letter from AFM President James C. Petrillo, addressed to Acuff's booking agent, advised that "the local there advises us that no agreement has been reached between the theater and our local union. Under the circumstances, federation members are not permitted to play there until negotiations for an agreement are consummated." The Acuff show did not appear.

At a later meeting between union officials and the theater management, the NLRB said "a tentative agreement was reached whereby the theater would employ a local orchestra for one engagement to perform with a traveling vaudeville act and the theater would be permitted to engage a traveling band within 60 days thereafter without employing local musicians for a second engagement."

The NLRB said the theater home office rejected the proposed agreement.

### Amends AM Application

Washington — Sanford A. Schafritz, Highland Park, Mich., who previously had filed application with the FCC for a new AM station on 1570 kc, one kw, daytime only, has amended his application to change frequency to 1470 kc, and power to 500 watts. He also plans to change the station from Highland Park to Farrell, Pa. The FCC has accepted his amendment as a new application.

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## THE WEEK IN REVIEW

... Radio-TV Highlights

By BILL NOBLE

WITH the election of nine board members and the appointment of a temporary chairman, the all-industry TV organization was formed in Chicago. The new set-up will be an autonomous operation within the structure of NAB and is expected to be known as NAB-TV. Following the completion of the Chicago meeting, it was announced that four more board members remain to be named by the national networks.

Educators had their day in Washington, where the principal interest at the TV hearings centered around the exhibits introduced by Dallas W. Smythe, research professor of communications, University of Illinois, and Donald Horton, associate professor of sociology, University of Illinois. As their principal exhibit, the two professors showed a chart with a breakdown of TV programs as monitored in New York for the week of Jan. 4-10. The survey showed that dramatic programs were by far the most popular—accounting for 25 per cent of all air time. Variety programs were in second place, followed by children's shows.

It was revealed that William B. Ryan will submit his resignation as general manager of NAB to the board of directors when it meets on Wednesday, Jan. 31 in Bellaire, Fla. Ryan is expected to become head of the newly re-organized BAB.

The election of four new vice-presidents was announced by ABC. New veeps are: Leonard Reeg, vice-president for radio programs; Alexander Stronach Jr., vice-president for television programs; James H. Connolly, vice-president for radio relations and Otto Brandt, vice-president for TV station relations. Robert W. Sarnoff, formerly manager of program sales for NBC television, was appointed director of NBC unit productions. Robert E. Button, Lance Ballou and George L. Ogle were appointed to NBC's television network eastern sales department.

The establishment of a New York state-wide emergency network of more than 100 stations was announced. The emergency radio network has already begun test operations with a series of weekly 15-minute broadcasts carried by all stations at 11:15 a.m. Announcement of the new emergency set-up was made jointly by New York's Mayor Vincent Impellitteri and Col. Lawrence Wilkinson, acting chairman and director of the N. Y. State Civil Defense Commission.

RCA, joined by NBC and seven other intervenors, was granted permission to appeal to the U. S. Supreme Court the recent Chicago District Court decision which upheld the adoption of CBS standards for color TV.

# Stand On Educational-TV Given By NAB, CBS Heads

(Continued from Page 1)

all-day hearing in the allocation of TV above 400 mc. Commissioner Frieda Hennock, who has displayed an unusual interest in the problems of educators, cross-examined both witnesses on virtually everything

### Educational Station?

Washington — Educators have given thought to filing for the frequency of an established commercial TV station in New York at renewal time, Brig. Gen. Telford Taylor, counsel for the Joint Committee on Education TV, disclosed Friday in cross-examining NAB President Justin Miller. The NAB head had just suggested that educators might (1) purchase existing facilities, (2) purchase time on existing stations, or (3) challenge their applications for renewals and make a showing to the FCC.

"We have thought of it," said General Taylor when Judge Miller suggested filing for existing facilities.

from Western movies on TV to UN telecasts.

Judge Miller said he was "very sympathetic" to the proposal that television should be employed in education. "I believe," he stated, "the FCC has an obligation to see that education is employed properly." He took the position that educators should be required to compete for existing channels along with commercial interests, but said, "voluntary co-operation" on the part of educators and broadcasters would do more for educational TV than if educators attempted to operate their own stations.

He expressed the opinion that when state legislatures are faced with budget problems, educational appropriations are the first to be cut and the last to be restored. He said he felt it was the Commission's duty to encourage educational TV but should say "when you have the money, we will grant you a license." Judge Miller said most education-

### NLRB Orders Elections

Washington—The National Labor Relations Board Saturday ordered elections by technicians at three stations on petition of NABET.

Technical employees of WBNY, Buffalo, N. Y., will vote within 30 days, under the NLRB order, to determine whether NABET, the American Communications Assn. or neither will represent them. A three-member board of NLRB, John M. Houston, James J. Reynolds Jr. and Paul L. Styles, found that the WBNY technicians formerly belong to the ACA of the CIO but that on June 24, 1950, the employees withdrew from ACA after it was expelled on June 15 from the CIO.

Technical employees of WJIM, Lansing, Mich., and WGFG, Kala-

al institutions would not be financially able to carry on the expensive operations of full-time TV. "All you would do if you block out these frequencies," he told the FCC, "is to put them under an opiate."

Judge Miller said he was opposed to a compulsory rule that would require commercial stations to devote a certain percentage of time for educational programs. He advocated use of motion pictures in classroom work as much cheaper and more effective than TV. In adult education TV can play an important part, he added.

Dr. Stanton advocated judging each educational TV application on its merits and on a community basis. "A blanket and automatic reservation of channels for non-commercial educational use is undesirable," he said. He pointed to TV's pioneer service and told the Commission that the networks and commercial stations are building the audiences. The prime need in any community, he said, is a general service which includes news, entertainment and drama, children's programs, sports, public affairs, religious programs, forums and discussions and home-making programs. "The first consideration must be a service which will appeal to most of the people most of the time," he said.

### Considerations Listed

Three interrelated considerations which require the conclusion that an arbitrary blanket reservation of TV channels does not best serve the public's interest he listed as: (1) the overriding importance of a general TV service; (2) the need for a sound and healthy competitive service, and (3) the very real danger that the reservation may result in non-use which would waste spectrum space.

Dr. Stanton told the Commission that "arbitrary formulae, divorced from the practical requirements of a sound general broadcast service, solve none of the problems but, on the contrary, threaten the entire structure of television and hence harm all of the interests involved."

### Granted Time Extensions

Washington — Two eastern stations, damaged by storm, have been granted extension of FCC authority to remain silent pending replacement of damaged antenna towers.

WJSW-FM, Altoona, Pa., was given until March 6 to remain silent. On that date the station is to resume operations, changing frequency from 96.5 mc. to 100.1 mc. The original antenna was destroyed by storm.

WPAT-FM, Paterson, N. J., was granted authority to remain silent 60 days pending replacement of the storm-damaged antenna tower.

mazoo, were ordered to hold elections to determine whether they want NABET to represent them.

## PROMOTION

### Seek Official Song

Washington—A contest for an official song for the nation's capital will be sponsored by Motorola, Inc., Chicago, through Simon Distributing Corp., Washington, distributor of Motorola products, James H. Simon, president of the firm bearing his name, announced.

The idea for a Washington song stemmed from Simon's attendance at various conventions when state songs were sung.

"Washington should have a song of its own, a song befitting the world's most beautiful capital," he said. A few days ago he wrote a letter to the Washington Post, suggesting an official song for the capital. The Post published an editorial commending the idea.

Simon discussed it with Paul Galvin, Motorola president. Galvin agreed to put up the equivalent of \$2,500 in prizes. First prize will be \$1,000. Runners-up will receive Motorola TV sets.

Henry J. Kaufman & Assoc., Washington agency handling the Simon account, will place a radio-TV - newspaper campaign announcing the contest, which closes Feb. 22.

### FCC Commissioner Urges Curb On TV Interference

(Continued from Page 1)

ing Commission standards or face government action.

Excessive oscillator radiation from FM, TV and communication receivers presents a "new menace" to air navigation, Sterling declared. He quoted from a letter addressed to members of the R-TMA by its president, Robert C. Sprague, in which Sprague said conversations with FCC members and staff had convinced him that "unless the industry as a whole conforms to the new standards and further improves upon these standards as rapidly as the art permits, a solution to the problem may be sought through government regulatory action."

Commissioner Sterling said oscillator radiation is not the only interference originating in the operation of a TV receiver. "Manufacturers must do something immediately concerning the interference that results from the harmonics of 15.75 kc horizontal sweep frequency and video circuits," he stated. This form of interference "has increased considerably within the year," he added.

Radiation of harmonics and hash from TV receivers interfere with airports, commercial circuits and the amateur "and even broadcast service," said Sterling.

### Sachs On McBride Program

Sachs Quality Stores, New York City, have just started a 52-week series on Mary Margaret McBride's program, WJZ, 1-2 p.m. Mondays through Fridays.



EQUIPMENT  
PRODUCTION  
STUDIOS

# RADIO TELEVISION DAILY

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TEN CENTS

## ALL-INDUSTRY EFFORT SET TO AID FM

### Serial Programming Gets New Radio Buildup

#### Web, Producers Announce New Program Plans

Two announcements yesterday indicated that serial programming on the radio networks is very much alive and that block booking is a technique that holds sustained audience interest. One came from ABC which will introduce a full hour of daytime serial programming and the

(Continued on Page 8)

#### Nat. TV Film Council Opens Session Today

The third annual National Television Film Council will open today at the Warwick Hotel with an agenda running from 10:00 a.m. through the afternoon.

Opening session will be a "Television Station Forum" with David Savage, film director of WCBS presiding. Speakers will include

(Continued on Page 6)

#### Basketball Decision Hits Radio-TV Sponsors

Commercial TV and radio sponsorship of basketball in Madison Square Garden may receive a serious setback as a result of the National Collegiate Athletic Association's decision to cancel its Garden basketball tournaments. The

(Continued on Page 4)

#### Pinch Hitting

When the only local morning newspaper in Colorado Springs, Colo., suspended publication some time ago, KVOR supplanted the paper with a service to listeners that is still going strong. For an hour and ten minutes each morning, KVOR's "Morning Journal" gives national, local, regional, and sports news plus local weather reports.

#### First Chinese Disc Jockey Program

When Chinese residents in the New York area open their mail this morning they will find a herald printed in Cantonese which announces that Mrs. Kong Louis, a Chinese disc jockey, will launch the first Chinese musical program on WHOM-FM, Tuesday, July 3, 8 to 9:30 p.m. The recorded musical program with Cantonese commentary by Mrs. Louis, the wife of Louis Chu, a Chinese novelist, is designed to reach the 60,000 Chinese in the New York area. This population, by the way, is anti-Communist by more than 90 per cent and 25 per cent of them have families living at present in Communist China.

#### BMI Program Clinic Held In Nashville

Nashville, Tenn. — First of five scheduled BMI Program Clinics in as many southern states was held here Monday at the Andrew Jackson Hotel, with an attendance of 80 broadcasters, including six from the state of Kentucky. Competition arising from the presence in Tullahoma of President Harry S. Truman cut down the expected attendance, since nearly every Tennessee outlet carried the Truman speech

(Continued on Page 8)

#### NARTB In Plea To FCC To Aid Functional Music

Washington Bureau of RADIO DAILY  
Washington—The NARTB yesterday filed a petition with the FCC in support of the joint statement on behalf of 13 FM stations engaged in functional music operations, filed May 25.

NARTB Counsel Vince Wasilewski, who filed the petition, advised the Commission that he was under

(Continued on Page 2)

#### TV Networks Cover Narcotic Hearings

While NBC, ABC, and CBS-TV networks covered the Senate Crime Committee hearings investigating narcotic addiction in the United States from Washington yesterday, no "live" coverage of the hearings by major radio networks was given.

Prior program commitments were given as the major reason by radio networks for the lack of coverage, permitting WFDR-FM, New York, to become the only radio station in

(Continued on Page 7)

#### RCA Victor Co. Renews Harris-Faye On NBC

The Victor division of RCA has announced the renewal of the Phil Harris-Alice Faye program for the 1951-52 season over NBC's radio network. The Sunday show, which moves up a half-hour to 8:00 p.m., will be heard just after "The Big Show," 6:30 to 8:00 p.m., effective September 30. RCA Victor's ad agency is the J. Walter Thompson Co., New York.

### NLRB Rejects IBEW Claim For Announcer-Technicians

Washington Bureau of RADIO DAILY  
Washington — Petition of the IBEW to include five announcer-control operators of KHMO, Hannibal, Mo., in its union of engineers was denied yesterday by the National Labor Relations Board. The NLRB's decision, which sustained a trial examiner's findings, held

that the work performed at the studio control boards by the announcers in question "does not require technical knowledge or training as does that of the transmitter engineers" and that their principal job is announcing.

The "appropriate unit" for the

(Continued on Page 4)

#### NARTB And Mfrs. Plan Co-op With Broadcasters

Washington Bureau of RADIO DAILY

Washington—Plans for co-operation between broadcasters and manufacturers in channeling FM sets into shortage areas and in promoting FM as a medium were discussed yesterday at a meeting of representatives from the NARTB, the FM industry committee and R-TMA. As a

(Continued on Page 6)

#### WINS Closes Deal For H-T Newscasts

Consummation of a deal whereby Herald Tribune hourly newscasts will be heard exclusively over WINS, Crosley's New York outlet, 17 hours a day, was announced yesterday by Richard Tobin, radio news director of the Herald Tribune and Joseph Besch, public relations director of WINS.

The schedule for the Herald Trib-

(Continued on Page 2)

#### Advertising Women Entertain N. Y. Visitors

Barbara Welles, commentator of WOR and MBS, was interviewer at yesterday's luncheon-fashion show staged by the Advertising Women of New York in honor of the wives

(Continued on Page 6)

#### Ambitious

Grand Rapids, Mich.—Bob Salisbury, WOOD engineering staff member and father of five small children, this June came through with top honors in the graduating class at Calvin College. Working at the WOOD control board on a regular evening schedule, Bob carried a full day schedule at Calvin, averaging a B-plus for his four years.

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MARVIN KIRSCH : : : Business Manager

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PUERTO RICAN BUREAU: Antonio Alfonso, Edificio Ochoa, San Juan, P. R.; P. O. Box 3385; Telephone: 2-2305.

## FINANCIAL

(June 26)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	12 1/2	12 3/8	12 1/2	+ 1/4
Admiral Corp.	23 3/4	23	23	- 1/2
Am. Tel. & Tel.	153 1/2	153 1/8	153 1/8	- 1/4
CBS A	28 1/4	27 3/4	27 3/4	+ 3/8
CBS B	27	26 1/2	26 3/4	+ 3/8
Philco	23 3/8	23	23 1/8	- 1/4
RCA Common	20	19 3/4	19 7/8	- 1/8
RCA 1st pfd.	77 1/4	77 1/4	77 1/4	- 7/8
Stewart-Warner	16 1/8	16 3/8	16 3/8	- 1/8
Westinghouse	36 1/2	35 3/4	35 7/8	- 1/8
Zenith Radio	64 1/2	62 1/2	62 1/2	- 2 1/4

### NEW ORK CURB EXCHANGE

Du Mont Lab.	15 1/2	15 1/8	15 1/2	+ 1/8
Nat. Union Radio	3 7/8	3 7/8	3 7/8	- 1/8

### OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	10 1/2	12

## Ex-Head Of CBS Writers Will Conduct TV Course

Robert J. Landry, publisher of "Space and Time" and former head of the writing staff at CBS, will direct a six-week session in TV at New York University's summer Radio-TV workshop to be conducted by the division of general education from July 2 to August 10, Dean Paul A. McGehee announced last week.

**WFIL**  
560 kc • PHILADELPHIA  
It's Not the Size...  
It's the Selling Power!  
ABC Affiliate—Rep: The Katz Agency

## ★ COMING AND GOING ★

**JAMES FASSETT**, host and commentator on the CBS Sunday program, "Your Invitation to Music," on Saturday will fly to The Netherlands via KLM as guest of the Holland Music Festival and the American-Scandinavian Foundation. He'll tape-record festival concerts at Amsterdam, The Hague and Scheveningen.

**FREDERICK SCHNEIER**, of the Mutual network's planning division, has returned from Cape Cod, where he received a \$750 scholarship from Alpha Delta Sigma to further his studies.

**MONA McCORMICK**, who has been working at KXIC, Iowa City, while attending Iowa State University, has arrived in Cleveland for a summer of children's broadcasting on WERE.

**C. BRUCE McCONNELL**, president, and **ROBERT B. McCONNELL**, vice-president of WHOT, South Bend, and **WISH**, Indianapolis, are visiting American network headquarters in New York.

**PATT BARNES**, one of the better known of WOR's luminaries, on Friday will be emcee at the installation meeting of the newly-organized Westchester Fellowship for the Blind. Ceremonies will be conducted at White Plains.

**CARL MARX**, general manager at WTTM, Trenton, N. J., is back at the station following a few days in New York.

**ARTHUR B. KRIM**, president of United Artists, is completing a four-day business trip to London and Paris.

## NARTB In Plea To FCC To Aid Functional Music

(Continued from Page 1)

mandate from the NARTB membership and board of directors to intervene and appear in behalf of FM.

NARTB echoed the plea of the 13 stations that the Commission reconsider its position with respect to functional music operations, or institute appropriate rule-making proceedings, or issue a declaratory order to terminate the controversy over the Commission's rules and regulations and its statement of policy regarding functional music, and to grant further relief.

In the alternative, NARTB requested the FCC to grant a "full and complete hearing in order that all of the facts relative to this meritorious service in the public interest may be presented and fully considered."

The Commission's proposals "came as something of a shock, not only to that segment of the industry engaged in specialized services, but to the industry as a whole," said the NARTB petition. It cited that functional music, storecasting and transit radio and "occasional local advertising" are largely the sources of FM's income. The FCC's proposed elimination of functional music "seems to be a reversal of its past policy of encouraging the development of FM broadcasting," said NARTB.

The trade association requested oral argument and asked the FCC to withhold effectiveness of its letters to licensees engaged in functional music operations, pending further consideration of the petitions filed by the 13 FM stations and NARTB.

**JAMES A. MICHENER**, Pulitzer Prize novelist, was in town yesterday as guest of "America's Town Meeting of the Air" over ABC. Following the broadcast, he returned to his home in Doylestown, Pa.

**M. S. NOVIK**, radio consultant, has completed participation in the FM meeting of the NARTB and has left Washington for the West Coast.

**E. JOHNNY GRAFF**, national sales manager of Snader Telescriptions, off to the West Coast for a programming and production huddle.

**ALLAN JACKSON**, Columbia network newscaster, on Monday was in Detroit. His program originated at WJR.

**NAT "KING" COLE** and the members of his band on Saturday will start an engagement at the Riviera Club in St. Louis.

## Williams Named Pres. Of Georgia Broadcasters

At a recent meeting of the Georgia Association of Broadcasters in Augusta, Ga., **Ben B. Williams** of WOTC, Savannah, was elected president for one year, beginning July 1.

Other officers elected for one-year terms include **W. Fred Scott, Jr.**, WKTG, Thomasville, as vice-president; **S. J. Carswell**, WSFT, Thomaston, as secretary-treasurer; **E. F. MacLeod**, WGGGA, Gainesville, as director; and **James E. Bailey**, WAGA, Atlanta, as director of the association.

## WINS Closes Deal For H-T Newscasts

(Continued from Page 1)

une newscasts calls for four-minute broadcasts 16 times a day on-the-hour from 7 a.m., through 11 p.m., weekdays. A staff of eight headed by **Tobin** will prepare the hourly news bulletins.

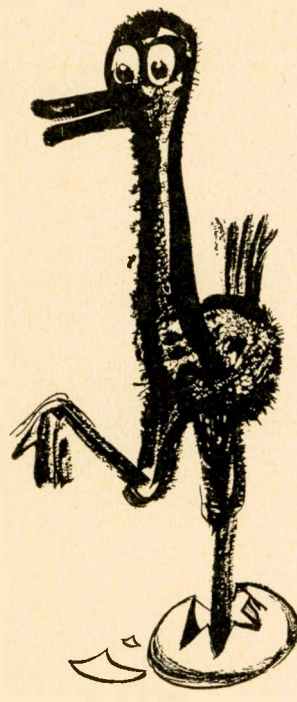
Under general manager **Wilmot H. Losee**, the station has compiled a record for public service achievements. Its programs, a blend of news, music and sports, are planned to conform to established listener preferences. The station is on the air 19 hours a day, and is licensed to broadcast the full 24 hours.

### Broadcasts Yankee Games

One of the most popular WINS features is the broadcasting of all New York Yankee baseball games. Herald Tribune hourly news will not be heard during Yankee games, but all games may be broken into with important bulletins as they arise. There will be a Herald Tribune news summary before and after all Yankee broadcasts and between games of doubleheaders.

## Will Demonstrate UHF-TV

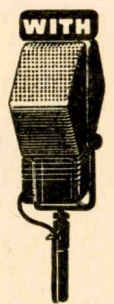
Ten manufacturers will display TV industry's most recent developments of ultra-high frequency television converters and receiving equipment to the FCC in Bridgeport, Conn., this Friday.



You get a lot for a little\*

\*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY





Senator John J. Williams  
 Senator J. Allen Frear

*"Senator, what is your opinion of...?"*

"May We Quote You?", a weekly half hour program Thursdays at ten-thirty during which prominent Delaware leaders in government, education, religion, business and other civic endeavors report to the people under questioning from three of Delaware's top reporters. Pictured are United States Senators John J. Williams and J. Allen Frear, Jr., who came home from Washington specifically to appear on two of the telecasts. Each on his program developed his views on important and pressing state, national and international issues.



This program is one of many local features carried by this station in an endeavor to meet the public needs of the communities it serves.

**WDEL-TV**  
 WILMINGTON, DELAWARE

**WDEL**  
 AM TV FM

Represented by  
 ROBERT MEEKER ASSOCIATES Chicago San Francisco New York Los Angeles

# Announcers Are Not Technicians—NLRB

(Continued from Page 1)

five employees "is one that embraces all the announcers" and not one representing engineers, said NLRB.

The decision is expected to affect future operations of unions representing technical employees. Some of them take in announcers as well as engineers.

In another decision yesterday the NLRB ruled unanimously that an employer may lawfully forbid the distribution of union literature within a plant if the ban does not discriminate between unions and if it is not intended to suppress employees' self-organization activities. The board said:

"An employer can lawfully prevent the distribution of literature in the plant proper, even during the employees non-working time, in the interest of keeping the plant clean and orderly, at least where it is not evident that such activity cannot readily be conducted somewhere off the employer's premises."

The decision was made in a case involving the Monolith Portland Cement Co., Monolith, Calif., and two unions, one affiliated with the AFL, the other with the CIO, although it affects all places of employment where employees are organized or seeking to organize.

## Joins NARTB Legal Staff

Washington—Judge Justin Miller, NARTB board chairman and general counsel, recently announced the appointment of Abiah A. (Bob) Church to the legal staff of the organization, effective Aug. 1. He will be on general assignment.

A 1950 graduate of George Washington University Law School, Church ranked first in a class of 121. He currently is with the U. S. Court of Claims.

Native of St. John's Park, Fla., Church came to Washington in 1940 and, with the exception of three years service with the U. S. Coast Guard, has been in various branches of Government service while completing his law studies. He attended G.W.U. as a night student for several years before resigning from the War Department in 1946 to pursue a full-time course at the university.



● ● ● Louis B. Mayer denying rumors on the coast that he will join a TV network upon leaving the MGM studios. . . . John Royal declines to confirm reports that he will head up the New York offices of a Latin-American TV network upon retiring as an NBC vice president. . . . Arthur Godfrey getting good-natured ribbing over the "butterfly bow tie" he wore on the opening CBS color telecast. . . . Wayne Coy's presence at the color TV affair revived the rumor that he might resign as chairman of the FCC to accept a CBS executive post. . . . Hugh Jackson of the New York Better Business Bureau slated to get an award at the BBB convention at Colorado Springs tomorrow for the organization's crusade against unscrupulous TV servicemen.



● ● ● Frances Langford, Gloria Swanson and Don Ameche have signed contracts with ABC for entry into daytime television this September. Frances and Don will team together in a full hour program from 12 noon to 1 p.m., Monday through Friday. The show will originate in the Times Hall Theater, which ABC has leased especially for this series. The Gloria Swanson show will be televised every Sunday, 3 to 4 p.m., from Television Center.



● ● ● Richard Benedict, former boxer who turned actor, appeared on the "Date in Manhattan" show and was asked by Ed Herlihy whether you take a worse beating by being a boxer or an actor. Dick said acting was worse than boxing till he came into New York on a publicity junket for his latest picture, "Ace In a Hole," and now has decided that Bert Champion, of the Paramount publicity department, can give you a harder workout than boxers or directors.



● ● ● Bob Lanigan in his "TV Review," Brooklyn Eagle, pays tribute to Dick Stark, announcer on Chesterfield's Perry Como show, via CBS-TV, thusly: "When inserted at the proper time . . . and delivered in a pleasing manner by a capable announcer, commercials are no more objectionable than between-the-acts intermission in any B'way play. But, gol durn it, this happens all too seldom. Dick Stark, the regular Chesterfield announcer, is a very pleasant sort of guy. Excellent script and delivery in TV are all important, and Dick Stark has them both.



● ● ● "Treasure House of Adventure," TV series submitted by Marshall-Hester Productions, is the program selected by the Trustees of the American Museum of Natural History for the institution's exclusive commercial cooperation in the field. . . . Francine Stone, Fashion Cordinator for the Martin Goodman Fashion Magic CBS-TV package, being swamped by press agents for "How to do at home" fashion hints.



● ● ● Jack Barry's new TV show, "The People's Choice," which will feature Congressmen and Senators introducing talent from their own constituencies, may resemble a repeat of the Kefauver investigations. Kefauver, Wiley, Tobey and O'Connor have agreed to appear on the show.



● ● ● While "The Great Gildersleeve" cast vacations from NBC this summer, the show's place on Wednesday nights will be taken by "The Falcon," which has been a Sunday night feature for the past season. . . . Roy Rogers will concentrate on producing his own TV films for release in the Fall. . . . Pete Johnson, late of London, has joined the KTTV staff as assistant to Tom Corradine, film director. . . . Freeman Lusk's "Freedom Forum" has been voted "outstanding" video fare for the month of May by the Tenth District Parent-Teacher Association.

# 'Texaco Star Theater' Leads Shows For June

Although summer weather continued to affect TV viewing during June, most of the top network programs maintained relatively high ratings, according to yesterday's release by the American Research Bureau, Inc.

In rankings by program city rating, the research firm found "Texaco Star Theater" on top with a 55.6. Second position was held by the "Comedy Hour" with a 43.2. Closely following were "Godfrey's Talent Scouts" with a 43.1 and "Your Show of Shows," with a rating of 42.6.

ARB's TV-nationals are issued monthly with representative sampling from 2200 homes in all TV urban and rural areas.

Ranked by number of homes reached it was found that "Texaco Star Theater" reached 7,170,000 homes, while "Your Show of Shows" was second with a total of 5,450,000 homes. "The Comedy Hour" ranked third with a total of 5,370,000 homes. Closely bunched from there on were "Godfrey and Friends," 4,670,000; "Philco TV Playhouse," 4,640,000; "Groucho Marx," 4,640,000; "Fire-side Theater," 4,550,000; "Private Eye," 4,430,000; "Studio One," 4,280,000 and the "Original Amateur Hour," 4,170,000.

Period covered for the sampling was June 1-8 for the New York, Chicago and Philadelphia areas. In all three cities the "Texaco Star Theater" was ranked No. 1.

## Basketball Decision Hits Radio-TV Sponsors

(Continued from Page 1)

N.C.A.A. decision, resulting from the series of fixed basketball games in the Garden last season, will shift the play-offs to Raleigh, N. C., Chicago, Ill., Kansas City, Kansas, and Seattle, Ore.

Last March 20 and 22, WPIX televised the games as part of a commercially-sponsored 120-event schedule of Garden activities including rodeos, ice hockey games, and horse shows. Its sponsors included Webster Cigars, Chase & Sanborn Coffee of Standard Brands, and the Chevrolet Dealers Assn.

Du Mont televised the finals Saturday night, March 24, sponsored by Du Mont Labs., Inc., Carter Products, Eversharp, and Chesebrough Manufacturing Co. Radio coverage of the games, sponsored by Tru-Val shirts with Robert Hall Clothes, Inc. acting as dual sponsor for the March 22 showing, was handled by WMGM.

## JINGLES

That Don't JANGLE!

(Write For Free Brochure "R")

LANNY & GINGER GREY

AM-TV PRODUCTIONS & JINGLES

1295 MADISON AVE., N. Y. 28, N. Y.

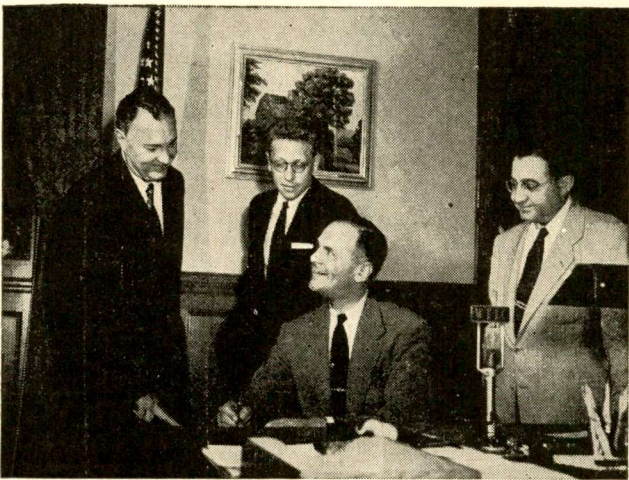
Enright 9-7778

**WFIL**  
 560 kc PHILADELPHIA

Operating at 560 kilocycles, WFIL's 5,000 watts provide coverage equal to 100,000 watts at double the frequency... 1120 kilocycles.

ABC Affiliate—Rep: THE KATZ AGENCY

# WTIC Leads Attack on Dope Peddlers



Paul W. Morency, WTIC Vice President and General Manager (left); Leonard J. Patricelli, Program Manager (right); and Allen Ludden, Moderator of "Mind Your Manners" program, witness the signing of Connecticut's new Narcotics Law by Governor John Lodge.

## Connecticut Radio Stations Speed Passage of Tough Narcotics Law

THE ABILITY of radio to render notable public service was again demonstrated in Connecticut this month when STATION WTIC, supported by other broadcasters, brought about the swift enactment of a new State Narcotics Law designed to protect teenagers from the insidious menace of dope peddlers. This is the first legislation of its kind specifically directed toward solving the growing problem of youth drug addiction.

WTIC's effort, which involved a complete study of existing laws and specific recommendations to legislative bodies, was inspired by the nation-wide response to the anti-narcotics crusade conducted by the station's teen-age program "Mind Your Manners" (NBC, Saturdays, 10:00-10:30 A. M.).

WTIC is hopeful that what has been accomplished in Connecticut will be repeated in other states, and offers its help to all other radio stations in the country interested in furthering this worth-while crusade.

### THE NEW LAW

For selling narcotics to minors—  
Mandatory Prison Sentence  
15 to 30 years for first offense.

*Copy of the new Connecticut law is available on request.*

### Connecticut radio stations that participated in the Anti-Narcotics Campaign

Bridgeport . . . . . WICC, WLIZ, WNAB  
 Bristol . . . . . WBIS  
 Danbury . . . . . WLAD  
 Greenwich . . . . . WGCH-FM  
 Hartford . . . . . WCCC, WDRC, WONS,  
 WTHT, WTIC  
 Meriden . . . . . WMMW  
 Middletown . . . . . WCNX  
 New Britain . . . . . WHAY, WKNB

New Haven . . . . . WAVZ, WBIB,  
 WELI, WNHC  
 New London . . . . . WNLC  
 Norwalk . . . . . WNLK  
 Norwich . . . . . WICH  
 Stamford . . . . . WSTC  
 Torrington . . . . . WLCR, WTOR  
 Waterbury . . . . . WATR, WBRY, WWCO

# WTIC

WTIC's 50,000 Watts represented  
nationally by Weed & Co.

## All-Industry Effort Set To Bolster FM

(Continued from Page 1)

result of the conference, at NARTB headquarters, it was agreed that broadcasters will report future shortages of FM sets in their respective areas to NARTB which, in turn, will notify R-TMA and that association will transmit the information to manufacturers weekly. Recognizing that a national market picture is inconclusive, the representatives agreed to attack the problem on a market-by-market basis as shortages occur.

President Harold E. Fellows of NARTB and President Glen McDaniel of R-TMA will name a joint committee to explore the feasibility of co-operative effort in publicizing and promoting FM. Tentative plans call for the issuance of transcriptions on which name talent in entertainment, music and sports would endorse FM reception, the transcriptions to be used on both AM and FM stations.

Attending yesterday's conference were:

For NARTB, Fellows, C. E. Arney, Jr., secretary-treasurer; Robert K. Richards, public affairs director, and the following FM committee: Ben Strouse, WWDC-FM, Washington, chairman; Josh L. Horne, WFMA, Rocky Mount, N. C.; Everett L. Dillard, WASH, Washington.

Representing the FM industry committee were Morris Novik, New York consultant; Raymond S. Green, WFLN, Philadelphia; Leonard H. Marks, attorney, former general counsel of the FM Association.

From R-TMA: Robert C. Sprague, board chairman; McDaniel, James D. Secrest, general manager, and the following FM policy committee: John W. Craig, Crosley division, Avco Mfg. Co., chairman; J. M. Clement, Crosley division, Avco; Ernest H. Vogel, General Electric Co.; A. B. Mills, RCA; Leonard Cramer, Du Mont Laboratories.

### News Series Issued

First 13 issues of Pathe Hy-Lights, new quarter-hour weekly film series spotlighting current news, has been completed by Cinetel Corporation, TV producers and distributors. The films, which feature the passing parade of unusual and notable stories of topical interest, are sparked with running commentary by columnist Hy Gardner. June 27 is the release date for the first 13 issues. Plans call for 300 issues with some 2,000 stories.

Before you do anything about  
TV or Business Films . . .

SEE CHARLIE CURRAN

Seaboard Studios, Inc.

157 E. 69th St., N. Y. 21

Phone: REgent 7-9200

## AGENCY NEWSCAST

... personnel, sponsors and notes

**ASSOCIATION OF ADVERTISING MEN** has elected William J. McDermott, of Consolidated Edison Company, as president. Other new officers are Jack Callahan, United Air Lines, vice-president; David Sage, of McCall, vice-president; Ed Hall, treasurer; Norman Amiel, assistant treasurer; Joseph Rickard, secretary; and Ben Inwood, assistant secretary. Herbert Schwartz, John Holden and Henry Hoke, Jr., retiring president, have been elected directors.

**JOHN F. LAFARGE** has joined Robert W. Orr and Associates as copy director. He was formerly with the Biow Company.

**KENNETH T. VINCENT**, formerly associated with Cunningham and Walsh, has been named an executive on the creative staff of Campbell-Ewald Company, and will be a member of the plans board of both the New York and Detroit offices.

**RAY AUSTRIAN AND ASSOCIATES** have added two new accounts: Tru Balance, Inc., manufacturer of girdles, and Frank M. Whiting and Company, gold and silversmith.

**MRS. LOIS BOHLIG**, copy editor of Vogue for the past three years, is resigning at the end of July and plans to engage in free lance advertising.

**DANIEL KUSHNER** has resigned as editorial director of Topics Publishing Company to join the trade paper division of Hearst Publications, on Sept. 1.

**RAY-HIRSCH COMPANY, INC.** has prepared a national campaign for the Pearl-Wick Corporation to promote the clothes hamper as a decorative piece of furniture as well as its functional value. The campaign starts next month.

**JOHN P. ELDRIDGE ADVERTISING**, Philadelphia, will direct advertising and merchandising for Kilham Engineering, Inc., North Attleboro, Mass., for its Bendit Roller Brake.

**JOSEPH A. SONNELAND** has joined the copy staff of Doyle, Kitchen and McCormick, Inc. He formerly was assistant advertising and sales promotion manager of Solvay sales division of Allied Chemical and Dye Corporation.

**ABNER J. GELULA AND ASSOCIATES, INC.**, have added the new accounts of Osco Motors Corporation, manufacturers of marine engines; Central Machine Works, Inc., manufacturer of canning equipment; and the Howell Manufacturing Company, producer of overhead garage doors.

**FOREIGN ADVERTISING AND SERVICE BUREAU, INC.** has been named by Eversharp, Inc. to handle export advertising on Eversharp fountain pens and pencils and Eversharp-Schick razors and blades.

**LESLIE I. ROSENBAUM** has been named circulation director of the Fox Feature Syndicate.

**THE FLORIDA CITRUS COMMISSION**, through its agency, J. Walter Thompson Company, will continue to use newspapers and radio in its new \$2,000,000 annual advertising campaign. It will buy spot time on TV shows illustrating menus and recipes.

**STREET AND FINNEY AGENCY** have been appointed by Elars Products, Inc. for its product, Nim, for the relief of athlete's foot.

**CASIMIR ADVERTISING COMPANY** will handle promotion for Hall House, importer and distributor of Vista Alegre porcelain.

**TATHAM-LAIRD, INC.** has been named by the George Wiedemann Brewing Company, Inc., Newport, Ky., effective Sept. 1.

**RAY SHELHAMMER, JR.** has joined the copy staff of Brooke, Smith, French and Dorrance, Inc.

**ROSS ROY, INC.** observed its 25th anniversary with the announcement of the opening of a New York office at 270 Park Ave. John F. Belcher, former marketing and merchandising account executive of BBD&O, will be in charge of the new office.

**EDWARD M. STORY** has been appointed executive business manager of the New York office of Marfree Advertising Corporation.

**RCA VICTOR DIVISION** of the Radio Corporation of America is launching a television advertising campaign designed to provide retailers of sets with effective merchandising ideas. It is directed by J. M. Williams, advertising manager of the company's home instrument department.

**HERBERT B. SHOR, INC.**, Philadelphia, has been named by Wholesale Products Company, candy, and Hollywood Maid Brassiere Company, both of the same city.

**MURRAY RUDOMIN** has joined the account group of John-Raider Associates. He formerly was assistant to the president of H. O. Gerngroos, and Company, Inc.

**RITTER, SANFORD AND PRICE, INC.** will direct advertising for Philip Colleck, antiques. Howard Sanford is account executive.

## Nat. TV Film Council Opens Session Today

(Continued from Page 1)

Stan Parlin and Theodore R. Kupferman of NBC in addition to Savage.

The noon luncheon will be addressed by C. Edward Carrier, president of Hollywood Enterprises, Inc. Ruby Pfeiffer, president of Kin-O-Lux will film the luncheon and have it processed in time to present at the first afternoon forum, scheduled at 1:30 p.m.

With Saul Turell, president of Sterling Films, Inc. in the chair, the first afternoon session will hear from Arche Meyers, president of Unity Television Corporation who will speak on "Phases of Film Distribution." He will be followed by Isabel Leighton, author, who will talk on "Educational Film & TV, a Distribution Problem."

Closing session at 3:30 p.m. will be chaired by Larry Gordon, president of Vidicam Picture Corp. Speakers will include Norman Mathews, chief of production, Ruthrauff & Ryan; John Battison, director of TV commercials, Dancer, Fitzgerald and Sample; Marshall Grant, TV director Ruthrauff & Ryan. An open discussion will follow the regular meeting.

## Advertising Women Entertain N. Y. Visitors

(Continued from Page 1)

of the visiting delegates to the National Industrial Advertisers Association in the Sert Room of the Waldorf-Astoria. Mildred Kaldor, fashion publicist, was commentator for the show.

AWNY president Helen Berg cited three members for recent honors received. Outstanding was Jean Wade Rindlaub, vice-president of BBD&O, named Advertising Woman of the Year at the recent Advertising Federation of America confab in St. Louis, who spoke briefly. Others were Dorothy Lewis, coordinator of U. S. Station Relations, United Nations Radio, currently touring the country on a lecture tour, who won special honorable mention in the Erma Proetz Award given by the Women's Advertising Club of St. Louis, and Janet Gibbs, of Ever Ready Label Corp., presented with a Dartnell Gold Medal Award for business letters.

## Turner Heads WFUV-FM

The appointment of Edwin J. Turner as the new station manager of WFUV-FM, Fordham University, was announced last week by Dr. Leo McLaughlin, S. J., director of the radio station. Turner was formerly connected with American Maize-Products Co. in New York.

The announcement followed a week after the entire professional staff of WFUV-FM resigned from the university station.

## TV Networks Cover Narcotic Hearings

(Continued from Page 1)

the country broadcasting the three-hour narcotic hearings.

NBC-TV, handling the transmission from Washington for ABC-TV and CBS-TV, scheduled its showing from 10:00 a.m. to 12:30 p.m. and from 2:30 p.m. to 4:00 p.m. CBS-TV joined the pool at 11:05 a.m. while Du Mont, the other major TV network, said it would not join the pool. No reason for the Du Mont decision was given.

Using the audio portion of the NBC-TV pickup, WFDR-FM had tried to get a radio pool last night. It reached agreements with WITH, Baltimore, to share line expenses but the plan failed when no radio station receiver could be reached in Wilmington, Del.

With no "live" coverage of the Washington hearings given by Washington, D. C. radio stations, WFDR-FM's use of the NBC-TV pickup marks the second time a TV network was used for a radio broadcast. The first switch came during the Kefauver Committee hearings in Washington.

It is believed, however, that major radio networks will use excerpts of testimonies on regular news roundups and/or news commentaries. Mutual plans to have Narcotics Commissioner Harry J. Anslinger as guest on "Reporter's Roundup," this Thursday, along with Barney Ross, to speak on the problems of narcotic addiction. Next Sunday, Mutual's "Northwestern University Reviewing Stand" will conduct a forum on the question, "Can We Stop Traffic In Narcotics?"

ABC and CBS are also planning news roundups and special news features dealing with the Washington narcotics hearings yesterday.

## Fashion Store Opening On WOR-TV Thursday

Newest innovation to show how retailers can attain the most in TV merchandising will be evidenced Thursday with the televised opening of the latest Famous Fashion Store at 9 E. 42nd St., New York. The novelty TV opening will be telecast over WOR-TV, Channel 9. Buddy Rogers will emcee the opening, which will feature a fashion show as part of the program. Barbara Welles, WOR women's commentator, will be among guest celebrities appearing on the program. Advertising agency for the Famous Fashion Stores is the Wexton Company.

# ★ ★ TELE TOPICS ★ ★

**UNINTENDED (?) . . .** When Dr. Du Mont staged a comparison of the RCA and CBS color systems Monday, the demonstration of the RCA system was held in an experimental laboratory; the CBS system was demonstrated in the "museum."

**TINTAIR'S** production of "The Letter" on "The Somerset Maugham Theater" Monday night, found the drama and the commercial vying for suspense as the plot unfolded and Wendy Barrie, new mistress of ceremonies, fighting time in the hour-long drama to change her tresses from blonde to brunette. At the finish of an excellent portrayal of Maugham's play, the home audience, while thoroughly engrossed by Judith Evelyn, Jeff Morrow, Martin Gable, Guy Spaul and Leon Janney in the murder tale, were also left limp by Wendy's coming down the home stretch with her beautiful new coiffeur right at closing time. Incidentally, the show will go on a weekly basis, July 9, from 9:30 to 10:00 p.m.

### TODAY'S TV Personality:

**TALLAN BLACK**, radio and television head of Cayton Advertising Agency, engineered one of the smartest buys in TV: the quarter-hour following the Gillette bouts Friday nights for the highly successful "Greatest Fights of the Century" film series, over NBC-TV interconnected network. Films are produced by Mannie Baum Enterprises. Producer of the first sponsored program of Howdy Doody for Polaroid Filters, Inc., Allan has numerous shows to his credit, and is at present concentrating on the production of numerous spot film commercials. Following graduation from NYU in 1938, he broke



BLACK

into radio as announcer-writer-producer for New York indies, including WMCA, WEVD, WAAT, WABT-FM and WQXR. He quit the latter in 1945 to free-lance, doing scripts for such network radio shows as "Grand Central Station," "Armstrong Theater of Today" and "The Lone Ranger," as well as associating himself with the Radio Division of the OWI. He also did several television scripts during this period prior to joining Cayton in 1947. First agency assignment was to direct a nationwide TV spot campaign for the Polaroid TV Filter, which proved an outstanding success.

**PREMIERE** program of CBS-TV's new "Amos 'n' Andy," tomorrow, June 28, at 8:30 p.m., will be based on the Kingfish's adventures when he receives a "Greeting" letter from a Harlem draft board. The previously announced matrimonial letter mix-up show will be presented at a later date. . . . Bill Garin has joined KSTP-TV, Minneapolis, as assistant director. . . . Another feature news program, "It Happened This Week," has been added to the more than 60 newscasts weekly by WPIX. New show is seen on Saturdays at 8:30 p.m. John Tillman and Joe Bolton will handle the show. . . . NBC has renewed its contract with Filmcraft Productions for filming of the Groucho Marx "You Bet Your Life" program for the 1951-52 season in Hollywood. . . . Attorney General Nathaniel L. Goldstein will guest on "WOR-TV Press Conference" tonight at 8:00 p.m. . . . No matter whose system is used, William Van Pragg of Van Pragg Productions says: "Color television will be one of the greatest boons to the advertising industry." He foresees that most agencies will insist on their commercials being shot in color since polychromatic films are compatible to any system of TV transmission.

**TV SETS** in the Milwaukee area climbed to 243,193 as of June 1, according to the latest monthly survey of dealers and distributors by WTMJ-TV, the Milwaukee Journal station. Set sales during May were 4,669. . . . Product Services, Inc. has been appointed by Plastic Manufacturing Co., Dallas, for a nationwide TV campaign for their Texas line of plastic dinnerware. Campaign kicks off on August 1 with a 16 state network. . . . "Tales of Tomorrow," first adult science-fiction series, has been bought by Jacques Kreisler for presentation over ABC-TV, starting Friday, August 3, at 9:00 p.m. The program, a Foley and Gordon package, will be presented on alternate Fridays thereafter. The series will be based on stories of the Science Fiction League of America, with Robert Lewine supervising for Hirshon and Garfield, agency on the deal. Kreisler will advertise watch bands on the show. . . . Effective July 2, Francis Martin, Jr., has been appointed to the New York staff of Blair-TV, national representative firm. Martin was previously with the Du Mont network, specializing in spot sales for WABD and WDTV.

## WTIC Leads Fight Against Narcotics

Nationwide response to a successful crusade by WTIC, Hartford, Conn., in instituting stronger state legislation against dope peddlers was responsible for a new WNBT-TV series, beginning next Sunday at 12:15 p.m.

Based on the same WTIC show—a teen-age program entitled "Mind Your Manners"—which provoked the stiff narcotics amendments to the state's Drug Act, the program was presented over NBC's radio network on Saturdays at 10:00 a.m. for the past three years.

A youth-forum program, the WTIC-originated series had been conducting their recent crusade ever since its moderator and panel heard a 16-year-old girl tell (via recording) how she became a drug addict.

After conferences by the Hartford radio station with Gov. John Lodge and State Police Commissioner Edward Hickey, a bill was sent to the Legislature containing most of the provisions recommended by WTIC. With only six days left to get it through the 1951 session, WTIC staff members were busy at the state capitol enlisting support of representatives.

On the night of June 5, only 24 hours before adjournment, the bill was passed. Among other penalties, the new law contains a 15 to 30-year mandatory prison sentence for anyone convicted of "illegal sale, barter, exchange, gift, or offer of any narcotic drug to a minor."

Now WTIC is offering copies of the new law to all radio stations in the country interested in initiating similar action.

### Film Exploitation

Hollywood—In an effort to show the tremendous buying power in the Southern California area, KNBH-TV's new promotion film, "The Gold Rush Is Still On," will be shown to advertising agency heads and prospective sponsors in the East and Middle West. The 18-minute, technicolor film, produced by Arnold Marquis Productions, Inc., is presently being shown in New York, Cleveland and Chicago.

### Jell-O On McNeill Show

Beginning July 2, the Jell-O division of General Foods Corporation will sponsor the first 15-minute segment of the Breakfast Club on Mondays, Wednesdays and Fridays. The audience participation show, with Don McNeill as toastmaster, is heard Monday through Friday over the ABC radio network from 9 to 10 a.m. Young and Rubicam is the advertising agency for Jell-O.

**TOPS T.V. in FILMS!**

Sponsored by Anheuser-Busch — On The CBS NETWORK  
**MAGIC BOW** Starring **STEWART GRANGER**  
 The Life Story Of **PAGANINI** With Violin Selections By Yehudi Menuhin

**★ UNITY ★**  
 TELEVISION CORP.  
 1501 B'WAY, N.Y.C. 18  
 Longacre 4-8234

## BMI Program Clinic Held In Nashville

(Continued from Page 1)

and needed extra help on hand while still other radio men attended the ceremony dedicating the new Arnold Engineering Center.

Clinic was called to order by Frank S. Proctor, general manager of WTJS, Jackson and president of the Tennessee Association of Broadcasters. Ken Sparnon, BMI field representative, was clinic chairman. Highlights of the talks included:

Thomas B. Baker, Jr., general manager, WKDA, Nashville — "Go out and dig up local news and get it on the air fast . . ."

Charles Gullickson, program director, WDOD, Chattanooga — "Develop staff personnel into personalities and sell them . . ."

J. B. Sheftall, co-owner WJZM, Clarksville — "Build station-relations by explaining the intricacies of radio techniques and production to your hometown folks; be the first to lead in any civic movement . . ."

John McDonald, farm director, WSM, Nashville — "Be natural with your rural audience; make many personal appearances and get to know them intimately . . ."

Other speakers who were well received and are on tour with the clinic from New York included: D. Gordon Graham, assistant program director of WCBS, New York; Murray Arnold, program director of WIP, Philadelphia; Charles B. Seton, of the law firm of Rosenman, Goldmark, Colin & Kaye, New York who spoke on copyright problems in radio; and Tom Slater, vice-president of Ruthrauff & Ryan, Inc., New York. Also with the group from New York are Carl Haverlin, BMI president and Glenn Dolberg, director of station relations. Haverlin spoke briefly at the luncheon session and Dolberg opened the list of speakers.

Yesterday the clinic held forth in Little Rock, Arkansas, under the auspices of the Arkansas Broadcasters Assn.; today is a traveling break and tomorrow it opens in Jackson, Miss., under auspices of the MBA. Friday it holds forth in New Orleans and next Monday at Atlanta, Georgia.

### New Du M. Ad Drive Set

Teldisco, Inc., distributor for Du Mont television receivers in New Jersey, is this week inaugurating a unique advertising and merchandising campaign at the consumer level. Emphasizing trading in old TV sets in terms of Du Mont quality, the campaign features the slogan "Don't just trade in your old television set . . . trade it UP a Du Mont." Promotion package includes newspaper ad mats, counter displays, window streamers and die cut pop-up envelope stuffers. Surprise item is the Du Mont Jack-in-the-Bank, made of red and yellow plastic, both a jack-in-the-box and coin bank.

## 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 June 15-21

TITLE	PUBLISHER
Be My Love . . . . .	Miller
Because Of You . . . . .	Broadcast Music
Dream . . . . .	Goldsen
Faithfully Yours . . . . .	Witmark
Hello Young Lovers . . . . .	Williamson
Here's To Your Illusions . . . . .	Chappell
Hot Canary . . . . .	Leeds
How High The Moon . . . . .	Chappell
How Long Is Forever . . . . .	St. Nicholas
I Apologize . . . . .	Crawford
I Whistle A Happy Tune . . . . .	Williamson
I'm Late . . . . .	Walt Disney
Jezebel . . . . .	Broadcast Music
Loveliest Night Of The Year . . . . .	Robbins
Make The Man Love Me . . . . .	T. B. Harms
Mister And Mississippi . . . . .	Shapiro-Bernstein
Mockin' Bird Hill . . . . .	Southern
My Resistance Is Low . . . . .	E. H. Morris
My Truly Truly Fair . . . . .	Scantly-Joy
On Top Of Old Smoky . . . . .	Folkways
Pretty Eyed Baby . . . . .	Pickwick
Shanghai . . . . .	Advanced
Syncopated Clock . . . . .	Mills
These Things I Offer You . . . . .	Valando
Too Young . . . . .	Jefferson
Unless . . . . .	Bourne
Wang Wang Blues . . . . .	Miller
We Kiss In A Shadow . . . . .	Williamson
When You And I Were Young Maggie Blues . . . . .	Mills
Would I Love You (Love You Love You) . . . . .	Walt Disney
You're Just In Love . . . . .	Berlin

## Second Group

TITLE	PUBLISHER
Aba Daba Honeymoon . . . . .	Feist
After All It's Spring . . . . .	Leeds
Alice In Wonderland . . . . .	Walt Disney
Chesapeake & Ohio . . . . .	Famous
Dark Is The Night . . . . .	Feist
Diane . . . . .	Miller
How Many Times (Can I Fall In Love) . . . . .	Paxton
If . . . . .	Shapiro-Bernstein
Moonlight Bay . . . . .	Remick
Morningside Of The Mountain . . . . .	Remick
My Prayer . . . . .	Shapiro-Bernstein
No One But You . . . . .	Harms
Song Is Ended . . . . .	Berlin
Sound Off . . . . .	Shapiro-Bernstein
Super Song . . . . .	Life Music
Tahiti My Island . . . . .	Paramount
Tell Me . . . . .	Mellin
Tom's Tune . . . . .	Laurel
Tonight Be Tender To Me . . . . .	Life Music
When Our Country Was Born . . . . .	Life Music
World Is Mine Tonight . . . . .	Sam Fox
You Belong To My Heart . . . . .	Peer

(Copyright, 1951, Office of Research, Inc.)

## Serial Programming Seen As 'Much Alive'

(Continued from Page 1)

other from Air Features, representing the Hummerts, who will introduce some old and new serial shows on the networks.

ABC's new schedule of a full hour of daytime serial programs becomes effective next Monday. The schedule calls for "Modern Romances" at 10:45 a.m.; "The Strange Romance of Evelyn Winters" at 11 a.m.; "David Amity" at 11:15 a.m.; unnamed serial at 11:30 and "Lone Journey" at 11:45 a.m.

Followed "Long Study"

"This basic change in the network's program policy has resulted from a long study of the ability of time-tested programs such as these to attract and hold large audiences over a long period of time," Leonard Reeg, vice-president of radio programs for ABC, explained. "Our network has experimented with various types of programs during this segment of the broadcast day and we believe that this type of coordinated program presentation is the best way for a mass medium to attract a mass audience.

Mystery Show Moving

"Mr. Keen, Tracer of Lost Persons," one of radio's top-rated mystery series for nearly 14 years, will be heard on NBC beginning Friday, July 20, 9:30-10 p.m., EDT. The program, produced by Frank and Anne Hummert, currently on CBS, will continue to feature Philip Clarke as Mr. Keen and James Kelly as Mike Clancy, after the switch to NBC. "Mr. Keen" will be part of NBC's "Operation Tandem" and show's sponsors will comprise Whitehall Pharmacal Company, RCA and Chesterfield.

New Hummert Series

A new Hummert mystery show, "Inspector Blackthorn," will make its radio debut on NBC, beginning the same night, July 20, 9-9:30 p.m., EDT, as a sustainer.

Two other Hummert five-a-week serials will return to the networks beginning Monday, July 2. "Lorenzo Jones" will return to NBC, 5:30-5:45 p.m., EDT. "The Strange Romance of Evelyn Winters" will return to the air on ABC's network, 11-11:15 a.m., EDT.

### Two FEP Programs On WLIB

WLIB on Monday broadcast two special programs in observance of Fair Employment Practices Day. Ruth James was moderator of the broadcasts, which were heard from 9:45-10 a.m., and from 8-8:30 p.m. The guests were Ed Lawson, of United Nations, and Rev. Gary Onike, of the Protestant Interracial Fellowship Commission.

### Stork News

Sidney Paul, radio and TV actor, is the father of a boy born to Mrs. Paul on Monday, June 18. Baby has been named Victor Jay. He's the Pauls' second child.



EQUIPMENT  
PRODUCTION  
STUDIOS

# RADIO TELEVISION DAILY

SPONSORS  
BUSINESS  
AGENCIES

VOL. 55, NO. 10

NEW YORK, FRIDAY, APRIL 13, 1951

TEN CENTS

## TOA MEETS COY; SEES "ABOUT FACE"

### Web Lowers Afternoon, Night Rates 10-15%

#### Reductions At CBS Greatest From 8-10:30 P.M.

Reductions in CBS network rates, ranging from 10 to 15 per cent for programs broadcast from 1-11 p. m. were announced yesterday by Frank Stanton, president of the web. The changes include a 10 per cent reduction from 1-8 p. m., a 15 per cent reduction from 8-10:30 p. m. and a 10 per

(Continued on Page 2)

#### 'Functional Music' Illegal, FCC Rules

Washington Bureau of RADIO DAILY

Washington—The FCC yesterday announced it had advised four FM stations that the use of "functional music" or similar programs in which commercials are "beeped out" for subscribers is contrary to the Communications Act and Commission rules and regulations.

The stations were given until

(Continued on Page 4)

#### Nielsen Drops AM Ratings On Non-Sponsored Shows

Current radio ratings reports of A. C. Nielsen Company are omitting ratings of programs for which neither the sponsor nor the advertising agency has subscribed, it was announced yesterday. Deletions have amounted to only 15 per cent of

(Continued on Page 3)

#### Program First

Salt Lake City—Station KDYL-TV scored a television first last week when "Better Living Electrically," first sponsored program to go on the air 100 consecutive times, went before the pioneer station's battery of cameras. Sponsored by Utah Power and Light Company, the show has been a weekly feature since Fall, 1948.

#### Heavy NARTB Advance Reservations

Chicago—If advance room reservations is a barometer of the NARTB convention attendance, this year's attendance will exceed any previous convention, C. E. Arney, secretary treasurer, said yesterday at his headquarters in the Hotel Stevens. A year ago at this time there were 800 room reservations at the Stevens. This year the total room reservations to date is 1,200 and it is expected that the number will be swelled to 1,500 by Sunday night.

#### BAB To Explain Functions At Confab

Making it possible for representatives of all U. S. radio stations to learn first-hand how the expanded Broadcasting Advertising Bureau will function, BAB will have a special session on Tuesday morning during the four-day Chicago convention of the National Association of Radio and Television Broadcasters, open to everyone in the radio industry, both members and non-members of NARTB.

"Don't Short-change Radio" is the

(Continued on Page 3)

#### Avco Chairman Predicts Business At High Level

Wilmington, Del.—Despite growing material shortages, business is expected to continue at a satisfactory level in the second quarter ending May 31, stated Victor Emanuel, president and chairman of Avco Manufacturing Corporation, at the annual stockholders meeting held yesterday.

Emanuel said it is impossible to

(Continued on Page 2)

#### MacArthur "Story" Relayed Abroad

Special newscasts and commentaries analyzing the MacArthur controversy were relayed over foreign broadcasting channels, armed forces networks, and facilities of the Voice of America all day Wednesday following the initial news of the dismissal, it was learned yesterday by RADIO-TELEVISION DAILY.

A spokesman for the Voice of America said that the VOA had carried all developments, giving it straight factual reporting. Commen-

(Continued on Page 7)

#### Big League Baseball Will Be TV'ed In Baltimore

Baltimore — Big league baseball comes to Baltimore. WBAL-TV announced today that it has completed arrangements with American Brewery, Inc. to televise nine Washington Senator games this season direct from Griffith Stadium in Washington, marking first time in local TV history that major league baseball has been made available on a regu-

(Continued on Page 2)

### NPA Clamps Controls July 1 On Transmitting Equipment

Washington Bureau of RADIO DAILY

Washington — Manufacture of radio and TV transmitting equipment will require permission of the National Production Authority after July 1, but home receiving sets may be made without restriction except for tubes, the NPA announced yesterday.

In one of the broadest directives yet issued, Manny Fleischmann,

NPA administrator, announced last night that, effective July 1, a controlled-materials plan would be placed into effect, for defense production and certain defense-supporting activities vital to meeting rearmament needs.

Several months ago Fleischmann disclosed, at a news conference, that NPA was considering a "controlled-

(Continued on Page 6)

#### Claims FCC Head Contradicts His Mar 29 View

Washington Bureau of RADIO DAILY

Washington — FCC Chairman Wayne Coy did a complete "about face" of the Commission majority attitude toward motion picture companies when he met Wednesday morning with officers of the Theater Owners of America, the TOA indicated in a news release yesterday. In an

(Continued on Page 7)

#### Station Reporter Bounced By City

Joe Michaels, reporter for WFDR, was ejected from the council chamber at City Hall where tax hearings were held yesterday afternoon. Ejection took place at 3:15 p.m.

Station WFDR immediately sent the following telegram, addressed to the Assistant Executive Secretary to the Mayor, at City Hall:

"WFDR respectfully protests ejection"

(Continued on Page 3)

#### Penn.-Del. AP Officers Elected For Coming Year

Gettysburg—Ed Darlington, WCNR, Bloomsburg, was elected president of the Pennsylvania-Delaware Associated Press Radio Association at the annual meeting held last

(Continued on Page 5)

#### Tax Increased

Montreal—Radio receiving sets are amongst the items on which excise taxes were raised from 15 to 25 per cent under the dominion budget announced this week. Schedule one describes the increased tax as applying to "phonographs, record playing devices, radio, broadcast or telecast, receiving" sets and also tubes.

# RADIO DAILY TELEVISION DAILY

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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free) United States \$15.00 one year. Foreign, \$20.00. 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.

### WASHINGTON BUREAU

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### WEST COAST OFFICES

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### CHICAGO BUREAU

Ginny Evans, Manager  
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Phone: Franklin 2-3238

ROME BUREAU: John Perdleari, Ludovico 16.  
PUERTO RICAN BUREAU: Antonio Alfonso, Edifilio Ortoa, San Juan, P. R.; P. O. Box 3383; Telephone: 2-2365.

## FINANCIAL

(April 12)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	13 1/8	12 3/4	13	.....
Admiral Corp.	26 3/8	25 5/8	26 1/4	+ 3/4
Am. Tel. & Tel.	153 3/8	153 1/4	153 3/8	- 1/4
CBS A	32 5/8	31	32 1/8	+ 1 1/8
CBS B	32	31	32	+ 1 1/8
Philco	23 3/4	23 1/4	23 3/4	+ 1/2
Philco pfd.	90 3/4	90 3/4	90 3/4	.....
RCA Common	20 1/4	20	20 1/8	+ 3/8
RCA 1st pfd.	78	77 5/8	78	+ 3/8
Stewart-Warner	17 5/8	17 1/2	17 5/8	+ 1/8
Westinghouse	38 3/8	38 1/2	38 3/8	+ 1/4
Zenith Radio	67	65	66 1/2	+ 2 1/8

### NEW YORK CURB EXCHANGE

DuMont Lab.	17 3/8	17 3/8	17 3/8	.....
Nat. Union Radio	4 3/4	4 3/4	4 3/4	+ 1/8

### OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	12	13 1/2

### WPCF Names Rep.

Panama City, Fla.—Station WPCF, affiliate of the ABC, announces the appointment of National Time Sales as its national representative.

**ATTENTION**  
**TV PRODUCERS**  
**40 MODERN 40**  
**REHEARSAL ROOMS**  
**ALL SIZES — AIRY**  
**from 20x23 to 60x90**  
**Reasonable Rentals**

**CENTRAL PLAZA**  
Centrally Located - 2nd Ave. & 7th St.  
(2 Blocks East of JOHN WANAMAKER'S)  
**ALgonquin 4-9800**

## ★ COMING AND GOING ★

CHRIS J. WITTING, DuMont's general manager; NORMAN DRESCHER, director of station relations, and ROBERT JAMIESON, ROY SHARP and ED KOHLER, the latter three of the traffic department, off to Chicago to attend the NARTB convention.

HERBERT AKERBERG, vice-president of CBS in charge of station relations; WILLIAM SCHUDT, director of station relations; E. E. HALL, Eastern division manager of station relations; THOMAS MAGUIRE, sales service manager, and ROBERT WOOD, of the station relations department, have left for Chicago.

TOM KRITSE, local sales director of KGNC, Amarillo, Texas, in New York on business. Visited for a while yesterday at the offices of his national reps.

JAMES HICKS, general manager of WCOS, Columbia, S. C., in town yesterday for conferences with the national representatives of the station.

MILDRED FREELAND, woman's editor at WMID, Atlantic City, N. J., is back at the station after having attended the New York convention of the AWRT.

ROSEMARY CLOONEY, vocalist on Jan Murray's "Sing It Again" over CBS, is touring. Starting today, Rosetta Shaw will substitute for her.

JAMES P. DAVIS, manager of the RCA Victor Custom Record sales division; BERT WOOD, program manager of RCA Recorded Program Services, and A. B. SAMBROOK, manager of RCA Recorded Program Services and Syndicated Sales, have joined the general exodus heading for the Windy City.

### Avco Chairman Predicts Business At High Level

(Continued from Page 1)

forecast results for the second half of the fiscal year, since these will depend on allocation of materials for the civilian economy and other factors unassessable at present. Although Avco will be working on important defense contracts in many of its plants, it will at the same time make every effort to continue the output of consumer goods at the highest possible level permitted by government regulations.

The stockholders elected the slate of officers as nominated, and also approved a resolution calling for the retirement of 1,751,466 shares of common stock held in the company's treasury. Seventy-nine per cent of the outstanding shares of common stock were voted in person or by proxy.

### MGM Group Chi. Bound

Metro-Goldwyn-Mayer Radio Attractions will be represented at the NARTB convention with a delegation of six executives. They will be Bertram Lebhar, Jr., director of station WMGM and M-G-M Radio Attractions, Raymond Katz, director of production, M-G-M Radio Attractions, William F. MacCrystall, West Coast sales representative, Marcella Napp, West Coast coordinator and aide to the director of production, Sam Rossant, sales manager of M-G-M Radio Attractions, and Paul Beigel, assistant to Lebhar. The Metro-Goldwyn-Mayer Radio Attractions delegation will make its headquarters at the Stevens Hotel during the convention.

MILTON BERLE is vacationing in Miami. He made an impromptu TV appearance yesterday on the Alec Gibson show over WTVJ. The station's switchboard was tied up as calls flooded in from fans.

C. P. MacGREGOR, transcription producer of Hollywood, today heads for Chicago and the NARTD convention. NAT DONATO, sales manager, with headquarters in New York, will leave tomorrow for the confab.

STUART KELLY, of the O. L. Taylor Co., station reps., has left on a business trip to Baltimore and Washington.

RUSSELL O. HUDSON, vice-president in charge of sales for Audio & Video Products Co., is in San Carlos, Cal., for conferences with Ampex on the matter of new tape recorders.

SAMMY KAYE has left for the Midwest, there to inaugurate an extended series of one-night stands.

### Big League Baseball Will Be TV'ed In Baltimore

(Continued from Page 1)

lar basis on local screens. Both day and night games are included in the station's video schedule which will start with opening day ceremonies on Monday, April 16. WBAL-TV's veteran sports announcer Joe Crochan will handle color and drama of games as well as commercials, while Nick Campofreda will call the play-by-play account. Negotiations for the deal were handled through Elmer D. Free Advertising Agency.

## CBS Reduces Rates For Afternoon, Night

(Continued from Page 1)  
cent reduction from 10:30-11 p.m. The new rates will become effective July 1, 1951.

In making the announcement, following a meeting yesterday of the Columbia Affiliates Advisory Board, Stanton declared that the rate changes "increase still further the values of CBS network radio—which today stands as the country's single, most comprehensive and efficient advertising medium."

### "Alger" Stories Set

Charles Michelson, Inc. program producers are preparing for autumn release "Horatio Alger's Stories." The series will be written and directed by Ruth and Gilbert Braun.

Unusual twist in the Alger series will consist of an interview at end of each story with outstanding people in the arts, science and business fields whose rise to success has been an "Alger" one.

### '20 Questions' For Vets

"Twenty Questions," Mutual network radio show, tomorrow will be broadcast in a special performance from the Kingsbridge Veterans Hospital, N. Y. Soldier-patients will be heard as guests. The program will be on the air from 8-8:30 p.m.



You get a lot for a little\*

\*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY



## BAB To Explain Functions At Confab

(Continued from Page 1)  
 title of an address to be given by A. C. Nielsen, president of A. C. Nielsen Company, in opening the BAB convention program, William B. Ryan, president of the Broadcast Advertising Bureau announced. Nielsen's talk will be based on a number of new and significant tabulations of Nielsen Audimeter data that will bring into clearer perspective some of radio's immense and saleable assets that have been overlooked in current attempts by the Association of National Advertisers and others to break up the network AM rate structure.

Following President Ryan's address on "Radio's Responsibilities and Opportunities," the session will feature a special panel on BAB's emergence as the authoritative, over-all sales promotion voice in radio, with Edgar Kobak, BAB board chairman, presiding. Participants in this forum discussion will include three prominent radio executives responsible for the evolution of BAB to its present structure as an independent agency, comprising: Maurice B. Mitchell, vice-president and general manager of Associated Program Service; Frank Pellegrin, vice-president of H-R Representatives, Inc.; and Lewis Avery, president, Avery-Knodel, Inc. Advertisers will be represented on the panel by Robert M. Gray, advertising and sales promotion manager, Esso Standard Oil Company; representing agencies will be Jerry Stolzoff, of Foote, Cone and Belding, Inc., Chicago.

### Stork News

Hollywood—KFWB's early morning waker-upper, Bill Leyden, on Saturday, Apr. 7 was presented by his wife with a seven pound boy at the Hollywood Presbyterian Hospital. The youngster will be named William Leyden, third.

## AGENCY NEWSCAST

... personnel, sponsors and notes

**D**R. E. LAWRENCE DECKINGER, research director of Biow Company, has been elected president of the Copy Research Council. Wilson J. Main, research director of Ruthrauff and Ryan, is the new secretary-treasurer of the Council.

**MERCREADY, HANDY AND VAN DENBURGH**, Newark, have been named by J. K. Smit and Sons, Inc., Murray Hill, N. J., makers of industrial diamonds.

**AL PAUL LEFTON COMPANY** is directing the large-scale advertising campaign of Quality Importers, Inc., in introducing their new product, Welch's Wine. The campaign started this week in the metropolitan area.

**JOHN GIBBS AGENCY** is now exclusively representing John Newland for radio, television and motion pictures.

**JAMES J. McCAFFREY** is media director of Anderson and Cairns. Previously, he was assistant director at Young and Rubicam.

**LAWRENCE A. WOLFE** is now with the copy department of Tracy, Kent and Company. He was formerly with the Harry B. Cohen Agency.

**RALPH HARRINGTON**, advertising manager of General Tire and Rubber Company, was appointed chairman of the steering committee for outdoor advertising of the Association of National Advertisers.

**MEL LOKENSGARD** has been named advertising director of Better Living, consumer magazine of the Super Market Institute.

**W. L. BUNNAGAR** has joined the contact department of Gray and Rogers, Philadelphia.

**OSGOOD and HAZEN** has been appointed by Peerless Film Processing Corp.

**NORMAN D. WATERS AND ASSOCIATES** will handle advertising for William Prym, Inc., Dayville, Conn., beginning July 1, for "cover your own" buttons and buckles. Sanford L. Hirschberg is account executive.

**RIEDL AND FREDE ADVERTISING, INC.**, Paterson, N. J., will handle advertising for New Era Manufacturing Company, Paterson, makers of specialty printing presses. The agency also is handling the account of Sec-o-matic Corp., Bloomfield, N. J., manufacturers of dry-cleaning equipment.

**MICHEL-CATHER AGENCY** has been appointed by Capitol Kitchens division of Hubeny Brothers, Inc.

**G-L ENTERPRISES, INC.**, television film commercial agency is now in new, larger quarters at 270 Park Ave.

**ROY GARN COMPANY** has been appointed to handle advertising for Lynbrook Savings and Loan Association and for Flushing Federal Savings and Loan Association.

## Station Reporter Bounced By City

(Continued from Page 1)  
 tion of its reporter and the tools of his trade from the public hearings at City Hall today. WFDR hereby formally requests permission for its representative to cover subsequent open hearings. Signed Lou Frankel, General Manager, WFDR.

WFDR will feed this coverage—a play-by-play tape recording, to any station that requests it.

## Nielsen Drops AM Ratings On Non-Sponsored Shows

(Continued from Page 1)  
 previously rated programs, as approximately 85 per cent of all sponsored network programs are sponsored by subscribing advertisers or placed by subscribing agencies.

Commenting on the new policy, A. C. Nielsen said: "It is time to halt the economically unsound practice of publishing ratings on programs for which neither the sponsor nor the agency has sought this information. To whatever extent present non-subscribers may decide to have their programs rated, the number of published ratings will approach 100 per cent again. It is hoped eventually to reinstate the ratings for virtually all sponsored network programs."

## GIRL WITH PULL

Janet Ross of KDKA's Shopping Circle is a girl who *really* pulls mail and orders! Writes an agencyman: "Janet was an overwhelming success. She pulled more orders, at lower cost per order, than practically any other program we used this season. And she outpulled by a tremendous margin every other woman's show in the country." For detailed information about this sales-building Shopping Circle (9:30 AM Monday through Friday) check KDKA or Free & Peters.

**PITTSBURGH**  
**50,000 WATTS**  
**NBC AFFILIATE**

**KDKA**



**WESTINGHOUSE RADIO STATIONS Inc**

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

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

Now Covering 17,000,000  
 Population Area in 5 States!

**50,000 WATTS**  
 in the middle  
 of the dial  
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The DETROIT AREA'S Better Than Ever Buy!

Adam J. Young Jr., Inc.  
 National Representative



Guardian Building  
 Detroit 26  
 Michigan

J. E. Campeau, President



## NPA CONTROLS WILL START JULY 1

### Microwave Control Of Machinery Near

Dallas, Texas — How microwave equipment can be used to expedite petroleum operations through remote control and monitoring of machinery will be demonstrated by RCA at the 23rd Annual Conference of the Petroleum Industry Electrical Association and the Petroleum Electric Supply Association, to be held here April 17 to 19, inclusive, at the Adolphus Hotel.

#### Best Known As Relay Link

Microwave, a low power, high frequency electronic system, best known for its use as a relay link in radio, TV, and telegraph communications, is being adapted to remote control of machinery in many applications that may revolutionize industrial operations, RCA disclosed in its announcement of plans for the Dallas demonstration.

Microwave can be used in the petroleum industry for such control operations as opening and closing valves on "tank farms" and on pipelines many miles away from a control point. It also permits testing and recording the performance of machinery at distant points, so that nation-wide operations can be supervised with vast savings in travel time and personnel.

### Administrator Fleischmann Announces Material Plan For Radio And TV Transmitting Equipment; Sets Exempt, But Will Be Affected

(Continued from Page 1)

materials plan." He was a former executive of the old War Production Board which found such a plan satisfactory during World War II.

Testifying before a Congressional committee two weeks ago, Fleischmann reiterated his statement that a CMP would become effective about July 1. His formal announcement of yesterday makes it official.

CMP is a plan, he said, by which the three basic metals—steel, copper and aluminum — all used in radio and TV production "are allotted directly to producers on the basis of detailed requirements submitted in advance for the manufacture of goods which the Government needs for the defense program."

In announcing a list of materials which come under the CMP and those not affected, Fleischmann indicated that the lists were "general and tentative" and that as the defense program grows in intensity,

the list may be altered materially.

Included in the tentative list of products for which NPA application forms will be required are radio, radar and television equipment, "except home type," radio tubes, telephone and telegraph communication equipment, storage batteries, primary batteries, dry and wet, etc.

Announcement was interpreted to mean that while receivers, both TV and AM-FM- designed for home use, are exempt from orders, it will be necessary to get permission from NPA to include tubes, thus placing the entire construction of receiving sets in the hands of the Government.

The tentative list of products for which NPA applications are not required include "home radio and television sets." But, it was pointed out, without tubes they are worthless. Thus the manufacture of sets is placed in the category of Government-control, beginning July 1.

### New Philco Division To Aid Gov't Orders

The Philco Corporation has established a separate Government and Industrial Division with full divisional status, to handle increased output of government and industrial products, it was announced yesterday by William Balderston, president of Philco.

Joseph H. Gillies has been named vice-president of the new division and will report directly to top management in his new capacity. He will also continue to serve as vice-president of the Philco TV and radio division, a position he has held since Jan. 1948.

#### Peltz Heads Operations

William J. Peltz has been appointed manager of operations in the same division, and in this capacity he will report to Gillies and will head all staff and manufacturing functions of the division. Peltz has been with Philco for 26 years. Recently he served successfully as production manager of the refrigerator division, and on the executive staff in charge of tube production.

Robert F. Herr, vice-president of the corporation, will be on the president's staff and will direct all government and industrial sales and contract negotiations. James D. McLean has been appointed general sales manager for the new group, reporting to Herr, and John Booth will continue to operate as general manager of the Tech Rep Division and will also report to Herr.

#### WTAO Picks National Rep.

Cambridge, Mass. — Indie Sales, Inc., New York, has been appointed national representative for WTAO.

## PRODUCTION PARADE

#### Trade-Ins Off In Milwaukee

Milwaukee, Wisc.—TV dealers in this area report very few trade-ins being offered when new sets are purchased. Some report this as due to the fact that many prospective buyers are waiting to see when color TV will be available; others say that the prices of sets are expected to be lowered soon. One dealer thought that trends toward consoles and combination sets keep the price too high for some prospects. Another prominent dealer with several large stores thought that smaller stores do not care to bother with trade-ins, as they do not have the facilities for repairing or servicing old sets. TV set supply is rather good in the area, but several dealers said that more expensive sets are getting scarce.

#### Shure Plans Mike's 'Debut'

Chicago, Ill.—The petite version of the Shure Unidyne microphone will make its bow at the 1951 Parts Distributors Show in Chicago. The microphone is an ultra-cardioid microphone approximately one-half as large as its companion in the Shure line, the standard model Unidyne Model 55. The small model retains all the important directional qualities of Model 55, and is offered as the only small-size uni-directional moving-coil dynamic microphone. The moving coil system has a high overall efficiency and smooth frequency response, and a rugged coil

#### New Plastic For Life Rafts

The United States Rubber Co. announced yesterday a new expanded plastic for use in making life rafts and other flotation equipment. Known as Expanded Royalite, the product is honeycombed with millions of tiny non-connecting cells which make it extremely light. It is strong, not affected by sun or salt water, and will stay afloat indefinitely. In addition, Expanded Royalite also is an excellent thermal insulator. Its most important applications in this field have been those that require insulating material for structural strength. It is manufactured in flat sheets which can be formed by conventional thermoplastic forming techniques. Standard sheets available are 46 inches by 70 inches in one-quarter, one-half, three-quarters and one inch thicknesses.

#### Higgins Joins Spartan

The appointment of William H. Higgins as field manager for Spartan Radio-TV was announced yesterday by Henry L. Pierce, general sales manager of the organization, Jackson, Mich. Higgins is undertaking extensive field work with district merchandisers and key dealers. Higgins was formerly sales manager of the U. S. Television Company and his home is in New York.

construction provides immunity of the moving coil system to abnormal atmospheric and mechanical shock.

## Send Birthday Greetings To—

April 13

Cecil H. Hackett Lily Pons  
Bob Stanley Catherine Witfield

April 14

Al Cormier Al Kavelin  
Bill Green Robert Stanton

April 15

Dave Alber Oliver W. Nicoll  
Earl Ferris Philip Porterfield  
Marian Jordan Dave Driscoll

April 16

Milton J. Cross Norman Weill  
W. Wright Esch Joe McCauley  
George Ludlam Bessie Blouin  
Jack Negley Joseph C. Meehan  
Les Tremayne Emerson Buckley

April 17

Margaret Espy Lawton Campbell  
Jack Nedell

April 18

Page Gilman Leopold Stokowski  
Muriel Haynes Charles LaTorre  
Edgar Kobak

April 19

Ann Shelley Murray Salberg  
John Sinn GeGe Pearson

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**COAST-TO-COAST**

**Doubling Of Range Is Claimed For New Meck TV Receiver**

**BEHIND THE MIKE**

**WOOD Helps Launch Store**  
Grand Rapids, Mich.—Contributing its part in joining civic agencies to help launch the new million-dollar Wurzburg Department Store, WOOD set up shop on the store premises for four days prior to the grand opening recently. Operating from one of the television booths in the store's television center, news director Bob Runyon aired his regular news broadcasts daily at 8:00 a.m., 12 noon and 6:00 p.m. from the store, combining his local news coverage with wire service from a teletype installed in the booth.

**Telco Award To Hansen**  
San Francisco—Carroll Hansen, KCBS sports director, received the American Telephone and Telegraph Co.'s Telco Athletic Association award as an "All American Broadcaster" for his work as emcee of the club's Fresno Bowling Tournament last month. The award was presented at a banquet.

**"The MacArthur Dismissal"**  
Baltimore—What WMAR-TV calls the biggest news story since the start of the Korean War—the removal from command of Gen. Douglas MacArthur—was the subject of a special program over its facilities the day it broke. WMAR-TV camera crews went into action on the morning of the President's announcement and rounded up a group of man-on-the-street interviews. The question was, "What do you think of the President's action?" and the results favored MacArthur by 6 to 1. Julius Westheimer, of the public service program, "The U.N. In Action" was the moderator.

**Choir Bows On WOA1**  
San Antonio, Texas—In salute to the Texas Federation of Music Clubs meeting here April 11-14, a special broadcast featuring the Modern Choir of the Texas College for Women at Denton is being aired over WOA1. Mrs. J. V. Chandler, president of the Federation, will be interviewed during the broadcast by program director Bill Shomette.

**Penn.-Del. AP Officers Elected For Coming Year**

(Continued from Page 1)  
week here. Vice-presidents elected were John Foster, WJAC, Johnstown, and William Banks, WHAT, Philadelphia. Joseph Snyder, AP chief of the Philadelphia bureau, continues as secretary. J. M. Cleary, WESB, Bradford, headed the nominating committee.  
A system of awards to member stations on handling and coverage of news is being set up by a special committee. Guest speaker Jack Weldon, WWOD, Lynchburg, Va., stimulated interest in the awards project by telling how the AP Association in his state had set up a

Chicago—A new television receiver which makes it possible for every television station to double its present range was unveiled here today by John Meck Industries.

John S. Meck, president of the firm, estimated the new receiver, labeled the "red-head," will increase the nation-wide potential of present television stations by 25 per cent and more than triple the area which they can serve effectively. The new audience will be made up of families who have been unable to get satisfactory TV reception because they live more than 50 miles from the nearest TV transmitter, or who live closer but need expensive "booster" equipment to receive good pictures on present sets.

Meck said extensive field tests of the new chassis, made during the past month in all parts of the country, demonstrated that it can bring in consistently good reception up to 100 miles from the transmitter, when used with a well designed long-range antenna.

As an example, he cited recent tests in Peoria and Springfield, Illinois, cities where television signals are very weak because of their distance from the Chicago and St. Louis station. In both cities, he said, the new chassis obtained consistently good reception, conspicuously outperforming 12 competitive receivers which were operated under comparable conditions in side-by-side tests.

Airborne press conference, at which Meck had expected to demonstrate for members of the press the "red-head's" ability to receive programs from various cities at distances up to 140 to 150 miles, was scheduled for today but was postponed when fog grounded planes in the Chicago area. He noted that less interference aloft permits reception at these distances, but said the firm's engineers have established 100 miles as the practical limit for ground reception.

Meck explained that the sensitivity of the new chassis results from a combination of four major engineering factors and a number of minor improvements. The "red-head" has four stages of intermediate frequency amplification instead of the three stages used by most sets. Further amplification is provided by operating the video detector at a higher level, which feeds the video amplifier twice the video signal voltage commonly used in other sets.

Newly designed synchronizing circuits make the chassis immune to similar system which had worked out profitably from a management point of view.

Other speakers included Oliver Gramling, AP assistant general manager for radio; Theodore A. Koop, director of news and public affairs of Columbia Broadcasting System, Washington; and William F. Achatz, Philadelphia AP photo editor recently returned from the Orient.

interference and hold the picture steady. Interference is a particular problem in TV reception in fringe areas where the signal is weak and where even a passing car may cause the picture to flutter considerably.

Another problem of fringe area reception has been the tendency of distance from the transmitter and the use of boosters to disturb the balance between the audio and the video signals. In the "red-head" Meck engineers have been able to balance the engineering factors to give both good sound and good picture at the same time.

In the new set the range of set adjustments which the user is required to make has been cut down making tuning easier and reducing the likelihood that the user will not adjust it properly. Lack of skill on the part of the user in making the ultra-critical adjustments required for fringe-area use of some present sets was said to be one factor in their failure to give good reception at long ranges.

Other set manufacturers have used one or the other of these engineering techniques in their sets, Meck said, but only the combination of them all in one chassis has made it possible to make a set so sensitive that it will receive from such great distances.

WHENEVER you hear an off-stage voice singing the lyrics of the song during one of the June Taylor dance production numbers on "Cavalcade of Stars," it belongs to Milton Douglas, producer of the show, who made quite a name for himself as a singer before turning to TV production.

Ann Anderson, comedian-singer-stress of "Lend An Ear," will appear on Bob Loewi's "Once Upon A Tune" as a Grandma in Little Red Riding Hood in the Dark.

Kudos to Saxi Holtsworth and his models for a swell job on the Zeke Manners show.

Chas. Sanford, musical director of the Sid Caesar and Bob Hope TV stanzas, has awarded a trophy to be presented one of the winners at the N. Y. Daily Mirror's annual Flying Fair to be held in June.

Some of the credit for that terrific Bob Hope TV show last week should go to producer Danny Dare, as well as Sanford.

Tony Farrar's weekly shows for GI's from Camp Kilmer, in New Jersey, are a natural for teevee.

Alice (Mr. & Mrs. North) Frost a virus case. Bedded at home at the moment.

Rosalind Courtright, the vocalulu now at the Pierre Cotillion Room, set for a video guest shot on the Steve Allen show.

**NOW AVAILABLE**

Completely reconstructed and NEWLY designed motion picture studio and control room MODERNIZED with every type of unique equipment for use in the production of —

- SHORT FILMS**
- SCREEN TESTS**
- TV SPOTS**
- NON-THEATRICAL PACKAGE SHOWS**
- SPECIAL EVENTS**
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**Cameras, 35mm, 16mm Sound and Silent Tape and Disc Synchronized Recording**

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## TOA Meets With Coy; Claims 'About Face'

(Continued from Page 1)  
"informal" conference with Gael Sullivan, executive director of TOA; Nathan L. Halpern, TV consultant to Fabian Theaters and TOA, and Marcus Cohn, TOA's TV counsel, Chairman Coy stated, the TOA announced:

"1. The FCC report (of March 29) was not intended to, and did not in any way, have any connection whatsoever with the theater television and the hearings to be held on the allocation of a portion of the radio spectrum for theater television.

"2. The practices of motion picture companies referred to in paragraph 20 of the report were not intended to, and did not in fact, have any reference to practices of exhibitors. The paragraph has no relationship to any television broadcasting applications now pending or which may be filed in the future by exhibitors.

"3. As the Commission has stated on several occasions, it will judge on a case-to-case basis the qualifications of applicants for television who have been involved in the violation of anti-trust laws or practices which tend toward the violation of such laws."

While Coy apparently took an "about face" with the TOA officials, observers pointed out that in the past similar occurrences have come up in which the FCC chairman has denied the intent of a Commission "opinion." Those in the "know" still contended, despite Coy's statement to TOA, that the Commission majority plans to make it tough for anyone in the motion picture business to get into radio and TV. They point out that when present film-owned stations come up for renewal of licenses, the Commission will "look into" their past "anti-trust violations." Since most of the major film companies have filed stipulations with the Department of Justice, these observers say it constitutes, in the minds of the Commission, "an admission of guilt."

Coy declined comment on the meeting.

## "Photog" Goes TV

Crime Photographer, well-known radio program for the past 10 years, will make its television bow on CBS-TV on Thursday, April 19, starring Richard Carlyle as the "Casey" of the title role. The program will be viewed alternate Thursdays, from 10:30 to 11 p.m., EST.

Directed by Sidney Lumet, the show is produced by Charles Russell, under the supervision of Charles Underhill, general manager of CBS-TV, New York. Settings will be designed by Bob Markell, with musical background furnished by Tony Mottola, guitarist; George Wright, pianist; and Stanley Webb, woodwinds. Scripts will be written by Harry Ingram, Sheldon Reynolds by Carter Products, Inc. and Joseph Ruscoll. It is sponsored

# ★ ★ TELE TOPICS ★ ★

**A** PART from its political significance, President Truman's speech Wednesday night has been the subject of numerous observations in the trade. While the tele webs (NBC this time) have come a long way in production quality of White House telecasts, some problems in lighting (too much at one angle this time) and camera angles (only one good one this time) remain to be worked out. The President is obviously more at ease while reading from a prepared speech on his desk than he is when reading from flash cards placed near the camera. The CBS-TV exclusive coverage of Charles E. Wilson's speech Tuesday night might well have been embarrassing to the gentleman if he had been able to see how cruelly TV destroys the confidence and poise of a speaker when he has to read from flash cards, when his eyeglasses catch the light constantly, and when the confined space points up his air-chopping gesticulations.

**TODAY'S TV Personality:**  
**BOB BRENNER**, one-man radio and TV department of the A. W. Lewin Advertising Agency, has been riding the air-waves ever since his school days. Bob is a native of South Carolina and studied radio at New York University. He got his preliminary TV training at the American Theater Wing Television School. Bob's first radio job was with WFTC, Kinston, N. C. and after a two-year stint there, he left for the great plains to become commercial and assistant station manager of KTSW, Em-



BRENNER

poria, Kansas. Bob returned to the East in 1941 and was promptly tapped by the Army for service in the Intelligence Division. After three years in khaki, his first civilian job was as studio manager for OIC, the State Department station which processed and distributed foreign language radio material abroad. As radio and TV director for the Lewin Company, Bob purchases and places all radio and TV time, auditions talent, supervises production of programs as well as spots — and occasionally goes home.

**CONGRESSMAN JACOB K. JAVITS**, leading Fusion candidate for president of the City Council, will be the guest on the "WOR-TV Press Conference," Monday, April 16, at 9:00 p.m. Program was formerly aired on Wednesdays at 8:30 p.m. . . . The fourth Ross Report on TV Film Commercials finds a growth in activity paralleling that of the whole TV industry. Based on a study of 3250 representative film commercials, the Report features itemized checklists by product, ad agency and publisher. . . . The first step toward standardization of film requirements for TV has been initiated by Dynamic Films, Inc. According to Henry Morley, president of the company, his organization will compile the answers and release a study, based on the mailing of a questionnaire to all TV stations in the country. Information sought included data on prints and slides, proper mailing addresses, specific directions for cue-ing marks and other pertinent specifications. Following release of the study, Dynamic Films expects to call a meeting of TV industry leaders for the formulation of plans to standardize requirements, thereby making possible economies in time, money and shipping arrangements. . . . Otto H. Sutter, vice-president of Vidicam Pictures Corporation, spoke early this week to Theta Sigma Phi, national professional fraternity of advertising and newspaper women in Philadelphia. His topic was "Producing a Good Television Film Commercial." . . . "The Paul De Fur Show," visual demonstration of how to plant and care for rose bushes is scheduled for WJZ-TV, at 1:30 a.m., tomorrow, and Saturday, April 28. Program is sponsored by Jackson and Perkins, Inc. of Newark, through Huber Hoge and Sons agency.

**I**n a special remote telecast from Long Beach, Calif., KTTV cameras pictured the arrival of the battleship Missouri at its first port of call since leaving Korean waters. Special was at 9:00 a.m. with Bill Welsh interviewing the official guest and officers of the 45,000 ton "Mighty Mo." Remote was under the direction of Bob Breckner, executive director in charge of special events. . . . WOR-TV's "Telefax News," will be seen from 2:00 to 3:30 p.m., Mondays through Fridays, beginning Monday, April 16. This schedule will be in effect except on Dodger days at Ebbets Field, when WOR-TV televises the games. . . . Two ten-round boxing bouts bringing four of the nation's welterweights will be aired over CBS-TV, Wednesday, April 18 and 25 at 10:00 p.m. The first scheduled tussle from Detroit will pit Johnny Bratton against Don Williams. On the 25th, Chico Vejar, undefeated Stamford, Conn., welterweight will meet Billy Murphy of Brooklyn at St. Nicks. . . . Special location units of Jerry Fairbanks Productions, this week in Chicago, began filming "Centennial Pageant," a special video-commercial picture commemorating the 100th anniversary of the Illinois Central Railroad. The production will be filmed in color with black and white prints made for telecasts. . . . Rep. Arthur G. Klein, (D., N. Y.) has introduced legislation in Washington to permit broadcasting and televising of all proceedings of the Senate and House. The bill would also direct the Capitol architect to construct and operate two short-wave broadcasting stations for the purpose. . . . Charles G. Gallard, Jay and Graham Research, Inc., told a group of 150 TV advertisers and agency representatives at WLW-D, Dayton, recently that Sunday, Monday and Tuesday are the best days for TV viewing. He said that Thursday and Friday TV programs get the least attention.

## MacArthur "Story" Relayed Abroad

(Continued from Page 1)  
taries both domestic and foreign were broadcast and heavy emphasis was placed on Congressional reaction. VOA attempted to stress two primary points in its coverage: 1) That American policy in regard to the Far East will be unchanged and all pledges and commitments will be fulfilled. 2) That the cardinal principle of this government, which is the supremacy of the elected representative of the people over the military still prevails. At the same time the VOA official pointed out that there was no disposition to minimize MacArthur's achievements as a military leader. The VOA's schedule for yesterday also called for a major portion of their programs to cover latest developments in the affair.

### Big Play by BBC

The British Broadcasting Corporation also devoted a high percentage of their Wednesday newscasts to the MacArthur dismissal. Leonard Miall, the BBC Washington correspondent, gave a series of special reports from Washington emphasizing both Democratic and Republican reaction. These reports were featured on the BBC's "Radio Newsreel" at 6, 7, 9, and 10 p.m., London time. These newscasts run fifteen minutes and dealt almost exclusively with the MacArthur-Truman incident. BBC officials said they planned to continue accurate coverage of the story for the next few days over "Radio Newsreel."

At the same time a representative of Radio Free Europe said that although no special programs were run off Wednesday following the dismissal report, regular news broadcasts beamed to the satellite countries behind the Iron Curtain stressed the fact that such action confirms our policy of giving Europe priority in the present situation.

Spokesmen for the Armed Forces Radio Service also reported that their stations overseas gave complete coverage to the MacArthur story. Two news programs are presented daily over AFRS, an initial program when the station first went on the air at 2:00 p.m. and a round-up broadcast of fifteen minutes of news at 6:30 p.m. sign-off time. Wednesday both these programs and special bulletins that were flashed on the hour reported all developments of the episode and commentaries from Congressmen. Yesterday the AFRS carried a re-broadcast of President Truman's speech, and further news of MacArthur's return to the states.

**AVAILABLE APRIL 30**

Well known network TV executive-editor-producer.

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RADIO DAILY

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By HAL PERSONS

• • • **MUSICVILLE GAZETTE**—For the first time in 11 years, the famed original Goodman trio consisting of himself, Gene Krupa and Teddy Wilson, played together at a radio concert on Martin Block's "Make Believe Ballroom" over WNEW on Sun., April 1. The concert was recorded and sounded so good on the playback that Goodman got the idea of turning it out on an LP record as a collector's item for the public, with all the proceeds to go to Fletcher Henderson, now half paralyzed as a result of a stroke several months ago. A limited edition will be distributed by the station in exchange for donations of seven dollars or more. . . . As a promotion for "A Nickel Ain't Worth A Cent Today," the E. B. Marks Co., in co-operation with Life Savers, sent packages of the candy around with the Decca-Guy Lombardo rendition, to show that you could still get something for five cents. . . . Looks like Meredith Willson of NBC "Big Show" fame has quite a timely ditty in "Here Comes The Spring." Victor records has Fran Warren warbling it just as she will do on the "Big Show" on April 22. . . . Leo Feist Music has had the ditty "Too Late Now" from the MGM flick, "Royal Wedding." This makes the second week in a row for the Big Three. . . . The Capitol recording artist, Joe Fingers Carr, is one and the same as Lou Busch, Margaret Whiting's hubby. . . . In the seven months that Larry Speir has been with Bourne Music, he has come up with two beautiful tunes. The first is "Faithful," which is doing ever so nicely, and now he has produced a real lulu. This tune had been buried in Bourne's archives for some 17 years when Larry unearthed it. The title, "Unless." Almost every diskery has waxed it, with Eddie Fisher on Victor, Guy Mitchell on Columbia, Bing Crosby on Decca, Bill Snyder on London and Les Baxter and Choir on Capitol.



• • • **RECORDS ON PARADE**—Twenty new tunes written by the late Russ Columbo were uncovered recently while Bobby Mellin, song publisher, was going through Russ' old trunk in search of some old contracts. Sammy Kaye got wind of the find and asked to record one of them in particular. The tune, "I'm Yours to Command" waxed by Columbia is already showing on Dee-Jay preference lists. . . . Marion Maye, the disappearing thrush, who was being sought all over because of her click with the Coral record "I Gotta Find Somebody to Love," finally showed up at her sister's in Atlantic City. She had been out Chicago way. When she gets on the ground again we'll ask her how she feels. . . . Let's call this MGM (records) News. (1) MGM has announced the signing of Lionel Hampton to a term recording pact. Contracts were signed this week, with gen. mgr. Frank Walker and A & R dir. Harry Meyerson acting for the diskery. (2) Their pressing of Tommy Tucker doing "I Stole You From Somebody Else" is shaping up to hit proportions. (3) They have picked four masters from Elmer Willett of Pittsburgh. The tunes are, "Let's Make Up For Lost Time, Baby," "Goodnight," "Strange Little Girl," and "Signed Sealed and Delivered." These etchings feature The Bill Bickle trio with vocals by Buzz Anson. . . . Disc jockeys are using a specially prepared diary as local prize for a contest on Dinah Shore's new recording of "What's For Me." J. J. Robbins has taken over the exploitation of "Across the Wide Missouri." That doesn't mean that they aim to neglect "Love Me."



• • • **TRY THESE ON YOUR TURN TABLES**—I am happy to report that "Too Young," which we picked some time ago, has been chosen for both the big and little racks. I prefer the Nat 'King' Cole version. . . . "When You And I Were Young Maggy Blues" Bing & Garry Crosby (Decca). Just good old fashioned Crosby. . . . "What!! Never Been Kissed" by Jerry Lewis (Capitol) very funny. . . . "Aba Daba Honeymoon" by Hoagy Carmichael & Cass Daley (Decca). Nice rollicking version.

## WNYC Plans Pickup Of 'Cosi Fan Tutte'

The Canadian Broadcasting Corporation's performance of Mozart's opera buffa, "Cosi Fan Tutte" on Wednesday, April 18, will be heard over WNYC, direct from Toronto, beginning at 8 p.m. Geoffrey Waddington will conduct the CBC Opera Company's orchestra and chorus, and production will be under the supervision of Terence Gibbs.

Leading roles will be sung by Jane Harkness, Elizabeth Benson Guy, Jimmie Shields, Bernard Johnson, John Sturgess and Marguerite Gignac.

### "Met" Plans To Revive It

Special interest attaches to this broadcast, since "Cosi Fan Tutte" has been announced by Rudolph Bing, general manager of the Metropolitan Opera Association, as a revival for next winter's season at the "Met." Stage director will be Alfred Lunt, one of whose most famous dramatic roles was in Molnar's "The Guardsman," a play whose plot is surprisingly similar to that of the melodious Mozart work.

## Decca Records Promotes Schneider And Buchner

The election of Leonard W. Schneider as executive vice-president of Decca Records, Inc., has been announced by Milton R. Rackmil, president. Also announced was the appointment of Louis A. Buchner as vice-president. Buchner, treasurer of the corporation, will continue to hold that office.

Schneider, who has been associated with the record industry for 25 years, joined the Decca organization in 1940 and has served as director of sales promotion and advertising and, since 1946, as vice-president and general manager. Prior to his association with Decca he was general sales manager and director of Consolidated Film Industries, general sales manager of Brunswick Recording Corporation and of The American Record Corporation.

## 'Friendly Bandstand' On WOR

"The Friendly Bandstand," a full hour of music for easy listening and featuring the nation's most popular singers on record, will be heard over WOR four times a week, Saturdays, Mondays, Wednesdays and Fridays, beginning Saturday, April 7.

### Discusses Promotion

H. T. Hamilton, Jr., advertising sales promotion manager of the Snow Crop Marketers, addressed the meeting of the Metropolitan Advertising Men last night at the group's headquarters, 118 E. 40th St.

Another BMI Pin-Up Hit!  
**MORE THAN I CARE TO REMEMBER**  
Published by Spitzer  
Recorded by  
GORDON JENKINS (Decca)  
RAY ANTHONY (Capitol)  
BILL FARRELL (MGM)  
AMES BROTHERS (Coral)  
Licensed exclusively by  
**BROADCAST MUSIC, INC.**

**BE MY LOVE**  
From the M-G-M picture  
**"THE TOAST OF NEW ORLEANS"**  
recorded by  
RAY ANTHONY .....Capitol  
LES BROWN .....Columbia  
BILLY ECKSTINE .....M-G-M  
MARIO LANZA .....RCA Victor  
VICTOR YOUNG .....Decca  
**MILLER MUSIC CORPORATION**

**I HURT INSIDE FOR EV'RY KISS**  
RCA-Victor Records by DOLPH HEWITT  
**ADAMS, VEE & ABBOTT, Inc.**  
216 S. Wabash Ave. Chicago 4, Ill.

**POWDER BLUE and TIE ME TO YOUR APRON STRINGS**  
**Forster Music Pub., Inc.**  
1619 B'way, NY 19 216 S. Wab. Ave, Chic. 4

By the Composer of "La Vie En Rose"  
**"DON'T CRY"**  
Don Cherry—Decca  
Edith Piaf—Columbia  
**HOLLIS MUSIC**  
129 W. 52nd St., New York 19, N. Y.

**LORRY RAINE**  
Exclusively on London Records  
Management of:  
**TIM GAYLE**  
451 Wrightwood, Chicago 14, Ill.



EQUIPMENT  
PRODUCTION  
STUDIOS

# RADIO TELEVISION DAILY

SPONSORS  
BUSINESS  
AGENCIES

VOL. 55, NO. 16

NEW YORK, MONDAY, APRIL 23, 1951

TEN CENTS

## R-TMA ADOPTS 19-POINT SERVICE PLAN

### MacArthur Welcome Sets Radio-TV Record

#### Heaviest Coverage In History Given To His Return

Epic MacArthur welcome to the City of New York on Friday, which was hailed by 7.5 million, was brought directly to even greater millions, through the greatest television and radio coverage ever accorded any public event. Well-integrated and coordinated, the MacArthur

(Continued on Page 6)

#### Sales Exec. Clubs Meet Here May 31

Over 2,000 delegates from 16,000 members of Sales Executives Clubs located throughout the U. S., will attend the 16th Annual Convention of National Sales Executives, to be held at the Waldorf-Astoria Hotel in New York May 31 through June 2.

A hard-hitting action-packed program, including speeches by top

(Continued on Page 7)

#### WNBT Expands Schedule Of Daytime Television

Beginning today, WNBT is expanding its daytime TV schedule, Monday through Friday, with the addition of four new programs to its line-up. Signing on at 10:30 a.m. the station continues until the start of

(Continued on Page 5)

#### Fifth Anniversary

Tex and Jinx McCrary celebrated their fifth anniversary in radio Sunday with a special program featuring excerpts from the past year's interviews. Among those heard were Jimmy Durante, Mayor Impellitteri, Irving Berlin, Ray Robinson, Bernard Gimbel, Judy Holliday, Mary Martin, Tallulah Bankhead, and Marguerite Higgins.

#### Fifty TV Stations Form Coast Film Syndicate

Hollywood—Incorporation of Consolidated Television Broadcasters, Inc., a new television film syndicate with headquarters in Hollywood, has been announced by Richard E. Jones, president of the company; also managing director of WJBK-TV, Detroit. Jones stated that fifty national TV stations in top-market areas are participating members of the new syndicate. Harrison Dunham, formerly of KTTV, Los Angeles, has been named executive vicepee and general manager.

Present plans call for initial production of 2½ hours of film per week for 2 weeks, for televising purposes exclusively. Films produced by the syndicate will be sold to member-stations at a cost to each station not to exceed more than fifty percent of its local rate-card, thereby permitting station to sell programs locally at a profit.

#### Editors Asked To Help Draw Up TV Code

Washington Bureau of RADIO DAILY  
Washington—America's newspaper editors were asked Friday night to aid in drawing up a code of conduct for the medium many of them regard as a rival.

Senator Estes Kefauver, addressing the American Society of Newspaper Editors in convention at the Hotel Statler was asked a question which, by inference, raised the question of the ethics of commercial television and radio microphones

(Continued on Page 6)

#### AAAA Elects Brockway Chairman Of The Board

Louis N. Brockway, executive vice-president of Young and Rubicam, was elected chairman of the board of directors of the American Association of Advertising Agencies, at elections climaxing the AAAA 33rd annual meeting held over the

(Continued on Page 5)

#### NAM TV Program Adds More Stations

Fifty-three television stations in as many markets are scheduled to telecast the weekly feature TV newsreel, "Industry on Parade", as the program this week goes into its third 13-week cycle of production. This represents an increase of ten stations over the original 43 carrying the public service series of the National Association of Manufacturers when launched six months ago.

Local sponsorship is reported in

(Continued on Page 4)

#### RCA Inaugurates Drive To Up Service Standards

Camden, N. J.—The RCA Service Co. last Friday attempted to enlist the aid of thousands of RCA Victor television dealers in a campaign to achieve higher standards for TV servicing throughout the industry.

E. C. Cahill, president of the com-

(Continued on Page 2)

#### Suggestions Made To All Branches Of The Trade

Washington Bureau of RADIO DAILY

Washington — A 19-point program designed to maintain an adequate supply of replacement parts for TV set servicing and to relieve local shortages was announced jointly Sunday by the R-TMA and the Association of Better Business Bureaus in Washington and New York. The

(Continued on Page 4)

#### ABC-TV To Emphasize Education, Service

Emphasis on educational and public service features will be noted by ABC-TV network in its summer programming, it was announced over the week-end. Prominent among video offerings for the summer is a 13-week series of half-hour filmed telecasts, titled, "Industries for America," depicting the great potential in war, as in peace, of industry,

(Continued on Page 7)

#### FCC's Sterling Urges Improved Spectrum Plan

Dallas, Tex.—FCC Commissioner George E. Sterling called for an orderly long-range plan embodying the scientific applications of new techniques for use of the radio spec-

(Continued on Page 2)

#### Exhibitors Hail Convention As NARTB's Best To Date

Chicago—Summing up the four-day NARTB convention here, exhibitors were unanimous in their opinion that this has been the most successful association meeting to date.

Reuben Kaufman of Snader Telecriptions voiced the general feeling of exhibitors saying, "We are very

pleased with the convention. We found delegates eager to buy top program material on an economical basis. It was indeed an excellent convention."

A representative of Associated Program Service commented "We have been exhibiting at the conven-

(Continued on Page 2)

#### Radio Is Here

Boston—Mrs. Saul Wallen at the WCOP studios here, last Wednesday night, got so heated over the discussion of the MacArthur dismissal, that she wouldn't leave the studio to have her baby until one of the station's engineers gave her a portable so she could hear the rest of the broadcast. Oh yes, Mrs. Wallen had a baby girl.

**RADIO DAILY**  
TELEVISION DAILY

Established Feb. 9, 1937

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

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**WASHINGTON BUREAU**

**Bill Bailey**  
Office: 1142 National Press Building  
Telephone: Metropolitan 0823, 0824.  
Residence: 4315 Russell Ave., Mt. Rainier, Md.  
Telephone: Warfield 4462.

**WEST COAST OFFICES**

**Ethel Rosen**  
6425 Hollywood Blvd. Phone: Gladstone 8436

**CHICAGO BUREAU**

**Ginny Evans, Manager**  
Suite 3013, 333 No. Michigan Avenue  
Phone: Franklin 2-3238

**HOME BUREAU:** John Perdicari, Ludovisl 16.  
**PUERTO RICAN BUREAU:** Antonio Alfonso, Edifelo Ochoa, San Juan, P. R.; P. O. Box 3385; Telephone: 2-2305.

**FINANCIAL**

(April 20)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
ABC	12 3/4	12 3/4	12 3/4	0
Admiral Corp.	24 1/4	23 3/4	24 1/8	+ 1/8
Am. Tel. & Tel.	154	153 3/4	153 3/8	+ 1/8
CBS A	32 3/8	32 3/8	32 3/8	- 1/8
CBS B	31 7/8	31 7/8	31 7/8	0
Philco	24	23 1/8	24	+ 1/2
RCA Common	19 1/2	19 1/8	19 1/2	+ 1/4
Stewart-Warner	17 7/8	17 7/8	17 7/8	0
Westinghouse	39 5/8	39 1/8	39 5/8	+ 1/2
Westinghouse pfd.	99	99	99	0
Zenith Radio	66 1/2	64 3/4	66 3/8	+ 1 3/8

**NEW YORK CURB EXCHANGE**

DuMont Lab.	17 5/8	17 1/2	17 1/2	- 1/8
Hazeltine Corp.	24 1/2	24 1/2	24 1/2	- 1/4
Nat. Union Radio	4 5/8	4 1/2	4 5/8	0

**OVER THE COUNTER**

	Bid	Asked
Stromberg-Carlson	12 1/2	14

**RCA Inaugurates Drive To Up Service Standards**

(Continued from Page 1)  
pany, said the three-month campaign will supplement the company's over-all technician training program. He said it is being spurred by a prize competition among the various RCA service branches with a special trophy to be awarded in each of four groups by Frank M. Folsom, president of RCA.

**WFIL**  
560 kc • PHILADELPHIA  
Buy selling power,  
Not power alone!  
ABC Affiliate—Rep: The Katz Agency

**★ COMING AND GOING ★**

**JOHN HURLBURT**, manager of TV audience promotion for NBC, has returned from Philadelphia, where he spoke at the luncheon meeting of the Junior Advertising Club.

**MORT NUSBAUM**, of WHAM, Rochester, N. Y., left by plane over the week-end for a holiday at Miami Beach.

**JUDSON BAILEY**, Columbia network sports staffer, has returned from Detroit, where he directed the network's television broadcast of the bout between Johnny Bratton and Don Williams.

**ERNIE GLUCKSMAN**, producer of the Martin and Lewis show for NBC, on Saturday was in Chicago, originating point of the program on that day.

**ED DODD**, creator of the "Mark Trail" radio comic strip character sponsored on Mutual by the Kellogg Company, arrived in New York yesterday. He'll be here for about four days.

**BRIAN DONLEVY** today will leave New York for Chicago.

**H. V. KALTENBORN**, commentator on NBC, arrived Friday from Chicago aboard a United Airliner.

**HAL NEELY**, of the Allied Record Manufacturing Co., Hollywood, planned to Chicago to confer with K. R. SMITH, manager of Allied's plant in New York.

**LESLIE S. PEARL**, Batten, Barton, Durstine & Osborne executive, and his wife, who is **MARGARET SPEAKS**, concert soprano, have left for Europe.

**DOUG MacNAMEE**, producer of Margaret Arlen's radio show on WCBS, has left for Washington, where he will do two weeks of duty with the Naval Reserve, in which he holds the rank of lieutenant.

**KEN SPARNON**, field representative for BMI, on Friday was guest lecturer at the radio and television classes of the University of Rochester.

**CHARLES N. COLLEDGE**, chief engineer of NBC operations, Washington, left the NARTB convention in Chicago on the double quick to handle the broadcast of the MacArthur welcome in the Capital.

**RICHARD BRAHM**, account executive at WMCA, left Friday for Naples, Fla., where for two weeks he will pursue the tarpon.

**ROSEMARY SCHLACK**, music librarian at KEX, Portland, Ore., is spending a three-week vacation in her home town of Davenport, Iowa.

**HELEN SIOUSSAT**, director of talks for CBS, last week was in Washington, D. C., on business.

**WALTER WHITE, JR.**, president of Commodore Productions, Hollywood, and his wife, who is **SHIRLEY THOMAS**, producer of the Clyde Beatty Show, have returned from a three-week vacation in Honolulu.

**ALBERT CREWS, DR. CLAYTON T. GRISWOLD** and **REV. CHARLES SCHMITZ**, all of the Protestant Radio Commission, have returned from Atlanta, Ga., where they conducted a Religious Radio Workshop.

**ROBERT J. McANDREWS**, managing director of the Southern California Broadcasters Association, in Chicago last week for the convention of the NARTB.

**CORA** and **BIL BAIRD** last week were in Philadelphia for the opening of "Flahooly," new musical.

**FCC's Sterling Urges Improved Spectrum Plan**

(Continued from Page 1)

trum in an address Friday night before the Southwestern Institute of Radio Engineers convention here.

Pointing to the rapid developments in radio uses, particularly in safety and communications services, Sterling said that unless the United States has a plan, based on a long-range viewpoint, "We will fail to realize the potential benefits which have been made available to us by the radio engineering profession."

Sterling traced the history of the radio spectrum's use, dating from the early part of the century to the Atlantic City conference in 1947, and said that because of the many new techniques, use of the radio spectrum is changing almost momentarily. The United States is concerned, he said, with getting the maximum use of the spectrum in light of the new developments.

**General Mills Sportscast To Follow 'Game Of Day'**

Chicago—General Mills has picked up the sponsorship of the five-minute sports resume which follows "The Game of the Day" on the Liberty baseball network for Wheaties, Barton R. McLendon, chairman of the board announced yesterday.

The program, which was negotiated by Edmund Burke, vice-president of Liberty in charge of national sales, will be known as the "Wheaties Five-Minute Scoreboard," and will feature scores and highlights from outstanding games. McLendon and Tom Malarkey will announce.

**NARTB'S Convention Lauded By Exhibitors**

(Continued from Page 1)  
tion for six years and this is by far the most fabulous one ever."

Speaking for Standard Radio, John Devine said, "This has been the best convention since 1946 for us. We found a great deal of buying interest in both radio and TV. The whole four days has been tremendous."

"This has been a very good convention with a lot of business," is the opinion of Pierre Weiss of Lang-Worth. "People are definitely in a buying mood. Business is much better than last year."

An RCA representative said, "This is the biggest year we have ever had at an NAB convention."

Magnechord, Azrael and Musicolor also reported a greater turnout than in previous years with business very much improved.

Naylor Rogers of Keystone Broadcasting Company said, "This is the most successful convention we have ever had. We had twice as many inquiries as last year."

**Wage 10 Years Old**

Syracuse, N. Y.—April 21st marked the 10th anniversary of WAGE. Highlighting the festivities was a WAGE "family party," at which present and former staff members were guests of the management at a cocktail party and dinner in the Cavalier Room of the Hotel Syracuse.



**You get a lot for a little\***

\*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY



## R-TMA Announces 19-Pt. Service Plan

(Continued from Page 1)

two organizations recommended a long-range program be undertaken to inform the public of factors involved in purchasing and servicing TV sets and that steps be taken to bring to the attention of local educational institutions the opportunities for trained service personnel and the need for training courses in vocational and trade schools.

The recommendations resulted from conferences held in Chicago by members of the R-TMA service committee, headed by E. W. Merriam of the Allen B. DuMont Laboratories, and Better Business Bureau representatives headed by K. B. Willson, executive vice-president of the National Better Business Bureau. Willson and F. E. Smolek of Zenith Radio Corp., headed subcommittees which drew up the proposals, all of which have been approved by the R-TMA board of directors and the Better Business Bureau board of governors.

Following are the joint recommendations to manufacturers, distributors, dealers and service contractors:

It is recommended to TV set manufacturers that they:

- (1) Set up a provision for supplying set owners with replacement parts and tubes on an adequate quota basis related to production.
  - (2) Expand the use of non-critical materials.
  - (3) Continue to improve quality and inspection controls so as to obviate unnecessary complaints.
  - (4) Minimize circuit changes with due consideration to availability of replacement parts.
  - (5) Furnish substitution data to the trade for tubes and parts.
  - (6) Develop more equitable distribution of components for repair and replacement purposes through closer cooperation within the industry.
  - (7) Refrain from shipping sets without complete complement of tubes.
- It is recommended to tube and parts manufacturers that they:
- (1) Increase the standardization of tubes and parts.
  - (2) Expand the use of non-critical



By SID WHITE

### Man About Manhattan. . . !

● ● ● WEEK-END CUFF NOTES: Chalk up some heady thinking on the part of Tom McFadden, youthful manager of KNBH, Los Angeles. Not content with just waiting for the kinescopes on Gen'l MacArthur's Washington speech to reach the coast, Tom chartered a special plane and flew to Omaha with his own kine equipment. He set it up at WOW-TV, got all the shots he wanted and flew back, developing it on the way. Result: KNBH licked all the other non-cable stations on the coast by four hours. . . . Gen'l MacArthur has been offered a fabulous fee—one of the biggest royalty advances of all time—to put his memoirs between covers. (If he accepts, howz about calling him Gen'l Mac-Author?). . . . After effects of Kefauver TV: Al Capone stories are now being revived. . . . No Biz Like Showbiz dep't: More gag writers now have press agents than comedians. The reason's simple: They pay better fees, and . . . most of them are ex-p.a.'s. . . . Summaries of MacArthur's speech in Washington will be carried in the 30 or more languages used by the Voice of America throughout the world. . . . Who sez radio is dead? Lee Segall, owner of KIXL, Dallas, Texas, who's in town this week, reports that America's longest sponsored program (12 hours nightly, 7 nites a week) is now in its 3rd year on his station and pulling just as big as when it started. (Sanger's Dep't Store is the sponsor—and on FM yet!)

☆ ☆ ☆ ☆

● ● ● IMPressions: Martin Block: WNEWsworthy. . . . Ted Collins: Gridiron-man. . . . Ed Wynn: Wynngenuity. . . . Sid Caesar: SuperlaTV. . . . Jerry Lester: By George. . . . Jimmy Durante: Wizard of Schnoz. . . . Versatile Varieties: TVV.

☆ ☆ ☆ ☆

● ● ● AROUND TOWN: Ed Herlihy, who did a bit of amateur wrestling while a student at Boston College, will tackle Gene (Mr. America) Standlee, if it can be arranged, next month for the benefit of the Greater New York Fund. (Of course, it's all in fun, kiddies. At least, Ed hopes so!). . . . Earl Wrightson has been invited to sing at the Nat'l Press Club Dinner for ASCAP on May 3rd. When the gents who write the nation's songs invite you, brother—that's really an orchid. . . . Jack Overall, Mutual's Eastern sales manager, comes from the same home town as Gen'l MacArthur's wife—Murfreesboro, Tenn. Lived right next door, as a matter of fact. . . . Sarah Vaughan, the real "gone" gal, will be gone all Summer—chanting her Columbia recording hits for servicemen all over in Europe. . . . Geo. Scheck is building a hot young property for himself in 8-year-old Kenny Sharpe. Kenny's made so many guest shots on top shows that one of the nets wants to build a show around him—with adult stooges. . . . The Andre Baruches (Bea Wain) named her Bonita Joy.

materials utilized in manufacturing.

- (3) Develop more equitable distribution of components for repair and replacement through closer cooperation within the industry.
- (4) Continue to improve specifications for better service and longer life of television components.

It is recommended to set and parts distributors that they:

- (1) Maintain an inventory of repair and replacement parts adequate for the needs of their dealers.
  - (2) Replace components in short supply on a turn-in basis only in extreme cases.
- It is recommended to television dealers that they:
- (1) Keep an adequate stock of re-

pair and replacement parts or require contracting service companies to do so.

(2) Replace components in short supply on a turn-in basis only in extreme cases.

(3) Recognize and fulfill their obligation to the purchaser in obtaining parts and service.

It is recommended to television service contractors that they:

- (1) Make every effort to keep an adequate stock of tubes and parts.
- (2) Maintain adequate stock records from which to order.
- (3) Educate customers on the problems involved in TV service.
- (4) Give reasonably prompt service; try to keep appointments.

## NAM TV Program Adds More Stations

(Continued from Page 1)

increasing numbers, according to G. W. (Johnny) Johnstone, NAM's Radio and TV Director. Many metropolitan public school systems throughout the nation, he added, are using the filmed programs regularly for in-school showing following telecast over the station in their area.

As conceived by Johnstone, "Industry On Parade" is similar in format and story treatment to an orthodox newsreel, but its subject matter is undated and is drawn entirely from the field of American industry and business. A minimum of four stories comprise each 15-minute reel, taking viewers through industrial plant gates and behind the scenes in the actual manufacture of products. Human interest stories centering about workers, communities and management frequently are used. Developments in the nation's defense mobilization and production play an important part in the series.

Production of the NAM series is handled by NBC-TV News, utilizing its nation-wide camera coverage together with its laboratory and editorial facilities in its New York headquarters.

Following is a complete list of TV stations currently carrying the program:

WNBT, New York City; WBEN-TV, Buffalo; WRGB, Schenectady; WHEN, Syracuse; WHAM-TV, Rochester; WKTV, Utica; WNBC-TV, Binghamton; WBZ-TV, Boston; WNBC-TV, New Haven; WJAR-TV, Providence; WDTV, Pittsburgh; WCAU-TV, Philadelphia; WBAL-TV, Baltimore; WNBW, Washington; WSAZ-TV, Huntington; WDEL-TV, Wilmington; WSB-TV, Atlanta; WAVE, Louisville; WMCT, Memphis; WTVR, Richmond; WTVJ, Miami; WMBR-TV, Jacksonville; WTAR-TV, Norfolk; WBT, Charlotte; WEMY-TV, Greensboro; WBRC-TV, Birmingham; WSM-TV, Nashville; WWJ-TV, Detroit; WKZO-TV, Kalamazoo; WLAV-TV, Grand Rapids; WNBK, Cleveland; WLW-TV, Cincinnati; WLW-C, Columbus; WLW-D, Dayton; WJIM-TV, Lansing; WNBQ, Chicago; WTTV, Bloomington; WFBM-TV, Indianapolis; WOC-TV, Davenport-Rock Island; KSTP-TV, St. Paul; KSD-TV, St. Louis; WOTV, Omaha; KPRC-TV, Houston; KOTV, Tulsa; WKY-TV, Oklahoma City; WDSU-TV, New Orleans; WBAP-TV, Fort Worth; KEYL, San Antonio; KNBH, Los Angeles; KFMB-TV, San Diego; KRON-TV, San Francisco; KDYL-TV, Salt Lake City; KING-TV, Seattle.

### TeeGarden To Chicago

Lewis C. TeeGarden, western officer of Standard Radio Transcription Services, has moved to Chicago to direct selling in the midwest and to work on sales efforts of United Television Programs, Inc., announced Gerald King, president of both Standard and United.

### The Land of the Free

Dramas of American Opportunity  
This week: Henry Wadsworth  
Longfellow—Writer

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

# WFIL

560 kc PHILADELPHIA

Operating at 560 kilocycles,  
WFIL's 5,000 watts provide  
coverage equal to 100,000  
watts at double the fre-  
quency . . . 1120 kilocycles.

ABC Affiliate—Rep: THE KATZ AGENCY

selling  
**YOUR PRODUCT**  
in Detroit

is a **WWJ-SIZED Job!**

The fabulously wealthy Detroit market is easy to sell. Just include WWJ in your media buying to give your sales story the backing of a familiar voice that has been welcomed into Detroiters' homes for 30 years.

**How effectively does WWJ sell?** Just ask The J. L. Hudson Company . . . they've sponsored an hour-long morning program for 16 consecutive years. Ask Bond Clothes . . . they've sponsored the 11 o'clock news for 12 years. Ask Bulova Watches . . . WWJ was the first radio station to carry the now-famous Bulova time signals, and they've continued to do so for 24 unbroken years. Or ask the more than 200 other advertisers who, in 1950, spotted their sales messages on WWJ . . . with marked success.

**You too can participate in the popularity of WWJ and give YOUR product story its maximum selling power.**

FIRST IN DETROIT    Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV



AM - 950 KILOCYCLES - 5000 WATTS  
FM - CHANNEL 246 - 97.1 MEGACYCLES

## AGENCIES

**SHAW AND SCHREIBER, INC.**, Philadelphia, have been named by Metalcraft Products Company of the same city to handle advertising for its fluorescent lighting fixtures.

**ANDERSON, SMITH AND CAIRNS, LTD.**, Canadian subsidiary of Anderson and Cairns, have opened a Toronto office in the Bank of Montreal Building, with R. V. Birt-whistle in charge.

**IRVING BERK COMPANY** have been appointed by Cyma Watch Company. Newspapers, magazines, radio, television and trade papers will be used.

**LONDON ADVERTISING AGENCY**, Newark, have been appointed by Arcturus Electronics Co., of the same city, for handling advertising of television tubes.

**KELLY-KRAMER, INC.**, advertising and public relations agency, has resigned or transferred all accounts preparatory to closing.

**WILLIAM A. GORDON**, advertising manager of Schieffelin and Company's import division, is recalled to active duty in the Air Force, and is on leave of absence from his job for the length of his service recall. Haven T. Waters has been transferred from the sales department to do promotion.

**EDWARD L. SMITH** has joined the San Francisco office of Edward Petry and Company.

**FOOTE, CONE AND BELDING INTERNATIONAL** has been appointed to handle the Greek Tourist account. It will be directed from the agency's London office.

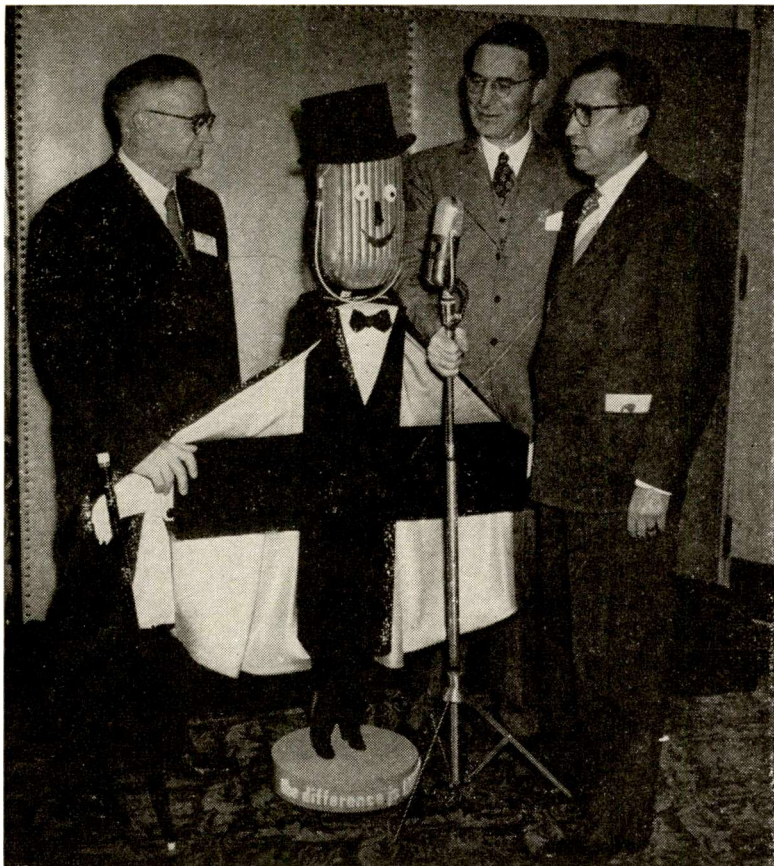
**MAX TENDRICH** has been named director of media, radio and television of Weiss and Geller, succeeding Lester J. Mallets. He has been with the agency since 1942. Dorothy Wender has been appointed space buyer.

**LOUIS BEZARD** has resigned as vice-president of Parfume Schiaparelli and is temporarily maintaining an office at Robert W. Orr and Associates, 4 W. 58th St.

**IRVING SLOAN** has been appointed manager of the print media department of Dancer-Fitzgerald-Sample, Inc. Associated with the agency since 1947, Sloan was chief print buyer on Procter and Gamble accounts.

**GREY ADVERTISING AGENCY** announces the appointment of Julien Field as vice-president and creative director. Previously he was with William Esty and Company in the same capacity, and was also formerly associated with Lennen and Mitchell.

## 'Formal' Questioning In Chicago



Sen. Estes Kefauver, main speaker at the 10th Anniversary Party of the Radio Pioneers held during the NARTB Convention in Chicago, finds himself answering questions. Here, the quizzer is the Mutual network's famous trade mark, "Mr. Plus." Others in the photo also interviewed are Justin Miller, retiring president of the NARTB, and Wayne Coy, Chairman of the FCC.

### AAAA Elects Brockway Chairman Of The Board

(Continued from Page 1)

weekend in White Sulphur Springs, W. Va.

Other officers of the board comprise John P. Cunningham, executive vice-president of Cunningham and Walsh, vice-chairman of AAAA; Wilbur Van Sant, president of Van-Sant, Dugdale and Company, secretary-treasurer.

Directors-at-large include William R. Baker, Jr., president of Benton and Bowles; B. C. Duffy, president of BBD&O; and E. S. Sylvestre, president of Knox Reeves Advertising, Inc., Minneapolis. Directors representing AAAA sectional councils include New York, Fletcher D. Richards, president of Fletcher D. Richards; New England, George C. Wiswell, treasurer of Chambers and Wiswell, Boston; Atlantic Council, Wesley M. Ecoff, president of Ecoff and James, Philadelphia; Michigan, F. W. Townshend, vice-president of Campbell-Ewald Company; Central Council, Rolland Taylor, vice-president of Foote, Cone and Belding, Chicago; and Pacific Council, L. C. Cole, partner in L. C. Cole Company.

Frederic R. Gamble, president, continues in office for another year. Also continuing in office are the following directors-at-large: Robert D.

### Dr. Tyson Will Join Radio Free Europe Staff

Dr. Levering Tyson, who recently resigned as president of Muhlenberg College, has been appointed director of the division of intellectual cooperation of the National Committee for a Free Europe. In this capacity, Dr. Tyson will head the Committee's cultural relations program both here and abroad.

The Committee operates Radio Free Europe to refute Communist lies and propaganda, supplementing the aims and purposes of the Voice of America.

Dr. Tyson was active in the administration of Columbia University for over 20 years, and was president of Muhlenberg since 1937. Formerly he was with the Carnegie Corporation of New York as its director of National Advisory Council on Radio in Education.

Holbrook, president of Compton Advertising; Winthrop Hoyt, chairman of the board of Charles W. Hoyt Company; Gordon E. Hyde, president of Federal Advertising; Earle Ludgin, president of Earle Ludgin and Company; Lawrence L. Shenfield, president of Doherty, Clifford and Shenfield; and Henry M. Stevens, vice-president of J. Walter Thompson Company.

## PROMOTION

### Tie-up With Film Debut

"Queen for a Day," Robert Stillman's production which is being released by United Artists, smashed every existing boxoffice record at the Lyric, Ritz and Carver Theaters in its world premiere last week in Waycross, Ga. The triple record climaxed an unprecedented campaign by Lyric Theater manager John Harrison and UA exploiteer Howard Waugh, with full national facilities of the Mutual Broadcasting System used for advance plugs and a complete on-the-spot broadcast of all premiere activities, through tie-up with the national MBS "Queen for a Day" program. Station WAYX, local MBS outlet, devoted practically all its broadcasting time to the film and the premiere, and MBS stations in all nearby towns carried running cross-plugs for a week before opening. Following local broadcast, the premiere was re-broadcast nationally over the network.

National advertisers tied in with the broadcast cooperated with the film premiere through streamers, road signs, newspaper ads and heralds, and window displays. The largest street parade ever seen in that section was staged to celebrate the event with Governor Herman Talmadge featured in it. Full wire service coverage was given all the special events run in conjunction with the premiere.

### WNBT Expands Schedule Of Daytime Television

(Continued from Page 1)

network programming scheduled for 3 p.m.

The quartet of new shows, "Finders Keepers," "Kleiglits and Footlights," "Shopper's Showcase" and "Editorial Page" supplement the station's established programs, "The Kathi Norris Show," "Date In Manhattan," "The Josephine McCarthy Program" and "Matinee Theater."

The new quarter-hour program, "Editorial Page" offers a selection of films on a chosen topic, and opens the programming day. "Shopper's Showcase" is a new series designed to keep homemakers posted on the latest shopping buys, and is scheduled from 11:30 to 11:45 a.m. Featuring Ben Grauer as emcee, "Kleiglits and Footlights" deals with the theatrical arts, and is telecast from 11:45 to 12 noon. Films and interviews will be used to provide viewers with a behind-the-scenes look at stage, screen and television.

### New Type of Quiz Offered

A new type of quiz show is inaugurated with the fourth new program, "Finders Keepers," in which contestants attempt to find the mistake in scenes dealing with current events, music, sports, arts and other leading news of typical interest. Telecast from 2 to 2:30 p.m., it offers the at-home audience an opportunity to participate in tableaux staged especially for them.

## MacArthur Welcome Sets Radio-TV Mark

(Continued from Page 1)

Story is one of the finest jobs of modern reporting and news coverage ever demonstrated, only achieved through the all-out efforts of the entire radio and TV industry, working together in synchronized harmony in the interest of public service.

MacArthur as top figure in the news, held a greater TV audience than even the recent Kefauver hearings, as shown by C. E. Hooper ratings, which evidenced a 43.6 rating in TV homes in New York during Friday's parade, or 99.1 share of the audience. Hooper reported a 48.7 rating for the telecast of Thursday's Congressional speech. Comparison figures with the recent Kefauver investigations shows 34.3 rating for the Tuesday morning telecast of the hearing. Average Hooper rating for morning TV is 5.7. Public interest in the top news of the day was further evidenced with a Hooper rating of 47.4 for Thursday night's telecast of MacArthur's arrival at Idlewild Airport, which was aired only by the DuMont network.

### Co-ordination Extraordinary

Co-ordination of the television industry's pool telecasts of the huge all-out reception for the General carried warmth, and tumultuous drama of the largest city in the world directly to many who have never been able to attend the big city's welcoming reception to visiting dignitaries — functioning at top-level news, educational and public service value to millions. This could only have been achieved through the working co-operation of the TV industry, with DuMont co-ordinating the entire project under the direction of Harry Coyle, director of remote operations.

The gigantic Operation MacArthur was successfully completed with the stations' mobile units located at different vantage points along the parade route. WOR's mobile unit was stationed at Bowling Green, ABC outside the Singer Building while CBS operated from City Hall. All pictures were routed to ABC and fed to its emergency lines, monitored by ABC's Master Control, and then fed to AT&T, which, in turn, fed it to other stations, completing the rapid-fire technical delivery of the on-the-spot coverage.

### Nine Cameras Used

A total of nine mobile cameras were used, with each network furnishing a TV commentator, including such top names as Taylor Grant, Elmer Davis, Allen Jackson, Edward R. Murrow, John Wingate and others. Indicative of the behind-the-scenes manpower of the industry's skill directed at completing the project is exemplified by ABC, which had a total of 36 technicians. These included four master control, five film projectionists, two at the Empire State transmitter, three Vitapix, three at various switching points, three in the studio, eight handling commercials, with each mobile unit occupied by three cameramen, one

## A Report, An Address, A Valedictory



General Douglas A. MacArthur, as seen by millions of television viewers who turned in the anxiously-awaited address to Congress. This photo was taken from the screen in Du Mont's master control room at 515 Madison Avenue, during the 40-minute speech, which was telecast on a pool feed basis from Washington, D. C.

technical director, one video operator, one audio engineer, one spare engineer, driver, program director, associate director and announcer. The Master Control section involved two associate directors and three engineers in the TV studio.

In addition to the millions of TV viewers of the live and re-broadcast shows of New York's MacArthur Day, there were millions of radio listeners. His Thursday Washington speech was the highlight of the week-long top news figure on the radio, being covered by radio pick-up and following from the moment of his dismissal on April 11, his subsequent departure from Tokyo, arrival in San Francisco and then his history-making appearance in the East. The State Department's overseas radio beamed a 'live' broadcast of his Thursday speech to Tokyo and the Far East, and also sent broadcast highlights of it in 30 different languages around the world through the Voice of America.

Columbia Records will issue tomorrow a complete recording of the MacArthur address.

WOR and other networks have also transcribed the speech, which will be released to the public.

## Amperex Has New Tube For Transmitting Power

The Amperex Electronic Corporation has announced the production of the world's highest power air-cooled transmitting and power tube, Type AX-9906R/6078, with a plate dissipation of 45 kw and a weight of only 66 pounds.

This new tube's remarkably high ratio of plate dissipation to weight is obtained by virtue of the fact that it employs new, high efficiency radiator fins and a unique air flow chamber. High velocity air is diverted in the assembly into a number of parallel paths, thus minimizing the total pressure. Designed for high power transmitter and industrial applications, the triode produces an output of 108 kw at 15 megacycles and is intended for operation up to a maximum frequency of 30 megacycles.

## Stork News

Chicago — The WBBM newswriter and night newsroom supervisor, George Faber, has a new son. Faber reports that the baby has dark brown hair and weighs 7 lbs., 5½ oz.

## Editors Asked To Help Draw Up TV Code

(Continued from Page 1)

entering Congressional committee rooms.

What about the Constitutional rights of the witness summoned before a Congressional committee which has granted television and radio coverage, the crime probing Senator was asked.

"We are hopeful," replied Senator Kefauver, "that we soon will have the language of the Supreme Court to guide us in this matter."

The Tennessee solon explained that suits already had been started in the District of Columbia courts, which raised this issue. He inferred the final decision undoubtedly would rest with the Supreme Court and added he and his committee were eager to get such an expression.

### Solicits Suggestions

Meanwhile, Senator Kefauver told the newspaper editors, Congress would welcome suggestions from their group to help guide it in formulating a "code of conduct," which such committees as his own already had felt necessary. Senator Kefauver brushed away any criticism of past admissions of the microphone to a seat at the press table alongside of pencil-wielding reporters, by declaring he believed his committee had been entirely "fair" in the use that had made of the "mysterious new medium."

## Annual Peabody Awards Luncheon on April 26

Annual Peabody Awards Luncheon will be held on April 26, at 12:30 p.m. at the Starlight Roof of the Waldorf-Astoria. The 11th yearly event will herald top honors in radio and television broadcasting. Edward Weeks, editor of Atlantic Monthly, who is chairman of the Peabody Awards Advisory Committee, will announce the winners at the event.

All seats at the luncheon will be reserved, with tickets now obtainable at the Radio Executives Club of New York, 30 Rockefeller Plaza. Seat and tables will be assigned in order of receipt of checks. For reservations, checks should be mailed to Claude Barrere, 3948 Grand Central Terminal, New York City 17.

## KBS 1st Quarter Volume Double That Of 1951

Chicago — The volume for the first quarter of this year is three times the volume of the first quarter in 1950, Sidney J. Wolf, of Keystone Broadcasting System, reported at KBS headquarters at the NARTB convention last week. Wolf added that as of April first the network is carrying more than twice as many accounts as carried on April 1 1950.

Continuing on an optimistic note, Wolf said that the office staff of Keystone is double what it was a year ago.

## Sales Exec. Clubs Meet Here May 31

(Continued from Page 1)

government and business leaders will emphasize the theme of the convention, which is "Mobilizing the Power of Sales Management in a Defense Economy."

Government leaders to be heard include Warren B. Austin, United States representative to the General Assembly of the UN, and W. Stuart Symington, chairman of the National Security Resources Board. Symington will speak at the luncheon on Saturday, June 2, on "Selling and Security." Mr. Austin will address the closing banquet that evening on the subject, "Selling Freedom to the World."

### Top Executives to Attend

Among the top sales, marketing and publishing figures who will be heard during the meeting will be Ken K. Doscher, sales vice-president of the Lily-Tulip Corporation and president of the Sales Executives Club of New York; H. B. Sharer, sales training specialist of the U. S. Rubber Company; Carl V. Haecker, merchandising - display manager, RCA; W. Wallace Powell, director of sales education and sales research, the Hoover Company; Harold Shafer, president of the Gold Seal Company; Arthur H. Motley, president of Parade Publications; Stephen A. Douglas, sales director of the Kroger Company and Elmo Roper, marketing consultant.

A co-feature of the convention will be a Sales Equipment Fair at which will be exhibited all the latest tools and services the modern sales executive needs in his job. Fifty-five exhibitors, occupying 72 booths, will demonstrate and display the latest in sales equipment and such related services as sales training, incentive programs, training films, etc. Among the exhibitors will be Remington Rand, National Cash Register, Soundscriber, Lacy Sales Institute and Stecher-Traung.

### WFDR Goes To Bat

Opening wedge for radio and television in the vital function of dissemination of public information on municipal and government matters affecting citizens was done single-handedly by WFDR, in asserting station rights to cover the New York City Council hearings. Monday afternoon the station was granted permission to record Council sessions, following WFDR's waging formal protest over action at City Hall of the ouster previously of one of its reporters. WFDR could find no legality for disbarment from Council hearings, and pressed the right to bring the tools of its trade in to cover hearings.

## ★ ★ TELE TOPICS ★ ★

**T**HE TV version of "Strike It Rich" will make its bow Monday, May 7, from 11:00 a.m. to noon. It will be across-the-board, sponsored Mondays, Wednesdays and Fridays by Colgate-Palmolive-Peet. Warren Hull will emcee the show. . . Sun Oil has installed table model TV sets aboard eight of its coastal tankers for its personnel operating the east coast and inland waterways. . . Paul H. Raymer Co. is now mailing a weekly newsletter reporting national spot activity to all radio and TV stations they represent. . . A new series of six video announcements for Blackstone Cigar Company has been scheduled for filming by Eastern mobile crews of Jerry Fairbanks Productions. . . John K. Teres, managing editor of Audubon Magazine, will discuss "Hibernation" on WOR-TV's "Outdoors Unlimited" on Tuesday, April 24, at 8:30 p.m. . . Buster Crabbe has made a record album of four sides of the basic exercises in which he instructs TV viewers on program also over WOR-TV. . . Cornelia Otis Skinner, the celebrated dramatic impressionist, will be the special guest on Don McNeill's TV Club, Wednesday, April 25. . . Buddy Rogers and Freddy Martin headline the "Cavalcade of Bands" show this Tuesday night over WABD. Presented by Drug Store TV products, the musical stanza is seen each week from 9:00 to 10:00 P.M. . . United Artists' new TV mystery program, "The Great Merlini," has been signed for sponsorship by the Falstaff Brewing Co. of St. Louis for the five TV markets comprising New Orleans, Omaha, Memphis, St. Louis and San Antonio.

### TODAY'S TV Personality:

**ROGER PRYOR**, director of TV for the New York office of Foote, Cone & Belding, has enjoyed an exceptionally large background in the entertainment field. Starting in show business at the age of 18, he played Summer stock and gradually moved to leading parts on Broadway and Hollywood. Finally came radio, first as orchestra leader, then as M.C. on the Gulf Screen Guild Program. Other shows on which he appeared were: Theatre Guild, for the U.S.



PRYOR

Steel Theatre Guild of the Air, The Hildegard Show, The Pause That Refreshes, and Reader's Digest. Since 1947 Pryor has been director of TV at Foote, Cone & Belding, and clients that he has presented on TV include: Union Oil, Sunkist, Pepsodent, Kleenex, Toni Home Permanent, B-B Ball Point Pen, Rheingold Beer and New York Central. The agency also handled Bob Hope's first television show sponsored by Frigidaire, which was presented Easter Week, 1950.

**S**ALLY SMART will have the most elaborate kitchen in TV to work with every Wednesday when her program, "Sally Smart's Blue Flame Kitchen," is heard over WOR-TV. The kitchen, complete with ceiling and all lighting fixtures was built in Indiana at a cost of \$3,000. . . Psychiatric treatment of mentally disturbed people in groups, rather than singly, will be demonstrated when the Johns Hopkins Science Review presents "Troubled People Meet" on Tuesday, April 24 at 8:30. . . The Advertising Council will inaugurate a new mobilization-public interest information service to every radio and TV station in the U.S. Each month, starting in May, the Council will advise 2,500 radio and 107 TV stations what campaigns are being suggested to radio-TV advertisers and the new works as the major campaigns in the nation's mobilization and in the public interest. . . Peggy Lee and Vivian Blaine have been signed by Jerry Fairbanks Productions for appearances in a new series of TV commercials to be filmed for Oldsmobile. Filmed in both Hollywood and New York, the series will feature prominent stage and screen personalities. . . Len Carey, BBD&O account executive in charge of "Celebrity Time," on CBS-TV, judged the Potomac Boxer Club's annual show, at Ft. Myer, Va., last week in which 127 of the finest boxer show dogs competed for prizes.

**L**ILY DARVAS, star of many Max Reinhardt European productions, has been signed for an important role in the "Hands of Mystery" play for next Friday on WABD. . . Lee J. Cobb, who created the title role in "Death Of A Salesman," will star in the TV adaptation of "The Moon And Sixpence" on the NBC-TV Somerset Maugham Theatre Monday, April 30, at 9:30 p.m. . . Life magazine sponsored over the full TV network of ABC "Background for Judgment," a feature, factual documentation of the events leading up to Gen. MacArthur's dismissal by Pres. Truman. . . Blackstone The Magician will cut a woman in half by means of an electric buzz saw on the "You Asked For It" stanza, Friday, April 27, on WABD.

## ABC-TV To Emphasize Education, Service

(Continued from Page 1)

including shipping, railroads, public utilities, commercial fishing, forestry, rubber and food. Virtually every important facet of American industry will be represented in this series.

Another 13-week series, "America in View," will give a broad "television eye" view of the highlights of interesting American communities, accenting the great natural wealth and beauty of such states as New Mexico, Florida, Arizona, Utah and California. The program will also feature selected shots from travel films taken in Canada and Bermuda.

Other programs in the summer schedule, produced by some of America's great industries include "Democracy's Might," a 13-week series of filmed telecasts produced through the cooperation of the Armed Forces; America's Health, produced through the cooperation of the American Cancer Society, the National Foundation for Infantile Paralysis and other established groups working toward national health education; and, for youngsters, a specially designed series, Scouting in Action, depicting the work of the Boy Scouts of America.

The network's summer programming of these public service features will be rounded out by selected films obtained from the major airlines, universities, the Columbian Fathers, Maryknoll Fathers, the U. S. Chamber of Commerce and the U. S. Weather Bureau. An entirely new Marshall Plan in Action series will also be telecast this summer.

## Blanc and Lantz Settle "Woodpecker" Action

Hollywood — Mel Blanc and Walter Lantz have signed an agreement settling their litigation concerning the Woody Woodpecker "laughs." Lantz is paying Blanc to dismiss his law suit in the District Court of Appeals. Blanc's complaint alleged that he created "laughs" early in his career and performed laughs when he worked for Lantz in 1940, he only authorized Lantz to use laughs in connection with the cartoons which Blanc recorded.

### Special Program On WNYC

WNYC will present a special drama-symposium on the Causes of Crime tomorrow from 9 to 9:55 p.m. The program will start with a dramatization of Lincoln Steffens' "Shame of the City," dealing with municipal corruption, and will be followed by a symposium on the causes of crime with a panel of experts due to participate.

**TOPS TV in FILMS!**

The "STRATFORD GROUP" means a "SUPER-DeLUXE PACKAGE" HERE ARE 13 HAND-PICKED FEATURE PRODUCTIONS LOADED WITH GREAT STARS, GREAT DIRECTORS, GREAT CASTS—AND GREAT AUDIENCE VALUES. ★ UNITY IS PROUD TO SEND PRINTS FOR AUDITION ★

**★UNITY★**  
TELEVISION CORP.  
1501 B'WAY., N. Y. C. 18  
Longacre 4-8234

## BEHIND THE MIKE

MAX LIEBMAN has been nominated on the final ballot with Fred Coe and Robert Montgomery for this year's "Michael" Award as TV's "Best Director." Final results of Academy of Radio & TV's Arts & Sciences will be announced at the Michael Awards Dinner, Monday, May 7, Waldorf-Astoria.

When the "Mohawk Showroom" reaches its second anniversary May 2nd, Bob Stanton will have given his 320th carpet sales message.

Jan Murray, host and master of ceremonies of CBS radio-TV "Sing It Again," pays his ten-year-old son, Warren, 50 cents a week for his personal opinion of his father's performance.

A new mike has been developed for TV that's good from all angles and picks up voices even at a whisper level.

NBC wants Mrs. Vincent Impellitteri, wife of the New York City Mayor, for a radio show of her own similar to that of Mary Margaret McBride.

NBC's summer time plans call for the promotion of bands and vocalists in time spots left open by the warm weather hiatus of many big shows.

Warner Bros. wants Bill Hayes, "Show of Shows" vocalist, for a two-picture-a-year deal. . . . Sophie Tucker made her video bow on Jimmy Durante's TV show, April 18. . . . CBS reports that 80 per cent of its nighttime TV advertisers will remain on the air during the summer.

Donald Buka played the lead on the Armstrong Circle Theater, Tuesday, April 17, 9:30 to 10 p.m.

When Bill Stern was ill recently, Ed Herlihy filled in for him on his "Remember This Date" and "Star Night" TV shows, in addition to doing all of his own chores. Upon his return, Bill was so thrilled at the wonderful way in which Ed handled all of his shows, he sent Ed a check for his subbing. However, Ed refused to accept any remuneration for his volunteer "helping hand," and Bill was so touched by Ed's friendship that he told the entire story to his WNBT "Remember This Date" audience as a tribute to a swell guy—Ed Herlihy.

And Bill didn't waste any of the short time he spent in the hospital recently. He used most of the hours to answer personally all letters written to his "Remember This Date" TV show via NBC.

Helen Baum, who handled the promotional chores for ANTA's recent Tennis Tournament, has rejoined the staff of Robert S. Taplinger & Associates, public relations firm.

"Gems of Music" consists of five 7-inch vinylite records, each of which plays for a full three minutes at 78 rpm.

Don Russell, chief announcer at DuMont, much in demand as an emcee for special affairs, but he has little time to devote to such pursuits.

## THE WEEK IN REVIEW

. . . Radio-TV Highlights

By BILL NOBLE

THE NARTB Convention in Chicago, highlighted the events of the week, even though run a close second by the drama of General MacArthur's return from the Far East, carried by most TV and radio stations.

In Chicago, despite the agreed upon agenda, the high spot was the sudden and dramatic announcement of CBS concerning the 10-15 per cent reduction in radio network rates. The CBS announcement, made on Thursday before the convention opened, was one of the principal topics of comment as more than fourteen hundred broadcasters and allied industry persons assembled at the Hotel Stevens.

The un-programmed issue of rate cuts for radio quickly became the principal topic on Monday as the convention opened. On opening day, Justin Miller, president of the NARTB, slapped back at the critics of radio and charged a combination of national advertisers with fostering the rate cutting boycott. He said: "The walls have not yet crumbled on radio because of the impact of television and never will. Far more danger to radio than competition which it might suffer from television in a pre-competitive market, is the rate cutting boycott recently engineered by a combination of certain national advertisers."

Highlight of the second day's meeting was a speech by William B. Ryan, president of the BAB, in which he told an overflow audience that they were gathered to discuss radio's present serious crisis. He added: "Advertisers, through well organized, unified effort of the ANA, have attacked radio's rate structure and apparently with some measure of success. Our medium, which reaches more people than newspapers, magazines, outdoor, car cards or television do now, or conceivably ever can in the foreseeable future; the medium which has so thoroughly demonstrated its ability to sell merchandise effectively at low cost—hasn't come up with the answers. How long can radio stay in competition when it doesn't take the initiative to develop the arguments to defend its rates?"

Stiffening of the line against radio rate cuts took place on Wednesday, third day of the convention, when adoption of a resolution, proposed by Paul Morency of WTIC, Hartford, was voted by an informal group of about 200 broadcasters. The resolution memorialized the four networks that now is not the time for radio rate cutting and nothing in the foreseeable future justifies cuts.

On Thursday, the final day, a telegram, signed by the affiliates committee was sent to the presidents of the four major networks asking them to meet with the broadcasters in New York tomorrow and Wednesday for a discussion of the whole problem of rate structure and its implications.

Despite the emergence of the rate cut situation, the 29th annual con-

vention was voted one of the most successful in the NAB's or NARTB's history. Principal non-industry speakers were Gen. Omar N. Bradley and Senator Estes Kefauver. In addition Wayne C. Coy, Chairman of the FCC, addressed the convention before a capacity crowd. The Commissioner spoke at length on the status of color TV and expressed the opinion that color will be the most exciting and most effective communications medium ever devised. Color-TV was not the only subject touched upon in Coy's speech. He also said: "Today, aural broadcasting has climbed to an all time high with three thousand stations on the air. And the end is not in sight, for applications continue to come in at the rate of from 15 to 20 a month."

For the first time in its 29-year history, the broadcasting industry in 1950 exceeded the half-billion dollar mark in gross revenues, the FCC reported in its 1950 annual AM and FM financial report. However, the gross revenue figure, released last week, does not look quite so big after losses incurred by new TV operations and expansion. Net income before federal taxes was \$70.9 million. According to the FCC, AM and FM revenues increased one-third over 1949, representing a reversal in the trend of aural broadcast income which had been declining steadily since 1944, the industry's peak year. Total AM and FM revenues amounted to \$447.7 million with TV adding another \$105.8 million.

Edgar Kobak announced he would resign his post as chairman of the board of BAB. WGAR and WEWS again walked away with the top honors in the sixth annual radio-TV poll of the Cleveland Press. The NCAA, after banning radio and TV trade writers from their Washington meeting, gave their "rulings" for the coming year to an assembly of newspaper sports writers concerning next Fall's football games. Principal edict, handed down by the "czars" of the game was that only one football game per Saturday would be available for a city "viewing area." Several exceptions to this rule were also announced including televising of the annual Army-Navy game and post-season classics.

Plans for TV broadcast equipment for use in the UHF channels were announced by RCA. AWRT, new organization of women in radio and TV, held its first meeting in New York last Friday. Edythe Meserand, WOR, was named president of the organization, two weeks ago. Western Union Company announced that it would set-up a new subsidiary, Western Union Services, Inc. which will install and service TV receivers. For the time being the new company will operate in cooperation with DuMont in servicing three counties in New Jersey. If the "pilot" operation proves successful, the one-hundred year old communications concern will probably extend its services into all TV areas.

## COAST-TO-COAST

Bedevils Lynn P. O.

Lynn, Mass.—WLYN's "Breakfast Show" emcee Dave Mann has come up with a gimmick that has the local postal authorities yelling "uncle." He is currently plugging Mitch Miller's Columbia recording of "Cider Night" and has started a contest asking his listeners to name the amount of times the word "drink" is mentioned therein. During the first three days more than three bags of mail were received. Correct answers bearing the earliest postmarks will receive record albums and ticket consolation prizes will also be distributed. P. S.: The word "Drink" is mentioned 35 times.

Omar Williams To Dayton

Dayton, O.—Omar L. Williams has joined the staff of WLW-D as an announcer. For the past three and a half years he had been sports director at WBOW, Terre Haute, Indiana.

I Can Hear Them Now

Baltimore—A contest to identify a "mystery" voice on the after-session of Hold Everything over WCAO has pulled over 7,000 entries to date. Among the names submitted as the listeners identified them, were George Washington, Beethoven and Shakespeare. It was not stated where the voices were thought to originate.

Found: One Concert Pianist

Muscatine, Ia. — When KWPC's "Spike" Liebke and Jack Butcher took to the air last week to survey the flood situation in southeastern Iowa, they didn't think they'd be coming back with a concert pianist. The station was notified that Boris Goldovsky, commentator of New York opera, was stranded in Burlington, Ia., and couldn't get transportation to Muscatine for his concert that night. Liebke and Butcher picked him up at the Burlington airport and the Elliott Flying Service got him into Muscatine in plenty of time for the concert. P. S.: News staffer Liebke and farm director Butcher carried a complete report on the flood area on newscasts later that day.

WWDC Adds Former TWA Flyer

Washington, D. C. — William Dougherty goes to WWDC, AM and FM, as an account executive, it has been announced by Ben Strouse, v-p and general manager of the station. He held a similar spot with WNAO, Raleigh, N. C. and was formerly a flight crew member of the European Division, Trans-World Airlines.

**KLIX**  
IS KLICKIN'



## McFARLAND BILL PASSED BY SENATE

### Armed Services To Speed News From 'Front'

#### Will Offer Special Facilities During Emergencies

At a conference in the Washington Pentagon Monday with network, news wire service and communications company representatives, officials of the Armed Services disclosed that plans are under way whereby the Army, Navy and Air Force will provide emergency facilities from any

(Continued on Page 5)

#### TV-Buying Steady Despite Tax Request

Radio and TV buying have not been effected yet by Secretary of Treasury John W. Snyder's proposal to levy a 25 per cent tax on TV and Radio sets, a RADIO-TELEVISION DAILY survey in New York revealed yesterday. However, many retail stores report good steady buying all through the month of Jan. and prospects at this time indicate that con-

(Continued on Page 7)

#### CBC Begins Broadcasts Direct To Soviet Russia

Montreal—Overseas radio broadcasts direct to Russia from the CBC's international service studios in Montreal are being inaugurated this week.

The twice-daily programs, each of

(Continued on Page 2)

#### For Ratification

Washington — President Truman has transmitted to the Senate for ratification the NARBA pact which was signed in Washington Nov. 15 by all signatory nations except Mexico. The Mexican delegation walked out of the conference before it was completed. The pact was referred to the committee on foreign relations.

#### NBC Press Dept. Meets Emergency

The NBC press department, faced with bogged down air mail and special deliveries to radio editors as a result of the rail strike, yesterday used the radio network's closed circuit to get important press information to the web's 180 stations and newspapers in cities throughout the country. Through this arrangement the closed circuit carried a digest of the day's news, program corrections and guest stars, and broadcasters were asked to relay the information to radio editors in their communities. Teletyped service was used in relaying the TV program information to stations and radio editors throughout the country.

#### CBS-Gov't TV Plea To Chicago Court

Chicago—The U. S. Government and CBS have filed petition in Federal District Court, Chicago, asking that the court's judgment in the color TV case be affirmed and that a temporary restraining order now in effect be dissolved. Signed by Philip B. Perlman, solicitor general; Benedict P. Cottone, FCC general counsel, and Samuel Rosenman and

(Continued on Page 2)

#### Haas Reelected Pres. Of TV Servicemen

Philadelphia, Pa.—The TV Contractors Association of this city have reelected Albert M. Haas president of the organization at its last meeting.

Also reelected were Samuel A. Whittingham, vice-president, and Jack Phillips, secretary. The one change in the roster was the election of Joseph F. Griffin as treasurer

(Continued on Page 2)

#### Educational Series Set For Radio-TV

Detroit—Plans for a series of educational programs sponsored by the Fort Industry Company's Detroit stations in co-operation with the University of Detroit were announced yesterday. The program, titled "University of Detroit Round Table" will be seen on WJBK-TV each Sunday from 5:00 to 5:30 p.m., and repeated over WJBK-AM and FM from 7:30 to 8:00 p.m., on the same

(Continued on Page 7)

#### Hooper To Address N. Y. REC Luncheon

C. E. Hooper will be the principal speaker at the luncheon meeting of the Radio Executives Club of New York at the Waldorf-Astoria tomorrow. Hooper will speak on "The Rating Structure; What Does It Tell About the Future of Radio and Television." John K. M. McCaffery of WPIX will also be heard giving a world news report.

#### Liberty Web Expansion Plans Told; Business, Outlets Added

A marked increase in station affiliations and new business has accompanied the move of Liberty Broadcasting System's New York office to larger quarters at 509 Madison Ave., it was disclosed. The office, which is the headquarters for the network's national sales activities, is continuing its drive for new stations in the North Eastern area, Cal Perley, vice-president in charge

of national sales, announced yesterday.

Perley, who was formerly vice-president and general manager of KTOW, Oklahoma City, took charge of the New York operations last week. He is being assisted by Edmund Burke, vice-president in charge of station relations and program development. Burke was pre-

(Continued on Page 5)

#### Vote Unanimous; Expect Passage In The House

Washington Bureau of RADIO DAILY

Washington — A complete reorganization of the FCC that would take from the Commission's legal, engineering and accounting departments any authority to participate in decisions and opinions has been sent to the House after unanimously passing the Senate. It is

(Continued on Page 8)

#### Design For Defense Title Of New Series

Denver—A new and unusual public service series presented in cooperation with the combined armed forces of the Rocky Mountain area which has been launched by KLZ, has been cited by Major General Robert W. Harper of the United States Air Force as a "program which will be of great value to our national defense effort." The pro-

(Continued on Page 5)

#### Merger Of ET Plants Announced By Allied

West Coast Bureau of RADIO DAILY

Hollywood—In a joint statement by Daken K. Broadhead, president of Allied Record Co., Hollywood, and K. R. Smith, president of K. R. Smith Co. in New York, announce-

(Continued on Page 7)

#### Anniversary

Chicago, Ill.—Swift & Co. will celebrate its tenth anniversary as a sponsor on the "Breakfast Club" on Thursday, Feb. 8 on ABC. Swift sponsorship began on Feb. 8, 1941, and at present it holds down the 8:15 to 8:45 segment of the program. Currently the Swift & Co. half-hour is heard over 281 stations of the American network.

# RADIO DAILY TELEVISION DAILY

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JOHN W. ALICOATE : : Publisher

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

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Office: 1142 National Press Building  
Telephone: Metropolitan 0823, 0824.  
Residence: 4315 Russell Ave., Mt. Rainier, Md.  
Telephone: Warfield 4462.

### WEST COAST OFFICES

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6425 Hollywood Blvd. Phone: Gladstone 8436

### CHICAGO BUREAU

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Phone: Franklin 2-3238

ROME BUREAU: John Perdicari, Ludovisi 16.  
PUERTO RICAN BUREAU: Antonio Alfonso,  
Edificio Ochoa, San Juan, P. R.; P. O. Box 3333;  
Telephone: 2-2965.

## FINANCIAL

(February 6)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	11 3/8	11 1/8	11 1/4	+ 1/8
Admiral Corp.	26 1/8	25 1/2	26	- 1/8
Am. Tel. & Tel.	154 1/8	153 1/4	154	- 1/8
CBS A	30 1/4	29 1/4	30	- 1/8
Philco	24 1/2	23 3/4	24 1/2	- 1/8
RCA Common	18 3/4	18 3/8	18 3/8	.....
RCA 1st pfd.	79 3/8	79 1/4	79 1/4	- 1/4
Stewart-Warner	18 3/4	18 5/8	18 3/4	.....
Westinghouse	38 1/8	37 7/8	38	- 1/8
Zenith Radio	62 3/4	61 1/2	62 3/4	- 1/4
DuMont Lab.	18 1/8	17 7/8	18	- 1/2
Hazeltine Corp.	26 3/4	26 1/8	26 3/4	.....
Nat. Union Radio	4 1/2	4 3/8	4 3/8	- 1/8

### OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	12 3/4	14 1/4

## CBS-Gov't TV Plea To Chicago Court

(Continued from Page 1)

Richard S. Salant for CBS, the petition is, in effect, a plea to the Supreme Court to sustain the three-judge court which handed down the decision dismissing the RCA suit Dec. 22.

The temporary restraining order, preventing the Commission from adopting field sequential color standards, is in effect by court order until April 1.

**WSTC and WSTC-FM**  
STAMFORD, CONN.  
"The Gateway to New England"  
A B C Affiliate  
Representative: EVERETT-McKINNEY, Inc.

## SONGS WITH THE LARGEST TV AUDIENCE Survey Week Of Jan. 26-Feb. 1 THE TOP 5 SONGS OF THE WEEK

- If ..... Shapiro-Bernstein
- My Heart Cries For You ..... Massey
- Nevertheless ..... Chappell
- Tennessee Waltz ..... Acuff-Rose
- You're Just In Love ..... Berlin

### THE 5 FAVORITE STANDARDS OF THE WEEK

- Caravan ..... American Academy
  - How About You ..... Broadcast Music
  - I'm Always Chasing Rainbows ..... Robbins
  - Star Dust ..... Mills
  - When Irish Eyes Are Smiling ..... Witmark
- Copyright, 1951, Office of Research, Inc.

## Haas Re-elected Pres., Of TV Servicemen

(Continued from Page 1)

as successor to George F. Weber. Haas, in accepting his office declared that he would continue to do everything in his power to raise the standards of the industry in conjunction with other leaders in the U. S. Stressing the fact that the shortage of manpower is now TV's most pressing problem, Haas went on to assert that the industry should take united steps to see that the manpower pool now available should not be further depleted except for military needs. Shortages in TV accessories was also a subject of discussion, but the only conclusions reached as far as this question was concerned were that the contractor would have to show extreme caution in purchasing specific items and unusual aggression in seeking out other items.

Griffin, the newly elected treasurer, then instigated progressive action by circularizing all association members with information on his company's overstock, which he wanted to sell, and at the same time indicated his needs on other items. He recommended that all members take an inventory of their stock and issue a similar report so that the association could gain a better perspective of the TV situation as it exists today.

## CBC Begins Broadcasts Direct To Soviet Russia

(Continued from Page 1)

a half-hour duration contain news bulletins, facts on Canadian geography and history, stories of Canada and commentaries on world political events.

The first program is piped out at 9:15 a.m. (5:15 p.m. Moscow time) and the second at 5 p.m. (1 p.m. in Moscow). A CBC spokesman said no reports had been received so far on the reception of the programs.

## Sponsor Organist On TV

Hollywood—First 30 minutes of the Korla Pandit At The Organ program via KTLA on Sundays will be sponsored by the Adler Sewing Machine of the Belvedere Manufacturing Co. Ross Roy, Inc. handled the account which goes for 13 weeks starting Feb. 4.

## COMING and GOING

EDGAR KOBAC, business consultant, has arrived in New York after having attended the NAB board meeting in Florida. Tomorrow he'll leave on a business trip to Chicago and Elkhart, Ind. His name has been mentioned in connection with the NAB presidency.

BERT TILT, JR., vice-president and contract supervisor for Young & Rubicam, and DR. PETER LANGHOFF, vice-president and research director of the agency, have returned to New York following a short visit to the Los Angeles offices.

DOUGLAS MANSHIP, president of WJBO, Baton Rouge, La., is back at the station after having conferred in New York with his national representatives.

BREWSTER MORGAN, television head for Compton Advertising, Inc., and GIL RALSTON, Procter & Gamble TV executive, have arrived in Cincinnati from Los Angeles for home office conferences on the new "Fireside Theater" series being produced by Bing Crosby Enterprises.

JEAN PARKER, film star, has arrived in New York to appear as guest Friday on Mutual's "Twenty Questions" programs. The TV show is scheduled Friday; the radio stanza Saturday.

AUSTIN J. MCGOUGH, account executive of KSO, Des Moines, Ia., is in town on a short business trip.

DON GIBBS has arrived on the West Coast to take over his new duties at the Hollywood office of Warwick & Legler, national advertising agency.

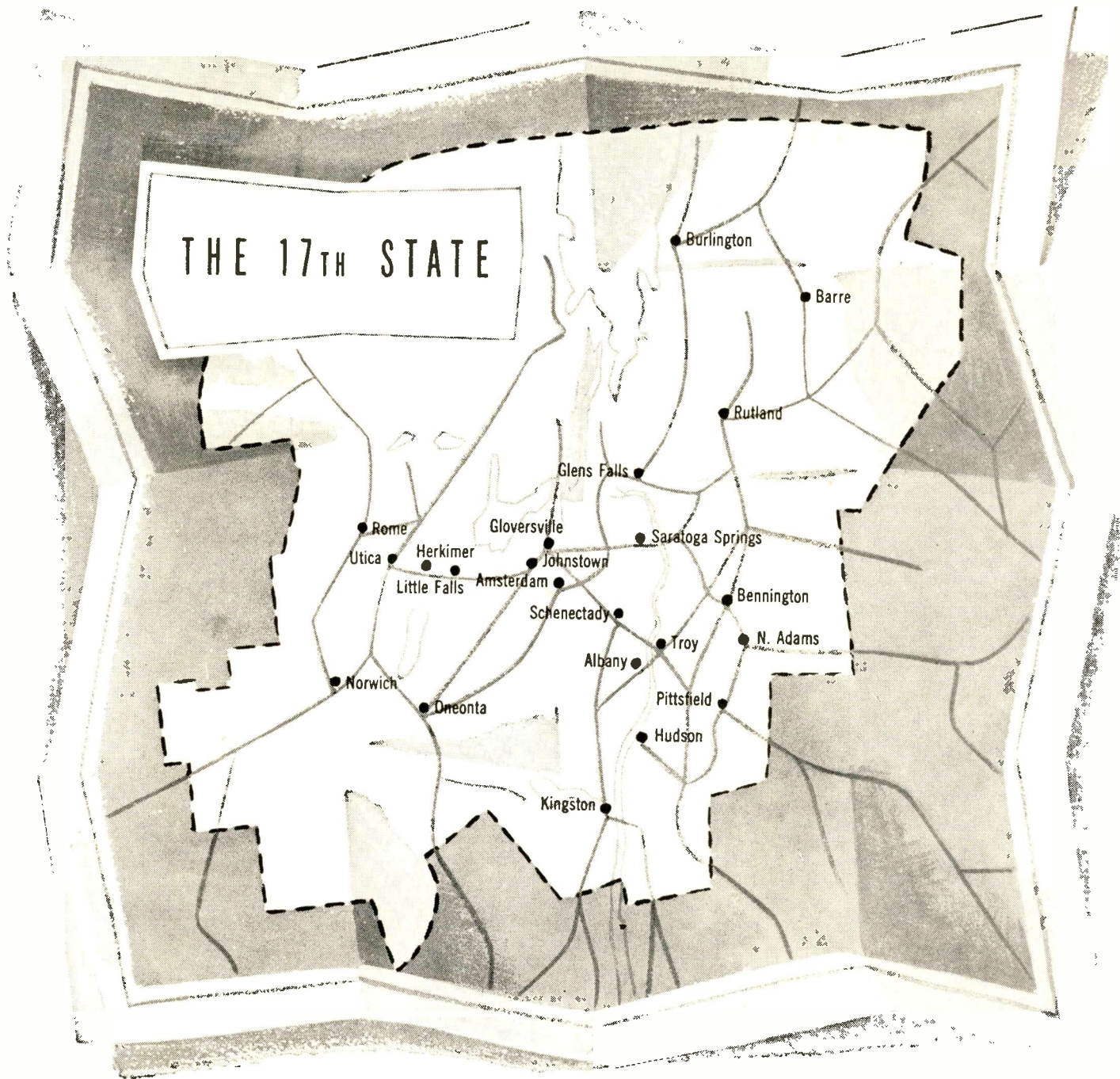


You get a lot for a little \*

\*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY





## Hooper surveys the 17th State\*

And Hooper discovers that:

**WGY delivers a regular listening audience in all 22 cities of the 17th State.**

**WGY's average evening audience is larger than the audiences of the next two stations combined.**

**WGY's average daytime audience is 44% larger than the next best station's daytime audience.**

**WGY's evening share-of-audience is above 20% in 15 of the 22 cities (Station B's share-of-audience is 20% or over in only 4 cities).**

Hooper's new 22-market survey of Eastern New York and Western New England has just been released. It becomes an essential tool in buying radio time in this vast marketing area. If you have not received a copy, call your NBC Spot Salesman or write: NBC Spot Sales, 30 Rockefeller Plaza, New York 20.

\* a compact market composed of a homogeneous group of 54 counties in Eastern New York and Western New England... so called because its population exceeds that of 32 states in the U. S.

# WGY

**50,000 watts 810 kc.**

The only station covering all 22 Markets of the 17th State

## CHICAGO

By GINNY EVANS

**B**OB PLATT of WCFL and his wife Norma are parents of a daughter, Mary Beth, born January 24th. It's their first child.

Paul Gibson has added another WBBM show to his already busy schedule. His new Tuesday and Thursday evening show will feature music and chatter.

WIND's "Night Watch," the oldest all-night program in Chicago, celebrated its fifteenth anniversary February 6th.

"Calling All Detectives" has returned to WGN Monday through Friday nights. The listener-participation mystery program stars Paul Barnes and offers a cash prize to the person who can solve the murder.

During the two-week demonstration of CBS color television in Chicago, more than 40,000 viewed the color video.

Nancy Wright is pinch-hitting for Patsy Lee on the "Breakfast Club." Patsy is bedded down with a severe cold.

Bennett O. Srott has been appointed local sales manager of WIND. He has been an account executive with the station for the past seven years.

"Congress Speaks," a weekly report on Washington activities by members of the House and Senate, is being heard Saturday afternoons on WGN. It started January 27th. Senator Everett Dirksen of Illinois inaugurated the series with a report on foreign policy.

WMAQ commentator Elizabeth Hart addressed the Women's Club of the University Church of Chicago on February 6th.

William A. Lewis Company, Chicago, has just purchased 17 films for its "Theater of Romance" on WGN-TV. None of the movies has been seen before on television and most of them were made within the last four years.

An increase in television rates will be put into effect on WENR-TV on March 1st. The price change will up WENR video rates to \$1,300 per Class A hour and \$250 per spot announcement.

Jim Orr, advertising manager of Hauser-Nash, back on deck after a bout with ulcers.

Mutual's "Chicago Theater of the Air" will originate from Cleveland on February 10th as a feature of the dedication ceremonies opening WHK's million dollar radio center. Nancy Carr, David Poleri, Bruce Foote and Donald Gramm will be featured in "Faust."

Newly Formed TV Film Production Firm needs Studio and/or Office Space.

Box No. 112, RADIO DAILY  
1501 Broadway, New York 18, N. Y.



By SID WHITE

### Man About Manhattan . . . !

● ● ● **BIGTOWN SMALL TALK:** Colgate execs mulling over the idea of putting a few "Our Miss Brooks" stanzas on film to test teevee reaction—and with Eve Arden in town for guest shots, the talks may lead to a definite announcement. . . Paula Stone in town from the coast to close a deal for Phil Silvers to star in "Top Banana," the new Johnny Mercer musical, which she's bringing to B'way. . . Two-way wrist radio, which now exists only in the Dick Tracy comic strips, may become an actuality before the end of the year if a Philly inventor can get sufficient backing. . . With radio ratings dropping all along the line, Robert Young's "Father Knows Best" has come up with 11.9. . . Jerry Layton readying a video package titled "Patty's Clam Bake," with Pat Harrington. This is the 3rd TV property Jerry has come up with since starting out on his own. . . Patti Page's "Tennessee Waltz" is the song phenomenon of the age, amazing the music world with 2 million record sales in 11 weeks. . . Arch Oboler is back on the coast with a Columbia Pictures releasing deal arranged for his thriller, "Five," the picture dealing with the last five people left on earth after atom bombing.

☆ ☆ ☆ ☆

● ● ● Television takes another step forward in the public service dept on Feb. 26th when NBC-TV's "Date In Manhattan" will go all-out to encourage blood donors for the American Red Cross. For the first time, an actual blood donation will be made on teevee with Jack Berch as the donor. Announcement of other notables who will appear on the telecast will be made later.

☆ ☆ ☆ ☆

● ● ● **ONCE OVER LIGHTLY:** John Garfield got top billing for his portrayal of "Peer Gynt" on "Showtime, U.S.A." last week, but the honor rightfully belonged to Flossie Desmond for her devastating Hildegarde burlesque. . . Pardon our glove, but it's about time that somebody told Eloise McElhone that her barbs aimed at the males on "Leave It To The Girls" are becoming quite forced. Serene Dorothy Kilgallen is our gal on this stanza. . . Those ballerinas on teevee leave me as flat as their feet—with the one exception of Katherine Lee on "Star Time," who is a talented and exciting dish. . . Dean Martin & Jerry Lewis absolutely sensational on the Colgate Comedy Hour Sunday nite. If they can top that performance, they're geniuses.

☆ ☆ ☆ ☆

● ● ● Five years of negotiations between WOR-Mutual and "Juvenile Jury" producers Jack Barry and Dan Enright ended successfully and satisfactorily for both parties this week with Barry and Enright getting immediate possession of the disputed title, "Juvenile Jury," and the right to put a TV version of the stanza on another network. In addition, all radio rights revert to Barry and Enright in December of this year. A kine of the show has already been made with several agencies interested in the video version of the kid panel show.

☆ ☆ ☆ ☆

● ● ● A real human interest document reached our desk today. It's the first annual report of the Jerry Vogel Foundation, Inc., a one-man humanitarian operation brightening the lives of cripples and shut-ins every year. Jerry, a veteran music publisher, reports dispensing \$5,336.15 for gifts of candy, smokes and other articles to "underprivileged and hospitalized children, mental institutions, leper colonies, etc." The report points out "there were no salaries or remunerations included in the expenses" which totaled \$470.14. "Out of every dollar contributed, 91 cents went directly for charitable purposes," Vogel added. Maybe the Vogel concept of administering charity might be a guide for organizations whose expenses run high in the conduct of their campaigns.

☆ ☆ ☆ ☆

## CAPITAL ROUNDUP

By BILL BAILEY

Washington — The nation's capital now has 233,910 TV sets, an increase of 14,150 the past month, according to the Washington TV Circulation Committee, composed of program executives of WTOP-TV, WTTG, WRC-TV and WMAL-TV. Latest figures are as of Feb. 1, said Howard Bell of WMAL-TV, just elected chairman for 1951. He succeeds Gordon Williamson of WTTG.

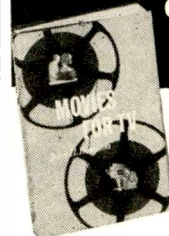
Jim Gibbons, sports director of WMAL-AM-FM-TV, was voted the most popular sports announcer on TV in the Washington area in the Teleguide popularity poll, released Sunday here and in Baltimore.

Jackson Weaver of WMAL-TV becomes an honorary member of the Young Married Women of the YWCA today. The honor will be bestowed during Ruth Crane's "The Modern Woman."

Beverly Spencer, WRC press and promotion department secretary the past two years, leaves March 1 to take a civilian post with the Army Special Services Division in Nuremberg, Germany.

Andy Ockershausen, assistant sports director of WMAL-AM-FM-TV, has joined the U. S. Air Force, following footsteps of two predecessors, Jules Loh and Frank Dill.

### Helpful techniques and ideas for TV programs



shows you how  
to use movies  
most effectively

## MOVIES FOR TV

by J. H. Battison

A complete, how-to-do-it guide to the production and transmission of movies on television. This book gives practical information on all cameras, projectors, recording equipment, etc., showing how each piece operates and how to use it most efficiently. It tells how to produce titles and special effects, newsreels, all types of commercials; how to edit and splice film; how to light scenes for best results on TV; how to combine movies with live scenes. Here is a wealth of useful information together with much experienced advice on what is good and what bad in movies for television, and why.

**\$4.25**

### SEE IT ON APPROVAL

The Macmillan Co.,  
60 Fifth Ave., New York 11

Please send me a copy of Movies for TV. I will either remit in full or return the book in 10 days.

Signed .....

Address .....

## Gov't To Speed News From Danger Zones

(Continued from Page 1)

possible theater of action for the transmission of news.

Announced as an exploratory conference, Monday's meeting resulted in agreement by broadcast and press services to submit to the military estimated minimum requirements of communications facilities from a list of hypothetical danger zones. Using this information as a basis for planning, the Signal Corps, the Long Lines agency of the Armed Services, will arrange for the tentative establishment of facilities to furnish public-information media with service prior to the time commercial facilities can be set up and manned.

Signal Corps spokesmen said that during the Korean war, 50 per cent of the telegraph printer traffic was devoted to serving the press. At the peak, 70 per cent of the traffic was for transmission of news to U. S.

Navy and Air Force representatives were asked to explore the possibility of additional floating and flying communications equipment during the early days of any emergency period.

### Statement by Gen. Parks

Maj. Gen. Floyd Parks, Army Chief of Public Information, said, "at least we understand each other's problems better and have a better idea of what our mutual responsibilities are." He added that the Signal Corps, in co-ordination with the Navy and Air Force, would plan to provide public-information communications facilities "during the first shock of hostile action" and would continue to do so until commercial companies could get equipment and personnel to the scene.

Representatives of the commercial communications firms indicated they would provide mobile and semi-mobile commercial equipment to cope with any emergency.

General Parks agreed to expedite plans assuring the clearance of commercial communications personnel into any potential war zone.

Attending Monday's conference were: William R. McAndrew, Julian Goodman and Henry F. Cassidy, NBC; Wells Church, Robert Bendick and Theodore S. Koop, CBS; Leslie W. Higbie, MBS; John T. Madigan, ABC; T. H. Mitchell and Roger N. Nash, RCA; William J. McCambridge and Frank J. Christie, Press-Wireless; W. M. Beal Jr., AP; William K. Hutchinson, INS; Harry R. Flory and A. F. Harrison, UP.

Representing the Armed Services, in addition to General Parks, were: Brig. Gen. Eugene L. Harrison, Deputy Chief of Public Information; Col. E. M. Kirby, Chief, and Capt. Carl Zimmerman, Radio-TV Branch, Army; Lt. Col. Dayton W. Eddy, Lt. Col. Glenn Rierson and Bruce Quisenberry, Signal Corps; Maj. Robert Heim, USAF; Maj. Walter King, Office of the Chief of Public Information, Army.

## Liberty Web Expansion Plans Revealed By Spokesman

(Continued from Page 1)

viously an account executive with Dancer-Fitzgerald-Sample, Inc.

The Liberty network, which now numbers in the neighborhood of 248 stations, is signing new affiliates every day, Perley revealed. Many of the recent acquisitions were formerly with the now defunct Progressive Broadcasting System. Another of the new stations signed to take Liberty programs is WJAC, Johnstown, Pa., an NBC affiliate, he said. "A number of our stations are also affiliated with MBS and ABC," he declared, adding that many of these are taking more and more of Liberty's programming.

### Will Sponsor Games

Perley also announced the signing of Falstaff Brewing Corporation to sponsor Liberty's Game of the Day baseball broadcasts over 140 stations this season. The contract was placed through Dancer-Fitzgerald-Sample, Inc.

Liberty is currently programming 16 hours a day, from 7:45 a.m. to 11:45 p.m., Eastern time. Studio programs originate from Dallas, the headquarters of the LBS network, Hollywood and Washington, D. C. Perley said Liberty is also planning to originate programs from New York.

### Program from Washington

All the network's news programs come out of Washington, and include commentator Raymond Swing, 15-minutes across the board, and six quarter-hours of commentaries by Arthur McArthur and George Campbell. Liberty also programs three full-hour shows; an old-time minstrel show, a disc jockey's round table featuring a platter-spinner from a different affiliate each day, and Liberty Jamboree, presenting Western stars, cowboy singers, etc.

But sports still dominate the Liberty line-up. It currently airs a daily strip, Great Days in Sports, featuring recaps of famous sports events and games. Each night the network broadcasts live a collegiate basketball game. Liberty has the broadcasting rights for five teams, Notre Dame, Kentucky, Bradley, Oklahoma A. & M., and Southern Methodist.

### Will Carry Baseball

In the Spring the network will begin its Game of the Day broadcasts, with Liberty president Gordon Mc-

### Takes Saginaw Post

Saginaw, Mich.—Jack Parker has acquired a stock interest in the Saginaw Broadcasting System and has been elected to the position of vice-president and general manager, according to Milton L. Greenebaum, president of the corporation. Parker is a veteran Michigan radio man and until his recent election served as director of service operations for the firm.

Lendon doing the play-by-play. As in the past, Liberty will also operate regional networks for baseball broadcasts of individual teams in Major League territories. The arrangements are now being worked out, Perley said. Tentatively scheduled for regional network broadcasts are the New York Giants, St. Louis Browns, among others.

During the football season, LBS will broadcast three collegiate football games each Saturday, and two pro games on Sunday.

Perley disclosed that the Armed Forces Radio Service began this week to pick up Liberty's sports broadcasts for transmission overseas.

### PBS Affiliates Join Web

The line-up of former Progressive stations joining the Liberty network continues to grow. In New York, the following stations were reported signed up: WCFB, Beckley, W. Va.; WLTR, Bloomsburg, Pa.; WBUT; Butler, Pa.; WCFV, Clifton Forge, Va.; WFCB, Dunkirk, N. Y.; WGET, Gettysburg, Pa.; WLBR, Lebanon, Pa.; WCMB, Lemoyne, Pa.; WMMW, Meridan, Conn.; WPAW, Pawtucket, R. I.; WREV, Reidsville, N. C.; WRYO, Rochester, N. Y.; WMRI, Marion, Ind.; and WKAI, McComb, Ill.

## Design For Defense Title Of New Series

(Continued from Page 1)

gram, "Design for Defense" is heard on KLZ Saturdays 2:00 to 2:30.

For the initial broadcast, the station's public affairs director, Matt McEniry, flew to Pensacola, Florida, where he tape-recorded an interview with Commander Arthur Godfrey for use on the first broadcast. In addition, singer Evelyn Knight recorded a song for the program during a recent singing engagement in Denver.

### Nurse Corps to Be Saluted

The first broadcast features a salute to the Army Nurse Corps on the occasion of the Corps' 50th anniversary. In addition, tape-recorded bedside interviews with combat returnees from the Korean theater are part of the show's format.

The program is written and prepared by officers and men of Fitzsimons Army Hospital, Lowry Air Force Base, Colorado Military District, and the Buckley Naval Air Station, all of the Denver area.

### Stork News

A son, John Bradford, weighing eight pounds, two ounces, was born Monday morning to Mrs. Deborah Winters at the Mt. Vernon Hospital. The father, Dick Winters, is publicity director of WINS.

## PIANO MOVER

Speaking of moving merchandise... KDKA's "Shopping Circle" director, Janet Ross, can move almost anything for you. Take pianos. She sells \$1,000 jobs, more modest ones too. One day last month she mentioned a \$2.98 toy piano, invited telephone orders. For the next hour, orders piled in at the rate of one a minute. After four more announcements, Janet had sold 872 pianos!

"Shopping Circle," a 9:30 AM participation program, can be your most efficient sales tool in one of America's richest markets. For details check KDKA or Free & Peters.

PITTSBURGH  
50,000 WATTS  
NBC AFFILIATE

# KDKA



WESTINGHOUSE RADIO STATIONS Inc

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

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

## AGENCIES

**T**HE ADVERTISING COUNCIL, INC. has released to local chapters of the American Red Cross, the plan books for the 1951 campaign which opens in March. The newspaper ads were prepared by Compton Advertising, Inc., the volunteer agency. The campaign also includes radio and television.

**NATIONAL ASSOCIATION OF RADIO STATION REPRESENTATIVES, INC.** has announced the appointment of its 1951 committees. The committees and their chairmen are: Promotion & Public Relations, Wells H. Barnett, Jr. of John Blair & Co.; Sub-Committee Research AM & TV, Dan Denenholz of The Katz Agency, Inc.; General TV Committee, Jack Brooke of Free & Peters, Inc.; Spot Clinics, Jerry C. Lyons of Weed & Company for AM, and Irving E. Showerman of Free & Peters, Inc. for TV; Membership, Lewis H. Avery of Avery-Knodel, Inc.; and Legal, Eugene Katz of The Katz Agency, Inc.

**LAWRENCE W. BRUFF** has been appointed advertising manager for Liggett & Myers Tobacco Company. He has been with the firm since 1948.

**HARRY DANGERFIELD, JR.**, formerly with Pittsburgh Plate Glass Co., has been elected a vice-president of Bond & Starr, Inc., Pittsburgh ad agency.

**DAVID LOOMIS**, account executive with Dancer-Fitzgerald-Sample, Inc., has been appointed a vice-president of the agency.

**MARTY BRENMAN** has joined the Lando Advertising Agency, Pittsburgh, as a TV producer.

**BRITISH ADVERTISING ASSOCIATION** has announced it is continuing with its plans for the International Advertising Conference, scheduled for London next July. Lord Halifax, chairman of the Conference, said, "In spite of the difficulties of the present emergency (threat of war), we have decided to go ahead."

**SHIRLEY COLEMAN** has joined the art department of Young & Rubicam, Inc., in Los Angeles.

### Will Honor Scouts

NBC will be host to America's 12 most outstanding Eagle Scouts Friday, Feb. 9, when they will be taken on a guided tour of the NBC radio and TV studios in Rockefeller Center, New York, and will participate in the transcribed "Radio City, U.S.A." program. The Scouts will be in New York as a feature of Boy Scout Week (Feb. 6-12).

## California Commentary

By HERB BERG

● ● ● **KNX executives Merle S. Jones, general manager; Wilbur S. Edwards, director, and Ed. W. Buckalew, sales manager, will represent that station at the Columbia Affiliates Advisory Board meetings in San Francisco on Feb. 10. . . . Dick Haymes finished his**

### Hollywood

**starring engagement at the Las Vegas Flamingo and will fly to New York for guest appearance on the Ed Sullivan video show for the second time on Feb. 11. . . . Louis D. Snader, head of Snader Telescriptions is in Miami and will head for Dallas and New Orleans before returning to the Coast. . . . Frances Scully, KECA's popular Star Gazer stars in a new series of half-hour shows on that station this Monday. . . . Dave Hoss, program director for Mutual-Don Lee affiliate KSLM will shortly leave for Korea to record a number of interviews with wounded and other personnel from Oregon.**

★ ★ ★ ★

● ● ● **Howard Helmick, vice-president of Product Merchandisers, Inc. has contracted for sponsorship of "The Continental" program on station KHJ. Series will be aired Monday-thru-Fridays for 52 weeks starting Feb. 5 plugging Life shampoo. . . . Harry Maizlish, president and owner of KFWB and Robert J. McAndrews, managing director of Southern Calif. Broadcasters' Ass'n have been re-elected to represent broadcast industry on Board of Governors, Greater Los Angeles Chapter, National Safety Council for 1951. . . . Calvin J. Smith, general manager of KFAC is scheduled to return Feb. 8 with his family from a brief Cuba vacation. . . . Anne Whitfield plugs the March of Dimes in song written for the campaign by Irving Bibb on "Backstage with NTG."**

★ ★ ★ ★

● ● ● **Sam Balter is doing the sportscast of the KLAC-TV boxing features from the Ocean Park arena. . . . Art Gilmore, announcer on the CBS Dr. Christian show for 13 years and author of the book on "How To Be a Radio Announcer" is now receiving requests for the book from South America. . . . Paul Masterson, whose show "Paul Masterson Show" went network recently via CBS because of the international flavor of his disc jockey program has received many gifts from foreign countries, and his most recent were a solid silver ash-tray from Lima and a silver letter opener bearing the official crest of a world-famous resort in Italy. . . . Catching sharks in Mexican waters, a look at floral hat designs and an airport plant that moves across the country will be visited by KTLA's "Roving Cameras" this Tuesday.**

★ ★ ★ ★

● ● ● **The Andrews Sisters have been set for a guest stint on Tallulah Bankhead's "The Big Show" Feb. 11. . . . Radio and night club entertainer Jerry Hilliard has been signed by M-G-M for a harmonica specialty in "The Strip." . . . The McGees, Fibber and Molly celebrate National Pancake day on their show this Tuesday. . . . W. Stuart Symington, chairman of the National Security Resources Board will meet the press over KNBH Sunday. . . . Starting Feb. 12 KLAC-TV will carry the races from Agua Caliente on film with Joe Hernandez. The sponsor is Philco TV by Gough Industries.**

★ ★ ★ ★

● ● ● **Connie Haines has been signed by Louis Snader to sing for five TELEscriptions. Snader also signed the Guardsman's Quartet to do five barbershop harmony ballads. Met opera star Robert Merrill becomes a TV commuter during this month as he will fly to New York every Saturday night for his NBC-TV "Show of Shows" program while playing concerts throughout the east and middle west.**

★ ★ ★ ★

● ● ● **ABC is seeking a new time slot for the Andy and Della Russell TV show, "Cafe Dubonnet," in line with plans to expand show from five to fifteen minutes. Program made its West Coast bow last Monday over KECA-TV. . . . Terrea Lea has waxed an audition record with Bob Oates for half-hour radio show to be released on mid-western regional network. Universal Advertising Agency is handling the program.**

## BEHIND THE MIKE

**T**HE example set by Frank Sinatra could well be followed by a lot of other top entertainers in the field. Each week Frankie gives some deserving youngster a much needed break on his CBS "Meet Frank Sinatra" show. He invites those with promising talent, plugs them on his air show and completely disregards the fact that these same youngsters may some day be his strongest competition.

Hooraves — to the Heathertones for a wonderful job on the "Frank Sinatra Show."

Mort Lawrence who is heard on "John Steel, Adventurer," "Charley Wild" and many other network shows, has been elected to the board of directors of the Roslyn Country Club Civic Association as chairman of entertainment.

Disc jockey Freddie Robbins goes on WINS from 10:00 to 11:00 nightly.

Patt Barnes and his daughter Barbara, radio's first father and daughter team, inaugurated on Feb. 6th a new broadcast series which will be aired every Tuesday from the Barnes "Friendship Table," at Monte's East Side restaurant. The program will be heard over WJZ from 4:30 to 5:00 p.m.

Why not call Ben Blue's late hour CBS-TV show "In the Blue of Evening?"

Barbara Brady, ABC receptionist, upped as secretary to Mort Weinbach, new business manager for ABC radio production.

Control rooms can be an occupational hazard, Lee Painton, asst. to George McGarred on "Shows of Shows" twisted her spine hurrying out of the control room and was rushed to the Wickersham Hospital.

Barney Ross making TV appearances in behalf of Clearview Gardens, vet-sponsored housing project.

Abbey Records releasing the second recording by songstress Dorothy Ann this week. The titles are, "You're Gonna Love Somebody Someday" and "Goin' Back to Memphis." Dorothy is featured once weekly on television with The Fitzgeralds via WJZ-TV.

Jessie Bradley, who took over her husband Oscar's orchestra at his death, and has been providing the music for "We the People" and "John Conte's Little Show," now is adding to her list "Counterspy."

Dick Foran signed by Masterson, Reddy & Nelson to do the singing chores on "Bride and Groom."

### New Voice

The voice of the atomic bomb was heard last night by transcription on the Mutual network. The final test explosion of the bomb at Las Vegas, N. M., had been recorded previously for the "Mutual Newsreel" heard at 7:15 p.m. The eerie sound of the detonation lasted for 45 seconds.

## TV-Buying Steady Despite Tax Request

(Continued from Page 1)  
sumer buying will hold to its present pace.

A spokesman for Macy's department store stated that the present million dollar TV sale that Macy's is running now has shown a 25 per cent increase over the last TV sale held in the first weeks of December. The spokesman felt that present circumstances have much to do with the increase, and already plans are being made to hold another TV sale before the new levy becomes official some time in June.

The spokesman also commented that many consumers are buying combination TV and radio sets, and many others are buying a second TV set for their homes because they find it convenient to have a large console in the living room and a small table model in another section of the household. As far as shortages are concerned the Macy spokesman did not foresee any hardships until 1952. He pointed to General Electric as one manufacturer that was concentrating on 14 and 17-inch screens instead of the 19 and 24-inch models they have been putting out the past two years. He added that although Macy's carries all lines of TV sets on the market, almost 70 per cent of their sales are Macy's own TV brand. He attributes this to the smaller cost, the efficient Macy's service department, and the ability of Macy's to supply TV accessories when needed.

### Sale-Price a Big Factor

A survey conducted among Macy costumers yesterday morning by RADIO-TELEVISION DAILY show that none had been influenced by Snyder's proposal, but the majority of these people asked disclosed that they had been contemplating a TV set for some time and were influenced more by the current Macy sale than by any other reason.

Similar surveys conducted in smaller TV stores like Dynamic, Davega, and Times Square also showed conclusively that the new proposals have not affected TV consumer buying as yet, but both customers and store personnel felt that TV and radio buying would be stimulated in the next few weeks if Congress consents to follow through with Snyder's proposals. At present department store sales of radio and TV in New York City for Jan., 1951 are up from 40 per cent to 128 per cent over Jan., 1950 in all but two stores.

### Joins KTTV Staff

Hollywood — Robert M. Purcell, KTTV program director, has announced the appointment of Bob Wilson as staff announcer with his first assignment to be the daily "Instruction for Survival" series. Wilson comes to KTTV from KWKW in Pasadena where he was director of sports and news for nearly three years.

## ★ ★ TELE TOPICS ★ ★

"THE ARMED FORCES HOUR" bowed in on the DuMont TV network Sunday as a Department of Defense report on the progress of preparedness. The half-hour program, originating with WAAM, Baltimore, featured the U. S. Air Force orchestra in a spirited musical tribute to the armed forces and the American way of life. Highlighting the presentation were film clips of jet flight training and bombing over Korea. As an introduction Secretary of Defense George Marshall was filmed with Chris Witting, director of the DuMont network. General Marshall complimented the network for its co-operation and expressed approval of Department of Defense plans for the new TV series. The Hour is produced for the Defense Department by Ed Nell, written by Chet Spurgeon. Anthony Farrar directs for WAAM, Barry Mansfield designs the settings, and Herbert B. Cahan acts as production supervisor. All and all the Armed Forces Hour added up to an entertaining institutional presentation and a noteworthy contribution to public service on the part of the DuMont network.

★ ★ ★ ★

HELEN HAYES will recreate her role of "Mary of Scotland" when the "Pulitzer Prize Playhouse" presents the Maxwell Anderson drama on Friday, Feb. 16 at 9:00 p.m. over ABC-TV. John Emery and Mildred Natwick will be in the supporting cast. . . . The First Fifteen TV programs from the January New York TV Hooperatings Pocketpiece released yesterday show that "Godfrey's Talent Scouts" with Steve Allen, substituting, was in first place, "Texaco Star Theater" with Ken Murray and Perry Como, was second. Third spot was occupied by "Cavalcade of Sports," with Ezzard Charles vs. Lee Oma.

★ ★ ★ ★

### TODAY'S TV Personality:

STANLEY E. HUBBARD, general mgr. and co-founder of KSTP and KSTP-TV, Minneapolis-St. Paul, Minn., has the distinction of getting in on the ground floor of three of the fastest growing industries of modern times: aviation, radio and TV. While a student at Minnesota, in 1910, he built one of the first amateur radio transmitters in the state. Following World War I service, Stan established Hubbard Field at Louisville. A few months later he organized the first commercial



HUBBARD

airline in the U. S. and laid out their routes still used by airlines today. In 1924, Stan started WAMD in Minneapolis. The station call-letters were changed to KSTP in 1928. In June, 1939, he purchased one of the first television cameras and began experimenting with the medium. On April 27, 1948, KSTP-TV, under Stan's guidance, began full commercial operation, housed in the station's ultra-modern radio city building and the only structure in the area built exclusively for radio and television production.

★ ★ ★ ★

MARTIN AND LEWIS, on "The Colgate Comedy Hour," Sunday night, hit a 45.9 figure in the four-city rating, reported by American Research. This topped all previous "Comedy Hour" figures. Incidentally Jerry Lewis' portrayal of an attendant at a drive-in theater on the NBC show was one of the highlights of the rollicking hour. The comics were far better in the Sunday night performance than on their previous TV showing for Colgate. . . . Lee Ruwitch, vice-president and general manager of WTVJ, Miami, has been elected to the board of directors of the station, according to an announcement made yesterday by Mitchell Wolfson, president of the company. . . . The Fort-Worth-Dallas area had 105,319 TV sets as of Feb. 1, according to Harold Hough, WBAP-TV director. Count was made by the station's research department and is based on requests from viewers for the station's free program schedule and through totals checked with the area's distributors and dealers. . . . The Pepsi-Cola Company has signed motion picture writer-director Marion Parsonnet as supervisory consultant on the filming of the ABC-TV "Faye Emerson Show." . . . Byron Nelson's six golf lessons on Ed Sullivan's "Toast of the Town," via CBS-TV, will commence on Sunday, March 4. . . . Bill Lauten succeeds Mike Dann as Trade News Editor at NBC.

★ ★ ★ ★

FOUR CBS radio packages are expected to have TV counter-parts, come next fall—"Life With Luigi," "Our Miss Brooks," "My Friend Irma" and "My Favorite Husband." . . . WOW-TV, Omaha, Neb., weighs in with a figure of 62,904 TV receivers installed in the area as of Feb. 1. This compares with 14,087, just one year ago. Figures are from the Nebraska-Iowa Electrical Council's weekly check of 29 distributor sources. . . . Former President Herbert Hoover will be seen over WOR-TV on Friday, Feb. 9 at 9:00 p.m. in an exclusive telecast of a foreign policy address originating from the station's studios in New York. . . . High-ranking Boy Scouts of the Greater New York Council will participate in a televised celebration of the forty-first anniversary founding of the Boy Scouts of America over WPIX tomorrow at 8:30 p.m. . . . "Easy Does It," WNBT's 6:00 p.m. cross-the-board stanza will originate tomorrow night from the RCA Exhibition Hall where operatic costumes and antique musical instruments will form the back-ground. . . . Claudia Pinza, daughter of Ezio, will guest on the ABC-TV "Faye Emerson Show," Friday, Feb. 16 at 7:15 p.m.

## Educational Series Set For Radio-TV

(Continued from Page 1)

day. Subjects to be discussed include those of national and international interest, as well as problems of local importance. Included in the series will be such topics as: "How to pay for re-armament"; "Role of universities in this national emergency"; "Chances of surviving the atom bomb"; and "International airport for Detroit." The question to be discussed during the initial program will be "Should the United Nations troops withdraw from Korea?"

### Statement by Father Celestin

Concerning the educational series, the Very Reverend Father Celestin J. Steiner, University of Detroit president, stated: "The statesmanship of America has been deficient for a quarter of a century, as to both leaders and average citizens. Much of the blame for this weakness must be laid to colleges and universities which have failed to educate these statesmen. But radio, and television too, are far-reaching educational mediums. Thus, it is our hope that this series of programs, in cooperation with WJBK and WJBK-TV, will result in better informed citizen-statesmen."

## Merger Of ET Plants Announced By Allied

(Continued from Page 1)

ment was made of a merger of both companies. Smith, who pioneered the development of electrical transcriptions, will continue as head of the N. Y. plant which will be operated as the K. R. Smith division of Allied Records. Broadhead said consolidation of the two firms had been planned for some time to provide fuller and faster processing service, coast-to-coast, for the recording and transcription industry.

Present plans call for expansion of the East coast manufacturing facilities and increased production of transcriptions and records of all sizes and speeds. And also will embrace development of multiple duplication of tape and injection molding of transcriptions and records, for servicing television, radio and the industrial slide film field.

### Capacity Increased

In the local plant, established here in 1934, Allied recently installed new 200-ton presses which upped its pressing capacity by some 5,000 transcriptions a week. In addition to commercial transcription work and special custom recording for church and institutions, Allied Records and its K. R. Smith division will service the U. S. State Dept's "Voice of America," the Armed Forces Radio Service, and other government agencies. Broadhead and Smith revealed that no changes are contemplated in the management and organization of the two plants.

# Senate Passes McFarland Bill; Would Reorganize Commission

(Continued from Page 1)

S-658, introduced by Sen. E. W. McFarland (D—Ariz.), majority leader. The bill is virtually the same as one passed by the Senate and another by the House in the 81st Congress. The measure sets up the FCC on a functional, rather than a professional basis, provides for the appointment of legal assistants to each Commissioner and establishes a review staff.

In its report to the Senate, the Interstate and Foreign Commerce Committee, of which Sen. E. M. Johnson (D—Colo.) is chairman, and Senator McFarland is chairman of the communications sub-committee, said:

"In the field of radio, the subject of most pressing importance today is the functioning of the Commission."

#### "Pressing Importance"

The committee expressed the opinion that the bill "is a major step forward in the evolution of the regulation of radio and wire communications, both broadcast and common carrier." The legislation "will be of inestimable value in making more certain that regulation of the industry shall be in the public interest, convenience and necessity," said the committee report.

Broadcasters, generally, endorse the McFarland measure while members of the Commission have opposed certain sections, particularly those which strip the legal department of present dictatorial authority, committee members told RADIO DAILY.

#### Definitions More Specific

More specific definitions have been given the terms "broadcasting" and "licensee." Otherwise the bill provides the following:

Permits Commissioners to write "meritorious papers" and be compensated for it, but they may not engage in any other business.

Prohibits a Commissioner who resigns before his term expires from practicing before the Commission or representing anyone having business with the FCC for one year after he leaves office. This section is intended, the committee said, "to halt the practice by persons and corporations who have business before the Commission of employing Commissioners with the obvious purpose of benefiting themselves, perhaps unfairly, through the influence that such a Commissioner might have with employees of the agency."

It is intended, also, to restrict the "growing practice of using appointments to high Government posts as stepping stones to important positions in private industries," the report added.

#### Legal Advisers Provided

Each Commissioner is given authority to employ a legal adviser at a salary not to exceed \$10,000 a

year, and a secretary at a salary not to exceed \$5,600.

The bill reduces the assistant general counsels, assistant chief engineers and assistant chief accountants from three to two and prohibits the general counsel, chief engineer and chief accountant from representing any licensee for one year following termination of their employment with FCC.

The Commission is authorized to purchase lands and buildings, if necessary, for monitoring services.

In reorganizing the legal, engineering and accounting bureaus, the Senate committee said in the past "the three bureaus, have become self-contained and independent little kingdoms, each jealously guarding its own field of operations and able to exercise almost dictatorial control over the expedition of a case. They can, and have, set at naught the best efforts of individual Commissioners to spur action."

#### Three Bureaus Changed

Under the bill the Commission is given 60 days to organize the three bureaus into integrated divisions "as are deemed necessary to handle the Commission's workload problems." These are expected to embrace broadcasting, common carrier and special and safety services. Each division would include legal, engineering and accounting personnel necessary but would function as a team rather than as separate entities.

On the review staff which is authorized would be legal, engineering and accounting personnel "whose sole function shall be to prepare and review decisions, orders, rules and other memoranda as the Commission shall direct." The review staff would be responsible only to the Commission and would not participate in the preparation nor prosecution of cases.

#### Authority Revised

Neither the general counsel, chief engineer or chief accountant would have authority over the review staff. "Its purpose is clear," said the Senate committee. "It is to separate with finality the prosecutory and judicial functions of the Commission so that the same individual who prosecutes a case in behalf of the Commission before a hearing examiner shall not later be found to be preparing the final decision or advising Commissioners or the Commission as to the final decision."

"The records and facts well known to your committee and to industry have not always had the most equitable judicial treatment under the existing type of administrative judicial process" the committee added.

The Commission, under the bill, must render decisions in non-hearing cases within three months of application filings and within six months from the final date of hear-

ings in all hearing cases. The FCC is, instructed to report to Congress promptly on all cases pending longer than those specified periods.

An amendment was written to annul the AVCO procedure adopted by the Commission, which prevented a licensee from selling his property to a proper person of his choosing, but required an opportunity for others to make bids for any station proposed to be sold. The committee said it regarded it "significant" that the FCC dropped the AVCO procedure some months ago, but to avoid a recurrence, it is forbidden by legislation.

A "cease-and-desist" clause has been inserted in the bill, providing that the FCC may issue cease-and-desist orders in cases where there have been violations of the act or regulations.

A new section is added authorizing the Commission to issue, on request, declaratory orders to clarify certain issues.

Judicial review has been strengthened and defined, giving the U. S. Court of Appeals for the District of Columbia jurisdiction over all cases appealed from the Commission. The appellate period is extended from the present 20 days to 30 days.

#### New Hearing Procedure

An important change in hearing procedure before the Commission is contained in the McFarland bill. If it becomes law all hearings must be held before the Commission *en banc* or before a designated hearing examiner. Individual Commissioners may not conduct them, a current practice.

Apart from authority expressly granted the review board, and the duties laid upon the Commissioners, legal assistants, "every safeguard is written into this section to prevent examiners, lawyers, or other employees from advising or consulting with the Commission with respect to its actions," said the committee report of a section defining hearing procedure.

A new section establishing a parallel to the mail fraud law is included. This prohibits the use of radio or TV for the purpose of fraud and provides penalties up to \$10,000 fine and five years in jail or both.

The McFarland bill is expected to pass the House without difficulty.

#### KLRA 24 Years Old

Little Rock, Ark.—KLRA, Little Rock, celebrated its 24th year of broadcasting on January 19, with an open house party in their studios.

More than a thousand persons attended the affair, from 4 to 9 p.m.

A special message of congratulations by Arkansas Governor Sid McMath got the celebration officially under way on the evening preceding the birthday party.

## COAST-TO-COAST

#### Disc Jockey Adds Show

Richmond, Va.—With the extension of the broadcast schedule of WXGI, Allan Knight, Richmond's only Negro disc jockey has been added to the schedule for another show every afternoon at 2 p.m.

#### DeeJay Turns Author

Cleveland, O.—WJMO polka disc jockey, Paul Akel, turned writer to produce his new book, "Polka Parade," which features pictures and biographies of the nation's top polka band leaders. Akel is advertising the book on his own polka program and sold 983 copies at \$1.00 a copy the first week.

#### Joins KTTV Sales Staff

Los Angeles, Calif.—The appointment of Bob Wood to the KTTV sales staff has been announced by Frank G. King, station sales manager. Wood was formerly with CBS in the sales department.

#### New Assistant At KRNT

Des Moines, Ia.—Joe Hudgens, promotion manager of KRNT, has announced the appointment of Marie Manning, formerly with KMTV, Omaha, as his new assistant. Mrs. Manning replaces Jeanette Cottingham, who, after four years as assistant promotion manager, has been named promotion manager of KRNT Theater, the legitimate playhouse in this city, which is owned and operated by the station.

#### Terry On Bank Board

Denver, Colo.—KLZ vice-president and general manager, Hugh B. Terry, has been elected to the board of directors of Industrial Federal Savings and Loan Association of Denver, the largest mutual savings institution in the Rocky Mountain Empire.

#### Attends Enlistment Ceremonies

Hartford, Conn.—WCCC's announcer Jim Pansullo played host recently during enlistment ceremonies of 45 Greater Hartford recruits for the U. S. Marine Corps on the stage of the Loew's Poli Theater, prior to the city's premiere showing of 20th Century-Fox's movie, "Halls of Montezuma." All branches of military service participated in the ceremonies, and the event was spirited by the 50-piece Air Force band from Westover Field, Mass. Pansullo transcribed interviews with Military and city and state officials as well as the recruits themselves for re-broadcast over WCCC.

#### Subbing For Joe Tucker

Pittsburgh, Pa.—Bob Prince, who works many WWSW play-by-play sportscasts with Joe Tucker, is filling in for Joe, who is taking a two-week respite. Tucker, WWSW sports director, is in Florida sojourning with Art Rooney, owner of Pittsburgh's pro football team, the Steelers.



EQUIPMENT  
PRODUCTION  
STUDIOS

# RADIO DAILY TELEVISION DAILY

SPONSORS  
BUSINESS  
AGENCIES

VOL. 54, NO. 43

NEW YORK, MONDAY, MARCH 5, 1951

TEN CENTS

## NAB ASKED TO EVALUATE RESEARCH

### NCAA Moves Against Live Football Telecasts

#### Ass'n Group Asks Control Also Of Delayed TV

Chicago — NCAA members who allow live telecasts of their 1951 football games will be placed "not in good standing" by the association, it was announced on Friday. In committee discussions of the general television situation, delegates announced that the council will move to expel those

(Continued on Page 5)

#### Industry Spokesmen Report On Savings

Washington Bureau of RADIO DAILY  
Washington—Industry spokesmen have advised the National Production Authority that great savings are being made in critical materials, including cobalt, in the production of radio and TV sets.

At a meeting with NPA officials, the electronics components and electronic equipment industry advisory committee assured NPA that

(Continued on Page 5)

#### RCA Official Named To The Staff Of DPA

Washington Bureau of RADIO DAILY  
Washington—Another RCA official has been named to the Defense Production Administration. He is Arthur S. Hawthorn, manager of

(Continued on Page 2)

#### Sidney To Sydney

Shenandoah, Ia. — "Sidney, Iowa, USA, calling Sydney, Australia," to be aired Sunday, March 11th, is the third annual international program exchange of KMA. The thirty-minute show, produced by Wayne Beavers, typifies life in Sidney, Iowa, while the exchange platter gives a word picture of Sydney, Australia.

#### Color Kinescope Revealed By RCA

A booklet describing the manufacturing steps of the three-gun tri-color kinescope of RCA was made available to 30 licensed tube manufacturers the past weekend, according to reports. The industry service manual was produced by the RCA Laboratories division of RCA and the information contained therein would make it possible for tube manufacturers to produce a color receiver capable of picking up the experimental RCA electronic color system.

#### Thad Brown Attorney United TV Series Sold For NAB-TV Board For DuM. Sponsorship

Washington Bureau of RADIO DAILY  
Washington — Appointment of Thad H. Brown Jr., well-known Washington attorney, as counsel to the NAB-TV board, effective March 8, was announced Friday by NAB President Justin Miller, after consultation with Eugene Thomas, WOR-TV, chairman of the NAB-TV board. For the past five years Brown, who is 34, has been affiliated with Roberts and McInnis, Washington law firm which represents

(Continued on Page 5)

#### AFM Musicians Locals Consider Web Proposal

The musicians' locals in New York and Los Angeles are considering the latest proposal by the networks for a new three-year contract calling for a 10 per cent increase in the basic minimum wage scales.

Negotiations in New York between James C. Petrillo, president

(Continued on Page 3)

Sale of Royal Playhouse, second run of TV's "Fireside Theater," to Allen B. DuMont Laboratories for sponsorship by DuMont TV receivers in 18 major markets served by the DuMont TV network was announced Friday by United Television Productions, Inc. The series, presented on 35 mm. film will be presented on the network beginning April 1st.

Consummation of the deal highlighted a three-day conference of

(Continued on Page 2)

#### Lewis, Pegler, McCarthy Named In Pearson Suit

Washington Bureau of RADIO DAILY  
Washington — ABC commentator Drew Pearson filed suit in Federal District Court here Friday against Sen. Joseph R. McCarthy (R-Wis.); Fulton Lewis, Jr., MBS commentator; Westbrook Pegler, King Features Syndicate columnist, and

(Continued on Page 7)

#### FCC Commissioner Comments On Cost Of Educational TV

East Lansing, Mich.—In effect answering commercial telecasters who have warned educators that the cost of TV is tremendous, FCC Commissioner Frieda B. Hennock declared here Saturday that "the cost of television should not dissuade educators from its use."

Speaking before the sixth annual Michigan radio-TV conference at Michigan State College, Commissioner Hennock declared the cost of

TV operation "is small in comparison to the giant multi-million-dollar budgets of our large universities and metropolitan boards of education."

Regardless of present costs, they will be less as the art expands and more stations are put on the air, she assured the Michigan educators. "Just as the cost of receivers falls with mass production of sets and

(Continued on Page 3)

#### Committee Seeks Clarification Of Methods

Urging that action be taken to clear up the confusion in Radio-TV research measurement, the Special Test Survey Committee recruited by Stanley Breyer, KJBS, San Francisco, Friday recommended that NAB spearhead a three-step evaluation study of radio-television research methods;

(Continued on Page 8)

#### New High Reported In Admiral Sales

Admiral Corporation has reported a new high in net earnings of \$18,767,554 from a record sales volume of \$230,397,661. The 1950 earnings amounted to \$9.73 per share on 1,928,000 shares outstanding.

Sales in 1950 rose 106 per cent over the 1949 volume of \$112,004,251, and earnings showed a 129 per cent increase

(Continued on Page 6)

#### Soap Co. To Sponsor New Serial On NBC Web

West Coast Bureau of RADIO DAILY  
Hollywood—Carleton E. Morse's new serial on radio "The Woman in My House," a 15-minute show, will be sponsored by Sweetheart Soap on the entire NBC network starting March 26. Show will be heard Monday

(Continued on Page 2)

#### WBAL-TV Cited

Baltimore — "Call to Arms," WBAL-TV-originated weekly Army Show, was honored on Saturday by the United States Armed Forces when the station was presented with an award "in recognition of the fine spirit, public service and valuable and important assistance in building and maintaining the regular U. S. Army and the Air Force."

# RADIO DAILY TELEVISION DAILY

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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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## FINANCIAL

(March 2)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	12 <sup>3</sup> / <sub>8</sub>	12 <sup>1</sup> / <sub>4</sub>	12 <sup>1</sup> / <sub>2</sub>	+ <sup>1</sup> / <sub>2</sub>
Admiral Corp.	29	28 <sup>1</sup> / <sub>4</sub>	28 <sup>3</sup> / <sub>8</sub>	+ <sup>3</sup> / <sub>8</sub>
Am. Tel. & Tel.	157 <sup>7</sup> / <sub>8</sub>	157 <sup>5</sup> / <sub>8</sub>	157 <sup>7</sup> / <sub>8</sub>	+ <sup>1</sup> / <sub>4</sub>
CBS A	30 <sup>3</sup> / <sub>8</sub>	30 <sup>1</sup> / <sub>4</sub>	30 <sup>1</sup> / <sub>4</sub>	+ <sup>1</sup> / <sub>4</sub>
CBS B	30 <sup>1</sup> / <sub>4</sub>	30	30	+ <sup>3</sup> / <sub>8</sub>
Philco	24 <sup>7</sup> / <sub>8</sub>	24 <sup>3</sup> / <sub>8</sub>	24 <sup>3</sup> / <sub>8</sub>	+ <sup>1</sup> / <sub>8</sub>
RCA Common	19 <sup>1</sup> / <sub>8</sub>	18 <sup>7</sup> / <sub>8</sub>	19 <sup>1</sup> / <sub>8</sub>	+ <sup>1</sup> / <sub>4</sub>
RCA 1st pfd.	81	80 <sup>3</sup> / <sub>8</sub>	81	.....
Stewart-Warner	18 <sup>1</sup> / <sub>8</sub>	18	18	.....
Westinghouse	36 <sup>1</sup> / <sub>4</sub>	36 <sup>1</sup> / <sub>4</sub>	36 <sup>1</sup> / <sub>4</sub>	+ <sup>1</sup> / <sub>8</sub>
Westinghouse pfd.	103 <sup>3</sup> / <sub>4</sub>	103 <sup>1</sup> / <sub>2</sub>	103 <sup>1</sup> / <sub>2</sub>	+ <sup>1</sup> / <sub>8</sub>
Zenith Radio	67 <sup>3</sup> / <sub>4</sub>	66 <sup>3</sup> / <sub>4</sub>	66 <sup>3</sup> / <sub>4</sub>	- <sup>1</sup> / <sub>8</sub>

### NEW YORK CURB MARKET

DuMont Lab.	18 <sup>5</sup> / <sub>8</sub>	18 <sup>1</sup> / <sub>2</sub>	18 <sup>1</sup> / <sub>2</sub>	.....
Hazeltine Corp.	25 <sup>3</sup> / <sub>4</sub>	25 <sup>3</sup> / <sub>4</sub>	25 <sup>3</sup> / <sub>4</sub>	+ <sup>1</sup> / <sub>8</sub>
Nat. Union Radio	5	4 <sup>7</sup> / <sub>8</sub>	4 <sup>7</sup> / <sub>8</sub>	- <sup>1</sup> / <sub>8</sub>

### OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	14 <sup>1</sup> / <sub>4</sub>	15 <sup>3</sup> / <sub>4</sub>

## General Foods Renews CBS Daytime Series

General Foods has renewed its sponsorship of the CBS daytime series, "The Second Mrs. Burton," for another 52 weeks effective with the program of March 26. The series is aired over CBS radio, Monday through Friday, 2:00-2:15 p.m., EST. Agency for the sponsor is Young & Rubicam, Inc.

## WEAV

PLATTSBURG, N. Y.

AMERICAN BROADCASTING CO.

CONTINUALLY SELLING THE NORTH COUNTRY'S RICHEST MARKET

JOSEPH HERSHEY MCGILLVRA, Nat. Rep.

# ★ COMING AND GOING ★

FRANK STANTON, president of the Columbia network; HERBERT V. AKERBERG, vice-president in charge of station relations; J. L. VAN VOLKENBURG, vice-president and manager of network sales, and ADRIAN MURPHY, vice-president and general executive, are back from New Orleans, where they attended the meeting of District 4, Columbia Affiliates Advisory Board.

HORACE HEIDT, with the personnel of his program, will leave shortly on a world tour of Armed Forces installation in Europe and North Africa.

IRVING MANSFIELD, producer of "This Is Show Business" on CBS-TV, also the Sam Levenson Show on the same network, has returned from a trip to Miami.

LOUIS JONES, head of personnel at WDTV, Pittsburgh, is in Ohio Valley Hospital recovering from pneumonia.

ROBERT B. WILSON, assistant manager of WADC, Akron, Ohio, returned to the station last Friday following a trip to New York for conferences with the national representatives of the station.

R. J. MAHLER, industrial consultant to the Columbia network, is in Chicago, where today he will address two groups. At luncheon he will address personnel of the Commonwealth Edison Corp., while at dinner he will talk to members of the Western Society of Engineers.

GEORGE W. HASKETT, of WCNC, Mutual network outlet in Philadelphia, was a visitor Friday at the headquarters of the web.

EDGAR GUEST, among foremost of contemporary poets, has arrived from Detroit to begin his NBC daytime television show which will be broadcast Monday through Friday starting March 5. The title will be "A Guest in Your Home."

## Soap Co. To Sponsor New Serial On NBC Web

(Continued from Page 1)

day through Friday locally. Morse was signed to a five-year contract and is the author of "One Man's Family" radio and TV shows and "I Love A Mystery" on Mutual network. Forrest Lewis, Les Tremayne and Alice Rinehardt will have the leads in the new show. Agency acting for Sweetheart Soap is Duane Jones. Show replaces current "Love and Learn" program.

## Nielsen Adds 22 Clients To Service, Since Jan. 1

The addition of 22 new subscribers to its National Television Index since Jan. 1, was announced on Friday by A. C. Nielsen Company. This brings to 33 the number who have subscribed to NTI since the inauguration of all-audimeter television research late last year.

Many of the new subscribers had previously subscribed to the national radio service and a substantial number are now taking "Complete Service," which entitled them to many audience analyses in addition to television program ratings, the company said.

A Nielsen spokesman pointed out that the recent rise in NTI subscribers bears out the growing use of TV research by advertisers and advertising agencies, which had previously been noted by the fact that since November about half the requests for special analyses by Nielsen clients have concerned television.

## Announce RCA Dividend

Following a meeting of the Board of Directors of the Radio Corporation of America held Friday in New York, Brig. General David Sarnoff, chairman of the board, announced that a dividend of 87<sup>1</sup>/<sub>2</sub> cents per share has been declared on the outstanding shares of \$3.50 Cumulative First Preferred stock, for the period from January 1 to March 31, 1951. The dividend is payable April 2, 1951, to holders of record at the close of business March 12, 1951.

## RCA Official Named To Staff Of DPA

(Continued from Page 1)

fabricated products sales, engineering products department, RCA Victor division. DPA Administrator William H. Harrison announced that Hawthorn will be special assistant to W. W. Watts, assistant to the DPA Administrator, also a former RCA Victor official.

At the same time, Harrison announced appointment of Morris V. Rosenbloom, assistant to the chairman of the NSRB, as special assistant to Edwin T. Gibson, deputy DPA administrator for staff services.

## United TV Series Sold For DuM. Sponsorship

(Continued from Page 1)

United executives in New York City during which time sales, promotion, and program distribution plans were discussed. Among those attending the meetings were Jerry King, Dick Dorso, and Wyn Nathan of Hollywood; Milton Blink of Chicago and Edward Petry.

### Represented by Day, Geyelin

Douglas Day, advertising manager of DuMont Labs, and Harry Geyelin, advertising manager for DuMont receivers, represented the sponsor in the negotiations for the filmed dramatic series.

## Two New Sponsors On "Sat. Night Review"

Two new sponsors, the Lehn and Fink Products Corp. and Bymart, Inc., joined the roster of advertisers on NBC's TV spectacle, "The Saturday Night Revue," 8:00 to 10:30 p.m.

Lehn and Fink, through McCann-Erickson, and Lennen & Mitchell, has picked up the 8:00-8:15 p.m. portion of "The Jack Carter Show," first part of the revue. The company will advertise Hinds Honey and Almond Fragrant Cream, "Etiquet" Deodorant and Lysol Disinfectant in its segment of the show.



### You get a lot for a little\*

\*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY



## Educational TV Costs Reviewed

(Continued from Page 1)

studio equipment," she declared, programming expense to universities will be much less than for commercial TV because the universities have "great resources of manpower and material," which cost far less than "high-priced comedians and variety shows" for which commercial broadcasters must now compete.

"When the value of educational TV is fully accepted, I am sure that the question of its cost will prove to be negligible in comparison with its importance and effectiveness," she added. Speaking on "education's opportunity in television," Hennock restated her belief that "TV is the finest opportunity for vitalizing and expanding our educational system that has come to our educators in generations."

### Two NBC-TV Shows Move

Beginning March 9, "The Big Story," on NBC-TV, currently seen on alternate Fridays at 9:30 p.m. will move to the 9:00 p.m. time slot, Fridays, and will be seen weekly thereafter.

"Henry Morgan's Great Talent Hunt," which has been seen in the 9:00 p.m. spot, will move to 9:30 p.m. on the same date.

## AGENCY NEWSCAST

... personnel, sponsors and notes

**BLACKSTONE WASHINGTON MACHINE CORP.** has approved for co-op sponsorship a new five-minute open-end TV mystery film series. First film is scheduled for WDTV, Pittsburgh, co-sponsored by Pittsburgh Products Co. and Joseph Horne Co. Charles Michaelson, Inc., is producing the film series.

**THE FREDERICK-CLINTON CO.** has been appointed to handle advertising for The Reporter, a national magazine of facts and ideas. Copy and merchandising tests will be made via radio and other media.

**HARRY FEIGENBAUM ADVERTISING AGENCY,** Philadelphia, is handling advertising for Liberty Bell Insurance Company.

**ROBERT S. KILIPER** has joined the staff of Jesse Gordon & Associates, publicity firm.

**JAMES A. STEWART COMPANY** of Carnegie, Pa., has been named to handle advertising for Hachmeister - Incorporated. Radio and TV will be used.

**C. ELLIOTT BARB** has joined Michener & Holland as copy chief and account executive.

**MRS. ADELE STEVENSON** has joined the art department in the Philadelphia office of N. W. Ayer & Son, Inc.

**LESTER SABAR** has replaced Stanley Rowen as production manager of Getschal & Richard, Inc. Rowen was recalled to active duty in the Air Force.

**GREY ADVERTISING AGENCY** will handle all advertising for Kaywoodie Company and Kaufman Bros. & Bonday, Inc., New York and London manufacturers of pipes.

### David Taft Named Mgr. Of Radio Cincinnati

Cincinnati, Ohio—David Taft becomes managing director of Radio Cincinnati, Inc. while Robert F. Bender has been promoted to general manager of WKRC-FM transit radio. Taft's new duties will include co-ordination of the three WKRC stations sales activities, administering management policy and acting as assistant to the vice-president. Bender, who started with WKRC-FM at its inception as a salesman, later becoming sales manager, will assume complete charge of the Transit Radio operation.

## AFM Locals Mull Networks' Proposal

(Continued from Page 1)

of the AFM, and the radio and TV networks have been suspended temporarily until the locals pass an opinion on the wage proposal.

The membership of Local 802 in New York is expected to meet Wednesday night to vote on the proposal. The issue is also being considered by the Los Angeles local.

The New York local however is understood to be continuing its stand against the broadcasting of recorded music between the hours of 8 a.m. and midnight. This problem is believed to have become a bigger obstacle in the negotiations with Local 802 than the wage issue. The networks to date have refused to give in to this demand.

The networks had been meeting with Petrillo since February 5 to discuss new contract terms for staff musicians in radio and TV. No date has been scheduled for the next conference.

### Kenny Spins Disks On WMCA

Nick Kenny, radio-TV columnist, has inaugurated a new series of recorded music and commentaries over WMCA, New York, for Monarch - Saphin. The quarter-hour show is aired 9:15 p.m., Mondays, and at 10:15 p.m., Tuesdays through Fridays. Arthur Rosenberg Co. is the agency.

*thanks*

KOREAN WAR HERO—PFC

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DU MONT TELEVISION NETWORK

**\$68,000**

LATEST CASH TOTAL

## HOLLYWOOD

By HERB BERG

STATION KECA-TV gave 14 hours of station time to the hearings by Senator Estes Kefauver on the Senate Crime Investigation Committee held in the Federal Building in Los Angeles and was the only station in the local area covering the hearings held Tuesday and Wednesday. All commercials were cancelled during the sessions. Over 2,000 calls have been received by KECA-TV commending them on the job well done, and wires and letters are still pouring in.

"The Layman's Hour," half-hour of words and music to fit the mood of a Sunday afternoon, started its run on KECA March 4. The chorus, comprised of sixteen male voices who sing the familiar hymns and anthems of the church, is presented by the Baptist Men's Council, under the direction of James Burt.

Louella Parsons aired some sound track excerpts featuring the five actors nominated as "best supporting actor" for the Academy Awards on her Sunday, March 4 ABC network show. Nominees are Edmund Gwenn, for "Mr. 880," Sam Jaffe, "Asphalt Jungle," Eric von Stroheim, "Sunset Boulevard," George Sanders, "All About Eve" and Jeff Chandler for "Broken Arrow."

Klaus Landsberg, vice-president of Paramount Television and general manager of KTLA, announced the adding of a half hour daily Monday through Friday to KTLA's weekly programming. New schedule gives "Cowboy Thrills" featuring Doye O'Dell a full-hour of telecasting time. Expanded show will present longer serialized chapters of western films and will enable O'Dell to present more guests on his program. Change is effective today.

Sears Roebuck will sponsor headline newscasts over KFI-TV every Monday through Friday preceding the morning and afternoon telecasts of the feature films, beginning Mar. 12.

Rosalind Phillips has joined the Don Lee public relations staff as log editor. She replaces Wileta Burch who resigned because of ill health. Miss Phillips was formerly with Calchrome and is a native of Chicago.

### Completes TV Films

Hollywood — Coy Watson completed the photographing and editing of 3 new Erskine Johnson "Hollywood Reel" shows for Paramount Television Prod. With Johnson narrating, the reels feature stars such as Ellen Drew, Jack Dempsey, Pat Medina, Lloyd Bridges, Ann Rutherford, Edward G. Robinson, Jeff Donnell, Lisa Ferraday and others. Twenty-two additional shows are currently in production. "Hollywood Reel" is seen weekly on KTLA. The 15-minute show is also being seen on the Paramount Television network stations from coast-to-coast.



By SID WHITE

### Man About Manhattan . . . !

● ● ● WEEK-END CUFF NOTES: Jimmy Melton takes over the Jack Haley show for the Ford Dealers on NBC-TV as of April 5th. . . . Wm. Gargan planing out to Palm Springs on the 22nd for 10 days to be with his wife who's recovering from recent surgery. The "Martin Kane" stanza on the 29th is being written "around him." . . . Madeleine Carroll off for a European vacation this week. . . . WPAT discontinuing its all-nite slot and will sign off the air at 1 ayem. . . . Carleton E. Morse's theme song must be "You're A Sweetheart." Sweetheart Soap, which sponsors his "One Man's Family" on teevee, will also pick up the tab on his new serial, "The Woman In My House," which bows in on NBC on the 26th. . . . Benny Goodman due in from the coast this week for radio and teevee dates. . . . AFRA holding its quarterly membership meeting Thursday p.m. at the Astor. . . . Television Authority will hold its membership meeting at 1:30 this afternoon, also at the Astor. . . . Sid Ascher handling the promotion for Lou Capone's new singing find, Ray Caruso. Some 100 G's are riding on Caruso to strike gold dust. (The same combo, Capone & Ascher, were responsible for Vic Damone.) . . . Merrill E. Joels is the latest candidate for that club whose middle initials don't stand for anything. . . . Ritz Bros. insist they won't do any teevee except on film.

★ ★ ★  
● ● ● Jack Perlis forwards the one about Groucho Marx who visited the parents of a 2-year-old child. "Just look at him," enthused the proud mother, "he's been walking like that for a year." "Amazing," conceded Groucho. "Can't you make him sit down?"

★ ★ ★  
● ● ● AROUND TOWN: Gordon MacRae spotted this ad in a local rag: "For Sale: Large police dog. Will eat anything. Especially fond of children." . . . Bill McCarthy, J. Walter Thompson sports ace, into the Marines this week. . . . Ivan Black, who handles public relations for True mag, sez the most fabulous character he ever met is David Marshall Williams, the ex-con who, while in jail, invented the carbine and other guns used by Uncle Sam. He's profiled in the current issue of True, as well as Collier's and Reader's Digest. . . . Richard Neilson, whom critics acclaim as another Jimmy Cagney in the controversial film, "No Orchids for Miss Blandish," is getting a real taste of high-powered American promotion. Appeared on 5 interview shows during the past 3 days. . . . State Department's "Voice of America" has signed Leonard Feather to do the first internationally syndicated jazz disc jockey show for foreign consumption. . . . Cathy Mastic's first RCA-Victor release, "One Little, Two Little, Three Little Kisses," is a click. . . . Recommended: Bernice Parks' terrific song styling on DuMont's "Once Upon A Tune." . . . Evelyn Knight doing the Paul Whiteman show on the 18th. . . . World Broadcasting System's Herb Gordon a proud gent over "Forward America" copping one of the Freedom Foundation's awards last week.

★ ★ ★  
● ● ● RADIO ROWges: Joke Benny. . . . Sing Crosby. . . . Growlcho Marx. . . . Gab Hope. . . . Eyedie Cantor. . . . Thrill Tabbert. . . . Ken Merry. . . . Jimmy Duranteevee. . . . Bill Slaterrific.

★ ★ ★  
● ● ● MAIN STREET SEEN-ery: Robert Q. Lewis, the Qmorist, lugging a totem pole THIS BIG along Lexington Ave. He collects 'em. . . . Ed Herlily on his way to the Annual National Antiques Show which opens today at Madison Sq. Garden. . . . At B'way & 50th St., Jose Ferrer, of "Cyrano de Bergerac" fame, in a huddle with James Durante, who invented the nose.

## CAPITAL ROUNDUP

By BILL BAILEY

Washington Bureau of RADIO DAILY  
Washington—The President's Advisory Committee on the Voice of America, of which Judge Justin Miller, NAB president, is a member, is scheduled to leave March 11 for a month in South America to evaluate the Voice in the Latin countries.

WWDC, in cooperation with the D. C. Office of Civil Defense, has scheduled a weekly series of quarter-hours (7-7:15 p.m. Saturdays), beginning March 10, to acquaint the capital with all aspects of preparedness. John E. Fondahl, acting OCD director for Washington, will be the first speaker.

WOL has started its new telephone program, 5:30-6 p.m. Sundays. It's titled "Call the Forum" and listeners will be asked to call the station with questions for panel members who will have presented introductory talks. Col. Frank Monahan, one-time narrator on the NBC "Cavalcade of America" program, will moderate the weekly forum.

Walter Cronkrite, WTOP-TV newsman (11 p.m. daily for Colgate), uses only brief notes to keep him on the track while reporting world news. He studies the news, absorbs it, writes it, then uses only a skeleton outline on the air. He seldom fumbles for words.

Bob Wolff, WWDC sportscaster, leaves March 5 for the major league training camps in Florida to transcribe interviews for playback, under sponsorship of Christian Heurich Brewing Co. (6-6:15 p.m. across the board).

### Joins Sales Staff

Washington — Appointment of Howard Williams, recently with the Reuben H. Donnelley Corp., Washington office, as account executive of the WWDC sales staff has been announced by Ben Strouse, station vice-president and general manager. Darwin H. Shopoff and James Robertson, WWDC sales staff members, have left for government service. Shopoff has been named public information officer of the American Embassy in the Philippines and Robertson has enlisted in the U. S. Air Force.

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## Thad Brown Attorney For NAB-TV Board

(Continued from Page 1)

the TBA, Allen B. DuMont Laboratories and various individual TV stations. His late father, Thad H. Brown, Sr., was a member of the old Federal Radio Commission and later the FCC from 1929-40.

Native of Columbus, Ohio, Brown is a graduate of Princeton and Harvard. During five years of military service he was successively aide to Adm. H. A. Wiley, Vice-Adm. Leland P. Lovett, wartime Navy director of public relations and served three years in the Pacific area on a patrol craft and as executive officer of a destroyer.

In January, 1946, on his discharge as lieutenant commander, Brown joined Roberts and McInnis. He served on the Ways and Means Committee of the National Amvets in 1947-48.

He is a member of the Principles and Administrative Law Committee of the American Bar Assn., chairman of the Publications Committee of the ABA for Washington, Member of the Bars in District of Columbia and Ohio and a member of the Chevy Chase and University Clubs. He lives in Georgetown, is married and has two children.

## NLRB Upholds KMBC In Dispute With AFRA

Washington Bureau of RADIO DAILY

Washington—The National Labor Relations Board has dismissed a complaint by AFRA against the Midland Broadcasting Co., licensee of KMBC, Kansas City. The action sustained an intermediate report of Feb. 8, 1950, issued by trial examiner Myers D. Campbell Jr. AFRA had alleged that KMBC entered into individual contracts with its artists, whereas the contracts should have been negotiated through the union. The NLRB found that the individual contracts did not violate the union contract nor the Labor-Management Relations Act.

Paul M. Herzog, chairman; James J. Reynolds, Jr., and Abe Murdock, members, signed the majority opinion. NLRB members John M. Houston and Paul L. Styles dissented in part.

## Will Receive Award

Hollywood—Ralph Edwards will receive the Hollywood Rotary Club Award for Showmanship in the field of radio and filmed television on Mar. 13 in the Blossom Room of the Roosevelt Hotel here. Club recently awarded Kroger Babb for his accomplishments in the motion picture industry. The award Edwards will receive is inscribed "in appreciation of his showmanship, his contribution to humanitarian projects on his radio show 'Truth or Consequences' and for the pioneering and setting the same high standard in the field of filmed television."

## THE WEEK IN REVIEW

... Radio-TV Highlights

By BILL NOBLE

**T**WELVE new members were elected to the NAB board, with the 13th contest a tie to be resolved in a run-off. C. E. Arney Jr., secretary-treasurer of the organization announced. Nearly 72 per cent of the membership took part in the voting. Tie vote was between John Esau, KTUL, Tulsa, and High B. Terry, KLZ, Denver, for director-at-large representing medium stations.

New directors include Craig Lawrence, WCOP, Boston; Leonard Kapner, WCAE, Pittsburgh; Thad Holt, WAPI, Birmingham; Robert T. Mason, WMRN, Marion, Ohio; Merrill Lindsay, WSOY, Decatur, Ill.; H. W. Linder, KWLM, Willmar, Minn.; Kenyon Brown, KWFT, Wichita Falls, Tex.; Glenn Shaw, KLX, Oakland, Ore.; John DeWitt Jr., WSM, Nashville; Edgar Kobak, WTWA, Thomson, Ga. and Ben Strouse, WWDE-MC, Washington.

In an "exclusive," RADIO-TELEVISION DAILY learned that Carl Haverlin, president of BMI, would be drafted to assume the presidency of NAB, succeeding Justin Miller at a salary of \$45,000 per year. Following the story "break," it was learned that Haverlin was formally offered the job of president of the NAB and that it was expected he would give his acceptance at an early date.

Ivor Kenway, former vice-president of ABC, joined the executive staff of Grey Advertising Agency. Ray Livesay, WLBH, Mattoon, Ill., was elected president of the Illinois Broadcasters Association at their annual meeting held in Springfield, Ill. Frank E. Mullen was retained as management consultant by KTTV, Hollywood. William Rich was appointed sales manager of WNBC. California State Broadcasters Association voted to change its name to California State Radio and Television Broadcasters Association and also named William B. Smullin of KIEM, Eureka, president.

Edgar Kobak was named permanent chairman of the board of directors of Broadcast Advertising Bureau, Inc., at their initial meeting in New York. The conference, attended by 19 directors and alternates, approved plans for an association committee structure and adopted a general statement of principles and objectives. Following the meeting, it was expected that Kobak will take an active part in guiding the administration policies of the radio promotion bureau. Directors also elected William B. Quarton, WMT, Cedar Rapids, as secretary of the BAB board and Allen Woodall, WDAK, Columbus, Ga., as treasurer.

In Chicago, the TV committee of the National Collegiate Athletic Association heard from the industry as to its ideas and proposals for live TV experimentation. Robert H. O'Brien of United Paramount discussed possible theater-TV experi-

ments and Zenith Radio Corp. demonstrated phonevision. Talks were also made by Thomas Velotta, ABC; Hugh M. Beville, NBC; Sig Mickelson, CBS and Les Arries, DuMont.

Resolutions authorizing expansion of the Broadcast Advisory Council and setting forth its purposes were adopted by an all-day meeting of the council at NAB headquarters, called by Justin Miller, head of the NAB and BAC chairman. Exploratory conferences with President Truman, Secretary of State Acheson, Secretary of Defense Marshall and other Government officials have proved valuable to the broadcast industry, the BAC members agreed. At the meeting Chairman Miller was empowered by resolution to increase the membership to include all facets of the industry. Present membership was determined at the initial meeting, Dec. 14.

NBC announced that its new radio sales presentation, which won unanimous acclaim at the Station's Planning and Advisory Committee's meeting, will be taken on a tour and shown to stations across the country. Charles R. Denny, executive vice-president and Carleton D. Smith, vice-president in charge of station relations, as well as Norman E. Cash, director of radio station relations, will make the trip.

## Industry Spokesmen Report On Savings

(Continued from Page 1)

there was no evidence of civilian production in any way holding up military production. Industry requested more detailed information about what lies ahead and what they can expect in the way of defense orders.

William H. Harrison, Defense Production Administrator, and Manly Fleischmann, NPA administrator, advised that as soon as a controlled materials plan can be put into operation, NPA will be able to give allotments of basic metals for the quarter ahead and an approximation of amounts available five or six months in advance.

Attending the meeting on behalf of industry were: W. E. Wilson, Acme Electric Corp., Cuba, N. Y.; A. D. Pladmondon, Indiana Steel Products Co., Chicago; H. A. Ehle, International Resistance Co., Philadelphia; A. P. Hirsch, Mica Mold Radio Corp., Brooklyn; L. F. Muter, The Muter Co., Chicago; Sarkes Tarzian, Sarkes Tarzian, Inc., Bloomington, Ind.; Robert S. Sprague, Sprague Electric Co. and retiring president of R-TMA; A. Delighter, Standard Transformer Corp., Chicago; Max Balcom, Sylvania Electric Products, Emporium, Pa.; H. L. Oleson, Weston Instrument Co., Newark, N. J.

### Thanks A Million!

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Mr. Klaus Landsberg — KTLA — Hollywood

Mr. George Shupert (Paramount Television) — NYC

# AM-TV EQUIPMENT FM FAX

Section of RADIO DAILY, Monday, March 5, 1951

## RCA'S THEATER-TV COST REDUCED

### Mismarking OF Tubes Alleged In FTC Action

Washington Bureau of RADIO DAILY  
 Washington — In an initial decision, Federal Trade Commission trial examiner Clyde M. Hadley would prohibit Continental Corp., Chicago, and its officers from deceptive marking of radio tubes and from representing that the firm had been licensed by RCA "to make or distribute radio tubes." Unless the examiner's decision is appealed, stayed or docketed for review, it becomes final in 30 days.

**Army Surplus Involved**  
 Continental is charged with purchasing Army surplus tubes for resale to jobbers, dealers and radio repairmen and with substituting identification marks.

The firm also is prohibited from representing itself as "master builders" or manufacturers of receiving tubes.

Named in the complaint in addition to Continental are P. D. Jackson, Jacob L. Gaber, Erwin F. Rempert and Martin Gaber. Jackson and Rempert are no longer with the company but FTC alleges they were during the period covered by the complaint.

### AEPEM Approves NPA Priority System

Chicago—The Association of Electronic Parts & Equipment Manufacturers has voiced its approval of the NPA's establishment of a priority system of critical materials for maintenance and repair parts. The association called it a "tremendous help" to the industry and "a step in the right direction to keep the nation's productive facilities at full capacity." The NPA order follows the general lines of the resolution presented by the mobilization committee of the EP&EM and a committee of the Sales Managers Club Eastern Group. Arie Liberman, co-chairman of the committee, said the "NPA directive should be implemented by the adoption of specific interpretations necessary to insure that home, auto and amateur radio and television receivers and intercommunications equipment can serve designed functions of entertainment, dissemination of news and communication and as an indestructible link in a national network of civilian defense."

**Price For System \$15,800; Was \$25,000**

Reduction in the price of RCA's instantaneous theater television system from around \$25,000 to \$15,800 was revealed Friday by Barton Kreutzer, general product manager of the RCA engineering products department.

"This reduction, made in accordance with an established policy of passing on to customers the savings effected by mass production, makes the finest of theater television equipment available at a price within the reach of theater owners large and small," he said.

### New High Reported In Admiral's Sales

(Continued from Page 1)  
 crease over the \$8,206,153 for the previous year, it was disclosed in the company's annual report released last week.

The report indicated that Admiral's net worth is now \$32,751,011 as compared with \$18,024,048 in 1949, an increase of 82 per cent.

**"Almost a Million" TV Sets**  
 Ross D. Siragusa, president and board chairman of Admiral, informed stockholders that the company last year had manufactured "almost a million" TV sets, and that appliance sales "substantially exceeded those of the past two years combined."

He said that production of Admiral TV sets rose from 2,700 sets daily at the start of 1950 to 5,000 sets daily by September.

### Research Investment Is Revealed By RCA

West Coast Bureau of RADIO DAILY  
 San Francisco—An RCA investment of more than \$50,000,000 in TV research and development during the last few years was revealed yesterday by E. C. Anderson, vice-president of the commercial department of RCA Laboratories. Speaking before the San Francisco Patent Law Association, Anderson declared that scientific research has become the major factor in the progress of all American business.

Illustrating RCA's contribution to the TV industry, Anderson told how RCA gave blueprints for the manufacturing of their TV receivers to various competitors with a complete bill of material, immediately after the war, to build up the industry.

### Extended Research Cited

Stressing the extended research and many advances and refinements, underlying the "readiness" of RCA's present theater television system, Kreutzer said: "The finished commercial design of this system, embodying high performance standards, compact proportions, flexibility, and simplicity of operation and maintenance, is the result of intensive development during the past five years and a background of pioneering research dating from 1928. As has been previously disclosed, circuits are so designed that a minor adjustment will permit operation with higher picture definition if standards permitting such definitions should be adopted for closed-circuit theater television.

### Experimentation to Continue

"RCA is continuing research in theater television, looking toward future improvement as new knowledge of electronics and optics becomes applicable," he said, "in the same way that it maintains continuous research in the field of theater projection and sound equipment.

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## PRODUCTION PARADE

### Sylvania Buys Factory Site

Sylvania Electric Products, Inc. has purchased a new factory site at Woburn, Mass., for the production of electronic tubes and equipment for national defense, it was announced by James J. Sutherland, general manager of the electronics division. Construction is expected to begin within the next two months for a factory with 100,000 feet of floor space to employ about 600 people. The project will cost in the neighborhood of \$1,000,000.

### Hinck In New DuMont Sales Post

Edwin B. Hinck has been appointed sales manager of the electronics parts division of Allen B. DuMont Laboratories, Inc., it was announced by Paul Ware, division manager. He succeeds Harry Van Rensselaer who has been recalled to active duty with the Air Force. Hinck was formerly northeast sales manager for DuMont's TV transmitter division.

### McCune Promoted At G. E.

Francis K. McCune, assistant general manager of General Electric Company's nucleonics department, has been named manager of engineering of the company's large apparatus division in Schenectady. He succeeds Ernest E. Johnson, who was recently named general manager of GE's engineering laboratory. William E. Johnson will take over McCune's post in the nucleonics department.

### Delano Heads Westinghouse In N. E.

Boston—Edward C. Delano has been appointed manager of the Westinghouse Electric Corporation's New England district, succeeding L. E. Lynde, according to Tomlinson Fort, vice-president in charge of the company's apparatus sales division. Lynde was recently elected vice-president in charge of the firm's relationships with the Government offices in Washington.

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## Public Interest In TV Promoted By Crosley

Cincinnati — Greatest mid-west mass exposure of the public to TV sets was staged by Crosley Broadcasting Corporation in three huge TV jubilee extravaganzas in Dayton, Cincinnati and Columbus during February.

An estimated 145,000 persons saw the exhibitions in the three cities, which were predicted on Crosley's President Robert E. Dunville's belief that the distributor's huge reserve inventories could be moved advantageously now, thus increasing the circulation within the WLW-television area and also permitting distributors to restock before any freeze due to defense production is forthcoming.

### Points to Auto Shows

Dunville reasoned that this could best be done by following a leaf from the automobile shows, in inviting distributors to set up TV displays of their 1951 models and then adding the crowd-drawing lure of top WLW entertainers and their shows in person.

WLW-D launched the promotion on Feb. 2 and 3 with 15 distributors exhibiting their complete line of 1951 TV receivers in the University of Dayton Fieldhouse. This was followed by the Cincinnati jubilee, Feb. 9-11 and the Columbus showing Feb. 18-20. Dealer reports throughout the three areas indicate that the \$90,000 promotional stunt has stimulated public interest in TV and WLW-TV.

## Lewis, Pegler, McCarthy Named In Pearson Suit

(Continued from Page 1)

others, for \$5,100,000 alleged libel and \$250,000 alleged personal injury.

Pearson, through William A. Roberts of Roberts and McInnis, charged that on Dec. 12 Senator McCarthy attacked him at the Sulgrave Club here, inflicting painful injuries. For that the commentator asks \$250,000 damages.

He filed four counts of libel against Senator McCarthy, *et al*, although Roberts said two of the counts cover the same alleged libel, thus reducing the amount to \$3,600,000. Pearson charges that he was libeled on Dec. 15 in a mimeographed statement which Senator McCarthy handed reporters.

### Other Defendants Listed

Named defendants, in addition to the Senator, Lewis and Pegler, are the Washington Times-Herald, which carries columns by both Pearson and Lewis; Don Surine, administrative assistant to Senator McCarthy; Edward K. Nellor, assistant to Lewis; George Waters, formerly of the Times-Herald; Morris A. Bealle, Washington author, and Dr. J. B. Matthews, one-time investigator for the House Committee on un-American Activities.

# ★ ★ TELE TOPICS ★ ★

IT was a nice gesture on the part of Garry Moore, Ken Murray, and Jack La Rue to give Alan Young a helping hand on his Esso TV show over CBS on Thursday, Alan, physically handicapped from a collision with a Turk wrestler the previous week, got excellent support from Moore when they burlusqued the TV pitchman selling household appliances. The Dalton boys skit of Moore and La Rue was also funny. Murray, as always, was refreshing as he opened the show with wisecracks about Young's indisposition.

JIMMY POWERS AND JACK MCCARTHY have been wasting much wordage of late kidding their sportscasting confrere, Win Elliot—it was funny at first but since has become rather boring as the Powers-McCarthy combo cover the Golden Gloves contests on WPIX. . . . More human interest background on fight participants would be more entertaining to the fight followers.

### TODAY'S TV Personality:

JAMES LEONARD, general manager of WLW-C, Columbus, Ohio, laid the groundwork for his career in radio through his association with the University of Florida's station, WRUF, as announcer, producer and sportscaster in 1934. Two years after his graduation Jim joined the staff of WLW in Columbus, and the combination was so good it's lasted all this time. At WLW, Jim became one of the station's outstanding stars, gaining national recognition through his announcing, singing, MC work, and participation on various dramatic programs. In 1944, he accepted the position of program director



LEONARD

of WSAI, also a part of the Crosley Corporation, and during this time he also taught special radio courses at Cincinnati's College of Music, and was instrumental in the development of new talent in that city. In accepting the position of general manager of WLW-C in 1949, Jim assumed the responsibility of establishing Columbus' first TV station and has made it pay off. The rapid growth of the station has found his interests directed on the emphasis of WLW-C's participation in local events. Through the facilities of the TV outlet, many worthwhile public service and civic programs have been made available to local viewers.

THE February New York Hooperatings Pocketpiece shows that the International Boxing Club, LaMotta vs. Robinson middleweight championship fight in first place with a 65.9. Second was "Texaco Star Theater" with a 56.3, followed by "Godfrey's Talent Scouts," hitting a 42.5. . . . Number of TV sets installed in the Washington, D. C., area rose 10,350 in February, bringing the March 1 total for the area to 244,260, as determined by the Washington Television Circulation Committee. . . . Maggie Johnson, DuMont's star of the daytime, has been named official hostess at the exhibit of antique and modern toys to be displayed at the National Antiques Show, starting today at Madison Square Garden. . . . New York's Easter Parade, March 25, will find Faye Emerson and Skitch Henderson giving the play-by-play description, starting at noon, over NBC-TV. Program is sponsored for the second successive year by Sanson Hosiery Mills through Dorland, Inc.

JEROME HINES, Metropolitan basso, will return to the "Voice of Firestone" simulcast on Monday, March 12 at 8:30 p.m., via NBC and NBC-TV. . . . "First Love," Italian picture, starring Valentina Cortese, will be WOR-TV's "Italian Feature Film" on Saturday, March 10 at 5:00 p.m. . . . "Beat the Clock," now seen on CBS-TV, Fridays at 10:30, switches to Saturday at 7:30 p.m., starting March 10. . . . "Happy's Party," WDTV's first live children's show in Pittsburgh is now being seen Mondays through Fridays. . . . Edgar A. Guest, "Poet of the People," will begin a Monday-through-Friday TV program, today, over NBC-TV at 3:15 p.m. . . . "Page One News and Sportsreel," weekly film roundup of news and sports events, sponsored by Jose Escalante & Co., makers of Corona cigars, will debut today over WENR-TV, Chicago, at 9:30 p.m. . . . What is believed to be TV's first regular religious and spiritual counselling program, will be inaugurated today by Dr. and Mrs. Norman Vincent Peale on WABD's "Morning Chapel" at 9:45 a.m. Dr. Peale, minister of the Marble Collegiate Church, has conducted religious programs on radio for many years. Mrs. Peale is the present treasurer of the Broadcasting and Film Department of the National Council of Churches.

JIMMY FOXX, now a member of baseball's Hall of Fame, is starring in his own TV program on WPTZ, Philadelphia, every Friday at 7:00 p.m. Program is titled "Sports Pictorial" and is sponsored by Adams Clothes through the Ralph A. Hart Advertising Agency. . . . Leif Erickson, Jeanne Cagney, Nelson Leigh, Roddy McDowall and Joseph Vitale have joined the cast of "Hill Number One," special hour-long TV program now being filmed at Jerry Fairbanks Productions under sponsorship of "Family Theater."

## Telecasts Of Football Opposed By NCAA

(Continued from Page 1)

not complying of their own accord with the resolutions adopted in Dallas. If members are forced to violate the resolution by their state legislatures, the council will ask them to withdraw.

### Statement by Hamilton

Tom Hamilton, chairman of the TV committee, explained that the committee is authorized to control and direct live telecasting on "a limited basis" and to supervise all kinds of delayed telecasting. "We are hopeful some realistic program can be developed to co-ordinate network television and college athletics," he said. "We believe in television and think it has a future for sports. In the past, the situation has not been satisfactory and we hope to start a trend to make it helpful to colleges."

Representatives of the four television networks, phonevision and the R-TMA all spoke to the committee at a closed session. Hamilton stated that they made no concrete suggestions. "It was just general policy discussion," he said. "We are still studying the problem."

## Stresses TV Buildup In Planning Films

Hollywood—Further proof of TV ability to pull customers into motion picture theaters is reflected in yesterday's announcement by Stephen Slessinger that production and release of his forthcoming Red Ryder feature will be withheld until after a similar series of TV films have been telecast. Slessinger believes that such a step will create a tremendous build-up which will increase box-office demand when the picture is finally released.

Commenting on the TV potential at the movie box-office, Slessinger stated that as a direct result of the expected TV build-up, he has allocated a bigger budget to the feature than he would have otherwise. Slessinger thus makes his movie investment heavier than it would be if the picture did not have the benefit of TV.

## Recalled To Service

Jack Mohler, WOR account executive, has been recalled to active duty with the Army as a Captain in Military Intelligence. Mohler joined the station in 1941 and has been in the sales department since his return from World War II service in 1946. He left Friday, Feb. 23.

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## NEW BUSINESS

WTMJ-TV, Milwaukee, Wis.: The Dow Corning Co., advertising sight savers, has placed a contract for 52 weeks of spots through the Don Wagnitz agency of Detroit. Taking spots for 48 weeks is the National Carbon Co., which manufactures Eveready Batteries. The Wm. Esty Co. of New York handles the account. The Colgate-Palmolive-Peet Co. has contracted for 26 weeks for spots on Palmolive Brushless Shaving Cream. Ted Bates & Co., New York, placed the business. The Celanese Corp. of America will advertise its fabrics on spot announcements for a 15-week period. Ellington & Co., Inc., of New York handles the Celanese advertising. Thirteen-week contracts have been placed by the Pure Frozen Lemon Juice Corp. of America through the Allen Advertising Agency, Chicago; the Westgate-Sun Harbor Co. by the Barnes Chase Co. of Los Angeles for Breast O'Chicken Tuna, and the Runciman Co., advertising Hallmark Beans, with Goodkind, Joice & Morgan, Inc., of Chicago, as the agency. Other new 13-week contracts are for the Green Bay Federal Savings and Loan Association of Milwaukee, with the Dayton Johnson and Hacker Agency of the same city handling the account and for the W. H. Pipkorn Co. of Milwaukee which advertises folding doors. The Saxton Agency, Milwaukee, handles this account.

WFIL, Philadelphia: Corn Exchange National Bank & Trust Co. will sponsor a five-minute segment of the "LeRoy Miller Club" program Monday through Saturday, beginning Monday, March 5. Agency for the account is John Falkner Arndt & Co., Inc., Philadelphia. One participation a week in the "Mary Jones" show has been scheduled by Oakite, beginning Wednesday, March 14. The agency is Calkins & Holden. Carlock, McClinton & Smith, New York. Monday-through-Saturday participations in the "Farmer Jones" program are being sponsored by Seaboard Seed. The contract was placed through Leonard F. Fellman & Associates, Philadelphia.

### Boynton Agency Moves To New Detroit Offices

Detroit—Stanley G. Boynton and Son, national advertising agency, moved into new offices at 159 Pierce St., Birmingham, a Detroit suburb. March 1, it was announced. The agency has resided in the Fisher Building in the New Center Area for the past 27 years.

The agency handles all types of network accounts, and for the past 20 years has specialized in custom-built networks. It has handled network broadcasts of national football games, All-Star games, and National Professional play-offs. For the past 10 years, the agency has hooked-up network broadcasts of the National Tennis Matches.

## Committee Seeks NAB Aid In Research Evaluation

(Continued from Page 1)

the committee asking NAB to undertake the study is composed of Kenneth H. Baker, NAB research director, chairman; Louis H. Avery, Avery-Knodel, Inc.; Hugh M. Beville, director of plans and research, NBC; Mathew N. Chappell, chairman of the department of psychology, Hofstra College; Herbert L. Krueger, WTAG, Worcester, Mass.; Fred B. Mancee, vice-president BBD&O, and A. Wells Wilber, director of marketing research, General Mills.

In seeking the research evaluation, the committee report declared: "It would be an understatement to say that there is confusion in the radio and television industry—including both buyer and seller—with regard to radio and television ratings."

"This report is written because the committee that wrote it believes something can be done, and should be done, to straighten out the confusion.

"In fact, the committee believes that if something is not so done, radio and television research of any kind—good or bad—may be discredited in many quarters, and a great disservice thus done the entire industry.

### Confusion Explained

"The confusion arises from the fact that the industry is perhaps oversupplied with data which, unfortunately, often give what appears to be conflicting testimony.

"At first glance, the resolution of the problem might seem to be a single assignment. The committee respectfully submits, however, that any superficial study or analysis would do more harm than good. To be of real service, a study must be thorough and completely objective.

"It is firmly believed that, from the data that would be collected, competent research authorities in most organizations using radio and television 'ratings' data will be able to set forth simple charts and rules as to the conditions under which various types of data can and should be used. It is hoped that reasonable standardization can thus be arrived at for the industry as a whole.

"The committee hopes that the industry, to its ultimate long-lasting gain, will lose no time in setting the wheels in motion."

The first step in the proposed survey is an analysis of methods used in research. The leading audience measurement services would be asked to submit answers to a series of questions relative to their coverage, methods, costs, and data.

The second step calls for comparison of available data. "Since there already exist a number of cities for which various services provide rating reports," the committee report reads, "it seems highly probable that something can be learned from study of these data side-by-side, with retabulations be-

ing provided in many instances in an attempt to reduce the number of variables functioning. . . . To the extent that valid comparisons can be made, the industry will benefit by having such information to guide its judgment."

The third step is a recommendation by the committee that original experiments be conducted to reveal further information on the degree of agreement and disagreement between methods, particularly as compared with two methods not in common use: House-to-house incidental calls and house-to-house unaided recalls. The report states: "While no commercial service is at present conducting house-to-house incidentals or house-to-house recalls—in fact, the cost is such that it may never be practical to conduct them on a continuing basis—it is believed that much can be gained from comparing the results obtained by the commercially practiced methods with those obtained from the two house-to-house measurements." It is pointed out that these two methods are recommended for comparative purposes, not as absolute yardsticks.

### Full-Time Executive Urged

It is proposed to implement the plan of action by engaging a full-time project manager to direct the operations of the analysis. The cost of the three-step project, including the necessary personnel, is placed in the neighborhood of \$140,000. In addition to the project manager it is proposed that a volunteer committee of five industry research leaders be appointed to consult with him on procedure, analysis and interpretation.

It has been known for some time that agencies and sponsors have been disappointed in the quality of research measurement on TV and research directors have met in New York in an effort to clarify the situation. As one agency research director put it: "You put a half a dozen reports in a hat, shake them up, and then set about to make your own analysis if you want any usable information for your agency or a client."

The Test Survey committee had the cooperation of three research organizations operating in the fields of radio and TV preparing the formula for the research projects. Those cooperating were: A. C. Nielsen, president of the A. C. Nielsen Company; Sydney Roslow, president of Pulse, Inc., and C. E. Hooper. All three signified their willingness to cooperate with the committee in their study.

### Purina Expands on KGW

Portland, Ore.—The Ralston Purina Co. has expanded "Farm Time" on KGW, Portland, to five, 15-minute mornings for 52 weeks. Program was half-hour, twice a week. Agency is Gardner Advertising, Inc.

## BEHIND THE MIKE

**T**ALENT manager and publicist Earl S. Peed is moving his staff into larger quarters at 119 W. 57th St., while adding a new department for TV clients.

It looks like Sherry Shadburne, the redheaded TV actress, is coming into the Jack—by appearing with the Jacks. She was on Gleason's TV show one week, and the Haley and Carson shows the next.

Playwright Harold J. Taub, who's been free-lancing television scripts through Writers For Television, has a fall production in the offing for his play Denny Malone. Herbert L. Berger will produce.

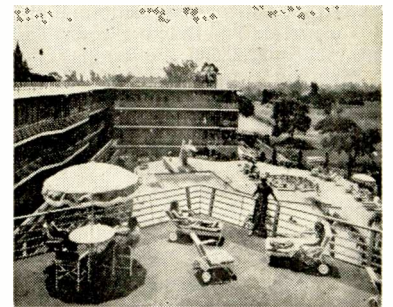
One of the most striking and newest success stories in radio is that of Abraham Ellstein, called the "Yiddish Arthur Godfrey" and considered the leading disc jockey in Jewish broadcasting today. Latest polls indicate that Ellstein, who started as a two-show-a-week disc jockey two years ago and now has 15 quarter-hour programs weekly over WEVD, N. Y., is heard in more than 50,000 homes in metropolitan New York daily.

### Leaves WPIX For NBC

Robert R. Rodgers has been appointed to the television sales staff of NBC National Spot Sales, James V. McConnell, National Spot Sales director, has announced. He replaces Robert Button, who has joined the television network sales department.

Rodgers, staff writer in the press department since November, 1949, is former assistant public relations manager of WPIX.

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## Export Advertisers Increasing Radio Budgets

### Upsurge Noted In Latin American Markets

Latin American radio and TV advertising appropriations are experiencing a definite upsurge from leading U. S. advertisers, and predictions are that this increased spending will continue indefinitely. Particularly active now in the Latin-American countries are such advertisers as Procter & (Continued on Page 5)

### Educational TV Future Vast—Miss Hennock

Washington Bureau of RADIO DAILY  
Washington — Television in the hands of educators can become one of the most vital forces for dynamic democracy that the world has ever seen, FCC Commissioner Frieda B. Hennock told the Women's National Democratic Club here yesterday. "I think we can find room on television for both Groucho Marx and (Continued on Page 7)

### Religious Leaders Plan Special Documentaries

On Friday, Feb. 9, 8-8:30 p.m., NBC will broadcast a special documentary, "Time To Share," in which Dr. Franklin Clark Fry, president, United Lutheran Church in America, and Albert Crews, director of (Continued on Page 5)

### Debuts

Washington — Price Stabilizer Michael DiSalle and Wage Stabilizer Cyrus Ching will make their first television appearances over WNBW and the NBC-TV network in a program titled "Battle Report Washington," scheduled for 3 p.m. Sunday, February 4. They will appear with John R. Steelman, assistant to the President.

### 'Ike' On Radio, TV Today; Via Films Later

Washington—Congressional leaders yesterday flatly refused to permit radio or TV to carry General Dwight D. Eisenhower's speech to the Congress, because, it is said, they didn't want to take the edge off the General's talk to the nation at 10:45 p.m. tonight over all TV and radio networks.

TV and newsreel films were made, however, with the specific understanding that they would not be used until Saturday. Meanwhile afternoon editions of daily papers yesterday and morning editions today carried full reports of the General's briefing of Congress.

### FCC Shuts Station For Experimental TV

Washington Bureau of RADIO DAILY  
Washington — Conestoga Television Assn., Inc., Lancaster, Pa., has lost its experimental privileges to pick up TV programs on the VHF and rebroadcast them on the UHF to association members.

The FCC announced it has denied applications for (1) extension of completion date of experimental TV relay station, and (2) special temporary authority to conduct certain test operations, and returned fur- (Continued on Page 5)

### New Hooper Radio Survey For Capital City Area

A new survey of radio listening in 22 eastern New York and western New England cities, conducted by C. E. Hooper, Inc. for the period, November-December, 1950, will be released shortly by NBC Spot Sales; (Continued on Page 3)

## Liberty Begins Servicing Of Progressive Affiliates

The Liberty Broadcasting System expects to absorb about 40 of the nearly 100 radio stations which had been affiliated with the Progressive Broadcasting System, it was learned yesterday. Progressive abruptly ended broadcasting operations last Wednesday at 7 p.m.

A Liberty spokesman said negotiations were being conducted with many of the former PBS stations. About 50 of the Progressive stations

### Game Of Day Series Set Again On MBS

Both the American and National baseball leagues have given approval to the "Game of the Day" broadcasts featured last season on Mutual and the series will be resumed with the opening of the season on April 16th, RADIO-TELEVISION DAILY learned yesterday.

According to reports the American League has okayed pickups from eight cities while the National will allow broadcast of games from six cities. Two cities not included in (Continued on Page 7)

### Philip Morris Sets CBS Dramatic Series

Philip Morris & Co. has bought the Thursday, 10:00-10:30 p.m. time on CBS radio beginning Thursday, March 15 for the dramatic series entitled "Philip Morris Playhouse" it has been announced by John J. (Continued on Page 3)

### Result Of Election Will Be Told Feb. 28

Washington Bureau of RADIO DAILY  
Washington — Fifty candidates have been nominated for the NAB board of directors in the eight odd-numbered districts and for large, medium, small and FM stations, C. E. Arney Jr., NAB secretary-treasurer, announced yesterday. Ballots will be sent out by NAB immediately and (Continued on Page 3)

### Expansion Of TV Forecast By Meck

Chicago—The television industry will have a normal market of 8,000,000 sets a year and a dollar volume of more than \$3,000,000,000, according to John Meck, president of John Meck Industries and Scott Radio Laboratories. This will be a dollar volume over the industry's record breaking total in 1950, he added. Meck said the present mobiliza- (Continued on Page 7)

### Transfer Of Stations Authorized By FCC

Washington—Transfer of control of two stations has been granted by the FCC.

Mid-Hudson Broadcasters, Inc., licensee of WEOK, Poughkeepsie, (Continued on Page 4)

### Mysteries Promoted

Mutual will tee off a "Mystery Book Month" in behalf of the net's fourteen mystery programs, Feb. 1-28. The network enjoyed great success last October when it promoted a national Western Week for its kid shows and western features and the new feature, conceived by Hal Coulter and Bob Schmid is expected to produce good reaction.

(Continued on Page 3)



Established Feb. 9, 1937

Vol. 54, No. 24 Friday, Feb. 2, 1951 10 Cts.

JOHN W. ALICOATE : : Publisher

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

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FINANCIAL

(February 1)

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., Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Row includes Stromberg-Carlson.

SESAC Adds Catalogues

SESAC, Inc., announced yesterday the acquisition of two more catalogues, Nazarene Publishing House and Lillenas Publishing Company of Kansas City. Both companies are publishers of religious music.

With the signing of these two companies, SESAC has added eight new catalogues to the library in the past 30 days.

KGW PORTLAND OREGON advertisement with logo and text: 'THE ONLY STATION THAT ACTUALLY DELIVERS COMPREHENSIVE COVERAGE OF THE STATE'S FASTEST-GROWING MARKET'.

FCC ACTIVITIES

Washington Bureau of RADIO DAILY Washington — The FCC, by a board composed of Commissioners Walker, Jones and Sterling, has taken the following broadcast actions:

Circle Broadcasting Corp., Hollywood, designated for hearing March 1 application for a new station to operate on 1200 kc, one kw, daytime only.

Lawrence County Broadcasting Co., Lawrenceburg, Tenn., designated for hearing in Washington March 2 application for new station to operate on 1230 kc, 250 watts, unlimited time; made WBMP, Huntsville, Ala., and WCMA, Cornith, Miss., parties to proceeding.

WOOF, Dothan, Ala., designated for hearing in Washington March 7 application to increase power from one to 5 kw, operating daytime only on 560 kc; and granted petition of WQAM, Miami, to be made party to proceeding.

KVAS, Astoria, Ore., granted modification of CP which authorized new station, to change frequency and hours of operation from 1050 kc, daytime only, to 1230 kc, unlimited time, with 250 watts power.

KOEL, Oelwein, Iowa, granted modification of CP to change hours of operation from daytime to unlimited time, operating on 950 kc, with 500 watts, change directional antenna system, install new transmitter and change studio location.

WLBK, Bowling Green, Ky., granted modification of CP to increase daytime power from one to 5 kw, operating on 1410 kc, with one kw nights, directional antenna.

WIMS, Michigan City, Ind., granted modification of CP, which authorized change in power and hours of operation from one kw, daytime, to 500 watts, night, one kw, days, unlimited time, and install directional antenna nights, to specify new transmitter site because of CAA objection to site previously proposed.

Designated for consolidated hearing in Washington March 13, applications of Muhlenberg County Broadcasting Co. and Central City-Greenville Broadcasting Co., both in Central City, Ky., for CP's for new stations to operate on 1380 kc, 500 watts, daytime only.

WRIA, Caguas, P. R., upon request for hearing filed by WRIA, ordered that the hearing in the matter of revocation of WRIA's license commence March 5 at Caguas, before a presiding Commissioner.

KNAF, Fredericksburg, Tex., granted

Wireless Operators Hold Annual Meeting

William J. McGonigle, of the N. Y. Telephone Company, and William C. Simon, of Tropical Radio—United Fruit Company, were re-elected president and secretary of the Veterans Wireless Operators Association at its 26th annual convention held in N. Y. C. recently. The Association is composed of some 300 "brass-pounders," operators of ship and shore wireless telegraph stations.

George E. Sterling, a member of the FCC, a former "brass pounder" and one who has always been active in VWOA affairs, was also re-elected to the Association's board of directors. Others elected were: A. J. Costigan, 1st vice-president; H. L. Cornell, 2nd vice-president; R. H. Pheysey, treasurer; R. J. Iverson, asst. secretary.

Others elected to the board of directors were: George H. Clark, RCA; A. J. Costigan, Radiomarine Corp. of America; C. D. Guthrie, U. S. Maritime Commission; Capt. Fred Muller, U. S. N. R.; and Jack R. Poppele, president Television Broadcasters Association.

consent to transfer of negative control (50 per cent) of licensee from Arthur Stehling to Mrs. Merle Moore for \$26,000.

KBKW, Aberdeen, Wash., granted consent to transfer control of licensee corporation, KBKW, Inc., from Ben K. and Marian J. Weatherwax, owners of 100 per cent stock, to Archie Taft Jr., for \$47,885.

WTNJ, Trenton, N. J., upon request of WTNJ for hearing, suspended revocation order of Dec. 20, pending hearing Feb. 19 before a presiding Commissioner in Trenton.

KWBR, Oakland, application to install new transmitter, and increase daytime power from one to five kw, operating on 1310 kc; scheduled for hearing in Washington March 16.

KULP, El Campo, Tex., denied petition for waiver of hearing in application to change power and hours of operation from 500 watts daytime only to 100 watts nights, 500 watts days, on 1390 kc.

Applications for three new stations were designated for consolidated hearing in Washington March 22 as follows: Booth Radio & Television Stations, Inc., Lansing, Mich., for 1470 kc, one kw, days; Adelaide Lillian Carrell, Flint, Mich., for 1470 kc, one kw, unlimited time, and John C. Pomeroy, Pontiac, Mich., for 1460 kc, 500 watts, days, WBIG, Greensboro, N. C., was made a party to the proceeding.

Two other applications were designated for consolidated hearing March 23 in Washington as follows: Hirsch Communications Engineering Corp., Sparta, Ill., and Hawthorn Broadcasting Co., St. Louis, each seeking new stations on 1230 kc, 250 watts, unlimited time.

KLCN, Blytheville, Ark., denied petition for reconsideration and grant without hearing to change facilities from 900 kc, one kw, daytime only, to 910 kc, 100 watts, nights, one kw, days, scheduled hearing March 29 in Washington. The Commission on its own motion made WCOG, Meridian, Miss., a party to this proceeding.

COMING and GOING

KEN SPARNON, field representative for BMI, will leave over the week-end for Norfolk, Va. He'll be there until Thursday, after which he'll go on to Richmond for a few days.

BENEDICT GIMBEL, JR., president of WIP, Philadelphia, will be in Cleveland a week from today attending the meeting of the Mutual network board of directors.

ED SULLIVAN, emcee on "Toast of the Town," is in Florida combining a vacation with a talent hunt.

JOSEPH NASSAU, general manager of WAEB, Allentown, Pa., is in New York on business.

GEORGE P. HOLLINGBERRY, head of the station-rep organization bearing his name, has arrived from Chicago for conferences at the New York headquarters of the organization.

MIKE JABLONS, formerly assistant to Frieda Henock, of the FCC, tomorrow will fly to Paris via Air France.

LARRY FINLEY, who headed the Progressive Broadcasting System, which suspended operations Wednesday, arrived yesterday from Hollywood.

Extending TV Film Contract

Hollywood—Immediate filming of 65 additional "Crusader Rabbit" video films was scheduled by Jerry Fairbanks Productions yesterday following signing of a new contract with the program's sponsor and NBC-TV. With 130 shows already completed, new films will boost the total to nearly 200. The program appears daily on the NBC network.

Advertisement for W-I-T-H (With) featuring a cartoon character and a microphone. Text: 'You get a lot for a little \* MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY'.

## Candidates Named For NAB's Board

(Continued from Page 1)  
must be returned by Feb. 20. Election results will be announced Feb. 28. Successful candidates will take office for two-year terms, beginning immediately after the 1951 convention in Chicago, April 15-19.

### Nominations Listed

Following are the candidates nominated:

**District One**—Craig Lawrence, WCOP, Boston; Paul W. Morency, WTIC, Hartford.

**District Three**—Victor C. Diehm, WAZL, Hazleton; Leonard Kapner, WCAE, Pittsburgh.

**District Five**—Thad Holt, WAPI, Birmingham.

**District Seven**—Robert T. Mason, WMRN, Marion, Ohio; John F. Patt, WGAR, Cleveland.

**District Nine** — Ben A. Laird, WDUZ, Green Bay, Wis.; J. R. Livesay, WLBH, Mattoon, Ill.; Merrill Lindsay, WSOY, Decatur, Ill.

**District 11**—H. L. Linder, KWLM, Willmar, Minn.

**District 13** — Kenyon Brown, KWFT, Wichita Falls, Tex.; Fred Nahas, KXYZ, Houston.

**District 15**—Glenn Shaw, KLX, Oakland.

**Large Stations**—John H. DeWitt Jr., WSM, Nashville; E. K. Hartenbower, KCMO, Kansas City.

**Medium Stations**—Rex Howell, KFXJ, Grand Junction, Colo.; Herbert R. Ohrt, KGLO, Mason City, Ia.; Walter E. Wagstaff, KIDO, Boise, Ida.; Hugh B. Terry, KLZ, Denver; William E. Ware, KSTL, St. Louis; Richard O. Lewis, KTAR, Phoenix; John Esau, KTUL, Tulsa; J. Frank Jarman, WDNC, Durham, N. C.; Earl W. Winger, WODD, Chattanooga, Tenn.; Gunnar O. Wiig, WHEC, Rochester, N. Y.; Roy Dabadie, WJBO, Baton Rouge, La.; Philip J. Allen, WLVA, Lynchburg, Va.; J. W. Woodruff, WRBL, Columbus, Ga.; O. M. Schloss, WWSW, Pittsburgh.

### Small Stations

**Small Stations**—Frank C. McIntyre, KLIX, Twin Falls, Ida.; Al G. Meyer, KMYR, Denver; Lee Bishop, KORE, Eugene, Ore.; Gene Trace, WBBW, Youngstown; F. E. Lackey, WHOP, Hopkinsville, Ky.; Harry McTigue, WINN, Louisville; A. E. Spokes, WJOY, Burlington, Vt.; Simon Goldman, WJTN, Jamestown, N. Y.; John W. Schultz, WMVA, Martinsville, Va.; Milton L. Greenebaum, WSAM, Saginaw; Edgar Kobak, WTWA, Thomson, Ga.

**FM Stations** — Edward Breen, KFMY, Fort Dodge, Ia.; C. L.

## AGENCY NEWSCAST

... personnel, sponsors and notes

**KUDNER AGENCY** has moved to new quarters at 575 Madison Ave., New York City, where, for the first time in two years, all departments of the agency will be housed in a single building.

**LIFE INSURANCE ADVERTISERS ASSOCIATION** is holding its annual Eastern round table on March 19-20 in the Park Sheraton Hotel, New York City.

**JOHN BEATTY**, formerly a time buyer for Julian Gross Advertising Agency, has joined The Biow Company in a similar capacity.

**WALTER KANER ASSOCIATES** has been named to handle public relations for the Jewish War Veterans All Star Show at Madison Square Garden, May 16, and the National Antiques Show scheduled at the Garden March 5-11.

**ELON G. BORTON**, president of the Advertising Federation of America, has been elected vice-president of the International Union of Advertising.

**MARTIN J. SILVER** has been appointed a copywriter for Paul Smallen Advertising. He was formerly associated with Geyer, Newell & Ganger, Inc.

**IRWIN W. TYSON** has been elected executive vice-president and Thomas W. Hall, a vice-president, of O. S. Tyson & Co., Inc. Tyson has been with the agency since 1939. Hall joined the firm in 1947.

**CHARLES E. WALSH** has been elected a vice-president of John Mather Lupton Co., Inc., in charge of the agency's business operations. He was formerly an account executive with the firm.

**CHARLES MICHELSON, INC.**, has announced that its five-minute, open-end transcription series, "Tom Terris Stories of Fabulous Jewels," has been purchased by Prism-lite Diamonds for detail jewelers in 25 markets.

**SNOW CROP MARKETERS DIVISION** of Clinton Foods, Inc., has announced it will promote its new juice mixer in a national television and newspaper advertising campaign.

**LINDSEY SPIGHT** has been appointed vice-president and manager of the San Francisco office of Blair-TV, Inc. For nearly 18 years he had been vice-president and general manager of the San Francisco office of John Blair & Company, radio stations rep.

## New Hooper Radio Survey For Capital City Area

(Continued from Page 1)

survey was conducted by the coincidental telephone call method and is to provide the trade with complete radio audience measurements of the area centering in the Albany, Schenectady-Troy area.

Individual "Radio Audience Indexes" will be reported for both daytime and nighttime listening in each of the 22 markets. In addition, an "Urban Audience Report" will list the total number of families listening to WGY, WTRY, WKKW and WROW by quarter-hour daytime periods and by half-hour evening segments.

## Would Move Studios

Washington—Application to move its main studios from Beach and Port Rogers Roads, Palm Beach, Calif., to Church and Alisal Streets, Salinas, Calif., has been filed with the FCC by KDON, Palm Beach, operated by the Salinas Newspapers, Inc.

Thomas, KXOK - FM, St. Louis; Everett L. Dillard, WASH, Washington; R. Sanford Guyer, WBTM-FM, Danville, Va.; Edward A. Wheeler, WEAR, Evanston, Ill.; Michael R. Hanna, WHCU-FM, Ithaca, N. Y.; Owen F. Uridge, WQAM-FM, Miami; Ben Strouse, WWDC-FM, Washington.

## LBS Starts Servicing Progressive Outlets

(Continued from Page 1)

some time to fill the 12-hour programming gap.

This service would not continue beyond yesterday evening, the Liberty spokesman said, because the PBS telephone lines were to be taken out of service.

In New York, the staff and executives of the Progressive network

### Finley Comments

*Larry Finley, president of Progressive, interviewed by telephone in Hollywood yesterday told RADIO-TELEVISION DAILY, that since the announcement of network suspension several offers to finance the web have been received. "Maybe during the next 48 hours Progressive will be back on the air as a network," Finley said. "Several responsible friends have volunteered to finance continuation of the operations. We think the PBS plan is basically sound."*

finished up last-minute details preliminary to closing the office yesterday. The announcement of Progressive's end had come as a surprise to all of them, they said. One official declared that if the network could have continued for another two months, it would have come out of the red and become a successful operation.

It was learned that Progressive will make restitution to all its affiliates which hold outstanding contracts.

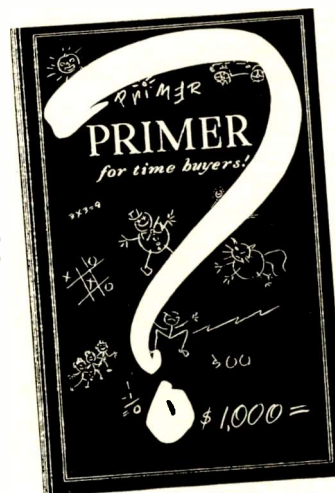
Liberty meanwhile has announced that definite affiliation commitments have already been received from the following former PBS stations: WGEG, Gettysburg, Pa.; WLTR, Bloomsbury, Pa.; WRYO, Rochester, Pa.; WLBR, Lebanon, Pa.; WMRI, Marion, Ind.; WKAI, Macomb, Ill.; and WCFC, Beckley, W. Va.

## Philip Morris Sets CBS Dramatic Series

(Continued from Page 1)

Karol, CBS sales manager. Agency is Biow Co.

Philip Morris sponsors four other CBS radio and television shows—the Horace Heidt AM & TV series and Truth or Consequences with Ralph Edwards, also on radio and TV. The Philip Morris Playhouse goes into the time slot now occupied by "The Lineup."



## Have You Seen the "Primer"?

Just off the press! Eight pages of facts and figures presented in simple "first grader" style that give you the low-down on this tremendous market as concerns CKLW. Reading time: 2 minutes! Uses: Unlimited! Write today . . . it's FREE

50,000 WATTS • 800 KC.

# CKLW

Guardian Bldg. Detroit 26

Adam J. Young, Jr., Inc.  
National Representative

★ J. E. Campeau  
President

## MESSANGER SERVICE

FOR A QUARTER OF A CENTURY EXPERIENCE—DEPENDABILITY

### ALLIED MESSANGER SERVICE

9 Rockefeller Plaza  
PLaza 7-8065

YOUR DIAL WINS 1010

SURE  
SIGN of  
SPRINGING  
SALES . . .



## FRED ROBBINS SHOW

11:00P.M.-1:00A.M.

MON.-SAT.

"The Fred Robbins' show, ROBBINS NEST, rated #1 in the city on the basis of cost per inquiry. Consumer and client comment has been excellent."

. . . Getschal & Richard Agency

Produced by Evelyn Cooper

Call your WINS representative  
. . . see him when he calls.

Buy WINS . . .  
it Sells!

**WINS**

50KW New York

CROSLY BROADCASTING CORPORATION



By SID WHITE

### Man About Manhattan . . . !

● ● ● NBC is to be commended for giving a distinguished group of radio, stage and screen stars air time Wed. nite to refute charges made on a recent American Civil Liberties Union program over the web and to give dramatic emphasis to our "Right to Freedom" as covered by the Bill of Rights. John Wayne staged the production which was presented at the Belasco Theater and Sen. Pat MacCarran (D., Nev.), who sponsored the new anti-subversive law, took occasion to answer criticism leveled at him during the recent ACLU broadcast. Among the distinguished cast who lent their talents and patriotism to the occasion were Lee Tracy, Victor Moore, Neil Hamilton, Marjorie Gateson, Patsy Ruth Miller, Ned Weaver and Allen Bunce. The presentation, having the Bill of Rights as its theme and the defense of Democracy as its basic philosophy, was a noteworthy public service contribution to radio and a stirring preachment for Americanism.

☆ ☆ ☆ ☆

● ● ● THE MORNING MAIL: "Dear Sid," writes Geo. Lewis, "now that your column-readers have agreed that writers (material) are more important than comics, what are the networks and agencies gonna do about it???? The Gagwriters Institute has presented a Comedy Writers Development plan to both CBS and NBC, to no avail. We must develop comedy writers—or the future will see TV falling into the same rut radio eventually hit—the quiz shows. And quiz shows on TV are a poor substitute for good humor. Someone must shout for us—for the Talented Ten of the Gagwriters Institute—for the whole comedy writer development plan—or it will sink into oblivion until 1955 when some far-seeking network exec or agency head will predict that something must be done about developing comedy writers. If it weren't a necessity, we'd fold our tents and silently steal away—but it is a necessity and WHY, WHY, WHY, someone doesn't do something about it is the crime of the industry!"

☆ ☆ ☆ ☆

● ● ● AROUND TOWN: A shirt company is negotiating with Drew Pearson with a view to sponsoring the radioracle when his present contract runs out. Sid Caesar wants to play a straight dramatic role—his first—on TV when Bob Montgomery does Steinbeck's "Of Mice & Men." . . . Next video squabble will be over three-dimensional TV. . . . Daily Mirror's Phil Strassberg and actress Linda Kalam take a walk down that well-known aisle on March 17th. . . . If'n you want to see TV commercials that entertain as well as sell, catch the pitches that Emil Mogul Co. has set up for Ronzoni Macaroni on "Leave it to Papa." . . . Dick Bruner upped to news ed of Printer's Ink. A well-rated jump, too. . . . Ed Herlihy leaving on a Nieuw Amsterdam cruise Monday but even while he's vacationing, he'll still be in there pitching. He intends to shoot films along the trip and send the clips back for showing on his "Date In Manhattan." . . . Jack Egan has taken over as manager of Gene Krupa and his reorganized crew. . . . Leo Durocher nixed a fabulous offer to take on a baseball commentary stanza. (Said he didn't wanna conflict with his newspaper pals). . . . Butch Cavell, one of the most popular of the kid stars on radio & TV, leaves for the coast Sunday for another UI picture assignment. . . . TV starlet Cindy Heller, who usta get lotsa publicity as a sexy blonde, is now an equally sexy brunette.

☆ ☆ ☆ ☆

● ● ● APPLAUSE DEP'T: Frank Gallop's spooky characterization on "Lights Out." Scares the daylighters out of us. . . . Hank Sylvern's tip-top music on the new Sam Levinson session. . . . Dick Brown's singing, anytime, anywhere. . . . Lady Iris Mountbatton's charm via the new "Versatile Varieties" stanza. . . . Hal Block's clowning on "What's My Line."

## PROMOTION

### Paris Bound

Two winners of the WOR-TV "Talent Parade" show presented in cooperation with the Skouras Theaters of greater New York (Wednesday nights, 8:00 to 9:00) leave Saturday, for a two-week trip to Paris, as the grand prize of the third "Talent Parade" series, which ended December 15th.

The two winners, Grillo & Corso, were selected as the grand winners out of a total of 7,600 entrants, by vote of a panel of distinguished judges and audience mail ballot. The boys are an electric guitar playing duo and have been very active in New York City Police Athletic League functions.

The boys, accompanied by Mike Jablons of Gainsborough Associates, will spend two weeks in Paris, all expenses paid, at the Hotel V. While in France, it has been arranged for the winners to play on French television. They will perform the same numbers that enabled them to win the grand prize of the "Talent Parade."

Warren Hull is master of ceremonies on the "Talent Parade" and the show is a Gainsborough Associates production.

### Transfer Of Stations Authorized By FCC

(Continued from Page 1)

N. Y., was granted consent to transfer control from Harold W. Cassill to Arthur J. Barry, Jr., for \$40,000.

Pittsburgh Broadcasting Co., licensee of WPGH, Pittsburgh, was granted consent to transfer control to George Harton, holder of 49 per cent stock, by purchase of remaining outstanding stock from F. Garrett Richter (3.33 per cent) and William Zueger (47.67 per cent) for \$8,890.

### Two Other Stations File

Two other stations have filed applications to transfer control. Theodore A. Lanes seeks to relinquish control of DeKalb Radio Studios, Inc., licensee of WLBK, DeKalab, Ill., through sale of 40 shares of stock to other stockholders.

The Fairmount Corp. seeks acquisition of control of Buttrey Broadcast, Inc., licensee of KFBB, Great Falls, Mont., through purchase of 1428 shares of stock from Fred Birch.

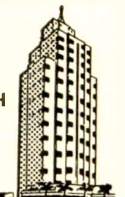
### Wedding Bells

Robert Kushell, DuMont distributor, will be married in June to Natalie Lagin, New York model.

THERE'S ONLY ONE

*Lord Tarleton*  
MIAMI BEACH  
OCEAN FRONT - 40th to 41st Sts.

COMPLETELY AIR-CONDITIONED  
Reservations - Walter Jacobs



## Religious Leaders Plan Documentaries

(Continued from Page 1)

radio and TV, Protestant Radio Commission, will deliver first hand reports on world conditions. Dr. Fry and Mr. Crews are scheduled to return Feb. 5 from a round-the-world trip during which they interviewed many important religious and political figures.

Heard on the NBC program will be recorded interviews with such persons as Syngman Rhee, president of the Republic of Korea; Sao Shwe Thaik, president of Burma; Rajenrad Prasad, president of India; Jawaharlal Nehru, prime minister of India; King Abdullah, of Trans-Jordan; David Ben-Gurion, premier of Israel, and Ernest Reuter, mayor of West Berlin.

The CBS network will devote an entire week's programs on "You And The World" series to a special group of five shows. Dr. George Crothers, CBS director of religious broadcasts, will discuss a series of problems of the homeless both here and abroad.

Over the ABC network, Dr. Fry will be heard with Dr. John Sutherland Bonnell, minister of the Fifth Avenue Presbyterian Church in New York, on "National Vespers," Sunday, Feb. 11, 1:30-2 p.m.

TV will run a series of four discussions on DuMont's "Morning Chapel." Dignitaries scheduled for the TV programs are: Dr. Stanley I. Stuber, executive secretary for UACS; Dr. Russell Stevenson, secretary, division of foreign missions, National Council of Churches, Wynn C. Fairfield, Dr. Edward Chandler, Miss Helen Kenyon, Dr. Robin Barstow, and Dr. Fry and Mr. Crews.

Participating communions include American Baptist Convention, Church of the Brethren, Congregational Christian, Disciples of Christ, Evangelical and Reformed, Evangelical and United Brethren, Mennoite Churches Eastern District Conference, Presbyterian U. S., Presbyterian U. S. A., Reformed Church in America, Romanian Orthodox, Russian Orthodox, Serbian Eastern Orthodox, and United Presbyterian.

## TV Product'n Assignments

Baltimore—Anthony Farrar, production manager for TV station WAAM, has announced new production assignments. Ken Calfee has been appointed a producer-director and will be responsible for WAAM's "Lazy H Ranch Jamboree," "Last Minute Headlines," and "Crusade in Europe." Ed Sarrow, staff producer-director, was assigned "Shopping For You." Paul Kane, another staff producer-director, has assumed full production chores on "Tee Vee Waamboree." At the same time, Ben Wolfe, WAAM director of engineering, announced the addition of Martin Yannuzzi, James Gurgick, and Aubrey Stansberry to his staff.

## Export Advertisers Increase Budgets In Latin America

(Continued from Page 1)

Gamble, Lever Brothers, Colgate Palmolive Peet, Quaker Oats, Borden's, Admiral Radio, Philco, and Sterling Pharmaceutical Products.

The trend in Spanish programming at this time appears to follow the format set by American broadcasts both in AM and TV. Soap operas are popular all over, to the extent that they are heard five and six times a week and frequently run in both afternoon and evening. Audience participation shows still maintain a strong listenership, but are not as much in demand as they were two years ago. Sports broadcasts command a large portion of listenership, and many advertisers have gone in not only for descriptions of sporting events, but also interviews with popular sport figures.

### Programs of Varied Nature

Ballantine Beer is making use of sport interviews, Rheingold is doing sport commentaries, and Schaeffer Beer is using programs of international news. Chesterfield cigarettes is appropriating most of its budget for newscasts. Borden's has gone in for a variety of programs from early morning disc jockeys to afternoon soap operas, and local music and comedy programs in the evening. Advertisers like Rinso, Procter & Gamble and Colgate Palmolive Peet are engaged in promoting soap operas, while Lifebouy Soap is devoting all of its resources to the variety show. Don Q Rum is running sport commentaries daily, and Barcardi Rum is doing a dramatic program dealing with the people and culture of the various countries.

Spot announcements are being used considerably by both local and national advertisers, and many advertisers run about 20 spots a day in place of a regular program. Listerine, Wrigley's, Toni Home Permanent, Coca Cola, and Pepsi Cola are sponsors using a great deal of spot announcements at this time.

### Survey Reveals Trend

The trend of radio advertising can be better observed by the results of a survey conducted recently among 5 commercial groups now doing a great deal of advertising in Latin America, by Export Trade and Shipper Magazine. 23 pharmaceutical and cosmetic companies queried show that 23.6 per cent of their export advertising appropriations went into radio this past year. 21 industrial machinery companies showed that 4.3 per cent of their appropriations went for radio. Food and beverage companies listed 33 per cent of their budgets going toward radio; and clothing and household equipment companies, although doing much export advertising, allocated no money for radio in 1950.

Most advertisers have not delved too deeply into Latin-American TV at this time, but recent studies indicate that the potentialities of TV in Mexico, Cuba and Brazil are not to

be overlooked. One TV station is now in operation in Mexico, two transmitters are up in Cuba, and two more are serving Brazil. Ten thousand sets are now being used in Mexico, ten thousand in Brazil, and about eight thousand TV sets are operating in Cuba. Ten thousand more sets are scheduled to be shipped in the next three months, and more than fifty thousand sets should be in use by the end of 1951.

### CMQ-TV Reports Sales

Records show that CMQ-TV in Havana, Cuba, sold 87 quarter-hours time out of the one hundred and forty hours available each week before it went into operation and it also sold at the same period one-half of the available spot time. TV at present is restricted to sport coverage mostly. But here too, the format appears to follow the pattern set by American TV programs. All the TV stations are following a six-hour day, with one hour devoted to newsreel, cartoons or cowboy films, and the remaining five hours given over to live shows and special features.

Procter & Gamble is now using two half-hour shows each week over CMQ-TV in Havana, Cuba, as is Colgate. Other American advertisers now seen over CMQ-TV are Sterling Pharmaceutical Products, General Electric, Admiral Radio, General Motors, and Barcardi Rum. Information as to TV sponsors in Mexico and Cuba are not available at this time.

### Agency Expands Operations

Substantiating the recent wave of interest in export radio and TV, McCann-Erickson Wednesday announced the formation of Guastella-McCann-Erickson, S.A., Publicidad, in Mexico City and Havana. This merger with Publicidad Guastella adds to an already extensive global list of McCann-Erickson foreign offices. It has 11 offices in Latin America, 5 in Europe and associate agencies in Canada, Africa, Asia and Australia. George H. Giese, vice-president and director of the international division at McCann-Erickson, commenting on the type of AM programs that are getting the largest play in Cuba, Brazil, and Mexico said that the soap operas and audience-participation shows are now receiving the best response from listeners. Giese stated that most programs follow the pattern set by American broadcasts, but insert their own local color into most shows. As for TV, Giese contended that the networks are going through the stage of development that America experienced in 1948-49, and that advertisers are only now beginning to experiment with the great potentialities that are offered. As proof of the full drawing force of TV, Giese stated that it was not an uncommon sight to see as many as 60 people crowded about a TV set in Havana, Cuba.

## FCC Shuts Station For Experimental TV

(Continued from Page 1)

ther application for license without action.

KG2XBI, operated by Conestoga, has been intercepting programs of Philadelphia TV stations and re-broadcasting them on UHF frequencies for reception on special receivers of association members, the Commission said. The FCC is advising KG2XBI that it "has not made the showing required" by Commission rules relating to experimental TV service or "that its type of operation is necessary for experimentation."

## Hymes Leaving WLAN

John D. Hymes announces his resignation as manager of WLAN, Lancaster, Pa., effective on or before March 1. Hymes has been manager of WLAN for the past three years. He was previously with the Biow Co., WNEW and CBS in New York and during World War II he was deputy director and station relations director of the OWI domestic radio bureau. Hymes was president of the Radio Executives Club of New York during the 1940-1941 season.

## Send Birthday Greetings To—

February 2  
Joseph E. Baudino Cal Tinney  
Benny Rubin Veronica Wiggins  
Arthur Billings Hunt

February 3  
Martin Block Mary Carlisle  
Nelson Case Nick Kenny  
Jack Weldon Barbara Wells  
Charles J. Correll  
A. B. Chamberlain

February 4  
John G. Fraser Alice Hill  
Jack R. Poppele Paul Ruhle  
A. Walter Socolow Jane West

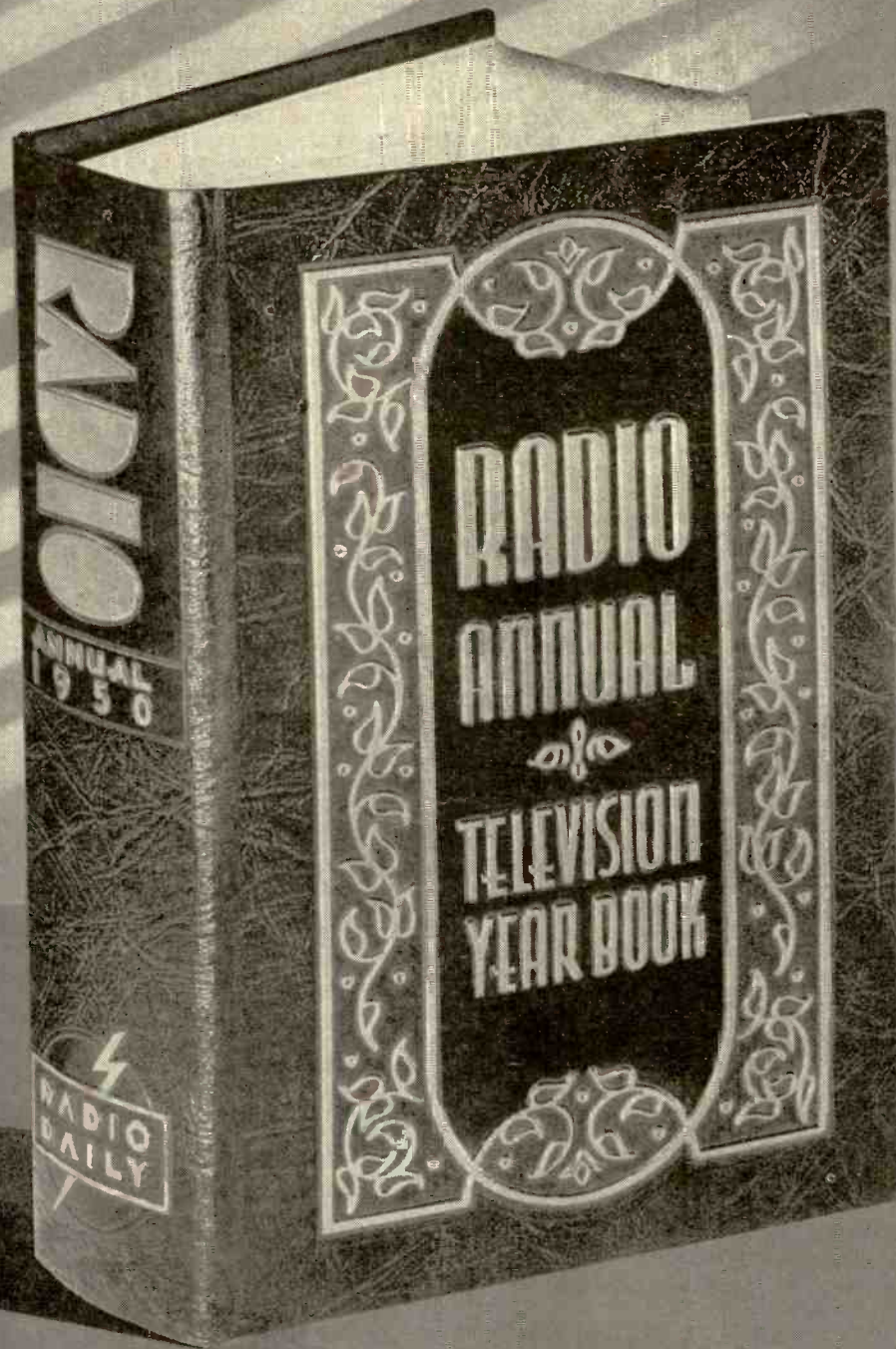
February 5  
Ed Abbott Thor Ericson  
Eddie Stanley Rupe Werling  
Elwood Hoffman Bill De Costa

February 6  
Thurl Ravenscraft Ray Katz  
Haven Gillespie Louis Nizer  
Dorothy DeRosa Kay Reed  
Joseph Rogers Steve Ellis  
Roland Van Nostrand

February 7  
Bill Johnston Frank Weitmer  
Alexander McQueen Jerome Sill  
Dorothy M. Smith

February 8  
Don Ball Roscoe Beach  
Truman Bradley Ed Fitzgerald  
Irving Kaufman Henry King  
Frank E. Mason Charles Sears  
Fred Thoms Jack Rourke  
Jimmy Powers

# The Book Of The Year



**THE 1951  
RADIO ANNUAL  
IS NOW IN  
INTENSIVE PREPARATION**  

---

**OUT SOON**

## Educational TV Future Vast—Miss Hennock

(Continued from Page 1)  
educational programs," said Miss Hennock in an address at a meeting in the committee's clubrooms, "that is why I have been advocating that the FCC set aside 25 per cent of the remaining available television frequencies for the exclusive non-commercial use of educational institutions."

Miss Hennock thinks the problem is "a most urgent one," saying "as a member of the Federal Communications Commission I can tell you everybody talks about television; we have the power to do something about it." She said in the interest of children "we have the responsibility to see that this great natural resource is devoted in part for cultural advancement; to education as well as entertainment."

### Cites 18th Century Action

Miss Hennock told the Democratic women that TV "is as important to the free exchange of ideas, public information and the development of our cultural heritage as mining coal, the production of newsprint and drilling oil is to our economic and industrial growth."

She advocated adopting the same policy for TV as that of the Congress in the 18th Century when certain lands in the northwest territory were reserved for educational institutions to be later established. "I am asking that 20 per cent of the remaining television frequencies be treated in similar manner and set aside for the exclusive non-commercial use of our educational institutions and organizations," she added.

Commenting on TV's "influence on the habits and morals of our younger generation," Commissioner Hennock said "Hopalong Cassidy cowboy outfits and a heavy belt supporting a pair of six-guns have become standard wearing apparel for many of our small fry. But think of what television could do if its energies and influence were turned to education and improving our standard of living. Think of the potentiality of turning every home into a classroom. Not that education must be dull or bookish—far from it. Education via television need not be compared to eating spinach or taking sitting-up exercises. It can be informative and at the same time most interesting."

### Sees Emergency Use Vital

Miss Hennock visualized teaching science, medicine, first aid, law and languages by television. She sees in TV a valuable instrument of mass communication in time of emergency.

Educational TV can exist alongside of commercial stations, she stated. The TV screen, she said, "is the teacher's electronic blackboard—reaching into every home and classroom to bring the wisdom and knowledge of ages to every American, regardless of race, religion or economic status."

## ★ ★ TELE TOPICS ★ ★

**W**OR-TV's presentation of the swimming races, low and high diving board contests, water ballet, water polo game and the contest between swimmers and fishermen gave a refreshingly different evening to those who watched the NYAC show at 9:00 p.m., Wednesday night. With John Condon as emcee and Stan Lomax calling the races, the two-hour odd long show passed all too quickly. Performances of local, state national and Olympic champions gave the TV viewer the feeling he was seeing the best available in "aquatics." On the feminine side the ballet solo by Bim Campbell as well as the ballet quartet in which she was assisted by Doris Michel, Mary Jane Green and Mary Catherine Van Cleeve, and the ballet ensemble, performed by twelve mermaids, was enthusiastically applauded by those at poolside as well as those sitting in front of the screen. While a "one-shotter," this was interesting TV.

**S**TORM prevented Ted Husing from getting to Detroit for the CBS telecast of the Ike Williams fight Wednesday night. Husing's plane was grounded at Buffalo and Russ Hodges was recruited to substitute for him by the Pabst Blue Ribbon sponsor. Hodges, incidentally, proved to be a worthy substitute for Husing. He had a conversational delivery and was not too wordy.

### TODAY'S TV Personality:

**LEE RUWITCH**, vice-president and general manager of WTVJ, Miami, was born in Escanaba, Michigan. He has been associated with the station since August, 1948, when the WTVJ was still in the construction stage. At the time, Lee was rounding out his second year as executive assistant to Col. Mitchell Wolfson, co-founder of the station. Following his graduation from the University of Minnesota, Lee was associated with Joseph Ruwitch & Sons Department Store in Norway, Michigan. During the war he served three-and-a-half years in the



RUWITCH

Navy, mostly in the South Pacific, emerging as a Lieutenant. During the past year, Lee has traveled thousands of miles visiting other TV operations to secure first-hand information and to study personnel and operating methods at both large and small outlets. As a result, WTVJ has grown in stature during the year, Lee was named general manager of the station in 1949 and in January, 1950, he was elevated to vice-president, while continuing to perform his duties as general manager. His main non-occupational hobby is getting to the beach to keep his Florida tan.

**L**IGGETT & MYERS, for Chesterfield cigarettes, will again telecast all New York Giants home games, via WPIX. Contract, through Cunningham & Walsh, Inc. will be signed next week for the 77 home games. No price has been set nor announcement made as to who will handle the program. WPIX entered the Giant's picture in 1948, televising night games only. Season commences April 20. . . . Wendy Sandford, formerly with CBS-TV's "Studio One" staff, has resigned to become an associate producer with the Regis Radio Corporation. In her new assignment she will work on the network's "Charlie Wild Show," a Regis package presented Fridays at 9:00 p.m. . . . Today and tomorrow the biggest TV show of its kind will take place at the University of Dayton fieldhouse, Dayton, Ohio, when WLW-D and TV distributors of the area put on a continuous entertainment show from 8:00 a.m. to midnight, each day. A special preview show is scheduled for this morning at which time Mayor Louis W. Lohrey will proclaim "Television Week." . . . TV sets will be displayed by fifteen manufacturers. . . . Canada Dry is placing extra TV promotion behind its 6-bottle hand-pak cartons in the New York area by offering them as jackpot prizes on the WOR-TV quiz show, "The Better Half." As an award the company gives 100 hand-paks and \$100, which can be doubled or tripled if contestants miss the jackpot question.

**P**UCCINI's one-act comic opera, "Gianni Schicchi," will be the third presentation of the NBC-TV "Opera Theater" this season, on Sunday, Feb. 11 at 3:00 p.m. Ralph Herbert will sing the title role with Samuel Chotzinoff producing. . . . Dorothy Gish and Walter Hampden will co-star in "Spring Again," on CBS-TV's "Ford Theater," Friday, Feb. 9 at 9:00 p.m. Program replaces "One Day for Keeps," previously announced for the date. . . . Sec. of Defense George C. Marshall will launch the first of a new series of TV programs, "The Armed Forces Hour," on Sunday, Feb. 4 at 8:30 p.m. over DuMont. Time is being donated weekly by the network and 50 affiliated stations. Marshall will introduce the series during an interview with Chris J. Witting, general manager of DuMont. . . . Now that "Studio One" has won a baker's dozen top awards for 1950, including best dramatic program in RADIO DAILY's annual poll, sponsor of the series is going to get one. On Monday, Feb. 5 Robert L. Crinnian, president of the Society of Industrial Engineers, will present the Award of Merit to Westinghouse twins—laundromat and clothes dryer—as finest in the field. John Ashbaugh, Westinghouse v-p will accept. . . . Jack O'Brian, erudite TV editor of the Journal-American, was inadvertently omitted from the Radio-TV list of editors yesterday in RADIO DAILY.

## Expansion Of TV Forecast By Meck

(Continued from Page 1)  
tion and world crisis would slow up the timetable of TV's growth but would not permanently check it.

He predicted that eventually 30,000,000 families will own TV sets, and many families will own more than one. Adding the receivers in taverns, institutions and other public places, this will mean a total of about 40,000,000 sets in use. If these sets are replaced once every five years, there will be a normal domestic demand for 8,000,000 receivers, he pointed out.

Meck spoke yesterday at the luncheon of the Alumni Association of Illinois Institute of Technology. He said, "if we find the average retail price is \$375, this will account for a volume of three billion a year. Maintenance of 40,000,000 sets will come to another 600 million or so. And this is exclusive of export, which we can expect to become an important factor, and of radio production."

## Game Of Day Series Set Again On Mutual

(Continued from Page 1)  
The National list are Pittsburgh and St. Louis.

The "Game of the Day" broadcasts on Mutual last season were carried on 350 stations with 3,500 co-op sponsors participating in the broadcasts. Local sponsors bought participating time in cities where the games were heard.

Al Helfer is slated to again give the play-by-play description.

## Will Honor Baseball

The Mutual network will join with the National League for a special broadcast today from 9:30 to 10 p.m., celebrating the senior circuit's 75th anniversary. On Feb. 2, 1876, the baseball league was established in a hotel room meeting in downtown New York. The program is to be a dramatic narrative as an "Old Timer" tells a boy the story of the league's background.

## Gets Control Of KTBS

Washington—Acquisition of control of Radio Station KTBS, Inc., Shreveport, licensee corporation for KTBS, by George D. Wray, Sr. and E. Newton Wray through purchase of 16 2/3 shares of common stock from Allen D. Morris has been approved by the FCC.

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**IT ISN'T FAIR**  
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**FOR EV'RY KISS**  
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ADAMS, VEE & ABBOTT, Inc.  
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● ● ● **GAZETTE:** Otto A. Harbach, president of ASCAP and dean of American lyricists, will be honored on Ted Mack's Family Hour television show on Sun., Feb. 4th, from 6 to 7 p.m. over WJZ-TV. The program which will be simulcast from 6:30 to 7, will feature many of Harbach's well-known songs from "Roberta," "The Cat and the Fiddle," etc. In line with the Family Hour salute to ASCAP, there will also be featured on the program Gene Buck, Deems Taylor and Fred E. Ahlert, all past presidents of the Society. . . . Orch. Leader Ralph Flanagan now joins Vaughn Monroe, Jose Iturbi, Les Brown and Larry Clinton as the music world's most rabid stratospheric enthusiasts. He bought himself a plane and now flies from date to date. What some people won't do to insure themselves a hotel room. . . . Charles Sanford, musical director on "Show of Shows" doesn't know whether to be insulted or flattered; experts keep telling him that he's using recording because the music on the TV stanzas sounds too perfect to be a live orchestra. . . . Doc Berger of Leeds Music is visiting with the Disc Jockies of the nation, today he is in St. Louis, next week he'll be in Texas, then he does the south, the eastern seaboard and he'll be home in four weeks. . . . Sonny Kendis became so enthralled with the production end of things while appearing with his orchestra on the TV "Sonny Kendis Show," that he is now devoting himself almost exclusively to the packaging of TV shows. . . . Glenn Moore, who was featured with Fred Waring, Rudy Vallee, to name a couple, has now gone into business for himself. His newly organized dance band will open at the Pelham Heath Inn in the Bronx on Friday, Feb. 2nd.



● ● ● **PUB CRAWLING:** Everywhere you go in music town these days the inhabitants are either on the way or just back from Florida or on the other hand they are down with a virus infection. Leave it to Mills Music to corner the market. . . . Jack is on the way to Florida and Sid is down with the bug. . . . Redd Evans of Jefferson Music on the sick list also. . . . It is reported that Ray Block is becoming active again as a BMI publisher affiliate. One of his first tunes will be "Oh What a Face," a comedy song winner on "Songs For Sale," the TV and AM show which features Block as musical director. . . . Sammy Kaye once again proves the universal commerciality of the classic melodies. First, "Tell Me You Love Me," an adaptation of Leoncavallo's "Vesti La Giubba" is showing an amazing upswing and then, Barbara Benson the pretty vocalist with Sammy's band is stopping the show cold each performance with a classical rendition of the same composer's "La Matinata." . . . recordings of the former by The Ink Spots, Vic Damone and Sammy Kaye are prospering.



● ● ● **Records—I can see a nice future for Columbia's waxing of ABC Music's new tune "Faithful," which features the singing of Frank Sinatra and Alex Stordahl's orchestra. Frankie really sings in this one. He sounds as if he's been taking vitamins! The music was written by Alex "Symphony" Alstone with a lyric by Jimmy "Harbor Lights" Kennedy. . . . No. 4 best-seller in Kansas City. "It is No Secret" (What God Can Do) has broken as a top copy-seller in 10 major jobbing cities, according to Duchess Music. In seven of these cities, "Secret" is among the first ten songs in sheet sales. . . . Denny Vaughn can be seen Thursdays at 8:30 on the Peter Lind Hayes show, over WNBT. The four sides Denny recorded last Friday for Coral Records will be released this coming week. That makes 16 sides this boy has made for that label in three months. . . . Capitol records has just signed Nat "King" Cole to a five-year deal with the biggest guarantee ever offered any artist on that label. Miller Music giving "Every Night at Seven" from the MGM picture "Royal Wedding" the number one place on their plugging list. World Broadcasting System, has signed harpist Robert Maxwell to an exclusive one-year contract, he will transcribe 40 selections for distribution to World affiliated stations. Spencer Williams, writer of "Basin Street Blues," has just turned out "Bow'd Down With The Blues" for Ostrow Music Publishers. There is a Billie Williams arrangement of the tune due.**

## RCA Victor Immortals Include Pops, Classics

The special albums of "immortal performances" to be issued by RCA Victor in January and February will include both popular and classical recordings.

As an adjunct to its Red Seal "Treasury of Immortal Performances," the organization has announced the release in January of a collection of some of the greatest music names in jazz and swing annals. This series of six albums is comprised of "Theme Songs," the musical signatures of Artie Shaw, Benny Goodman, Duke Ellington, Charlie Barnet, Lionel Hampton and Louis Armstrong; "Dance Band Hits," a fabulous compendium of best sellers by Dorsey, Miller, Weems, Ellington, Clinton and Kemp; "Small Combo Hits," which bring back memories of the Goodman Quartet, Shaw's Gramercy 5, and Coleman Hawkins' unforgettable "Body and Soul"; "Keyboard Kings of Jazz," the most star-studded piano album ever assembled; "Columbo, Crosby, Sinatra," performances by that great triumvirate of crooners; and "Folk Singers," with a line-up of three of the pioneers in the field: Jimmy Rodgers, Vernon Dalhart and Gene Austin.

### Red Seal List Impressive

The Red Seal "Treasury of Immortal Performances," to be issued in February, will comprise albums of recordings by some of the greatest musical artists of history, including Caruso, Ponselle, Chaliapin, Calve, Garden, Jeritza, Bori, Galli-Curci, McCormack, Tetrassini, Farrar, Tamagno, Lehmann, Paderewski, Prokofieff, Rachmaninoff, Gigli, Ruffo, Schorr and several others.

This, the first "Treasury of Immortal Performances," is the precursor of similar releases of memorable record "greats." Future "Treasury" series, to be issued later in 1951, will also include records which are now collector's items.

### Forfeits Station Permit

Washington—Chet L. Gonce, trading as The Voice of Reno, permittee for KBOX, has forfeited his FCC authorization on 1230 kc., 250 watts limited time, and the Commission has deleted the station call letters.

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and  
**TIE ME TO YOUR**  
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# RADIO TELEVISION DAILY

SPONSORS  
BUSINESS  
AGENCIES

VOL. 54, NO. 23

NEW YORK, THURSDAY, FEBRUARY 1, 1951

TEN CENTS

## PBS RADIO WEB SUSPENDS OPERATIONS

### Petrillo Lists Terms For New Net, TV Pacts

#### Seeks Virtual Ban On Films For Tele Use

Terms for negotiating new contracts with the radio and television networks as proposed by James C. Petrillo, president of the American Federation of Musicians, were announced by Petrillo at a conference in the union's headquarters in New York yesterday afternoon. The

(Continued on Page 3)

#### Newspaper Requests Court Ruling Re Radio

Lorain, O.—A local newspaper has asked the Federal court to decide if it must accept advertisements about radio programs. The motion was filed Tuesday by The Lorain Journal which requested a ruling from Judge Emerich B. Freed.

The Journal is the same newspaper which came afoul of the law recently when it refused advertise-

(Continued on Page 2)

#### Oregon Broadcasters To Meet Feb. 9 And 10th

Corvallis, Ore.—The annual meeting of the Oregon State Broadcasters Association will be held February 9 and 10 on the campus of Oregon State College, it was an-

(Continued on Page 5)

#### Score: 2—2

New York's first "big snow" of the season, forecast in the morning papers by the local Weather Bureau as "fair and cold today," hit the metropolis in the early morning. As a result, ABC and CBS released all except essential workers at 4:00 p.m. On the other hand Mutual and NBC paid no attention to the elements outside and kept staffs on their jobs.

#### Weather Fine In Florida

Bellair, Fla.—In a sun-drenched setting of semi-tropical calm the mid-winter meeting of the NAB board of directors got under way yesterday and sport-clad broadcasters talked about the weather, winter back home, and problems of administration of the industry organization. Yesterday's closed meeting was devoted to discussions on the shrinking NAB budget, the appointment of a new general manager to succeed Bill Ryan and the membership of the NAB-TV directors group. The high temperature was in the seventies, low 69.8, and the forecast partly cloudy.

#### Atom Bomb Series Set For Philadelphia

Philadelphia—WIP has scheduled a series of four broadcasts on the subject of the atomic bomb, its effects, and how to survive them. The programs will be conducted by Dr. Richard Gerstell, author of the book, "You Can Survive An Atomic Bomb," and consultant on civilian defense for the office of the National Security Resources Board, Washington, D. C. The series will be aired on successive Fridays, Feb. 9, 16, 23 and March 2, from 9:30 to 10 p.m.

Dr. Gerstell first discussed how to

(Continued on Page 2)

#### Florence Warner Returns To CBS Organization

Florence Warner, widely known in radio and formerly head of the women's radio division of Republican National Committee, has joined CBS as assistant to Helen Sioussat, director of talks, it was announced yesterday. Mrs. Warner, at one time was in newspaper work in Des

(Continued on Page 2)

#### AM-TV Applications Filed With The FCC

Washington Bureau of RADIO DAILY  
Washington—Applications for two new TV stations, two new AM stations and changes in facilities of two outlets have been filed with the FCC.

WICA, Ashtabula, Ohio, has filed for a construction permit for a new commercial TV station to operate on Channel 8, with effective radiated power of 2.16 kw, visual, and 1.08 kw, aural, and antenna height 285 feet above average terrain.

WBIR, Knoxville, Tenn., seeks a

(Continued on Page 7)

#### Gain In Gross Billings For '50 Reported By WCCO

Minneapolis—Reporting a 17 per cent increase in gross income for 1950 over 1949 and a gain of 15 per cent in the sale of local time, Gene Wilkey, station manager, revealed that CBS outlet had the best year in its history.

One of the strong factors in the

(Continued on Page 5)

### FCC Institutes Wide Probe In 'Functional Music' Field

Washington Bureau of RADIO DAILY  
Washington—The FCC announced yesterday it has begun an investigation into Functional Music and kindred types of operations for FM to determine whether such programming violates either the Communications Act or Commission rules and regulations.

Letters have been addressed by

the Commission to WLRD, Miami Beach; WFMF, Chicago; KDFC, Sausalito, Calif., and WACE-FM, Chicopee, Mass., demanding complete information, including contracts, with Functional Music, Inc., and other similar organizations.

"This inquiry is being made in connection with the Commission's

(Continued on Page 3)

#### Officially Closes Two Months Of Broadcasting

Progressive Broadcasting System, launched last November as a taped network of 75 stations, suspended operations at 7 p.m., last night following the release of a short announcement issued by Larry Finley, president, Bernie Fleischer and Jack L. Rau, as members of the PBS executive

(Continued on Page 5)

#### Radio Expanding, CBS Speaker Asserts

Springfield, Mass.—In a speech, delivered before the Advertising Club here, Edward Shurick, market research counsel for the CBS Radio Network, decried the thought that because radio, nationally, has reached the 95 per cent saturation point, its growth is a thing of the past.

Shurick pointed out that while

(Continued on Page 7)

#### Vienna Philharmonic Offered On TV Films

Washington Bureau of RADIO DAILY  
Washington—The Campbell Music Co. of Washington, in cooperation with American Wholesalers, DuMont Teleset distributors, will attempt a new idea in local TV enter-

(Continued on Page 8)

#### Church Appeal On TV

Re-cap of the films showing the destruction of the Church of the Sacred Hearts of Jesus and Mary and St. Steven the Martyr, Jan. 10 in Brooklyn, will be shown on Sunday at 5:15 over WPIX. The Rev. Leonard Pavone, assistant pastor, will be featured on the program, titled, "The Bells Will Ring Again" in an appeal for \$200,000 to help rebuild.

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MARVIN KIRSCH : Business Manager

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**FINANCIAL**

(January 31)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg
ABC	11 1/4	10 3/4	10 3/4	3/8
Admiral Corp.	27 1/8	26 3/4	26 3/4	1/4
Am. Tel. & Tel.	152 1/2	151 7/8	151 7/8	1/2
CBS A	31	29 3/4	29 3/4	1
CBS B	30 1/2	30	30	1
Philco	24 3/4	24 1/8	24 5/8	1/2
Philco pfd.	93	92 3/4	93	1/2
RCA Common	19	18 3/4	18 3/4	1/2
RCA 1st pfd.	79	79	79	1/4
Westinghouse	38 3/8	37 1/2	37 7/8	1/2
Zenith Radio	61 1/4	60	60 3/4	1/2
<b>NEW YORK CURB EXCHANGE</b>				
DuMont Lab.	18	17 3/8	17 7/8	1/8
Hazeltine Corp.	24 5/8	24 1/2	24 5/8	1/8
Nat. Union Radio.	4 7/8	4 3/4	4 3/4	1/8
<b>OVER THE COUNTER</b>				
Stromberg-Carlson	Bid 13 1/2	Asked 15		

**Civil Defense Program**

"The Civil Defense Reporter," a weekly round-up of news and developments in the civil defense program, will be heard weekly starting today, 7-7:15 p.m. over WFDR.

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★ **COMING AND GOING** ★

FRANK STANTON, president of the Columbia network; H. K. AKERBERG, vice-president in charge of station relations; J. L. VAN VOLKENBURG, vice-president in charge of network sales, and WILLIAM B. LODGE, vice-president in charge of general engineering, have returned from Dallas, Tex., where they attended the meeting of District 8, Columbia Affiliates Advisory Board.

LESTER W. LINDOW, general manager of WFDF, American network outlet in Flint, Mich., is in town for conferences with officials of the web.

JAMES TASKER, formerly of the J. Walter Thompson Co. office in Port Elizabeth, South Africa, is in New York for a three-week refresher course at the home offices, after which he'll take up new duties at the agency office in Frankfurt, Germany.

FRED RIPLEY, manager of WARC, Rochester, N. Y., is in town for confabs with the national representatives of the station.

NEAL WELCH, commercial manager of WSBT, South Bend, has arrived from Indiana. Was welcomed yesterday at the local headquarters of his national reps.

PETER DONALD off to Nashville, Tenn., for Friday's broadcast of his "Share the Wealth" program which will originate at the War Memorial Auditorium. He'll be back next Monday.

MORT WERNER, manager of KVEN, Ventura, Cal., is en route to New York, where he'll spend ten days on business.

TOM MOORE, master of ceremonies on "Ladies Fair," heard on Mutual, on Feb. 12 will go to Winterhaven, Fla., to spend a week at the annual Carnival. He'll participate in the water-skiing championships. Last year he won the crown.

**Atom Bomb Series Set For Philadelphia**

(Continued from Page 1)

survive the effects of atomic warfare in a special WIP broadcast last December. The favorable reaction from listeners was so encouraging that Benedict Gimbel, Jr., president and general manager of the station, decided to schedule the new series.

The first program will be a continuation talk of Dr. Gerstell's initial theme on atomic attack. The second will feature a panel of leading citizens questioning the author.

Gustav Forster, a displaced person from Germany now living in Lancaster, will be Dr. Gerstell's guest on the third program. Forster, who survived the bombings of Stuttgart, Bratislava and Vienna, will give practical, first-hand information on precautions to be taken to minimize injuries from bombings.

In the final broadcast, Dr. Gerstell will answer questions from the press, which will be represented by members of four suburban papers.

**Will Promote Suburbs**

Cleveland, O.—WJMO starts a new series of programs promoting Cleveland suburbs Monday, February 5. Fifteen-minute programs are called "Radio Spotlight Tours" and will play up current and historic points of interest. WJMO plans to present one "Radio Spotlight Tour" each week in an effort to increase general good will and demonstrate the effectiveness of radio advertising to the suburban merchants who are sponsoring the programs.

GEOFFREY B. BENNETT, Chicago sales representative for RCA Victor Custom Record Sales, has left for a two-month field trip through the southern states.

MARTY GLICKMAN, sportscaster on WMGM, today will leave for Syracuse, where he will broadcast the basketball game between the Nationals and the N. Y. Knickerbockers. On Saturday, he'll be in Baltimore to cover the contest between the Knicks and the Baltimore Bullets.

WILLIAM A. CHALMERS, vice-president and director of radio and television for Kenyon & Eckhardt, and VICTOR BORGE, singer, have completed a flying trip to Battle Creek, Mich., as guests of the Kellogg Co., sponsor of "The Victor Borge Show," which bows Feb. 3 on NBC-TV.

TED HUSING and RUSS HODGES, Columbia network sportscasters, yesterday were in Detroit to handle the radio and TV coverage of the boxing bout between Ike Williams and Vic Cardell.

WILLIAM F. MALO, commercial manager of WDRC, Hartford, Conn., is back at his desk following a week in Boston, where, among other things, he attended the two-day meeting of the New England Major Markets Group.

MRS. ALICE THOMPSON, publisher and editor-in-chief of the magazine Seventeen, and FRANCES HODGES, director of merchandising services, tomorrow will leave for Hollywood to confer with manufacturers, department-store officials and motion-picture executives.

HARRY HOESSLY is in town for huddles with national representatives. He's commercial manager of WHXC, Columbus, Ohio.

JOSEPH WERSHBA, Washington correspondent for CBS, visited briefly in New York last Friday.

HAROLD GROSS, general manager of WJIM-TV, an outlet of CBS in Lansing, Mich., is visiting Gotham.

**Newspaper Requests Court Ruling Re Radio**

(Continued from Page 1)

ments from local retailers who also bought time on radio. At that time Judge Freed found The Journal guilty of violating the Sherman Anti-Trust provisions.

Charles A. Baker, attorney for the newspaper, said his client had complied with the judge's decree and was now accepting advertisements from merchants who used WEOL, in nearby Elyria.

Baker said The Journal now wanted the judge to clarify the scope of his ruling. The motion was filed after a local men's wear store attempted to insert an advertisement in the newspaper to publicize a program which it sponsored over WEOL.

**Florence Warner Returns To CBS Organization**

(Continued from Page 1)

Moines, Ia., later she served as educational director for CBS in the midwest division and went on to Washington as an executive of WOL, then operating as a Cowles station. She had an active part in the radio-TV arrangements at the last Republican National Convention and handled radio in the last Presidential campaign.

**You get a lot for a little\***

\*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

## Petrillo Lists Terms For Web, TV Pacts

(Continued from Page 1)  
 meeting was attended by top network brass and musicians' union officials. In television, the union is demanding a basic wage scale of 20 per cent above the applicable network radio scale. Musicians in TV are currently getting about 10 per cent below the radio scale. On the problem of films, the union proposes that the networks use only those films which have been "expressly authorized by agreement between the AFM and producers or others having interest in such film." This is interpreted as a virtual ban against the showing of motion pictures on TV.

Meanwhile, negotiations will begin Monday, Feb. 5, at a 3 p.m. meeting in Petrillo's office. In addition to discussing the national contracts, the forthcoming network meetings with Petrillo will include bargaining for new contracts with the musicians' locals in New York, Chicago and Los Angeles.

On the problem of retroactive wage increase, over which Local 802 in New York had threatened to strike, Petrillo said both parties had agreed that any basic wage increase arrived at between now and February 15 would become retroactive to February 1. Both local and national contracts expired at midnight last night. In the event no basic wage agreement is reached by February 15, Petrillo said the union would ask for an extension of the temporary agreement.

The AFM head declared the union would go ahead with its demands for basic wage increases as if "there was no wage freeze." When and if the union is granted a wage increase, then Petrillo said, "we will go to the Government and see what it's all about." He pointed out that if the wage and price control board turned down the musicians' increases, the union definitely would not call a strike.

The complete texts of the radio and television demands submitted by Petrillo to the networks yesterday are listed in the adjoining columns.

### MBA Meeting In Jackson

Columbus, Miss.—Members of the Mississippi Broadcasters Association will meet in Jackson on Feb. 1-2, for a two-day program and sales clinic. Meetings have been scheduled for the purpose of discussing problems and developments in both programs and sales with some of the nation's top authorities slated to speak.

### Two More Joining ABC

Two Iowa radio stations will become affiliates of ABC, effective June 16, it was announced Friday. The two stations are: KSO, Des Moines, Iowa, a full-time station operating with 5000 watts, and KSCJ, Sioux City, Iowa, a full-time station also operating with 5000 watts.

## CONTRACT TERMS OF AFM

### Proposed Scales and Conditions For Telecasts for Trans-Continental and Regional Networks

#### (1) LOCAL TELEVISION BROADCAST:

This subject remains in the jurisdiction of the locals as heretofore.

#### (2) NETWORK TELEVISION BROADCAST:

The basic minimum scale for network single and weekly engagement television broadcasts shall be twenty per cent (20%) over the applicable network radio scale of the local in whose jurisdiction the telecast takes place.

If the musicians engaged on a weekly basis are used on AM, they shall receive pro-rata the AM rate.

#### (3) USE OF RADIO STAFF MUSICIANS ON TELEVISION:

Where radio staff musicians are used on television programs (television only), such men shall be paid the full television scale.

#### (4) LIVE AUDITION (NOT ON AIR):

This rate to be established with the local in the jurisdiction.

#### (5) FILM AUDITION:

Film auditions of any nature are prohibited.

#### (6) MAKE-UP AND/OR COSTUMING:

Musicians called in for costuming or make-up for either dress rehearsal, or telecast, must be paid \$12.00 for each such service. In no event shall they be called in more than one hour prior to telecast or rehearsal, so that the make-up and/or costuming time shall be consecutive with the rehearsal or telecast.

It is understood that musicians may be required to wear tuxedos or business suits for no additional fee.

#### (7) FILM:

The employer will only produce film expressly authorized pursuant to agreement with the American Federation of Musicians. The employer will use only film, the use of which on television has been heretofore, or will hereafter be, expressly authorized by agreement between the American Federation of Musicians and producers or others having interest in such film.

Programs may be reproduced on film, or other devices, during live telecasts. Such reproduction may be used only on telecasts by stations affiliated with the network at the time of the original telecasts, and may not be used more than one time. In such event the following payments shall be made:

(a) A repeat fee shall be paid to the musicians whose performances are reproduced, and

(b) A payment to the Music Performance Trust Fund shall be made in an amount equal to five per cent (5%) of the "gross time charges." The term "gross time charges" shall mean the charges established by the network associated with the television station telecasting such reproduction for the use of its facilities (i.e., time on the air) for the period during which the reproduced program is telecast, less

- (1) advertising agency commissions not exceeding 15% actually allowed, and
- (2) rate card discounts actually allowed.

Other terms and conditions applicable to the Trust Fund payment shall be substantially similar to those contained in the Television Film Trust Agreement dated October 16, 1950, presently in use.

Except as provided in this paragraph, no musical part of a sound track or pictures of instrumental musical performances shall be used and/or extracted for any other purpose.

#### (8) RECORDED MUSIC:

Recorded music shall not be used for spots or jingles, or for accompaniment, background, mood, cue, bridge or incidental purposes.

#### (9) REMOTES (LOCAL AND NETWORK):

All rates for remotes of any kind, whether local or network, shall be in the jurisdiction of the Federation, as distinguished from the local.

#### (10) SIMULCASTS:

Where programs are simultaneously broadcast over radio and telecast over television (simulcast), the musicians performing on such simulcast shall be paid, in addition to their radio payment, fifty per cent (50%) of such radio payment.

#### (11) COOPERATIVE, ETC., PROGRAMS:

Programs of the so-called "cooperative" type (i.e., network programs which are simultaneously sponsored by different spon-

### Conditions Affecting Network Radio

The following terms will be in addition to the terms and conditions agreed upon between networks and locals which are being negotiated:

#### (1) FREQUENCY MODULATION:

Broadcasters may use the services of musicians employed by them under the Local agreement for simultaneous AM and FM broadcasting, and may assign such musicians interchangeably to independent AM or FM programming.

#### (2) COOPERATIVE, ETC., PROGRAMS:

During the term of the Local agreements, programs of the so-called "cooperative" type (i.e., network programs which are simultaneously sponsored by different sponsors in various localities), and programs of the so-called "participating" type (i.e., programs broadcast by the network's New York, Chicago or Los Angeles stations, which are sponsored or include spot or other announcements by more than one sponsor), shall be paid for at the same rates as would be applicable to such programs if they were sponsored by a single sponsor.

In this connection it is pointed out that the so-called "participating" type of program was never intended and does not apply to network programs.

#### (3) USE OF ELECTRICAL TRANSCRIPTIONS OF NETWORK PROGRAMS:

We have agreed that, during the term of the Local agreements referred to above, the following existing practices with respect to the use of electrical transcriptions of network programs shall continue unchanged:

(a) Any network program may be transcribed by any affiliated station which cannot carry the program at the time it is played live because of unavailability of station facilities and such station may broadcast the program by transcription once within seven (7) days thereafter without charge. The seven-day limitation shall be sixty (60) days in the case of Alaska and of territories and possessions of the United States.

(b) Network programs may be transcribed during the period when daylight saving time is in effect, and fed to network affiliated stations for broadcast once in each area not on daylight saving time, in order to overcome the operational difficulties caused by the broken pattern of daylight saving time; and this may be done without any additional charge, except that any additional charge which would be payable were it not for daylight saving time, will be paid.

(c) Any commercial network program may be transcribed and subsequently fed to a group of affiliated stations for broadcast once over such stations. In any such case, the applicable live repeat fee shall be paid for such rebroadcast to the musicians performing on such programs.

(d) An entire network show may be transcribed for the convenience of the participating artists and in the interests of program quality. Such transcribed show may be fed to a network in lieu of a live show on such network. The applicable transcription rate shall be paid to the musicians on the show.

(e) Nothing herein contained, or contained in said former Agreements as so extended, shall be construed to provide for or to relate to employment or to the rendition of services in connection with the preparation or manufacture of any recordings, electrical transcriptions or devices suitable for similar uses, other than those specifically referred to in this paragraph 3.

#### ITEMS TO BE DISCUSSED:

- (1) Number of men.
- (2) No settlement can be made unless we make a settlement for all stations which are owned and controlled by the networks, as we have done in the past.

sors in different localities) and programs of the so-called "participating" type (i.e., programs broadcast by the network's New York, Chicago or Los Angeles stations which are sponsored or include spot or other announcements by more than one sponsor), shall be paid for at the same rates that would be applicable to such programs if they were sponsored by a single sponsor.

In this connection it is pointed out that the so-called "participating" type of program was never intended and does not apply to network programs.

## FCC In Wide Probe Of Functional Music

(Continued from Page 1)

current review of the overall status and operation of FM broadcasting," said the announcement. The question of transit radio is "another part of the general study," the FCC added.

Commissioner Robert F. Jones, who opposed a TV inquiry, also disented from the FM probe.

In letters almost identical, the Commission asked for specific answers no later than Feb. 15 to a series of questions dealing with programming and station revenues, as well as "electronic or other means" by which "planned programs" without commercials are received by certain sets, while commercials are broadcast to the public generally.

### "Full Description" Requested

FCC demanded a "full description" of various operations, ranging from use of the "electronic or other means" of suppressing portions of broadcasts for specially-equipped receivers, to revenues received from the Functional Music operation, as well as revenues received from normal commercial operations.

Each station was asked if such operations should not be held to contravene the Commission's rules and regulations, as well as the Communications Act, and whether the "planned programs" did not contravene the act with reference to responsibility of licensees.

The stations were told to state whether they had "departed substantially" from their respective programs formats as "exemplified by the stations' logs" submitted to the FCC.

The FCC wants an explanation of payments received from Functional Music and others, together with methods employed to determine what segment of the public prefers Functional Music, the legitimate interests of such audiences, etc.

WLRD was asked to submit its contract with Twin City Sound Systems, Inc. From WFMF the Commission wants full details of a contract with Functional Music, Inc., subsidiary of the Field Enterprises, licensee of the station.

From KDFC the FCC requested contracts with Musicast, a subsidiary of Sundial Broadcasting Corp., station licensee. A contract between WACE-FM and Air-Muse, Inc., franchise holder from Functional Music, Inc., was requested.

In each instance the Commission asked not only for contracts and detailed data but for all promotional material issued by the "planned music" organizations.

### Adds To TV Schedule

Hollywood — Station KECA-TV adds two additional hours of telecasting to its Saturday schedule, starting Feb. 3. The additional programming will be from 11 a.m. to 1:00 p.m.

## HOLLYWOOD

**T**OM HUBBARD has bought out the interests of Irving Levin in their TV company which is filming the half-hour show, "Adam's Spare Rib" in which Hubbard stars with Jane Harlan. Third show in the series "Too Many Blondes" is now being filmed with Hal Smith. Walter White, Jr. resumes taping his "Hop-along Cassidy" show at KHJ on Feb. 15 when Bill Boyd returns from his South American junket. KTLA did a neat job in televising the R.M.S. Caronia on its first visit to the Port of L. A. Presented on its "City at Night" feature, station had to cover over 738 feet of the big ship.

Graham H. Moore, KCBQ sales manager in San Diego, was married last Saturday to Pauline Calabria. They're honeymooning up and down the coast.

Producer Jerry Fairbanks is visiting Chicago and Dayton, O. for conferences with video agency and network executives. Johnny Bradford and Ronnie Kemper, daily on KLAC-TV with "Breakfast Frolics," are looking for a suitable restaurant from which to do the program. Audiences make the studio each morning too crowded. Ralph Wilshin, National Screen Service executive, was guest star on Hal Sawyer's Show, KECA-TV and told how motion picture trailers were made. Dick Contino, accordionist, was guest star on the Armand La Pointe Show via KFMV-KWIK. Van Heflin will guest today.

### Takes Civil Defense Post

San Bernardino—Gene W. Lee, vice-president and general manager of KFXM, has been named communications co-ordinator for civil defense by both the city and country. He also functions in the same capacity for the Red Cross here.

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PRICE FAMILY HOTEL

**KENTUCKY AVE., Nr. Beach**



By SID WHITE

### Man About Manhattan . . . !

● ● ● **BIGTOWN SMALL TALK:** Joe McCarthy, who quit the Boston Red Sox last summer after too many managerial headaches, has been offered a 5-minute baseball commentary for next season. . . . TV film distributors with old-time Rudolph Valentino reels are antipating. Consensus is that when Columbia's much heralded "Valentino Story" is released, they'll cash in via video rentals of the originals. Wouldn't it be a twist if the Great Sheik, dead a quarter of a century, loomed as TV's silent version of Hopalong Cassidy? . . . Don Dunphy and Curt Gowdy will do the St. Joseph-Temple basketball game from Philly this Sat. via DuMont. Dunphy will also continue doing the track meets for the rest of the year. . . . Wilbur Stark tried out a new gimmick, "What's The Gag," on the Kathi Norris session last week, figuring that if it proved successful he'd keep it on as a regular feature of the show. Reaction was so favorable that now he's planning it as a full-time evening stanza. . . . Moe Gale excited about a new teevee idea he's whipped up for Jane Pickens. . . . Sidney Gubor, Chas. Michelson's sales manager, and Elaine Plotkin have set March 31st as the date. . . . Look is closely scanning all gal singers on TV for a proposed layout on femme singers who became stars via the new medium. No. 1 choice right now is Eileen Wilson.

☆ ☆ ☆ ☆

● ● ● Distinction of being singled out as the "Good Neighbor of the Year" by ABC's "Welcome to H'wood" radio show this year goes to Harry Maizlish, owner and gen'l manager of KFVB, H'wood. Maizlish was honored on the broadcast yesterday via KECA when veteran Jack Hellman presented him with a gold statuette with the inscription: "Good Neighbor of the Year."

☆ ☆ ☆ ☆

● ● ● **ONCE OVER LIGHTLY:** Eddie Cantor took this dep't's suggestion about reviving some Ziegfeld bits. His vignettes Sunday p.m. (Will Rogers, Marilyn Miller, W. C. Fields, et al) were a nostalgic highlight. . . . Gordon Duff's great directing job on last week's Philco show, "Great Escape," oughta win him an award. . . . Disc jocks contemplating teevee should analyze the Joe Franklin show, produced by John Hade. It's a real "sleeper." . . . Val Lewis' "Now You're Cookin'," is one of daytime's tastier dishes. . . . For early ayem patter and chatter, give us WMGM's Ted Brown—one of the freshest and wittiest of the morning deejay romps. . . . Another deejay rapidly climbing in stature and following is Louie Quinn, the WVNJockey from the Copa.

☆ ☆ ☆ ☆

● ● ● Is kissing taking over the plunging neck-line? Today's mail brings two items: From CBS comes word that "the longest kiss ever seen on TV (2 minutes and 10 seconds) took place when Frank Sinatra gave Jack Benny a lesson in osculation, using Faye Emerson as his foil. The other concerns Gloria Perle, Packard Music Co., who has just kissed 1000 postcards and sent them along to 1000 disc jocks plugging the tune "Counterfeit Kisses."

☆ ☆ ☆ ☆

● ● ● Jan Murray's patience and his manager's foresight have been rewarded now that his "Songs for Sale" is going back on TV Saturday p.m. via CBS. Jan has had some very fancy offers for theater and niteclub dates out of town—but acting on the advice of his manager, Jack Bertell, Jan turned them all down, preferring to remain in N. Y. to do his "Songs for Sale" on radio, with the prospect of CBS finding a TV spot for it, too.

☆ ☆ ☆ ☆

## CHICAGO

By GINNY EVANS

**A**N overwhelming demand for tickets to Breakfast Club broadcasts while Don McNeill and the gang are on the West Coast made it necessary to move the California originations to Earl Carroll's Restaurant and one broadcast to the Los Angeles Shrine Civic Auditorium.

Paul MacAlister and his associates have been commissioned to color engineer the interiors of seven new department stores throughout the midwest and on the west coast by Butler Brothers. MacAlister produces two weekly programs on home problems on WGN-TV.

"The Continental" debuted yesterday on WGN. The Monday through Friday program features an anonymous man giving sidelights of life, love and romance in America as seen by a European.

Maurie Lishon, WBBM staff musician, is the father of a baby boy, Martin, born last week.

**ATTENTION — SPONSORS**  
**PRODUCERS — NETWORKS**

## FOR SALE

OR LEASE

ONE OF AMERICA'S MOST BEAUTIFUL  
LEGITIMATE THEATERS IN  
LOS ANGELES, CALIF.

CLASS A STEEL AND  
CONCRETE CONSTRUCTION  
BUILT 1927

COST \$1,380,000.00

RECENTLY REFURBISHED AT COST OF  
\$100,000.00

HUGE STAGE—Approximately  
4000 Sq. Ft. — 40 x 100  
MODERN LIGHTING EQUIPMENT

DRESSING ROOMS FOR COMPANY OF 100

IDEALLY SUITED FOR DRAMATIC STOCK,  
MUSICAL SPECTACLES — or

## TELEVISION

PROGRAM ORIGINAL

GOOD AUDIENCE PARTICIPATION

LOCATION WITH GOOD  
PARKING FACILITIES

SEATING CAPACITY 1500 ON 2 FLOORS

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TELEVISION CORPORATION**

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**New Books**

*"Opportunities in Television"*  
by Jo Ranson and Richard Pack.  
\$1.00. Published by Grosset & Dunlap.

Two radio executives have compiled a vocational guidance manual titled, "Opportunities in Television" which holds promise of being a best seller because of the interest in the TV industry. The authors are Jo Ranson, public relations director of WMGM, New York, and Richard Pack, program director of WNEW, New York. Both have had experience in TV production as well as the background of many years in radio and newspaper work.

The book is informative as it covers almost every aspect of TV. Chapters are devoted to acting, writing for television, directing, engineering and production facilities. In each chapter the authors have attempted in a clear and concise manner to furnish TV indoctrination in laymen's terms.

It is recommended for anyone seeking an opportunity in TV. It also has reference value for library or school use.

**Oregon Broadcasters To Meet Feb. 9 And 10th**

(Continued from Page 1)

nounced by Lee Jacobs, OSBA president.

The business sessions of the conference will be conducted in the Memorial Union Building. The scheduled speakers and their topics are as follows:

Tom Lawson McCall, "Civil Defense in Oregon"; Lee Bishop, "Coordination of Radio and Civil Defense"; J. B. Conley of KEX, "Experience in Television"; Jennings Pierce of KMED, "Transition from Regional Network to Market Station," and Dean Orlando Hollis, president of the Pacific Coast Conference, discussing "The PCC and Radio-Television."

5000 WATTS 1330 K.C.

**WEVD**  
ENGLISH JEWISH

has for many years been a most productive medium for a large group of national and local advertisers who recognize the vast potential represented by the more than 600,000 families comprising the Jewish market in the New York metropolitan area. Distinctive adult programming and a loyal, responsive audience are the WEVD combination which national advertisers have found so effective and economical in maintaining a consistent position of dominance in the Jewish field.

Send for a Copy of  
"WHO'S WHO ON WEVD"

**WEVD** Henry Greenfield  
Managing Director  
117-119 West 46th St., New York 19

**Progressive Web Suspends As Taped Network Operation**

(Continued from Page 1)

board. With the announcement stations taking PBS program service in the east, midwest and south hurried to revamp their broadcast schedules and it was indicated last night that many of them would avail themselves of an opportunity to take the Liberty Broadcasting System program service.

The terse announcement which was relayed to the trade yesterday from PBS headquarters read:

"Progressive Broadcasting System announces today that it will suspend broadcasting activities Wednesday, January 31, at 7 p.m. It is understood that arrangements have been made with Liberty Broadcasting System to offer LBS programming services to the present PBS affiliates."

In this connection, Gordon McLendon, president of Liberty, last night issued a statement in which he said:

"I am delighted at the prospect of being able to add approximately 30 more stations to the present 242 Liberty Broadcasting System affiliates throughout the country. I would like to emphasize, however, that there has not been, and will not be, a merger between Liberty Broadcasting System and any other network. LBS is a network by itself and does not need to effect a merger.

"Mr. Larry Finley, of Progressive Broadcasting System, approached me today and told me he found it impossible to continue the operation of his network and desired to have his stations continue to receive service. LBS has, therefore, agreed to furnish service to Mr. Finley's stations who do not interfere with our present coverage.

"Again, let me state, there has

been no merger. Liberty is simply absorbing the remaining stations of the now defunct Progressive Broadcasting System."

Hardest hit of the PBS affiliates was reported to be the Palmetto Network, comprising 24 stations in South Carolina and Georgia, who had been taking PBS program service. This group joined the PBS organization last November 26th when the network was launched with broadcasts originating in New York, Hollywood, Chicago and Washington. The Palmetto group yesterday took steps to fill in their program schedules as of today.

**Formed by Industry Leaders**

The PBS network was launched by Finley, successful west coast jeweler and ballroom operator after several months of organizational work. Dr. Miller McClintock, former president of Mutual, was elected to the board of directors and Donald Withcomb, former station relations executive of NBC, was named vice-president. Other appointments included Edgar H. Tawmley, formerly of WBEN, Buffalo, as vice-president in charge of the eastern division, and Robert B. White, formerly of ABC, head of the central division.

The programming schedule called for PBS to feed affiliates from 7:00 a.m., to 7:00 p.m., seven days a week. At the time of the web's inception network executives forecast they would have 400 affiliates by February 1st.

Inaugural program titled, "Salute to Progress" originated with WNJR and was fed to stations in the eastern time zone. This was repeated out of WCFL, Chicago, and again out of the Audio-Video Studios, Los Angeles, for their respective time zones.

**Amateur-Musician Series Starts In April On WQXR**

Talented young violinists and pianists from metropolitan area schools will be given an opportunity to perform on a series of Sunday afternoon concerts to be broadcast over WQXR, New York, beginning in April. The concerts are being sponsored by the New York Times and the station as a new project in their continuing educational program.

**Panel to Pick Contestants**

The young artists appearing on the programs, titled, "Musical Talent in Our Schools," will be chosen by a five-man panel, which includes three of the world's greatest concert artists: Jascha Heifetz, Vladimir Horowitz and Rudolf Serkin. Completing the panel are Olin Downes, music critic of the Times, and Abram Chasins, music director of WQXR.

The primary purpose of these

**Gain In Gross Billings For '50 Reported By WCCO**

(Continued from Page 1)

rise of WCCO billings was the summer campaign to boost billing during June, July and August of last year, Carl Ward, sales manager, revealed. He added that the summer selling activity boosted local time sales for the summer quarter by 17.6 per cent and national spot time sales by 11.1 per cent.

**Signs With Liberty**

Dayton, O.—Ronald B. Woodyard, president and general manager of Dayton stations WONE and WTO (FM), has signed a two-year contract with the Liberty Broadcasting System, as of Jan. 1, 1951.

broadcast recitals, it was reported, is to provide opportunities for youngsters whose musical development is a normal part of their general education.

*The Mailbag*

**Hooper Viewpoint**

"I have just finished the story 'Radio-TV Audience Gains in 28 Cities' from the January 25, 1951 DAILY and wish to call your attention to four items which are introduced by the sentence, 'Several reasons are given for the increase:' and which appear at the top of the first column, page four. I request that you make it clear to RADIO DAILY readers that whereas the material for the rest of the article is properly credited to us these four interpretative reasons are RADIO DAILY's opinions and were not based on either facts secured from us or any interview with us."

Sincerely,  
C. E. Hooper

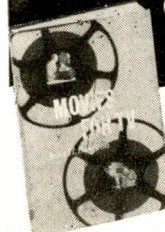
**Counter-Spy At New Time**

Starting Thursday, Feb. 1 at 9:30 p.m., Counter-Spy will be heard under the sponsorship of the Gulf Oil Corporation over NBC.

Created in May, 1942, by Phillips H. Lord, the program will continue to star Don MacLaughlin. Marx Loeb will direct the series and music will be by the Oscar Bradley orchestra.

Gulf Oil will also continue to sponsor "We, the People" on TV over NBC, Fridays at 8:30.

**Helpful techniques and ideas for TV programs**



shows you how to use movies most effectively

**MOVIES FOR TV**  
by J. H. Battison

A complete, how-to-do-it guide to the production and transmission of movies on television. This book gives practical information on all cameras, projectors, recording equipment, etc., showing how each piece operates and how to use it most efficiently. It tells how to produce titles and special effects, newsreels, all types of commercials; how to edit and splice film; how to light scenes for best results on TV; how to combine movies with live scenes. Here is a wealth of useful information together with much experienced advice on what is good and what had in movies for television, and why.

\$4.25

**SEE IT ON APPROVAL**

The Macmillan Co.,  
60 Fifth Ave., New York 11

Please send me a copy of *Movies for TV*. I will either remit in full or return the book in 10 days.

Signed .....  
Address .....

# 1951 Roster Of Nation's Radio-TV Editors

## Broadcasters Contribute Names

The nation's radio and TV broadcasters in response to questionnaires sent out by Radio-Television Daily contributed the accompanying list of editors. This list is published for the convenience of networks, agencies, public relations offices and others interested in contacting the radio-TV press.

### ALABAMA

Alexander City Outlook: Carl Wolsoncraft.  
Birmingham Post: Lillie Mae Caldwell.  
Gadsden Times: Carl Hofferbert.  
Mobile Press: Michael McEvoy.  
Mobile Register: Tony Walker.  
Montgomery Advertiser: Mel O. Davis.

### ARIZONA

Arizona Republic: Ralph Mahoney.  
Phoenix Gazette: Julian DeVries.  
Mesa Daily Tribune: Barney Mergen.  
Tucson Daily Citizen: Norman Harrington.

### ARKANSAS

Fort Smith Times Record: Bill Barksdale.  
Southwest American (Fort Smith): Ralph Lee.  
Arkansas Democrat (Little Rock): Geraldine Stroud.  
Arkansas Gazette (Little Rock): Jerry Campbell.

### CALIFORNIA

Fresno Bee: Ed Clow.  
Fresno Guide: Irap Haggard.  
Hollywood Citizen News: Zuma Palmer.  
San Diego Tribune-Sun: Dorothy Mahoney.  
San Diego Union: Marian Mitchell.  
The Chronicle (San Francisco): Terrence O'Flaherty.  
San Francisco Examiner: Dwight Newton.  
Shopping News (San Francisco): Tom Tyrell.  
San Francisco News: Dorothy Beck.  
San Francisco Call-Bulletin: Les Malloy.  
Tribune (Oakland): Barbara Howell.  
Pasadena Independent: Bill Bird.  
Star News (Pasadena): Charles Purlee.  
San Bernardino Daily Sun: James A. Guthrie.  
Santa Ana Register: Pat Cooley.  
Los Angeles Examiner: Pat Hogan.

### COLORADO

Free Press (Colorado Springs): Joe Givando.  
Denver Post: Ken White.  
Rocky Mountain News (Denver): Glenda Randow.  
Denver Times: John W. Fishback.  
Durango News: Leo Burrington.  
Herald-Democrat (Durango): Tim O'Connor.

### CONNECTICUT

Bridgeport Herald: Leo Miller.  
Bridgeport Post: Rocky Clark.  
Hartford Courant: M. Oakley Stafford.  
Hartford Times: Ann Norman.  
Stamford Advocate: Len Massell.  
Torrington Register: Walter Gelbrecht.  
Waterbury American: E. Christy Erk.

### DELAWARE

Morning News (Wilmington): Lew Gerlack.

### DISTRICT OF COLUMBIA

Times-Herald (Washington): Bernie Harrison.  
Washington Post: Sonia Stein.  
Evening Star (Washington): Harry MacArthur.  
The Daily News (Washington): Henry Frankhauser.

### FLORIDA

Miami Herald: Marion Aitchison.  
Miami News: Louis Leydon.  
Journal and News (Pensacola): Maurice Harling.  
St. Petersburg Times: Jack Faulkner.  
Tampa Morning Tribune: Phil Barney.  
St. Augustine Record: Harvey Lopez.

### GEORGIA

Atlanta Constitution: Rita Van Pelt.  
Atlanta Journal: Lauren Norvell.

### ILLINOIS

Chicago Tribune: Larry Welters.  
Chicago Daily News: Sam Lesner.  
Chicago Sun-Times: Bill Irvin.  
Chicago Herald-American: Bill McHugh.  
Rock Island Argus: Frank Harrington.

### Weather Note

Hartford — On last Friday at 7:40 a.m., the middle of winter, the transmitter tower of WDRG, Hartford, located in Bloomfield, Conn., was struck by lightning. There were several loud peals of thunder on the uncommonly warm day and then a bolt of lightning struck the tower. No damage was done.

### INDIANA

Anderson Herald: Maurice Hockett.  
Bulletin (Anderson): Juliet Crittenberger.  
Ft. Wayne News-Sentinel: Bud Manth.  
Indianapolis News: Martha McHatton.  
Indianapolis Star: George Dyslin.  
Indianapolis Times: Robert Schull.  
Kokomo Tribune: Charlene Marguiss.

### IOWA

Cedar Rapids Gazette: Nadine Subotnik.  
Ames Tribune: Arthur H. Hogg.  
Davenport Democrat: Ina Wickham.  
Daily Times (Davenport): Jennie Strezlecki.  
Waterloo Daily Courier: Joyce Mascik.  
Journal-Tribune (Sioux City): Willis Forbes.

### KANSAS

Topeka State Journal: Tom Kiene  
Topeka Daily Capital: Jim Reed.  
The Wichita Beacon: Sidney Coleman.  
The Wichita Eagle: Russ Johnson.

### KENTUCKY

Courier-Journal (Louisville): Bill Ladd.  
Louisville Times: Angela Preis.

### LOUISIANA

Morning Advocate (Baton Rouge): Bob Wilson.  
New Orleans Item: Ted Liuzza.  
New Orleans States: Bob Sublette.  
Times-Picayune (New Orleans): Ed Brooks.  
Illustrated Press (New Orleans): H. C. Alfred.

### MAINE

Press Herald, Evening Express (Portland): Otis Williams.

### MARYLAND

The Morning Sun (Baltimore): Robert Snyder.  
The Sunday Sun (Baltimore): M. Holland.  
Baltimore American: Jennie Lea Bird.  
Cumberland Sunday Times: William Hunt.  
Cumberland News: H. H. Robinson.  
Cumberland Evening Times: Gene Gunning.  
Morning Herald (Hagerstown): Joseph Harp.  
Daily Mail (Hagerstown): Garving Hager.  
Hagerstown Globe Independent: Stewart Douglas.

### MASSACHUSETTS

Boston Post: Howard Fitzpatrick.  
Boston Herald & Traveler: Rudolph Elie.  
Boston Globe: Elizabeth Sullivan.  
Christian Science Monitor (Boston): Al Hughes.  
Boston Record-American: Joseph Anderson.  
The Fall River Herald News: Pete Dubq.  
Eagle-Tribune (Lawrence): Stanley Greenhalgh.  
Lynn Daily Item: Doris Latimer.  
Newton Villager: Philip Ahlin.  
Belmont Citizen: G. B. Seavey.  
Waltham News-Tribune: Thomas Murphy.  
Berkshire Eagle (Pittsfield): Ed Farrell.  
Springfield Union & News: Harvey Grey.  
Springfield Daily: Robert Price.  
Watertown Sun: Fred Green.  
Wellesley Townsman: A. E. Larsson.  
New Bedford Standard-Times: George Geiger.  
Worcester Telegram: Frederick L. Rushton.  
Evening Gazette (Worcester): James Gourgas.  
Sunday Telegram (Worcester): Don Williams.

### MICHIGAN

The Detroit News: Herschell Hart.  
The Detroit Times: Vera Brown.  
The Detroit Free Press: Mark Beltaire.  
Flint Journal: Dorothy Acheson.  
Flint News-Advertiser: Tom Carstens.  
Flint Weekly Review: Marshall Boor.

### MINNESOTA

Minneapolis Star & Tribune: Will Jones.  
Evening Telegram (Superior): Seegar Swanson.  
St. Paul Dispatch: Ernestine Kogi.

### MISSISSIPPI

Grenada Daily Star: Nell Caughman.

### MISSOURI

Kansas: C. H. Nobe.  
Kansas City Star: Robert Hoyland.  
St. Louis Globe Democrat: Harry LaMertha.  
St. Louis Post Dispatch: James Spencer.  
St. Louis Star-Times: Ralph Gentles.  
Springfield News & Leader: Eddie Bass.

### NEBRASKA

Lincoln Star: Jim Lawrence.  
Lincoln State Journal: Ray McConnell.  
Omaha World-Herald: Jake Rachman.

### NEVADA

Reno Evening Gazette: Shirley Platt.  
Nevada State Journal (Reno): Frank Sullivan.

### NEW HAMPSHIRE

Monitor-Patriot (Concord): James M. Langley.

### NEW JERSEY

Press-Union Newspapers (Atlantic City): Dorothy Shremer.  
Newark News: Robert Taylor.  
Passaic Herald News: William Pohle.  
Trentonian: Ernie Kovacs.

### NEW MEXICO

Health City Sun (Albuquerque): Betty Shaffer.

### NEW YORK

Knickerbocker News (Albany): Bob O'Brien.  
Albany Times Union: John F. Archer.  
Binghamton Sun: Doris Lyon.  
Binghamton Press: R. Sturdevant.  
Buffalo Evening News: Dick Wesp.  
Courier-Express (Buffalo): Don Tranter.  
Associated Press (N. Y.): Wayne Oliver.  
N. Y. Daily Compass: Fred Rayfield.  
N. Y. Daily Mirror: Nick Kenny.  
N. Y. Daily News: Ben Gross.  
N. Y. Post: Al Cusick.  
N. Y. Herald Tribune: John Crosby.  
N. Y. Times: Jack Gould, Val Adams.  
N. Y. World Telegram & Sun: Harriet Van Horn.  
Rochester Times Union: Don Yerger.  
Rochester Sun: Beverly Crowe.  
Syracuse Herald-Journal: Tom Collican.  
Syracuse Post Standard: Peg Simpson.  
Schenectady Gazette: Arthur F. Casey.

### NORTH CAROLINA

Charlotte Observer: Dick Pitts.  
Charlotte News: Emery Wister.  
The Democrat (Greensboro): Paige C. Holder.  
Greensboro Free Press: T. E. Wagg.  
Concord Tribune: Ray Hull.  
Durham Herald & Sun: Wyatt Dixon.  
Raleigh Times: Lynn Nisbet.  
Raleigh News & Observer: Jane Hall.  
Salisbury Post: Tenus Cheney.  
Journal-Sentinel (Winston-Salem): Pat Kelly.

### NORTH DAKOTA

Fargo Forum: Roy Johnson.  
Bismarck Capital: Gaylord Conrad.  
Bismarck Tribune: William Moeller.

### OHIO

Akron Beacon Journal: Bee Offinier.  
Canton Repository: Rose Kesel.  
Cincinnati Post: Mary Woods.  
Cincinnati Times Star: Charlton Wallace.  
Cincinnati Enquirer: Margee Adams.  
Plain Dealer (Cleveland): George Condon.  
Cleveland News: Elmore Bacon.  
Cleveland Press: Stanley Anderson.  
Columbus Dispatch: Dean Myers.  
Columbus Star: Dick Corum.  
Columbus Citizen: Joe Bradley Reed.  
Ohio State Journal (Columbus): Mary McG. Koebel.  
Dayton News: Bill Barton.  
Portsmouth Times: Charles D. Mowry.  
Toledo Blade: Ruth Driftmyer.  
Toledo Times: Betty Gilmore.

### OKLAHOMA

Oklahoma City Advertiser: Leon Hatfield.  
This Week (Okla. City): Colonel Nelson.  
Tulsa Tribune: John Booker.  
Tulsa World: Russell Gideon.

### OREGON

Oregon Journal (Portland): Joe Stein.  
Oregonian (Portland): William Moyes.  
Medford Mail Tribune: E. C. Ferguson.

### PENNSYLVANIA

Call-Chronicle (Allentown): Sam Miller.  
Altoona Mirror: Richard Beeler.  
Erie Dispatch: Wesley First.  
Erie Times: Peg Parsons.  
Johnstown Observer: Lou Pettigue.  
Pittsburgh Post Gazette: Harold Cohen.  
Pittsburgh Press: Si Steinhauer.  
Pittsburgh Sun-Telegraph: Wilbur D. Clark.  
Philadelphia Daily News: Jerry Gaghan.  
Philadelphia Inquirer: Frank Brookhauser.  
Philadelphia Evening Bulletin: Elmer Cull.  
Reading Eagle: Owen Thompson.  
Reading Times: Louis Schlosberg.

### RHODE ISLAND

Westerly Sun: Abe Solovetzek.

### SOUTH CAROLINA

News & Courier (Charleston): Pearl Baum.  
Charleston Evening Post: Belvin Houes.

### TENNESSEE

Jackson Sun: Harris Brown.  
Knoxville News-Sentinel: Hugh Allen.  
Knoxville Journal: Juanita Glenn.  
Memphis Press Scimitar: Louise Nolan.  
Memphis Commercial Appeal: Mike McGee.

### TEXAS

Abilene Reporter News: Katherine Duff.  
Austin American-Statesman: Dudley Early.  
Daily Texan (Austin): Ronnie Duger.  
Beaumont Enterprise: Merita Mills.  
Beaumont Journal: Anita George.  
Dallas Morning News: Fairfax Nesbitt.  
Dallas Daily Times Herald: Douglas Hawley.  
Sun Tribune (El Paso): Dick Levering.  
Ft. Worth Press: Jack Gordon.  
Ft. Worth Star Telegram: Jo White.  
Houston Chronicle: Mildred Stockard.  
Houston Press: Bill Roberts.  
Houston Post: L. Rowsey.  
Port Arthur News: Grace Foot.

### VERMONT

Burlington Free Press: Edward Crane.  
Burlington Daily News: Charles Weaver.

### VIRGINIA

Virginian Pilot (Norfolk): Warner Twyford.  
Richmond Times-Dispatch: Norman Rowe.  
Richmond News-Leader: John Stratton.  
Roanoke Times: William Atkinson.  
Roanoke World News: William C. Stouger.

### WASHINGTON

Seattle Times: Nat Lund.  
Seattle Post-Intelligencer: Dick Mything.  
Seattle Shopping News: Henry Larson.

### WISCONSIN

Beloit Daily News: Minnie Mills.  
Milwaukee Journal: Bea Papan.  
Milwaukee Sentinel: Buck Herzog.  
Wisconsin State Journal (Madison): Wm. L. Doudna.

### WYOMING

Wyoming State Tribune: Lewis E. Bates.  
Wyoming Eagle: R. F. MacPherson.

### ALASKA

Anchorage News: Cliff Cernick.  
Anchorage Times: Bernie Kosinski.  
Fairbanks News-Miner: Jack Daum.

### HAWAII

Honolulu Advertiser: Paul Findeisen.

### PUERTO RICO

"El Mundo" (San Juan): German Negroni.  
Radio News (San Juan): Esther G. Rodriguez.  
El Diario (San Juan): W. L. Bothwell.

### Favorite D-J's

Washington — Willis Conover, WWDC disc jockey, has been named the top platter spinner of 1950 in the nation's capital by the radio and TV editors of newspapers in the Washington area. Second award went to Gene Klavan, WTOP, and third place to Jon Massey, WWDC. Harold Jackson of WOL won the "entertaining and personality showmanship" selection. Eddie Galaher of WTOP rated the outstanding commercial disc jockey of the year.

## AM-TV Applications Filed With The FCC

(Continued from Page 1)

CP for a TV outlet to operate on Channel 10, effective radiated power of 29.1 kw, visual, 14.6 kw, aural, and antenna height 516.3 feet above average terrain.

Tuskegee Broadcasting Co., Inc., Tuskegee, Ala., seeks a CP for a new AM station to operate on 580 kc, 500 watts, daytime only.

Gordon Pock, Stillwater, Okla., has filed for a new station on 1600 kc, with power of 30 kw, nights, and 50 kw, days, using directional antenna.

WHOB, Gardner, Mass., asks a CP to change frequency from 1490 kc, to 1340 kc, and move studio from 39 Pleasant St. to Green St., Gardner.

WELS, Kinston, N. C., filed for a CP to change hours from daytime only to unlimited and change frequency from 1010 kc, to 960 kc, increasing power from one kw, days, to one kw, nights, and five kw, days, and change type of transmitter, using directional antenna, nights.

Four decisions in docket cases, three of them sustaining hearing examiners, have been announced by the FCC.

Application of Belen Broadcasting Corp. for a license to cover a CP for KENE, Belen, N. M., operating on 1230 kc, 250 watts, unlimited time, was formally denied. The station halted program tests Nov. 17.

Application of Haygood S. Bowden for a license to cover a CP for WACA, Camden, S. C., operating on 1590 kc, one kw, daytime only, granted as was application for consent to assignment of license from Bowden to Camden Broadcasting Corp.

Application of Stanislaus County Broadcasters, Inc., for a CP for a new station at Modesto, Calif., on 970 kc, one kw, unlimited time, directional antenna day and night, was granted.

By memorandum opinion and order the FCC suspended for one year from Feb. 1, 1951, the amateur radio license of Philip H. Morse, Plainfield, N. J., ordered his station, W2XAW, off the air and ruled it would not entertain any application filed by Morse for any class of amateur operator license during the suspension. Morse withdrew his request for a hearing.

## Using TV Prod. Studios

Hollywood—During the month of February, the KTTV independent motion picture producers' facilities will be occupied by Lippert Productions, who expect to complete three films. Huntington Hartford Productions are currently shooting "The Secret Sharer" with James Mason. Lippert's "Little Big Horn" will start on Feb. 7, then "Kentucky Jubilee" with Jerry Colonna on Feb. 15 and on Feb. 21 "Lost Continent" is scheduled with Cesar Romero.

# ★ ★ TELE TOPICS ★ ★

**A**FTER an intensive, three weeks viewing of "mystery" shows, billed as such on TV, this reviewer has come to the conclusion that the educators, present in Washington, might make a better case for themselves in merely asking for the time slots devoted to these insults to the TV viewer. With only few exceptions, the fare is sloppily written, poorly directed, badly produced and walked through by the actors. Such video, beyond the complaints coming from PTA's and other interested parties, can only add to the mounting chorus that something must be done to let television reach towards the potentials which surely lie within the medium's reach.

**A**SPECIAL Hooperating on the "Four Star Revue," featuring Jimmy Durante, broadcast Wednesday, Jan. 24 showed 35.6. This is higher than the sixth ranking program in the most recently released "First Fifteen" appearing in the January Hooperatings Pocketpiece. . . . Ivan Black, True Magazine's public relations boy, suggested Sunday night's Philco play "The Great Escape," which appeared in the magazine last Oct. . . . Networks will "pool" the carrying of Gen. Eisenhower's report to the nation tomorrow. The program is slated for 10:45 p.m. Hank Sylvern has been signed as musical director for the "Sam Levenson Show," which made its debut last Sat. via CBS-TV.

### TODAY'S TV Personality:

**M. C. WATTERS**, broke into radio with NBC in Washington, D. C., following his graduation from Georgetown University. Before going to Rochester, New York, as general manager of the Gannett Newspapers' WHEC, Mort spent a year as radio director of the Lewis Edwin Ryan agency in the capital city. He left Rochester to manage WCHS, Charleston, West Va. and was instrumental in forming the West Virginia Network. In 1938, Mort joined Scripps-Howard Radio, Inc., as general manager of WCPO in Cincinnati. Two years later, at the age of 31, he became a vice-president of Scripps-Howard



WATTERS

**LADY IRIS MOUNTBATTEN** will be the permanent femmcee on the new "Bonny Maid Versatile Varieties" TV show which held its premiere last Sunday, via CBS-TV at 11:30 a.m. Original plans called for rotating top artists, but, according to Frances Scott, co-producer, "everyone fell so much in love with Lady Iris that the sponsor, Bonafide Mills, Inc., decided to make it a permanent thing. . . . WTVJ, Miami, reports that the number of TV sets installed in the area, as of today, has reached 52,500. Of the total, 3,825 are in public places. Figures are based on continuing distributor surveys conducted by the Radio and Television Department of the University of Miami. . . . DuMont's key station, WABD, flashed the results of the UN voting, designating Red China as an aggressor, at 10:19 p.m., Tuesday night, breaking in on the "Star Time" program, but fortunately not in "The Bickerson's" sequence. . . . Olga Baclanova, star of the '30's, will make her TV debut in a featured role with Ralph Bellamy on CBS-TV's "Man Against Crime" tomorrow at 9:30 p.m. . . . Immediate filming of 65 additional "Crusader Rabbit" films has been scheduled by Jerry Fairbanks Productions for showing over NBC-TV. . . . "Help Wanted" appeals for skilled and unskilled defense workers is the new show over WXEL, Cleveland, sponsored by three prominent local companies.

**"CAPTAIN VIDEO"** has added five new stations to its current chain, bringing the total number of TV outlets carrying the series to 23. The DuMont show is sponsored by Powerhouse Candy. . . . Household Finance Corporation will cancel its sponsorship of the CBS-TV series, "People's Platform," after the Feb. 25 telecast. Reason is the recent tightening of loan regulations by the Government. Program, produced by Leon Levine, will continue on the air as a sustainer. . . . Excerpts from the film version of Donizetti's famed comic opera, "L'Elisir d'Amore" will be featured on WOR-TV's "Italian Miniatures," Sunday, Feb. 4 at 7:00 p.m. . . . A TV "first" will permit the Quiz Kids, and their viewers, to see the most valuable collection of Lincoln material in existence, as the world famous Oliver R. Barrett Lincoln Collection is featured on the program, tomorrow night at 8:00 p.m., via NBC-TV. Collection is valued at \$3,000,000 and contains priceless letters, documents, signed photographs, speeches, etc.

## Radio Expanding, CBS Speaker Asserts

(Continued from Page 1)

radio homes expanded to the 95 per cent saturation point, car radios more than doubled, and secondary sets within homes increased from 9,000,000 in 1940 to 25,000,000 in 1950. He also said that in 1950 twice as many radio sets were manufactured as TV sets.

Shurick went on to say that when the advertiser considers what he is getting today for his radio dollar, a realistic approach would take into account factors of relativity. From the standpoint of total radio circulation, CBS, he said is underpriced 7 per cent today at the end of a decade—with such comparison based on rate relationship with increases in radio's circulation during the 1930-1940 period.

He also stated that the per-station average cost has declined with CBS advertisers, as of today, paying \$170 per station on a gross hourly evening time basis, as compared to \$223 in 1940 and \$245 in 1930.

## Will Televis Games

Washington — WNBW, NBC-TV outlet, has signed an exclusive contract to televise the inter-high school basketball tournament at Washington's Uline Arena. The first game was aired Saturday and succeeding games will be telecast at 2 p.m. Saturdays through Feb. 17, with the championship game scheduled for Feb. 24. Dutch Bergman and Ray Michael are handling the play-by-play and commentary.

## Files TV Application

Washington—WICA, Inc., Ashtabula, Ohio, has filed application with the FCC for a construction permit for a new commercial TV station to operate on Channel 8, with 2.16 kw, visual, and 1.08 kw, aural, effective radiated power and antenna height 285 feet above average terrain.

## Samuels Returns To Coast

Hollywood—Frank Samuels, vice-president and general manager in charge of the Western Division of ABC, was back at his desk at the Television Center here after two weeks in N. Y. on network business.

### THE COMPLETE MOTION PICTURE PLANT

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- Writing
- Casting
- Sets and lights
- Creative photography, 16 & 35mm
- Recording — synchronous tape & film
- Animation and titles
- Editing

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## AGENCIES

**T**HE 1951 ADVERTISING WOMAN OF THE YEAR will be chosen by a panel of judges which includes Bernard C. Duffy, president of BBD&O; Fred O. Bohlen, president of Meredith Publishing Co., and A. B. Penny, of Humble Oil & Refining Co. The award is made annually by the Advertising Federation of America's Council on Women's Advertising Clubs, and will be presented during the AFA convention in St. Louis June 10-13. Deadline for entries is April 1.

**ROBERT KIRSCHBAUM** has joined the radio-television department of Marschalk and Pratt Company in a creative capacity.

**ARTHUR SHAER** has been promoted from sales manager to managing director of Coastal Recording Company in New York.

**TRUDY RICHMOND**, formerly with ABC and Arnold & Co., Boston, has been appointed vice-president in charge of creative planning for radio and TV with William Wilbur Advertising, Inc., New York.

**FOOTE, CONE & BELDING**, Chicago, has been appointed by Libby, McNeill & Libby to handle advertising for their pineapple products.

**HALLAM ASSOCIATES, INC.** has been named by the Casserole Kitchens, Inc., to handle public relations and promotion for their kitchen facilities.

**SCANDINAVIAN AIRLINES** is buying one-minute spots on all stations of the Alaska Broadcasting System. The purpose is to attract Alaskans of Scandinavian origin who spend their vacations in their home countries.

**SYLVANIA ELECTRIC PRODUCTS, INC.** has launched a million-dollar advertising campaign for its Radio Tube Division. The drive will co-ordinate Sylvania's weekly TV show, "Beat the Clock," with national advertising and comprehensive point of sale material. Cecil & Presbrey, Inc., is the agency.

**ARTISTS FILMS, INC.** is completing a series of films recording the works of great composers as performed by some of our top artists. Seven subjects have already been filmed and released to TV stations and movie theaters. One is a color-fantasy based on the First Movement of Beethoven's "Appassionata Sonata."

**THOM McAN** shoe chain will celebrate the production of its 200,000,000th pair with a national radio, newspaper and magazine advertising campaign. It will mark the first time McAN has used national advertising on a sustained basis. Neff-Rogov, Inc. will handle the radio-TV budget.

## COAST-TO-COAST

### Livestock School Meet Aired

Blackstone, Va.—As a public service to its rural audience, WKLV carried a delayed recorded broadcast of the Piedmont Virginia Livestock-Agronomy School held at the Municipal Center here on January 17th. Broadcast was aired the following day from 9:00 to 10:00 a.m. as part of the new WKLV series, "Nottoway County on Parade." Meeting was conducted by Paul Cassell, county agent and discussion was led by Douglas Moore, assistant county agent. Speakers were Curtis Mast, Assistant Animal Husbandman; Jerry Matthews, Assistant Agronomist; M. L. Dalton, Associate Animal Husbandman, and George Herring, Animal Husbandman; all of the VPI State Extension Service.

### Joining WJMO Staff

Cleveland, O.—Dave Baylor, general manager of WJMO, has announced the appointment of Bob Dean to the sales staff of the station. In coming to WJMO Dean is also returning to his home town of Cleveland for the first time in ten years.

### Pleasant Surprise For Marines

St. Louis, Mo.—Marine Corps recruiting sergeants here have learned that it pays to be spruced up when appearing in front of television cameras, for you never know who might be watching. Wearing snappy dress uniforms and white gloves, four of the leathernecks formed a color guard for playing of the National Anthem before the Riley-Famechon boxing match here the other night. What they didn't know was that their appearance in the ring was being recorded by KSD-TV cameras and was going out over the CBS television network. A few days later they received a letter from Washington, D. C., commending them on their "splendid representation." It was signed: General Clifton B. Gates, Commandant, United States Marine Corps.

### "Dimes" Contest On WTAG

Worcester, Mass.—All local programs on WTAG have pitched in on a novel contest promoting the March of Dimes. Contestants mail a name and phone number to the station with every dime contributed. At the windup of contest, a 15-year-old local polio victim will draw five of these names from a large drum, and on the WTAG 5:05 p.m. musical show, he will telephone these five people on the air, asking each a question of numerical fact about the fight against polio. The contestant knowing the answer, or coming closest with a guess, wins an expense-paid air trip to Canada's Alpine Inn, near Montreal. Arrangements for the prize trip were made by WTAG through Northeast Airlines in Worcester.

### Named Kiwanis Club Chairman

Denver, Colo. — KLZ assistant manager, R. Main Morris, has been named public relations and publicity chairman of the local Kiwanis Club for 1951. Morris has been a member of the organization in this city for over three years.

### Debutes Civil Defense Series

Charleston, S. C.—Alicia Rhett, director of women's program for WTMA, last week launched a series of interviews with leading civil defense personnel. First was Civil Defense Director Fred P. Hamilton, who described the defense effort from an over-all viewpoint. Next will be Chief Norman Olsen, of the fire department; then Police Chief Chris H. Ortman; then the chief air raid warden, and the chiefs of transportation, medical, evacuation and other divisions. The interviews are especially helpful, says Director Hamilton, because they make women of the area more aware of the needs and benefits of the program.

### "Hot Lips" On WSTC

Stamford, Conn. — "Dr." Henry "Hot Lips" Levine, former maestro of the renowned "Chamber Music Society of Lower Basin Street," will appear as a guest on the Merry and Bill show over WSTC and WSTC-FM on Friday. Ellen Dunlop, vocalist with the Levine orchestra, will also appear. Levine currently is recording for the Norcon Record Company, a new firm recently established in Norwalk. The Merry and Bill Show is heard over WSTC and WSTC-FM every Monday, Wednesday and Friday at 12:45 p.m.

## Vienna Philharmonic Offered On TV Films

(Continued from Page 1)

tainment Feb. 9 by sponsoring over WTTG, local DuMont outlet, the Vienna Philharmonic Orchestra.

Scheduled for 8-8:30 p.m. Fridays, the series will run for 13 weeks under Campbell-American Wholesalers sponsorship. Walter Compton, WTTG general manager, announced. Compton, Earl Campbell, head of the music company bearing his name, and Thomas Privot of American Wholesalers were hosts at a preview and luncheon Monday.

The films, made and recorded in Austria, offer a new angle in TV technique. During the musical numbers cameras highlight solo instruments and sections and use the montage to splendid advantage. It's a type of show that should win acclaim of good music lovers who view TV, according to critics who attended the preview.

"If this series is successful we hope to continue it in the interests of better music by television," said Compton.

The films are distributed in the U. S. by the Ambassador Works.

## BEHIND THE MIKE

**"STUDIO ONE,"** CBS-TV Monday night drama series produced by Worthington C. Miner, was voted tops in the "general drama" category in the second annual awards poll of TV Forecast magazine. "Suspense," produced by Bob Stevens, was first "mystery drama," and "The Goldbergs," topped the "soap opera" class.

Bill Keene is in extra "Good Humor" these days. He's being called the Ice Cream Man of the Week, having done three sales-convention shows for three different ice cream companies in the past seven days. And—just to continue the triple-threat characteristic, he's going to play the part of an attorney in three consecutive "Famous Jury Trials" via TV.

Patt Barnes, whose Barnes table is heard every Friday afternoon from 4:30 to 5:00 p.m. over WJZ from Cavanagh's restaurant, phoned the Mayor's office in Lakewood, N. J., to see if the Mayor might be available for a future appearance on his show. "This is for a very important program" he told the secretary. "I see" she replied knowingly, "Arthur Godfrey's or Groucho Marx's?"

Wilbur Stark, who among other activities, produces the "Kathi Norris Show" over WNBT, decided to add a new gimmick to Kathi's program in the shape of a feature, "What's The Gag?" It had a cute device of displaying magazine cartoons to a panel of experts, but concealing the gag caption.

Mel Torme, "the velvet fog," makes his first Boston appearance next Wednesday, Feb. 7th, at the RKO theaters.

Last week on Bill Stern's show "Remember This Date," producer Hal Finberg did something a lot of producers would like to do—he shot the writer of the show, Ray Kimbell. It was all in fun, part of a skit. This is one show where producer and writer really work. By the way, Stern's show has jumped from a 5.1 rating to a 9.6, the biggest gain in daytime TV. Keep up the good work, Bill.

Cal Howard has been appointed as associate producer on the Ben Blue show for the Anchor Hocking. Cal was formerly a writer on the Jerry Lester stanza.

The Whipperwills, a quartet composed of frat brothers from Los Angeles City College, will appear as guest on the "John Conte Little Show" Feb. 1.

When it comes to a tough job, Capt. Anderson at NBC-TV casting office really has one. What with screening new faces and getting audition requests, Anderson wishes he was a swinging door so there is always a way out.

Dick Bernie, the outstanding comedian in the armed forces during World War II, in town mulling over TV offers.



EQUIPMENT  
PRODUCTION  
STUDIOS

# RADIO DAILY

## TELEVISION DAILY

SPONSORS  
BUSINESS  
AGENCIES

VOL. 54, NO. 22

NEW YORK, WEDNESDAY, JANUARY 31, 1951

TEN CENTS

# STANTON QUESTIONED; PROBE HINTED

## Army Investigating Radio Program Charges

### AFN Is Criticized For Handling Of U.S. News

Army authorities yesterday launched an investigation into charges that the Armed Forces Network in Europe is guilty of news discrimination and suppression. The charges were leveled at A.F.N. by William Mineheart, a Berlin correspondent, who has served with the A.F.N. for several

(Continued on Page 5)

### Civil Defense Web To Conduct 2nd Test

Virtually every AM and FM station in New York State is expected to carry the second broadcast of the newly established Civil Defense Network tonight at 11:30 p.m. The weekly programs, originating in New York City, are designed to inform and educate the public on

(Continued on Page 5)

### Hicks Elected President Of N.C. AP Broadcasters

Columbia, S. C.—James Hicks, general manager of WCOS, Columbia, was re-elected president of South Carolina Associated Press Broadcasters at their annual meeting here January 26.

Other officers are: James Coggins,  
(Continued on Page 6)

### Commends Program

Oscar L. Chapman, Secretary of the Interior, has commended Mutual's "Mark Trail" program on the occasion of the adventure series' first anniversary. He cited the show for its dramatic scripts on conservation of our natural resources. The Kellogg Company sponsors the three-times-weekly series through Kenyon & Eckhardt, Inc.

### World Series Radio-TV Rights Okayed

Washington—Baseball Commissioner A. B. "Happy" Chandler yesterday affixed his signature to the contract which gives Gillette Safety Razor Company and the Mutual Broadcasting System exclusive radio and TV rights to the World Series baseball games and annual all-star games. Contract is for six years with the sponsor and network paying \$1,000,000 annually for the TV rights alone.

### Brewery Will Sponsor AFM And Networks Amos 'n' Andy On TV Talk Nat'l Pact Today

Amos 'N' Andy, produced by Charles Correll and Freeman Gosden, who created the roles, and featuring an all-Negro cast, will become a half-hour TV program on the CBS network under the sponsorship of Blatz Brewery, a division of Schenley, it was announced yesterday. Correll & Gosden while not appearing in the TV version will act as producers and will assist Joe Connolley and Bob Mosher, writers of the Amos 'N' Andy scripts.

Alvin Chilress will have the role  
(Continued on Page 5)

### Richards Transfer Plea Dismissed By The FCC

Washington—Petition to dismiss without prejudice applications to transfer control of the G. A. Richards stations, KMPC, WJR and WGAR, was granted by Acting Chairman Paul A. Walker of the FCC, sitting as motions Commissioner.

Richards and his stations had  
(Continued on Page 7)

Representatives of the major networks will meet in New York today with James C. Petrillo, president of the AFM, to discuss on a national basis a new contract for musicians, embracing radio, television and TV films. The conference is scheduled for 3 p.m., at the union's headquarters, 570 Lexington Ave.

Negotiations have been conducted for the past several weeks on a local basis, with the networks meeting separately with the musicians' locals in New York, Chicago and

(Continued on Page 7)

### TV Stations Pick Up U. N. Proceedings

A special pick up of the United Nations Political Committee meeting at Lake Success was televised by network stations throughout yesterday afternoon. Beginning at 12 noon TV cameras focused on the important session as member nations voted on the United States plan to name Communist China an

(Continued on Page 6)

### Radio Homes Up 1,201,000 In Year; Total 41,902,700

Washington Bureau of RADIO DAILY  
Washington — Radio homes increased 1,201,000 between Jan. 1, 1950 and Jan. 1, 1951, the NAB announced yesterday. This means "a tremendous expansion in radio listening in America," said the radio trade organization.

On Jan. 1 the NAB estimated there were 41,902,700 radio families in the United States. This estimate

was based on preliminary figures made available to NAB by Sales Management, which gave the total families count as 44,108,000.

Dr. Kenneth H. Baker, NAB director of research, applied the currently accepted 95 per cent radio ownership ratio to arrive at the estimate. The 1948 BMB survey showed 94.2 per cent radio ownership among U. S. families, Baker said.

### FCC Interest In TV Programming Apparent

Washington Bureau of RADIO DAILY  
Washington — The FCC, through Commissioner Frieda B. Hennock and Assistant General Counsel Harry M. Plotkin, yesterday gave the TV industry an inkling of what may come up at the forthcoming "public conference" into TV's service. During the cross-examination of

(Continued on Page 7)

### Philip Morris Sales Up In Nine Months

Philip Morris & Co. Ltd., Incorporated, one of radio and TV's largest advertisers, reported yesterday that the company's sales for the nine months ended Dec. 31, 1950, totaled \$232,956,782 as compared to \$192,639,200 for the similar nine months of 1949. Announcement was made by O. Parker McComas, president.

Of the increased revenue, \$36,701,-  
(Continued on Page 2)

### Saudek Stresses Role Of Radio-TV In Public Interest

Asserting that the output of mass media reflects "both the people who produce them and the people for whom they are produced," Robert  
(Continued on Page 6)

### Government Files

Washington—Jess Larson, Administrator of General Service, U. S. Government, yesterday filed a petition to intervene in the forthcoming FCC investigation into long distance telephone rates, both interstate and to foreign countries. His petition said the Government is "one of the largest single users of AT&T and Bell System services."

# RADIO DAILY TELEVISION DAILY

Established Feb. 9, 1937

Vol. 54, No. 22 Wed., Jan. 31, 1951 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-Pres.; Charles A. Alicoate, Sec'y. Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free) United States \$15.00 one year. Foreign, \$20.00. 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.

## WASHINGTON BUREAU

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Office: 1277 National Press Building  
Telephone: Metropolitan 0823, 0824.  
Residence: 4315 Russell Ave., Mt. Rainier, Md.  
Telephone: Warfield 4462.

## WEST COAST OFFICES

Herbert Berg Ethel Rosen  
6425 Hollywood Blvd. Phone: Gladstone 8436

## CHICAGO BUREAU

Ginny Evans, Manager  
Suite 3013, 333 No. Michigan Avenue  
Phone: Franklin 2-3238

ROME BUREAU: John Perdlearl, Ludovisi 16.  
PUERTO RICAN BUREAU: Antonio Alfonso, Edificio Ochoa, San Juan, P. R.; P. O. Box 3385; Telephone: 2-2305.

# FINANCIAL

(January 30)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
ABC	11 1/2	11 1/8	11 1/8	- 1/4
Admiral Corp.	27 3/4	26 1/2	27	- 1/2
Am. Tel. & Tel.	151 7/8	151 5/8	151 7/8	+ 1/4
CBS A	31 1/2	30 1/2	30 3/4	- 5/8
CBS B	31 1/2	31	31	- 1/2
Philco	24 3/4	23 3/4	24 3/4	+ 1/2
RCA Common	19	18 5/8	19	.....
RCA 1st pfd.	79 1/2	79 1/2	79 1/2	.....
Stewart-Warner	18 1/4	17 3/4	18 1/4	+ 1/8
Westinghouse	37 7/8	37 3/8	37 7/8	+ 3/8
Westinghouse pfd.	103 3/8	103 3/8	103 3/8	+ 1/4
Zenith Radio	60 7/8	59 3/4	60 1/4	+ 1/4
NEW YORK CURB EXCHANGE				
DuMont Lab.	18 1/4	17 3/4	17 7/8	- 3/8
Hazeltine Corp.	24 5/8	24 3/8	24 5/8	.....
Nat. Union Radio	4 7/8	4 3/4	4 3/4	- 1/8
OVER THE COUNTER				
Stromberg-Carlson	Bid 13 1/2	Asked 15		

## Mitchell Signed By APS

Guy Mitchell has been signed exclusively by Associated Program Service, it was announced yesterday by Andy Wiswell, APS vice-president in charge of recording. In signing Mitchell, Wiswell pointed out that he follows in the footsteps of Vic Damone, Evelyn Knight, Mindy Carson and Kay Armen, all of whom started with APS at the beginning of their careers.

**WSTC and WSTC-FM**  
STAMFORD, CONN.  
"The Gateway to New England"  
A B C Affiliate  
Representative: EVERETT-McKINNEY, Inc.

# ★ COMING AND GOING ★

DANIEL O'SHEA, Columbia network vice-president and general executive, is in New York on business.

LLOYD GEORGE VENARD, vice-president of the O. L. Taylor Co., Inc., national station representatives, has returned from Columbia, where he addressed the South Carolina Broadcasters Assn.

TOM CARPENTER, radio and TV copy chief at Kenyon & Eckhardt, Inc., arrived in Detroit late last week on "Toast of the Town" business.

MARGARET PHELAN, vocalist, has arrived by plane and will make a guest appearance tonight on the "Steve Allen Show" over CBS-TV. Then she'll head for Las Vegas, where she will sing at the Desert Inn.

LOUIS D. SNADER, who was in New York last week on Teletranscription business, returned to Hollywood via Miami, New Orleans and Dallas.

## Wyatt And Scheubel Join In New Radio, TV Firm

A new radio and television firm of Jack Wyatt and Reggie Schuebel has been formed to serve as producers of programs and time buyers for advertising agencies without such departments.

In New York the firm will handle the radio and TV activities of Doyle Dane Bernbach, Inc. Advertising agencies in other cities are being contracted for, the company announced.

Schuebel was formerly an executive with the Biow Company and Duane Jones. She produced programs for Philip Morris and Eversharp, and handled the Bulova Watch time signal campaign. Miss Schuebel also is currently directing the radio and TV campaigns for the Cancer Society in New York.

Wyatt has a 17-year background in radio and TV, and as an agency executive. He has been associated with Buchanan Company, Cecil & Presbrey and Grey Advertising. He has handled the accounts of The Texas Company, Paramount Pictures, Philip Morris, among others, and has directed and produced such shows as The Fred Allen show, Twenty Questions, Robert Montgomery and the Metropolitan Opera broadcasts.

Wyatt and Schuebel, beginning February 1, will be located at 40 East 51st St.

## Jablons Plans Return To His N.Y. Company

Washington Bureau of RADIO DAILY  
Washington—Mike Jablons, special assistant to FCC Commissioner Frieda B. Henneck, has completed his job of helping her to organize her office and leaves Washington Friday for a month in Europe. When he returns to this country March 1, he will return to Gainsborough Associates, Inc., New York, as vice-president and general manager. He took a leave of absence September 1 at the invitation of Commissioner Henneck to assist in getting her FCC office under way.

W. W. CHAPLIN, foreign correspondent for NBC, is back from Paris. He had toured Europe as the network's reporter with General Eisenhower.

GERALD F. BOYD, station manager of WPAY, Portsmouth, Ohio, is in New York for conferences with his national reps.

L. WATERS MILBOURNE, executive vice-president and general manager of WCAO, Baltimore, and ROBERT M. RICHMOND, assistant manager and national sales director of the station, are in Gotham on another of their periodic visits.

THOMAS E. MARTIN, president of WAPX, affiliate of ABC in Montgomery, is here from Alabama on a short business trip.

WILBUR EDWARDS, formerly assistant general manager at WEEI, Boston, has arrived in Hollywood to take over his new duties as director of operations for KNX and the Columbia Pacific Network.

JACK BENNY has left for Hollywood following a trip East to make his second television appearance.

WILLIAM SHAW, Eastern sales manager of CBS Radio Sales, also HAROLD DAVIS and HENRY UNTERMAYER, account executives in the division, are back in town after having visited St. Louis, Chicago and Minneapolis.

ODIN S. RAMSLAND, station manager of KDAL, Duluth, Minn., in town on station and network business.

JOHN GRANDY is in town from WQUA, Moline, Ill. Was welcomed yesterday at the local offices of the station's national representatives.

EVE ARDEN, star of "Our Miss Brooks" on CBS, and her agent, GEORGE WARD, are expected in New York today. Eve has taped several of her "Brooks" shows ahead so she can spend a good two weeks here. She'll guest on CBS-TV's "Starlight Theater" on Feb. 8.

# Philip Morris Sales Up In Nine Months

(Continued from Page 1)  
234 was due to a greater volume of sales and \$3,616,348 to the price increase, effective July 28, 1950. The over-all increase represented a volume of business 21 per cent greater than in 1949.

**Net Earnings Estimated**  
Estimated net earnings after allowing for normal and excess profits taxes were \$5.09 per common share compared to \$4.71 for the same period of 1949, on the present number of shares outstanding.

Sales for the quarter ended Dec. 31 were \$76,854,679 against \$64,182,094 for the last three months of 1949.

## In Larger Quarters

The Washington Bureau of RADIO-TELEVISION DAILY and THE FILM DAILY will move February 1 from 1277 National Press Building into larger quarters at 1142 National Press Building.

Expanded Washington activities of the two publications necessitated the move to larger quarters. The telephone numbers will remain unchanged — Metropolitan 0823 and 0824.

J. N. "Bill" Bailey, Washington chief for RADIO DAILY, and James J. Butler, Washington chief for THE FILM DAILY, became associated in business Jan. 1.

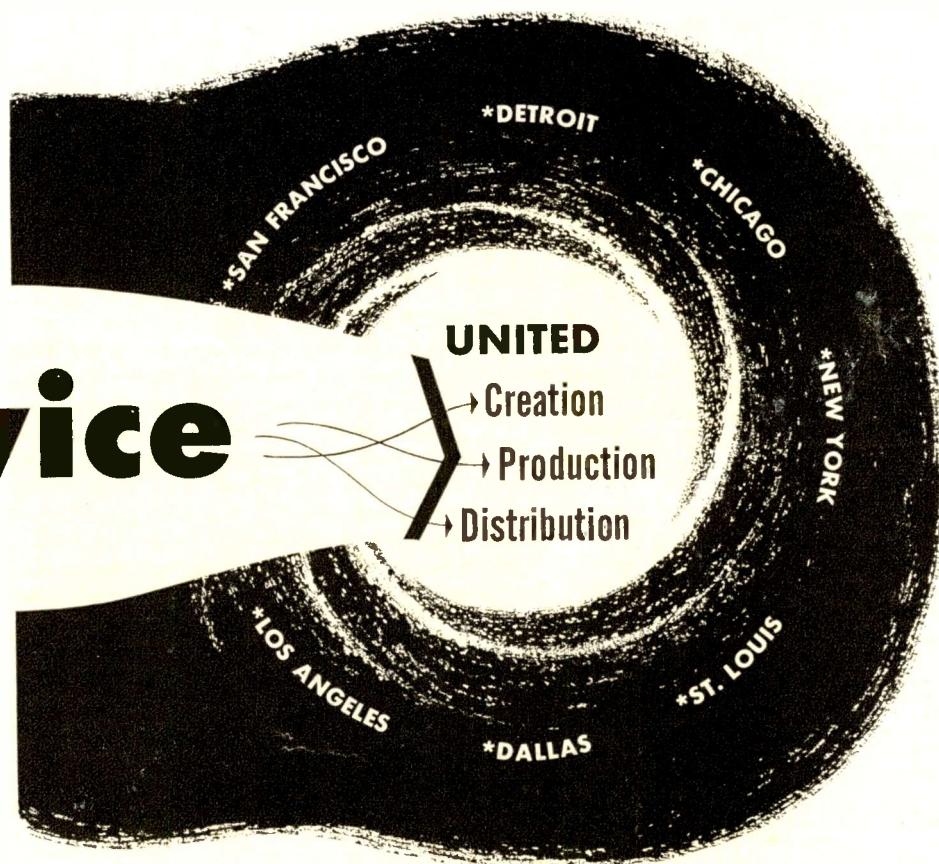


**You get a lot for a little\***  
\*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore  
SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY



At last  
a complete  
television  
program...

**service**



**FIRESIDE THEATER**  
for Procter and Gamble

**ROYAL PLAYHOUSE**  
Fireside's new name  
for regional sponsors

**NIGHT EDITOR**  
The famous Hal Burdick radio series  
brought to television

**PROFESSOR LIGHTSKULL,  
THE MIGHTY CHIMP**

Mysteries solved by Professor  
Lightskull, the great chimpanzee  
detective, his assistant  
Doc Twiddle, and his all chimp cast

*Several additional film packages  
under preparation*

## Congratulations, United Television Programs, Inc.

In particular, congratulations for your speed in setting a record volume of sales for our Royal Playhouse, America's great television dramatic program.

Yours is truly more than a name. In Petry, Standard Radio Transcriptions, and Century Artists you have united the skill and the background of three top flight successful organizations in the radio, recording and talent fields.

This combination of creative, production, and selling know-how with service offices in strategic markets is bound to prove of inestimable help to agencies and their clients alike.

Crosby Enterprises is happy to place the distribution of its television film productions in your experienced hands.

*Bing Crosby Enterprises, Inc.*

TELEVISION DIVISION



9028 SUNSET BOULEVARD, HOLLYWOOD 46, CALIFORNIA • 8822 WEST WASHINGTON BOULEVARD, CULVER CITY, CALIFORNIA

EQUIPMENT  
PRODUCTION  
STUDIOS

# RADIO DAILY TELEVISION DAILY

SPONSORS  
BUSINESS  
AGENCIES

VOL. 56, NO. 25

NEW YORK, MONDAY, AUGUST 6, 1951

TEN CENTS

## COAST-TO-COAST TV FOR SEPT. 30

### FCC's TV-Allocation Proceedings Clarified

#### Inquiries On Filing Dates Answered By The FCC

Washington Bureau of RADIO DAILY

Washington—Because of numerous inquiries concerning dates for filing sworn statements and exhibits in the TV allocation proceeding, the FCC on Friday issued a clarification of its order of procedure announced July 25. One of the most prevalent questions had to do with this:

(Continued on Page 7)

#### Baseball Spokesman Would Curb AM-TV

Washington Bureau of RADIO DAILY

Washington—Some restrictions must be worked out on major league baseball broadcasts and telecasts in minor league areas or the minors face severe economic losses, George Trautman, minor league president, told the Celler Monopoly subcommittee of the House Judiciary Committee Friday.

The only protection to minor

(Continued on Page 2)

#### Urges United Effort To Promote AM Interests

"Radio's reputation as a resultful advertising medium must be built on regular, consistent proof," Miss Lee Hart, BAB sales and advertising

(Continued on Page 3)

#### All Radio, TV Construction Frozen Until Oct. 1

Washington—All commercial construction, including new radio and TV stations, was frozen by the Government Friday until October 1 in a revised order issued by the National Production Authority.

Only construction that will require less than 200 tons of carbon steel, 200 pounds of copper and no aluminum, stainless steel or alloy steel will be permitted to begin before October 1.

Only buildings for which foundations already have been poured will be permitted to go on, NPA said.

On October 1, NPA will place into operation a dual permit system for all construction. Application must be made to NPA for permission to build and for allotment of controlled materials under the controlled materials plan which becomes effective October 1.

#### Ten New Sponsors Sold By DuMont Web

Ten new sponsors and 27 events, totalling in excess of \$1,200,000 was the result of a busy and profitable week for the newly reorganized sales and sports departments of the DuMont TV Network.

Negotiated by Lennen and Mitchell, a long-term contract was closed for the P. Lorillard Company's network sponsorship of "Down You Go," Thursday night quiz program,

(Continued on Page 6)

#### Contest Judges Appointed For 'Voice Of Democracy'

Washington Bureau of RADIO DAILY  
Washington—The fifth annual Voice of Democracy Contest, sponsored by the NARTB, RTMA and U. S. Junior Chamber of Commerce, was formally launched Sunday with distribution of contest man-

(Continued on Page 2)

#### Public Service Report Credits Radio And TV

A total of eighteen major public service campaigns were conducted last year to help step up mobilization efforts and arouse citizen participation in public problems in the U. S. through the work of the Advertising Council, it was announced yesterday by the Council in issuing its ninth annual report, covering the year ended February 28, 1951. The report was signed jointly by Samuel C. Gale, chairman of the

(Continued on Page 8)

#### Ford Sets \$1,200,000 For Aid To Radio, TV

A Television-Radio Workshop aimed at adding a new dimension to TV and radio programs has been established by The Ford Foundation.

The Workshop has immediately

(Continued on Page 3)

#### Micro-Wave Plans Announced By A. T. & T.

Forecasting coast to coast TV transmission on September 30th, the Long Lines department of A. T. & T., announced Friday that the transcontinental micro-wave relay facilities will begin carrying telephone calls on Friday, August 17. In announcing the micro-wave system, A.T.&T.

(Continued on Page 7)

#### Easing Of Credit Curb Aiding AM-TV Sales

Increased radio and TV receiver advertisements and greater promotional efforts were noted on Friday among retailers taking advantage of the easing of credit curb restrictions as announced by the Federal Reserve Board effective midnight last Tuesday.

The easing of the control, Regulation W, has provisions cutting down-

(Continued on Page 3)

#### High Court Appeal Filed In Transit Radio Banning

Washington Bureau of RADIO DAILY  
Washington—Washington Transit Radio, Inc., the Capital Transit Co. and Public Utilities Commission of the District of Columbia jointly petitioned the Supreme Court Fri-

(Continued on Page 3)

### ASCAP Per-Program Answer Filed In TV License Case

Answering the application filed by the Voice of Alabama, Inc., in behalf of television stations, for determination of reasonable license fees, ASCAP Saturday filed an answer in U. S. District Court Friday, in which they asked not be required to furnish "per program licenses" to Broadcast Music subscribers. Their petition also set forth that ASCAP should be entitled to

make a charge on income from "spot announcements" adjacent to programs using music in the society's repertory.

In a summation of the ASCAP's answer which was filed in United States District Court, Southern District of New York Friday: "The Society prays that (a) the Court determine that the fees requested

(Continued on Page 6)

#### TV-Film Deal

Hollywood—KLAC-TV has acquired from Quality Films the television rights to 52 feature films for a period of one year. The contract gives to KLAC-TV the exclusive right to this market for 12 months. Quality Films obtained some of the product from indies, some from Chemical Bank and Trust Co. and some from Standard Capital.

#### Pax

The American Federation of Radio Artists on Friday announced the settling of the six-month-old strike with the Langworth Transcription Service. The strike, lasting from February 6 to midnight last Tuesday, reportedly arose over Langworth's refusal to sign the AFRA transcription code governing wages, contracts and hours.



Established Feb. 9, 1937

Vol. 56, No. 25 Monday, August 6, 1951 10 Cts.

JOHN W. ALICOATE : : Publisher

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

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**WEST COAST OFFICES**

Ethel Rosen  
6425 Hollywood Blvd. Phone: Gladstone 8436

**CHICAGO BUREAU**

Frances B. Clow  
Suite 3013, 333 No. Michigan Avenue  
Phone: Franklin 2-3238

ROME BUREAU: John Perdicari, Ludovisi 16.  
PUERTO RICAN BUREAU: Antonio Alfonso, Edificio Ochoa, San Juan, P. R.; P. O. Box 3385; Telephone: 2-2305.

**FINANCIAL**

(August 3)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
ABC	127 1/8	123 3/4	123 3/4	- 1/8
Admiral Corp.	23 1/2	23 1/4	23 1/4	+ 1/8
Am. Tel. & Tel.	157 3/8	157 1/8	157 3/8	+ 1/4
CBS A	29 1/2	28 5/8	28 5/8	- 7/8
CBS B	29 3/8	28 7/8	28 7/8	- 3/8
Philco	23 7/8	23 1/4	23 1/4	- 1/4
RCA Common	21 5/8	21 1/4	21 1/4	- 1/4
Stewart-Warner	18	17 3/4	17 3/4	+ 1/4
Westinghouse	37	36 5/8	36 7/8	- 1/4
Zenith Radio	60	59	59	- 1
<b>NEW YORK CURB EXCHANGE</b>				
Du Mont Lab.	15 3/4	15 3/4	15 3/4	+ 1/4
Hazeltine Corp.	33 3/4	33 3/4	33 3/4	+ 1/4
Nat. Union Radio	3 7/8	3 5/8	3 5/8	- 1/8

**OVER THE COUNTER**

	Bid	Asked
Stromberg-Carlson	11	12 1/2

**Will Become Publicist**

Jo Anne Wallace, secretary to Ray Diaz, national director of program operations of the ABC network, leaves her position on Monday, August 6, after three years with the network to take up her new duties handling publicity in the New York Metropolitan area for Fred Waring. Miss Wallace, a resident of New York City, is a graduate of the University of Tulsa, Okla., and holds an AB degree.

**WFIL**

560 kc • PHILADELPHIA

Beamed to  
6 Million Shoppers

ABC Affiliate—Rep: The Katz Agency

**★ COMING AND GOING ★**

JACK CARSON, television and movie star, together with a theatrical troupe, including MARIAN COLBY, PINKY LEE and the HONEY FAMILY, sailed Saturday aboard the Queen Mary for Europe.

E. JOHNNY GRAFF, national sales manager of Snader Productions, has left for Atlanta to open a regional office for the organization.

JOAN BENNETT is at Mountain Home, Pa., where tonight she and her daughter, MELINDA MARKEY, open in "Susan and God" at the Pocono Playhouse.

EILEEN FARRELL, soprano, on Saturday left by plane for Cleveland.

REV. CHARLES SCHMITZ, WESLEY GOODMAN and DR. CLAYTON T. GRISWOLD, all of the Protestant Broadcasting and Film Commission, are in Wooster, Ohio, to conduct a religious radio workshop for ministers and other religious leaders.

CHICK VINCENT, producer of Mutual's "Magazine Theater" and other programs, is vacationing in Canada.

**Contest Judges Appointed For 'Voice Of Democracy'**

(Continued from Page 1)

uals and the selection of judges. The contest is for the nation's high school students.

This year's judges will be Sen. J. W. Fulbright (D., Ark.); Sen. Margaret Chase Smith (R., Me.); Seymour N. Siegel, director of WNYC, New York, and president of the National Association of Educational Broadcasters; FCC Chairman Wayne Coy; the Rt. Rev. Angus Dun, Episcopal Bishop of Washington; Mrs. Hiram Cole Houghton, president, General Federation of Women's Clubs; General Hoyt S. Vandenberg, Chief of Staff, U. S. Air Force; Joseph B. Chaplin, president, National Association of Secondary School Principals; Miss Jan Geister, winner of the 1947 Voice of Democracy Contest; Philip Murray, president, CIO.

Justice Clark Honorary Chairman Associate Justice Tom C. Clark of the Supreme Court, a pioneer in development of the broadcast script contest, again will serve as honorary national chairman.

High school students in the tenth, eleventh and twelfth grades will be asked to write on the subject, "I Speak for Democracy," and make five-minute transcriptions of their talks.

JANE BARTON, program director of the New York State Radio-TV-Motion Picture Bureau, to St. Albans (L. I.) Naval Hospital, where for two weeks she will be training officer at the WAVE Recruit School.

PAUL LUKAS went to Cleveland yesterday by plane, and is expected back in New York today.

JACK FOSTER, producer of Ford Bond Radio Productions, off to Pine Camp at Watertown, N. Y., where he will spend two weeks in active training as assistant public information officer of the 42nd Division, National Guard.

KENNETH MANUEL, in charge of the radio-TV department of the D. P. Brothers Agency of Detroit, to New York for two weeks of conferences with staff members of Jerry Fairbanks Productions.

STEVE GIBSON, leader of the "Red Caps," vocal-instrumental group, to New York to discuss guest TV appearances for the aggregation during the coming Autumn.

STANLEY BURNS, disc jockey on WPAT, Paterson, and MURRAY JORDAN, a deejay on WLIB, are a vacationing twosome at Schroon Lake, N. Y.

FANNIE ENGLE, head of women's programs at V. S. Becker Productions, combining business and vacation for two weeks in upper New York State.

VAUGHN MONROE and the members of his band, now doing a series of one-nighters, on Saturday appeared in Youngstown, Ohio.

WALLACE A. ROSS, publisher of Ross Reports on Television, left Saturday for Hollywood, where he'll open a West Coast office and gather material for a TV film report. He'll be away three weeks.

**Baseball Spokesman Would Curb AM-TV**

(Continued from Page 1)

leagues is to forbid the broadcast or telecast of major league games within 50 miles of the minor league cities during game times, he said. A survey made last month showed that in 64 minor league cities 188 radio and TV outlets carry major league games. In 1949 only 75 stations were airing the big league tilts, he said.

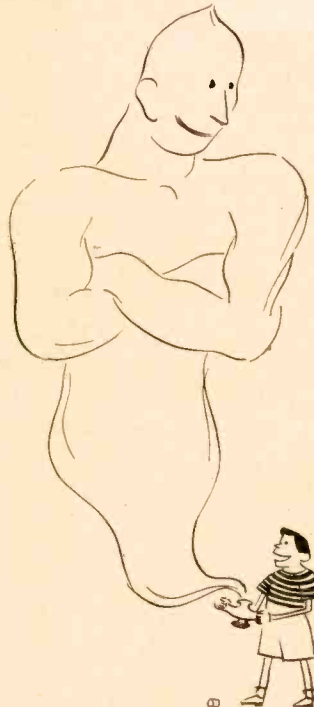
**Sees Minor Leagues Hurt**

Trautman told the committee that after baseball fans listen to or view "three or four major league games" they're not interested "by the time our games are played in the evenings." That lack of interest is cutting deeply into the minor league box office receipts, he stated.

Trautman declined to say whether the broadcast and telecast of baseball places the national sport in interstate commerce and subject to anti-monopoly laws.

**Seek To Transfer Control**

Washington—Application of KFBB, Great Falls, Mont., for transfer of control from Fred Birch to the Fairmont Corp. has been designated for hearing September 24 in Great Falls by the FCC. Commissioners Webster and Sterling dissented and Commissioner Henneck did not participate.



**LIBEL**

Invasion of Privacy  
Plagiarism • Piracy •  
Copyright

**INSURANCE**

For the Wise Broadcaster  
OUR UNIQUE EXCESS POLICY  
provides adequate protection  
Surprisingly Inexpensive  
CARRIED NATIONWIDE

For details and quotations write

Employers Reinsurance  
Corporation

Insurance Exchange Bldg.  
Kansas City, Missouri

**You get a lot for a little\***

\*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY



## Ford Sets \$1,200,000 For Aid To Radio, TV

(Continued from Page 1)

available \$1,200,000 to produce programs combining cultural, public service and entertainment qualities for use in the normal stream of commercial broadcasting. In general, the programs will be designed to serve the purposes of the Foundation set forth in the Trustee report of September, 1950.

In connection with the announcement of the establishment of the Workshop, James Webb Young, consultant on mass communications to The Ford Foundation, said:

"This Workshop will be staffed by the best professional talent we can employ. It will use its funds to produce shows with the maximum of available skills, techniques and facilities.

"These shows will be offered without charge to commercial broadcasters who have already indicated a desire to cooperate in this venture by providing time to put them on the air. They will then be offered for sale to appropriate commercial sponsors, either national or local. If sold, the stations will get their time revenue and the Workshop its production costs.

"Production of the television shows will be primarily on film, probably through an independent Hollywood producing unit. This will enable us to secure greater circulation through flexible time schedules for first-run broadcasting. It will also permit even wider use by such educational stations as may come into existence, through second and third commercial runs, through non-theatrical film programming and other outlets.

"This proposal has been warmly received by leading networks, by the directors of the National Association of Radio and Television Broadcasters, and by all individual station operators to whom we have had opportunity to present it. It has also brought us numerous applications from top producing, writing and acting talent with a desire to participate in this venture. Requests have been received from a number of national advertisers and agencies for an opportunity to consider programs for sponsorship.

"Program plans include both radio and television. Major emphasis will be on television, in which medium programs for both children and adults are under consideration. The first show, however, now in production, is a radio one which will go on the air in November, in cooperation with the Columbia Broadcasting System."

### Replacement

St. Paul—KSTP's Randy Merri-man, whose local daily audience participation shows, "Fun For Your Money" on KSTP, and "Cash 'n' Carry" on KSTP-TV have brought him fame and popularity among Northwest audiences, will replace Warren Hull as master of ceremonies on "Strike It Rich" during the last two weeks in August on CBS-TV. The program originates in New York.

### High Court Appeal Filed In Transit Radio Banning

(Continued from Page 1)

day for a writ of certiorari in the U. S. Court of Appeals decision which banned commercials and announcements on Transit Radio.

The petition alleged that the Appeals Circuit of three judges erred in holding:

(1) The actions of a privately owned common carrier, operating under government authority, is 'governmental action within the meaning of the Fifth Amendment to the Constitution.'

(2) The reception of broadcasts in vehicles of privately owned carriers deprive objecting passengers of liberty without due process of law.

(3) That the Government is required by the Fifth Amendment to restrain communication with public conveyances if some passengers object.

(4) That the first amendment does not protect the dissemination of news programs, weather reports and other announcements important to the convenience and safety of the public and that it does not protect "commercial advertising" where the necessary effect of its elimination would be to terminate the dissemination of news, music and other information important to the convenience and safety of the public.

(5) That the public has no constitutional right to utilize the services of a common carrier.

(6) That the Public Utilities Commission erred as a matter of law in failing to find that radio reception on Capital Transit vehicles constitutes unreasonable service, in finding such reception not inconsistent with public convenience and in failing to stop such reception.

(7) That respondents' private rights were invaded by the PUC order dismissing its own investigation into questions of public convenience, comfort and safety.

### Sterling Sales Up

Sales of Sterling Drug, Inc., and subsidiary companies for the six months ended June 30 were \$79,374,550, an increase of \$11,179,269 over those for the corresponding period a year ago, James Hill, Jr., chairman and president, reported.

At the same time, he noted that earnings before taxes were 24 per cent higher, but that net profits had increased nine-tenths of 1 per cent.

### Urges United Effort To Promote AM Interests

(Continued from Page 1)

specialist, told the mid-Summer meeting Thursday of the Illinois Broadcasters Association.

Stressing the need for united effort to build radio's advertising reputation, Miss Hart told IBA members that a "project-by-project plan to supply the necessary proof" was well organized and under way at Broadcast Advertising Bureau. She cited the new BAB retail radio advertising contest as a first step in "a project which can become an institution in the radio advertising business, supplying vitally important, specific information about radio advertising in the same way the Brand Names contest and the NRDGA newspaper and radio contests have become vitally important annual projects which form the backbone supply of specific information about their type of advertising."

### Cites Fall Survey

The BAB sales presentation based on ARBI surveys to be released in the Fall was also emphasized by Miss Hart as another method of promoting radio advertising. Current projects, she stated, were just the beginning of BAB's continuing drive to produce broad proof of radio results for advertisers. She pointed out that future projects can be limited only by the degree to which stations limit their membership in BAB.

### Easing Of Credit Curb Aiding AM-TV Sales

(Continued from Page 1)

payments from 25 to 15 per cent and raising time terms from 15 to 18 months on household appliances as well as radio and TV sets. It is believed that the relaxing will act as a much-needed sales stimulant to benefit both retailers and manufacturers.

The section of amended controls permitting retailers to make trade-in allowances as full or part down-payments was called by conservative retailers a serious loophole in the regulations but there appeared to be no evidence of the abuse as yet.

Desire to move large stocks of merchandising may temporarily overload, bring overly-generous allowances, it was observed, but such practice is not likely to last long. Meanwhile, the lighter controls are looked to by many as a stimulant to offset the usual slump in TV set sales occurring in the summer months.

### Will Change Frequency

Washington—Under an FCC grant KNBR, North Platte, Neb., will change frequency from 1280 to 970 kc. and install a new directional antenna. The station, owned by John Townsend, operates with one kw. daytime only.

**Profitable TV Audience  
exclusive with**

# WGAL-TV

**Channel 4  
LANCASTER, PENNA.**

Only TV station in—only TV  
station seen — in this large,  
rich Pennsylvania market area.

**NBC**  
TV AFFILIATE

Clair R. McCollough, Pres.

A STEINMAN STATION

Represented by

**ROBERT MEEKER ASSOCIATES**

New York

Los Angeles

San Francisco

Chicago

**WEAV**

PLATTSBURG, N. Y.

AMERICAN BROADCASTING CO.

CONSISTENTLY SELLING THE NORTH  
COUNTRY'S RICHEST MARKET

JOSEPH HERSHEY McGILLVRA, Nat. Rep.

## CHICAGO

By FRANCES CLOW

CHICAGO radio received one of its greatest surprises when Frank McGivern announced his resignation as general manager of WCFL. He will join WONS at Hartford, Connecticut.

Publicist Danny Newman is spending the entire week in New York, to help out on national publicity in connection with "Miss U. S. TV Contest." Preparations are being made for the grand finals to be held in Chicago late in December.

"They Stand Accused" will again be taken locally to WGN-TV from 9:00 to 10:00 p.m. on Tuesday nights.

Jane Porter and Helen Farano of Schwimmer Productions both chose a jaunt through Mexico for their annual summer holiday.

Jack Brickhouse, the man who's had some of the choicest assignments on both radio and television, is again in line for envy. He will emcee the preview on WGN-TV of the Chicago finals for the "Miss Chicago" contest and the midnight coronation at Chicago's Pump Room. Patricia Stevens, Inc., Chicago, is sponsoring the search for "Miss Chicago" and Arthur Meyerhoff & Co., Chicago, is the agency handling the account. Fortunate "Miss Chicago" will receive an 11-day-all-expense air tour to Havana, a complete wardrobe, and, of course, her trip to Atlantic City for the "Miss America" pageant.

Rhonda Fleming and Mark Stevens are among the top-name guests who will appear this week on WBBM's "Matinee at Midnight."

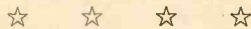
Ted Bailey, chief engineer WJBC, Bloomington, Ill., announced the arrival of a second son on July 27th.

The sixty-voice Will County Rural Chorus will be heard on WGN's "Songs We Sing" broadcast Friday, August 3, 8:30 to 9:00 p.m. The chorus represents the Will County Farm and Home Bureaus and is part of a state-wide rural chorus extension project sponsored by the College of Agriculture at the University of Illinois.

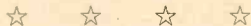
Television stars Carmelita Pope and Peggy Taylor joined "The Pet Shop's" guestbook of famous pet-owners Saturday, July 28th, on WGN-TV.



● ● ● It's nice to hear that Cy Langlois and AFRA have settled their differences. . . . Cy, one of the respected veterans of library field, has some great programming in the Lang-Worth library program service. . . . Frank Zuzulo's elevation to director of press at Mutual is regarded in the trade as a deserved promotion. . . . Zuzulo, with Bob Schmid, v.p. in charge of advertising, publicity and planning, did a whale of a job launching the web's "Mister Plus" trade mark during the last NARTB convention. . . . Jack Herbert's sales approach on summer package shows for the NBC radio network is paying off with new clients and many inquiries. . . . Herbert, v.p. in charge of radio network sales, believes in laying the package availabilities and prices on the line for any and all takers. . . . Watch the fur fly this fall when the competing TV package firms make a bid for station business. . . . Already the TV film show producers are vying for new stations and sponsors. . . . John Royal's exit from NBC as a retiring v.p. brought scores of telegrams and letters of friendship from top executives and artists in the radio and TV trade. . . . John Cameron Swayze caught lunching at Cavanaugh's in New York. . . . Could John be cooking up a radio or TV feature on the famed old restaurant?



● ● ● Moishe Oysher, internationally famous cantor who returned to the "American-Jewish Caravan of Stars" program over WMGM, found that American plays and American music get top billing in Israel. Oysher has just returned from a ten-week concert tour of the Near East Republic.



● ● ● Ruth Lyons is featured in the forthcoming issue of the national magazine, "TV Show," in an article about "Cincinnati . . . TV Big Town." Included with the story of WLW-TV's "50 Club" telecast and the audience reaction are pictures of the program's popular femcee and her sidekick, Bill Thall.



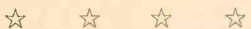
● ● ● Mal Boyd wound up his chairmanship of Hollywood's big "TV Academy Week" by doubling the original membership of the Academy of Television Arts and Sciences. Last effort of Boyd's before entering seminary to study for Episcopal priesthood next month.



● ● ● On the 6th floor of NBC, Milton DeLugg ditty-lighting the folks waiting to get into the 11 p.m. video show with his impromptu medley of Rogers and Hammerstones. . . . Two of the Cleveland Indians baseball team stars, pitcher Bob Lemon and third baseman Al Rosen, are considering an offer to turn disc jockey for a Cleveland station. . . . Kermit Schafer planning a trek through the hinterlands this month on a writing talent search. He'll present a series of stories by newcomers in the Fall, if present arrangements materialize. . . . The Southern Biscuit Co., through Dan Lindsay Advertising Agency, has bought "Boston Blackie" on TV from Ziv Television Programs, for showing in three cities.



● ● ● War correspondent, news writer and broadcaster Jack Walters took off for Tokyo, Japan, where he will join the other members of CBS team of newsmen, George Herman, John J. Jefferson and Robert Pierpoint, covering the Tokyo-Korea area. Walters will be heard on regular CBS radio network programs next week.



● ● ● Gus Lesnevich, the former light-heavyweight champ of the world, becomes the first "name" fighter to invade the disc jockey field when he and his verbal sparring partner, Bob Emerick, launch their platter chatter program on WOR, August 11, 4:30-5 p.m.

## PROMOTION

### Birthday Celebration

Fifth birthday of WLAN, Lancaster, Pa., will be celebrated next Thursday in fine style, with the ABC affiliate playing host to some 40 agency time buyers and members of the trade press. They will be flown from New York in a special plane to the heart of the Pennsylvania Dutch country where they will be met by the mayor of Lancaster and Frank H. Altdoerffer, owner of WLAN, as well as other prominent citizens.

Luncheon at the Lancaster Country Club, swimming, golf, visits to the home plants of the Hamilton Watch Company, the Armstrong Cork Company and the Tube Division of RCA, followed by a buffet supper at the Altdoerffer country home, are included on the crowded agenda.

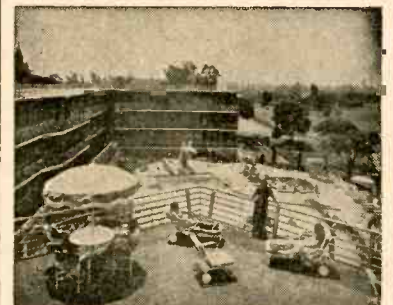
In line with the anniversary, all station identifications all day will be made by a five-year old girl selected through a series of auditions. The preceding day, all five-year-olds within the WLAN listening area will be treated to all the ice cream they can eat at Wiggins Restaurant.

### Gets Graphic Arts Award

Ed Casarella, assistant art director of ABC's Sales Presentation Department, has been awarded a Fulbright Grant. Casarella, a resident of Brooklyn, N. Y., will depart for Rome, Italy, on September 25, where he will pursue the study of graphic arts for a one-year period. His wife will accompany him during his year's study in Rome.

## REALLY LIVE

at the



## HOLLYWOOD COUNTRY CLUB HOTEL

Chas. LaTorre, (Fellow actor)

Res. Manager

Swimming Pool, Cocktails, Dining Room

Rates

From \$5. up. Also Monthly Kitchen Apts. Special Rates to Professionals.

445 N. Rossmore Ave. Phone:  
Hollywood, Calif. HO. 9-2701

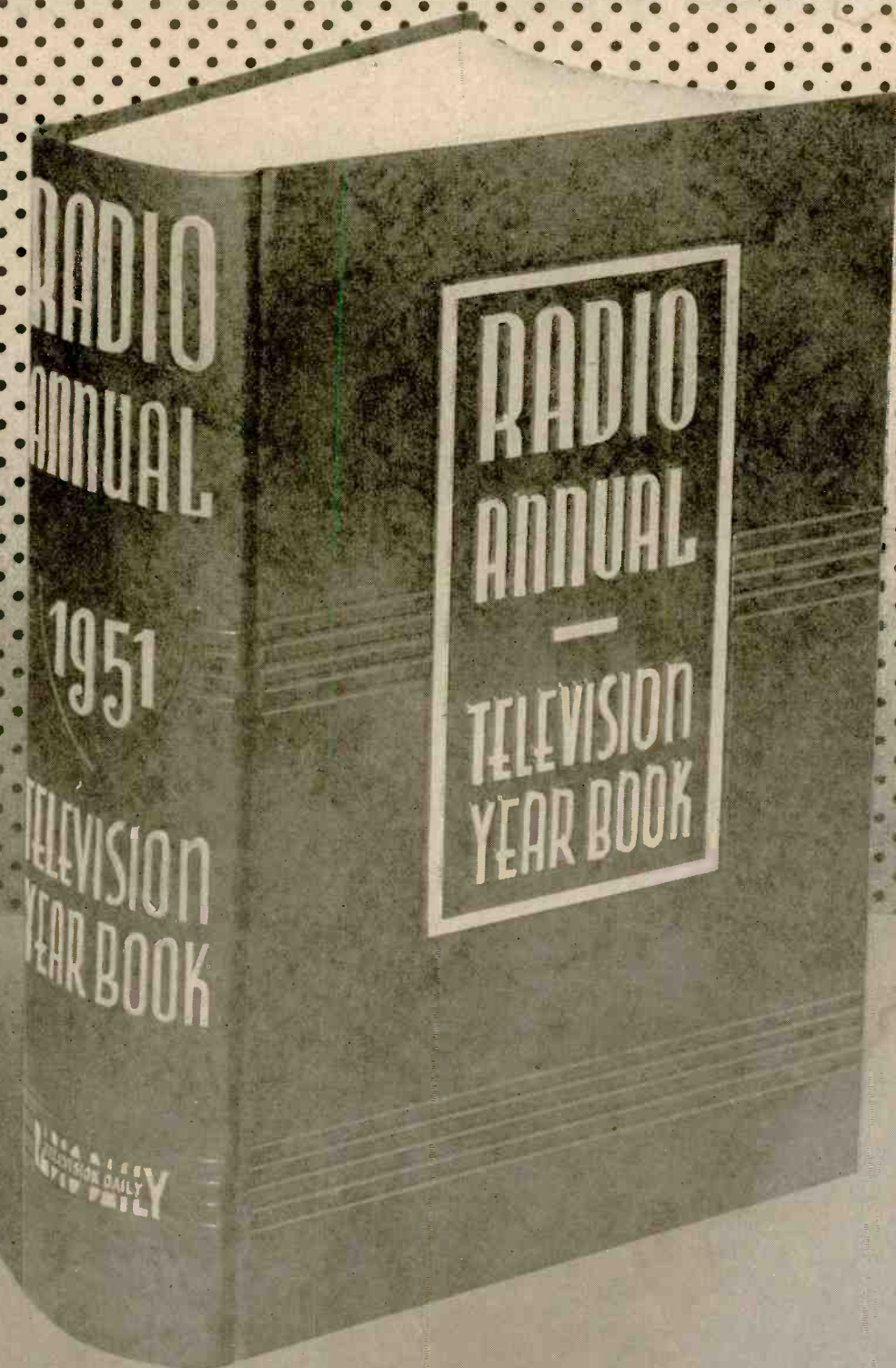
## WFIL

560 kc PHILADELPHIA

Operating at 560 kilocycles, WFIL's 5,000 watts provide coverage equal to 100,000 watts at double the frequency . . . 1120 kilocycles.

ABC Affiliate—Rep: THE KATZ AGENCY

# THE REFERENCE BOOK OF THE YEAR



The 1951 Edition contains a complete list of ADVERTISING AGENCIES and their personnel, and Radio and Television Accounts handled by them.

PAGES 129 to 312



## ASCAP Answers Plea For New TV Permits

(Continued from Page 1)

by the Society in the per program license are reasonable; (b) an interim fee be fixed by the Court pending final determination; and (c) such other and further relief be granted as to the Court may seem just and proper."

An affidavit filed in behalf of Otto A. Harbach, president of ASCAP, sets forth in detail why the society contends they should not be required to service BMI licensed stations and the reasons for seeking license revenue from spot commercials carried by TV stations.

At one point the affidavit charges: "BMI has also urged broadcasting companies to obtain 'per program' licenses from the society rather than 'blanket' licenses, despite the fact that BMI licenses are on a blanket basis."

Continuing the statement says: "It is respectfully submitted that the Society should not be compelled to issue per program licenses to radio and television broadcasting companies which have licenses from BMI. It is further submitted that the amended final judgment should be modified accordingly."

### Regarding Spot Announcements

In referring to "Spot Announcements," the affidavit in part reads: "The Society has at all times maintained that where 'spot announcements' of an advertising character precede or follow a program containing copyrighted musical compositions in its repertory, the use of music in such programs contributes to the presence of an audience and so adds value to the 'spot announcements,' and therefore the amount received from adjacent 'spot announcements' should be deemed to be part of 'the sum paid by the sponsor of such program.' If the language of the amended final judgment is too restricted to warrant this interpretation, it is submitted that the amended final judgment should be modified so as to permit this charge in express terms."

## Adams Contract Extended For Another Four Years

Minneapolis—Cedric Adams signed an agreement Friday extending his contract with WCCO through 1955. Announcement of the new agreement which gives WCCO exclusive rights to Adams' services for the next four years was made by Gene Wilkey, manager of the CBS-owned station in the Twin Cities.

Adams, who had been a newspaper columnist on the Minneapolis Star and Tribune for many years, started his first regular series of radio newscasts on WCCO in 1934. His popularity in the five-state area covered by WCCO has increased steadily in the 17 years since his first broadcasts.

## California Commentary

By ETHEL ROSEN

● ● ● Robert Young will serve as master of ceremonies for the annual Fisher Body Company Scholarship Awards program in Detroit, August 14. . . . "The Radio-TV Outlook for Fall, 1951," is the subject to be discussed with Mitch De Groot when he addresses the luncheon meeting of the Los Angeles Advertising Club, as guest speaker, August 7th. . . . Margaret Whiting and Frankie Laine will be regulars each week on KLAC's recorded "Stars of the Week" heard Monday through Saturday. . . . Gisele MacKenzie is maintaining her position as "Canada's First Lady of Song" even while living here, where she is featured each Sunday on the "Mario Lanza Show." She is heard five days a week over the Canadian Broadcasting Company network, via tape recordings which she makes here and rushes to Canada by air. . . . Tony Pastor and orchestra and June Hutton, songstress, are stars of ten Snader TeleScriptions to be filmed by Louis D. Snader in color. Duke Goldstone directs. . . . Frank Worthy has begun scoring and recording the music for Roy Rogers' first TV show. . . . Dennis Day, now vacationing in Honolulu, surprised his radio boss, Jack Benny, with a lineup of Hawaiian musicians and hula girls when the comic stopped in Honolulu after his Korean junket, by hosting a pineapple party for Benny when he arrived at the airport. Day returns with Benny again this fall on CBS.

★ ★ ★ ★

● ● ● Rhonda Fleming has received a citation from the Sister Elizabeth Kenny Foundation for her aid in helping raise needed funds for the foundation's work via her transcribed radio appeals. . . . Robert Merrill in New York to meet with NBC-TV executives to discuss a once-weekly video layout starring the singer in capsule versions of famous operas. Merrill wants to film the series for a two-fold purpose, leaving time open for concerts and "live" opera roles plus his desire to lease the films to motion picture "art" houses around the country after they've made the rounds of NBC's television network. . . . King of the western swing, Spade Cooley, celebrated his third year in TV on KTLA's "Spade Cooley Show" Saturday (4th). Stars galore were on hand to help Spade launch the beginning of his fourth year. . . . Eunice Kettle, a member of the "Pinafores," singing trio of the Gene Autry show, was married Saturday to James O'Bryan.

★ ★ ★ ★

● ● ● KTSN account executive Gordon Walker has returned from a vacation in the Hawaiian Islands. . . . Charles J. Conrad, Hollywood Assemblyman, has joined the growing list of motion picture people who have gone into television. Charlie is substituting for Announcer Bill Karpel at KTSN during his vacation and, in addition, is host on a new program, "Look and Learn." . . . Lloyd Brownfield has returned to his desk following a two-week vacation in the High Sierras. . . . Jules Hack, formerly with the radio-TV commercial writing staff of Y&R, Chicago, has joined the staff of Erwin, Wasey & Company in the same capacity.

★ ★ ★ ★

● ● ● Lillian Kramer, Y&R publicity, in San Francisco to make arrangements for an "Unbirthday Party" cake contest in connection with Swans Down. . . . A. E. Joscelyn has been named radio-television representative on the board of directors of the United Appeals Plans. The organizing committee is preparing a proposed merger of all major charity solicitations into one annual drive similar to those held in Detroit, Toronto and other Eastern cities. . . . Carl Haverlin, president of both BMI and the Radio Pioneers Club, remained in town following the BMI-SCBA all-day program clinic held at the Hollywood Roosevelt, July 31, to address the luncheon meeting of the Hollywood Advertising Club, August 6. He'll talk to the ad clubbers on recent trends in commercial shows on both radio and TV.

## Ten New Sponsors Sold By DuMont Web

(Continued from Page 1)

on behalf of Old Gold Cigarettes. Another newly signed contract was closed by the Lawrence Gumbiner Agency for its client, S. A. Schonbrunn Company, makers of Savarin Coffee. Calling for a total of 260 eight-second announcements four evenings a week, on WABD, effective Aug. 21.

Through Foote, Cone and Belding, Inc., a contract was arranged for Liebmann Breweries, Inc., for Rheingold Beer, with 13 five-minute filmed programs to promote the annual Miss Rheingold contest on WABD. A fourth contract is with the Strauss Stores.

Initial week of Tom S. Gallery, new sports department head, was a successful one, with contracts for telecasts of 27 top sports events for the web, with most of them sponsored. First on Gallery's list was the Aug. 5 telecast of the All-American Golf Tournament and the Aug. 12 Tam-O-Shanter Golf Tournament, both sponsored by the George H. May Company on behalf of its business engineering services.

### Other Events Listed

Other top events coming up are the Aug. 16 Yonkers Derby to be telecast under sponsorship of Pabst Beer; Admiral Corporation's sponsorship of the Aug. 17 telecast of the All-Star football game from Chicago's Soldiers' Field; the Sept. 9 video coverage of the Chicago Bears-Cleveland Browns Football Game, under sponsorship of the Fred Miller Brewing Company of Milwaukee, for Hi-Life Beer. A series of 22 professional football games will begin on Sept. 30 over the web, with DuMont cameras following the Cleveland Browns wherever they play for ten games, and then will turn to the Chicago Bears or Chicago Cardinals for the other 12. The Atlantic Refining Company and the Brewing Corporation of America for Carling's Red Cap Ale, will sponsor the games.

To round out the football schedule, DuMont earlier announced that it would present the National Professional Football League title game, from an eastern city, at the end of the football season in December. DuMont will also present, under cooperative sponsorship, the Winter series of Saturday night wrestling exhibitions from Chicago.

## Stations Taking Recess

Washington—Two stations have been granted authority by the FCC to remain silent until mid-September pending reorganization of the licensee corporations.

WLOU, Louisville, which operates on 1350 kc. with one kw. daytime only, was authorized to remain silent until September 15.

KGIB, Bremerton, Wash., which operates on 1540 kc. with one kw. daytime only, was authorized to remain silent until September 16.

## Coast-to-Coast TV Slated For Sept. 30

(Continued from Page 1)

said: "Over the new communications skyway, words and pictures will be relayed between 107 towers stretching from New York through Chicago and Omaha to San Francisco. Construction of the first section of the coast to coast system started in 1948 and the completed project represents an investment of 40 million dollars."

### Programs Being Shifted

Anticipating the availability of coast to coast TV transmission this Fall networks, sponsors and agencies are realigning program schedules to fit the expanding coverage. When two-way TV transmission is available from the west coast it is expected that some programs now seen on TV film will originate live on the west coast as well as the East.

With the inauguration of the coast to coast service one circuit will be available from east-west and from the west-east. Because of the limitation on available circuits at this time, A. T. & T. indicated Friday, that an allocations plan will have to be worked out with NBC, CBS, DuMont and ABC TV networks. It was pointed out that the microwave relay system can accommodate one westbound and one eastbound program at the same time.

### Time Zone Problem

One of the problems which will face TV networks when the coast to coast transmissions begin will be the time zones. With three hours difference in time between the two coasts it may be necessary to either repeat telecasts or kinescope some live shows for the accommodation of sponsors who wish their shows telecast at preferred time periods.

Though exact program schedules for the initial coast-to-coast microwave relay telecasting are not yet set up, the networks are planning on their top shows to make the TV history record.

### Plan Originations

CBS-TV will probably have Burns and Allen and Alan Young, and possibly Jack Benny, slated for the first shows on Sept. 30. NBC-TV is thinking in terms of four of its chief week-end attractions, the Colgate Comedy Hour featuring Eddie Cantor, the All Star Revue with Durante-Carson-Wynn and Thomas, the Red Skelton show and Bob Hope, to originate from the West in the record-making coast-to-coast live video shows. Likewise, DuMont and ABC-TV will probably have their top shows set for the initial telecasting.

## ★ ★ TELE TOPICS ★ ★

**N**EW start in life was made possible for a Kansas family made destitute by the recent floods, on the CBS-TV "Strike It Rich" program. The story, which reads like a modern Horatio Alger tale, serves further illustration of the terrific pull of TV: Marcelino Fernandez, his wife and two of their four children, were flown to New York from Kansas City, where they lost home, car and all belongings, especially for the telecast in an effort to help them get a lucky break. After they won \$220 in cash, a flood was caused. . . . This time a helpful one—of phone calls with offers to help the victims. The owner of a western meat packing firm promised to match the winnings of the family; an Englewood, N. J., housewife called to say she was sending a check for \$100; a Cedarhurst, N. J., dress shop offered to furnish complete outfits of clothing for the children; a Pittsburgh department store executive promised to furnish an entire home for Fernandez; and two New York youngsters, Ed and Kathleen Gates, sent in \$1.76, their earnings from selling lemonade. The new deluge completely overwhelmed the grateful family, who, thanks to TV, will ride the crest of happy life again.

### TODAY'S TV Personality:

**COL. HOWARD NUSSBAUM**, radio and TV director, a newly created post in the Harry B. Cohen Advertising Agency, is a pioneer in both commercial and military use of radio and TV. Organizer of the first radio department for the Air Force after Pearl Harbor and organizer of combat reporting of the European invasion where he set up the first broadcast from a combat plane and personally reported a bombing mission from a B-17 over Germany. Nussbaum also developed the first plane-to-plane and plane-to-ground television broadcast technique. He continues in an advisory capacity to the Secretary of Defense in



NUSSBAUM

matters relating to the North Atlantic Security Pact. Prior to joining the Cohen Agency last month, Nussbaum was special assistant to W. Stuart Symington, of the National Resources Board. Before the war, he was a TV producer-director for NBC, where he produced such pioneer ventures as the 1940 political conventions. Aware of the close relationship of movie and TV techniques, he spent a year in Hollywood as associate producer at Warner Brothers. After he took leave from the Armed Services, he joined ABC as national production manager and eastern program manager, leaving to rejoin the Defense Department.

**O**FFICIAL permission for increased power granted WPIX, which began operating Friday at 26.3 kw. Three other New York stations, WNBT, WCBS-TV and WABD, expected to follow suit, pending FCC okay. WAVE-TV, Louisville, Ky., increased its operating power nearly three and a half times Friday. . . . Ezra R. Baker, Jr., new director of sales promotion at International Movie Producers' Service. . . . Dallas-Fort Worth area has 125,720 TV sets in use, according to Aug. 1 count made by WBAP-TV research department. . . . Felix Jackson, former Hollywood movie producer, will be executive producer of the new "Schlitz Playhouse of Stars," full-hour live dramatic program that will have its premiere Oct. 5 on CBS-TV. . . . Johnny Johnston, co-star of the Broadway musical, "A Tree Grows in Brooklyn," will act as host for vacationing Ed Sullivan on "Toast of the Town" next Sunday. . . . Rube Goldberg, dean of the cartoonists, will guest on the Garry Moore Show on Friday.

**A**NNIVERSARY report of the bombing of Hiroshima will be made on Thursday on "Your Esso Reporter," at 9 p.m., EDT, over CBS-TV. A special crew of film cameramen and reporters, directed by the web's correspondent, Robert C. Pierpoint, is flying from Tokyo to Hiroshima, first city on which the atom bomb was dropped. Film will show reconstruction work today and give eyewitness accounts of the destruction by survivors. . . . NBC-TV's news department is flying camera crews to the North Pole and the turbulent Middle East. The Iranian oil question will be covered by Brad Kress and John Hofen of the Washington staff, who will film and record on-the-spot news breaks and exclusive interviews with top-ranking officials. After Iran, they will go to Madrid to interview Franco, and then will cover Berlin, Britain and North Africa before returning stateside. Meanwhile, Gene and Charlie Jones are en route to the North Pole to report telewise on the progress of America's Northernmost defenses.

## Procedure Clarified On TV Allocations

(Continued from Page 1)

where a party has filed both a comment and an opposition and the two filings were listed by the Commission in different alphabetical groups, resulting in different filing dates for the comment and the opposition, what is the correct filing date?

The Commission said that part of the affirmative case which is directly related to each separate pleading must be filed on the filing date specified for each such pleading. Complete filing dates by groups and areas affected were published in the July 27 edition of RADIO-TELEVISION DAILY.

As an example the FCC said where a party has filed an opposition listed in Group A and a counter proposal listed in Group Z, that part of the case which relates to the opposition must be filed on the date for filing documents with respect to pleadings listed in Group A.

Statements and exhibits relating to the counter-proposal itself, however, need not be filed until the date for filing with respect to pleadings listed in Group Z.

In order to get a clearer picture of the Commission's latest order, attorneys and broadcasters must have copies of the order of procedure issued July 25 and the order of hearing procedure released July 18. The latter contains more than 2,000 separate filings.

In its clarification order, the FCC said any statement or exhibit filed as part of the direct or affirmative case of any party, whether it relates to a counter proposal or opposition, must be filed on the dates specified. This includes any person who has filed appropriate comment or opposition with respect to appendices C and D of the third notice, issued March 22.

In general, said the Commission, the direct or affirmative case constitutes the case that would have been presented on direct examination had hearings been oral.

No direct or affirmative case may be made by documents filed pursuant to 5(C) of the order of hearing procedure. This provides that any person eligible to submit sworn statements or exhibits will be permitted to submit statements or exhibits directed against statements or exhibits offered by other parties pursuant to the direct or affirmative case clause. Only evidence that would have been submitted at an oral hearing through cross-examination and rebuttal will be considered in documents filed pursuant to 5(C).

**TOPS T-V**  
in  
**FILMS!**

**WESTERN'S galore!**

featuring ★ Ken Maynard ★ Bob Steele ★ Bill Cody ★ Fred Scott ★ Tim McCoy

Write for full listings today

**★ UNITY ★**  
TELEVISION CORP.  
1501 B'WAY., N. Y. C. 18  
LONGACRE 4-8234

**COAST-TO-COAST****Anniversary Present**

Cincinnati, O.—An Eastern home is happier today because of the interest shown by the cast of "Midwestern Hayride," which originates in the WLW-TV studios. Bill Thall, emcee of the wagonload of rural talent, received a letter from a viewer in Seneca Falls, N. Y., which read: "Will you please play 'Now Is the Hour' on the guitar for my husband's 66th birthday and our 15th wedding anniversary. I am a bedridden cripple and am unable to give my dear husband a present, so thought this would be a very pleasant surprise for a gift to see and hear on TV." The request was played on the network show by Jerry Byrd, who has been cited as one of the top steel guitarists in the country, accompanied by the cast's best wishes.

**Joins NBC Affiliate**

St. Paul, Minn.—Ruth Clymer, formerly associated with the Mason City Globe Gazette in Iowa, has joined the continuity department of KSTP-TV.

**Trained Staff**

Waynesboro, Va.—WAYB obviously likes to choose its staff members from among the graduates of the Columbia Institute in Philadelphia. Latest addition is John Buckland, announcer. Others are Walter De Puy, copy writer, and Al Charles, chief announcer.

**New "Dr. Jive"**

Woodside, N. Y.—Selected from an auditioning field of 45 Negro disc jockeys from throughout the nation, Tommy Smalls, 25-year-old Savannah, Georgia d.-j. and newspaper editor, takes over as master of ceremonies on the "Dr. Jive Show" on WWRL. Prior to this commitment, Smalls conducted disc jockey shows over WJIV, WSAV and WDAR, in Savannah, served as editor of the weekly "Savannah Herald" and was the emcee of several leading night clubs.

**Polio Protection**

Hartford, Conn.—The teenage panel of the "Mind Your Manners" program over WTIC recently discussed the problem of protection against infantile paralysis. Allen Ludden, moderator, stated that it was the first discussion of its kind in the program's history. Sources of authority for the panel's suggestions were a bulletin issued recently by the Connecticut Department of Health and an article in this month's issue of Parents Magazine.

**KLIX is Klickin' in Idaho's First Farm County 1st in Intermountain West 56th in the Nation**  
ASK HOLLINGBERY  
TWIN FALLS, IDAHO

**THE WEEK IN REVIEW****... Radio-TV Highlights**

By BILL NOBLE

AS the FCC received more than a score of requests for authorization to increase power from stations in many sections of the country, engineers this week forecast improved TV reception, especially in fringe areas. Already, three of New York's six TV stations were granted FCC authorization to increase power. They are WOR-TV, WPIX and WJZ-TV, first to begin with increased power.

Another issue to be decided by the FCC at its theater TV hearings to begin Nov. 26 were charges raised by the Fair Television Practices Committee last week that box-office TV is illegal and constitutes an "entirely new question." According to Max Goldman, general counsel for the FCC, the only FCC jurisdiction in connection with theater TV thus far has been to grant AT&T applications for experimental frequencies for microwave relay stations.

The NARTB-TV program standards committee listed four basic sub-committees last week to begin work on standards for TV programming. It was agreed at the Washington meeting that an association committee should act as a "reviewing" body to interpret the standards. The committees' reports will be announced Oct. 2-3.

The Army and Air Force recruiting service plans to use 35 per cent of its 1952 advertising budget for radio and television, it was disclosed last week by Maj. Gen. T. J. Hanley, Office of the Adjutant General, before a House Appropriations subcommittee during hearings on the Defense Department's appropriations bill.

TV receivers should not be subjected to excise taxes because the public has come to rely on broadcasting and telecasting as a major source of general information, it was announced last week by Ralph W. Hardy, NARTB government relations director in an appearance before the Senate Finance Committee. Hardy appeared in behalf of the radio-TV industry opposing the proposed 25 per cent excise tax on radio and TV sets.

The total number of TV sets in the United States is estimated at over 13 million as of July 1, according to figures released by Hugh M. Beville, Jr., last week. Beville, NBC's director of plans and research, claimed that six of the nation's 63 TV markets now have more than 500,000 sets.

The CBS 1951 Fall radio program promotion campaign met last Monday and Tuesday with over a record-breaking attendance of 110. The Fall campaign will spend over \$7,000,000 on radio, local and network, with \$1,000,000 on newspaper and magazine advertising.

DuMont plans for the net TV Center to house the DuMont TV network operations at the site of the old Central Opera House build-

ing in New York were announced by Chris J. Witting, the web's director and general manager.

Radio was credited with having done a "magnificent" job during the rehabilitation period which followed the midwest floods, according to Roy S. Moulton, coordinator of Civilian Defense at Kansas City last week. In a letter sent to RADIO-TELEVISION DAILY, Moulton said, "... nothing rendered a greater service to the people of the affected area than the radio stations of Greater Kansas City."

The 12th annual Shows issue of RADIO-TELEVISION DAILY listed more than 1,000 program ideas for radio and television for the Fall and Winter season, 1951-52. It showed radio as a thriving institution despite the gains of telecasting throughout the year.

Rounding out the highlights of the week in review was the announcement of the new merchandising plan by Emerson Radio & Phonograph Corp., in which black-and-white TV receivers will be sold for one to three months with a two-year program guaranteeing the purchaser a trade-in for any make color TV set which comes into the market.

**Public Service Report Credits Radio And TV**

(Continued from Page 1)

board that year, and T. S. Repler, president.

Campaigns for U. S. Defense Bonds, Fight Inflation, Student Nurse and Armed Forces recruitment were some of the major programs carried on voluntarily by the Advertising Council.

One of the most significant developments during the year was the inauguration of a new Television Allocation Plan patterned after the Radio Allocation Plan which has operated successfully throughout the Council's history. In the TV plan, national advertisers voluntarily allot time periodically to public service messages based on Council campaigns.

**Wide Cooperation**

In setting up the plan, all four major TV networks and more than 50 network advertisers cooperated, it was reported. Estimated circulation for the period was about 267,506,000 television home impressions.

Through the Council's Radio Allocation Plan, American business companies contributed major radio support to 19 top-priority campaigns and gave additional coverage to 34 others. Estimated circulation contributed to all campaigns by commercial programs alone was more than five billion radio home impressions. Individual stations reportedly contributed even greater support to local and national causes.

**AGENCIES**

J. WALTER THOMPSON COMPANY announces addition of Henry Johnson as representative in the New York office, Mrs. Janet Wolf and Miss Marjorie Paul to the copy staff there, and Frank W. Linder in the Miami office. Johnson is a former account executive for Benton and Bowles.

WARNER S. SHELLY has been elected to the board of directors of N. W. Ayer and Son, Inc., of which he has been vice-president since 1938.

JOSEPH NORMAN KAPLAN ASSOCIATES, Miami Beach, have been appointed by the Schine Hotels in Florida.

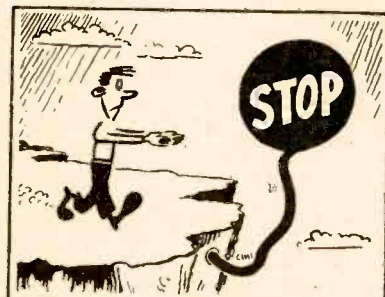
PEERLESS CAMERA STORES have named Sidney W. Rosen to direct sales planning and newspaper, magazine and direct mail advertising; and Morris Bragin as coordinator of public relations, display and special promotion for the organization.

H. G. TAPPLY has been appointed copy chief and special consultant on accounts in the sporting field for Reilly, Brown and Willard, Inc., Boston advertising agency.

EVERETT REIMER has joined W. R. Simmons and Associates, research organization. He was previously with the Survey Research Center of the University of Michigan.

RICHARD T. MORRIS has been appointed administrative manager of the Nemethy-Davis Company, Detroit. He formerly was with the Gibson Art Company, Cincinnati.

STEPHEN GOERL ASSOCIATES have been named by Riverdale Products, Inc. to handle advertising for Pompon d'Or Confections and Old Europe Coffee.

**STOP TV FILM DAMAGE**

Avoid blemishes that distract audience attention. Safeguard screen quality with

**PEERLESS FILM TREATMENT**

For details see the  
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EQUIPMENT  
PRODUCTION  
STUDIOS

# RADIO TELEVISION DAILY

SPONSORS  
BUSINESS  
AGENCIES

VOL. 57, NO. 17

NEW YORK, WEDNESDAY, OCTOBER 24, 1951

TEN CENTS

## SURVEY REVEALS TV SET SALES UP

### RCA Reports Extent Of Color Experimentation

#### Press Conference Shown 5 Color TV Tubes

RCA's unveiling of its five color tubes, characterized by Dr. E. W. Engstrom, vice-president in charge of RCA Laboratories Division, as "the most important electronic contribution, carried to completion since the end of World War II," disclosed the vast scope of the corporation's re-

(Continued on Page 8)

#### Color TV Meeting Set For Tomorrow

Washington Bureau of RADIO DAILY

Washington — The television set manufacturing industry will receive guidance at a Thursday meeting here this week on how far it may go in spending materials for research and development of color receivers, a step following last week's instruction banning the production of such equipment until further orders.

The session, asked by Defense

(Continued on Page 6)

#### Radio Executives Heard At BMI Program Clinic

An emphasis on new ideas, promotion and programming suggestions, and advice on research methods were some of the major highlights of talks at the closing session

(Continued on Page 6)

#### Poole's Folly

Acrophobia sufferers are common, but Stanley Poole of Babylon, L. I. can't be counted among them. Stanley climbed to the 560-foot level of the WOR-TV tower in North Bergen, N. J. before police brought him down. He said he was interested in geography, topography and construction of towers. Cost of the venture was a \$25 fine by police.

#### Favor Monopoly Rights

Washington—A poll of 103 baseball writers shows that they favor monopoly rights for baseball over televising ball games, the House committee investigating baseball has revealed. Three out of four writers were in favor of the monopoly. The poll was taken by the subcommittee before it was decided that no investigation of radio and TV rights would be made during the hearings. Recently, the major league club owners decided that the rights should rest with the individual clubs and not the league.

#### Balaban Appointed To Paramount Post

Appointment of Burt Balaban, son of Barney Balaban, president of Paramount Pictures, to the post of director of programming and production for Paramount Television Productions, Inc., and John Howell as director of sales and merchandising, was announced yesterday by Paul Raibourn, president of Paramount Television Productions.

Balaban who has been associated with Paramount the past six years,

(Continued on Page 6)

#### Mail Pouch To Sponsor Mutual 'Game' Summary

The Mail Pouch Tobacco Company, makers of Kentucky Club Tobacco, starting Saturday, Oct. 27, will sponsor a five-minute roundup preceding and a five-minute summary following Mutual Broadcasting System's presentation of the football "Game of the Week," according to an announcement made

(Continued on Page 2)

#### New TV Company Formed On Coast

West Coast Bureau of RADIO DAILY

Hollywood — Announcement of the formation of Peerless Television Productions, Inc., with Edward Small as president and George Shupert as vice-president in association with Sol Lesser, producer, was announced yesterday.

The company will produce films especially for TV, set up a distribution organization and serve as representatives for the 30 feature films

(Continued on Page 8)

#### BMI Will Syndicate Goodman-WNEW Series

As part of its continuing public service project to promote the broadcasting of concert music, BMI will syndicate Benny Goodman's program commentaries for symphonic concerts to radio stations throughout the nation at cost.

The new BMI effort, resulting from arrangements just completed

(Continued on Page 2)

### New York AP Broadcasters Oppose News Restrictions

Albany—A resolution condemning President Truman's order to civilian agencies to withhold information for security reasons was adopted by the New York State Associated Press Broadcasters Association at the broadcasters' annual one-day meeting this week. The association added in the resolution that the President's action was "contrary to the spirit of the free dissemination of news."

The broadcasters claimed that

under the President's directive "news releases from federal government departments, bureaus and commissions are to be subjected to limitations indicative of a censorship which squeezes news within the artificial limitations of so-called 'security regulations.'"

In another resolution, the broadcasters said the imprisonment of AP correspondent William N. Oatis

(Continued on Page 2)

#### Dealers In Major Cities Report Increase

Reflecting a decided upturn in TV receiver sales in recent weeks and a preference for pictures 17 inches or larger, Jack H. Levin Associates yesterday completed a survey for RADIO-TELEVISION DAILY of TV dealers in most of the major markets throughout the country. In making the sur-

(Continued on Page 6)

#### Wayne Coy Speaks On Morano Charge

Washington Bureau of RADIO DAILY

Washington—FCC Chairman Wayne Coy has notified Rep. Al Morano (R., Conn.) that the Commission "will take up further" with WMCA, New York, his complaint that Barry Gray, a night-time disc jockey, assailed one of his constituents.

"The act of Congress under which we operate specifically bars the

(Continued on Page 6)

#### Best Foods Buys Series 2 Hrs. Weekly On WABD

Best Foods, Inc., through Benton & Bowles, Inc., yesterday pacted one of the largest contracts ever negotiated for a single sponsorship in a multi-station TV market when the company purchased a weekly

(Continued on Page 2)

#### Gift To AFRS

"The Playhouse Of Favorites"—one of RCA's 25 syndicated programs—has been given to the Armed Forces Radio Services for use in its "Bookshelf Of The World" series, it was announced by A. B. Sambrook, manager of RCA Recorded Program Services Sales. Series includes "A Tale Of Two Cities," "David Copperfield," and "Treasure Island."

RADIO TELEVISION DAILY

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

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FINANCIAL

(October 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 first pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio, NEW YORK CURB EXCHANGE, Du Mont Lab., Hazeltine Corp., Nat. Union Radio.

Phil Rosen

Hollywood — Funeral arrangements for Phil Rosen, pioneer motion picture director who died at his home here, were pending last night. Rosen is survived by two sisters, Bessie and Ethel Rosen, the latter in charge of the local offices of RADIO-TELEVISION DAILY and Film Daily. Rosen, who worked for many major studios, was one of the organizers of the American Society of Cinematographers.

WFIL

560 kc • PHILADELPHIA

It's Not the Size... It's the Selling Power

ABC Affiliate - Rep. The Katz Agency

COMING AND GOING

KEN SPARNON, BMI field rep, has left New York to attend the NARTB District 6 meeting in New Orleans tomorrow and Friday. He will spend a few days in Chattanooga enroute back to cover the NARTB District 7 meeting in Louisville, November 8 and 9.

BURT ARNOLD, vice-president of KDER, Albuquerque, N. M., is visiting Mutual officials in New York.

A. C. ENTER, manager of KWKC, Abilene, Tex. is in New York on a business trip. He can be contacted through Mutual.

A. HARTWELL CAMPBELL, manager of WGTC, Greenville, N. C., a Mutual affiliate, is on a business trip to New York.

ROBERT J. BURTON, BMI vice-president in charge of publicity, left for Cleveland last night. He will speak Thursday at the sales conference of the Ohio Association of Broadcasters.

CHARLES VANDA, vice-president in charge of television for WCAU, will sail today on the Ile de France. He will make a month's survey of circus acts in France and Spain.

HARRY G. BRIGHT, stations relations manager for International Events, Inc., is in Statesville, N. C. to supervise a campaign for WSIC in that city.

CARL BRISSON, radio and TV performer, has arrived in New York for a four-week engagement at the Plaza Hotel.

FRED FREED, CBS staffer, has flown to London. Later he will travel to Israel and Rome on a month-long trip.

AL MORGAN, CBS staffer, has arrived in New York following a month in Europe.

BMI Will Syndicate Goodman-WNEW Series

(Continued from Page 1)

by WNEW, N. Y., and BMI, will be called, "Benny Goodman's Music Festival"—heard on WNEW every Sunday from 8:35 to 10:00 p.m., starting October 28.

The idea of converting the great jazz musician into a classical commentator was WNEW's, which starred Goodman in that role every Sunday afternoon from last October through June of this year in a series called "Symphony At WNEW—With Benny Goodman," a program which reportedly won a large and enthusiastic listening audience and critical acclaim for Benny.

Best Foods Buys Series 2 Hrs. Weekly On WABD

(Continued from Page 1)

two-hour program on WABD, according to an announcement made by Ted Bergmann, director of sales for the DuMont network.

The thirty-nine week contract, effective Oct. 28, covers the two-hour period from 4:00-6:00 p.m. and was negotiated for the sponsors' products—H. O. Quick Oats, H. O. Cream Farina, and Presto Self-Rising Cake Flour.

Program will be entitled "Sunday Matinee" and will feature Rex Marshall as master of ceremonies. First production will be "One of Our Aircraft is Missing," starring Godfrey Tearle, Eric Portman and Joyce Redman.

Mail Pouch To Sponsor Mutual 'Game' Summary

(Continued from Page 1)

yesterday by Adolph N. Hult, vice-president in charge of sales for the network.

Al Helfer, Mutual's voice of sports, featured on the weekly "Game of the Week" broadcasts, will also handle the five-minute football roundups, which include predictions, results and highlights of the day's outstanding college football games. Account was placed through Charles W. Hoyt Co., Inc., advertising agency.

Stork News

Mr. and Mrs. William Parker are the parents of a seven pound, four ounce son, David, born Saturday, October 20, at the Hackensack Hospital, Hackensack, N. J. Parker is an executive of the Ted Bates Advertising Agency in New York.

Ray Goulding, half of NBC's talented team of "Bob and Ray," became the proud papa of an eight-pound daughter born Sunday, Oct. 14, in Lowell (Mass.) General Hospital. Their third child, the baby has two older brothers. Mrs. Goulding is the former Mary Elizabeth Leader.

AP Broadcasters Oppose News Curbs

(Continued from Page 1)

in Czechoslovakia "poses a threat to all free-gathering and dissemination of news in communist-dominated countries."

The resolution called upon the federal government to "continue all possible steps to effect the prompt release" of Oatis, who was sentenced in Prague last July 5 to 10 years in prison on alleged espionage charges.

Newly-elected president of the association is Jim Healey, WOKO, Albany, who succeeds Gunnar O. Wiig, WHEC, Rochester. The group also elected William I. Mennam, WGY, Schenectady; Monroe Benton, WNYC, New York, and Ralph Knox, WHEC, Rochester, as directors. Thomas Brown, WGVA, Geneva, was elected vice-president while Norris Paxton, chief of The Associated Press Bureau in Albany, was reelected secretary.

Stork News

The stork favored WTVJ, Miami, with two visits last week. Ralph Renick, news director of Florida's first television station, became the father of a girl, Kathryn Elizabeth, on Oct. 12, and two days later, Robert Ross, station comptroller, greeted the arrival of a son.

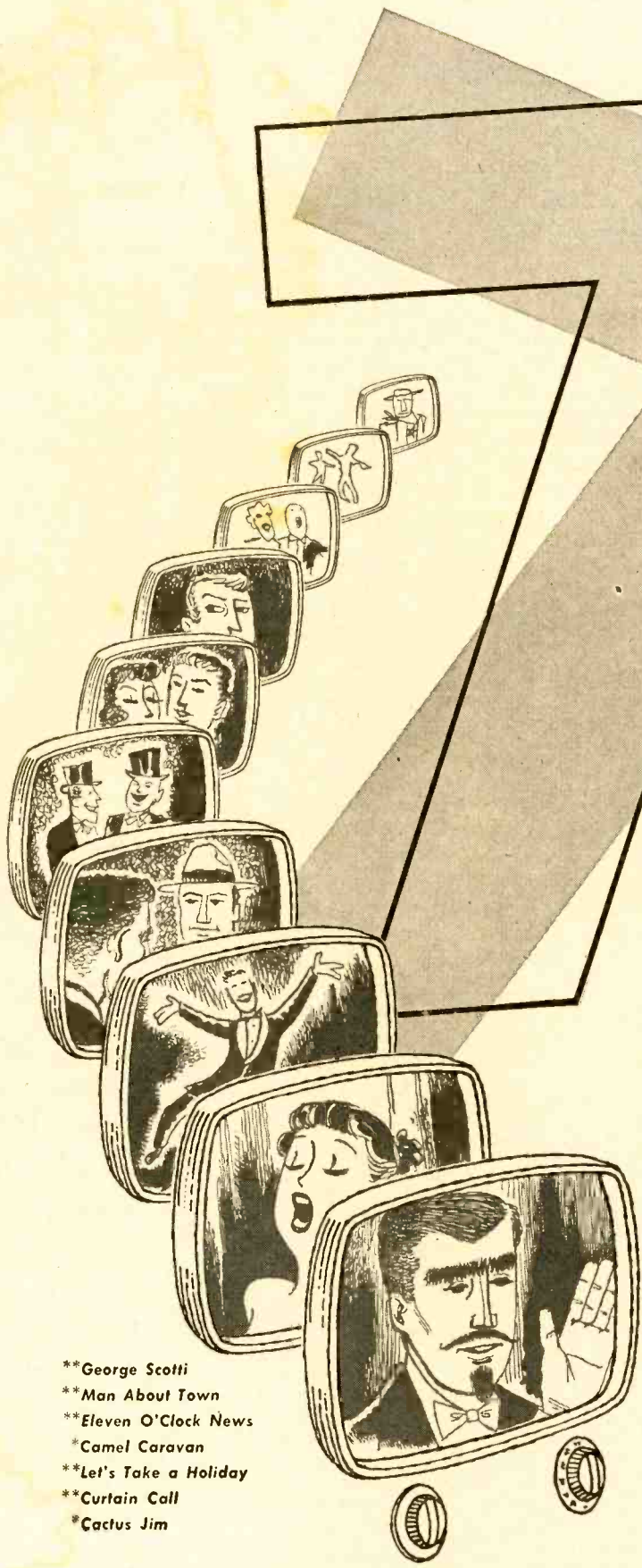


You get a lot for a little\*

\*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY





**out of 10...**  
**TOPS!**

That's a remarkable record for any TV station in any market. In Detroit, **WWJ-TV** has it!

According to Pulse, Inc. July-August ratings—**seven out of the top ten** multi-weekly shows are on **WWJ-TV**. Five\*\* of these seven originate with **WWJ-TV** and its staff.

Two\* are NBC shows.

This teaming of talents and reliability of production have consistently enabled **WWJ-TV** to provide its advertisers with the largest and most responsive audience in the great and prosperous Detroit Market—where family income is the highest of all major cities in the U. S. A.

- \*\*George Scotti
- \*\*Man About Town
- \*\*Eleven O'Clock News
- \*Camel Caravan
- \*\*Let's Take a Holiday
- \*\*Curtain Call
- \*Cactus Jim

**FIRST IN MICHIGAN**      Owned and Operated by **THE DETROIT NEWS**

National Representatives: **THE GEORGE P. HOLLINGBERRY COMPANY**  
ASSOCIATE AM-FM STATION **WWJ**



## CHICAGO

By FRANCES CLOW

**B**URR LEE, in addition to his duties as ABC-AM production manager for the Central Division, has been appointed manager of producers and announcers for the web's Chicago offices.

In order to better serve advertising agencies and their clients, WMCA, New York, WIND, Chicago, WLOL, Minneapolis, and KIOA, Des Moines, have united to open their own sales offices in New York and Chicago. Wilmot H. Losee heads the New York office. The organization will be known as AM Radio Sales, and will be in operation by November 1st.

WBBM's 7:15 a.m. news has been assigned to announcer Joe Foss, replacing Larry Alexander. Mr. Alexander, who has handled the show for over four years, has gone to New York to do announcing and dramatic work on a free-lance basis.

"The Story of Mary Marlin," which started over the ABC network recently, marks return of radio serial originations to Chicago. The new fifteen-minute show stars Eloise Kummer in the role of Mary Marlin, Everett Clark as Joe Marlin and Laurette Fillbrandt as Madam Tao Ling. Scripts are by Mona Kent, and Don Painter directs for ABC.

WIND has inaugurated a new morning variety program, 7:00 to 7:40 a.m. daily on WLS. Where most morning radio fare is recorded, the show is all live talent with Captain Stubby and the Buccaneers, Phyllis Brown and other National Barn Dance stars joining Red Blanchard who emceeds the forty-minute revue.

Peggy Heaton, secretary to Caesar Petrillo, WBBM-CBS music director, leaves WBBM after eight and a half years to join Robert Meeker Associates, radio representatives in Chicago.

Ezra Stone, of "Henry Aldrich" fame, spent a week in Chicago to do the initial supervising of a new show at Chicago's Blackhawk Restaurant—"Laugh It Off—A Tale of the Turbulent Thirties." He is scheduled to be in New York next week to handle an all-star NBC-TV series for Ed Wynn, Danny Thomas, Martha Raye and Ezio Pinza.



By TED GREEN

● ● ● Phil Alampi, WJZ's farm news editor and president of the National Association of Radio Farm Directors, is proudly showing friends an invitation from John R. Steelman, assistant to President Truman, to attend a White House conference on major national problems and policies with a group of leading citizens. Alampi has left for Washington today to sit in on the conference, with the President, Acheson, and Snyder. Gen. Omar Bradley, Charles E. Wilson and Eric Johnston will participate.

★ ★ ★ ★

● ● ● Jimmie Melton, sitting in one of his ancient Stanley Steamers the other afternoon, waiting for a tow-car to come and drag him home, was encountered by a minister. The Rev. asked if Melton was on a trip and Jim answered, "Yes, to Boston." Shaking his head sadly, the cleric said: "I think you had better go by way of Providence."

★ ★ ★ ★

● ● ● Met stars Richard Tucker and Bidu Sayao, are among the guests on "This Is Show Business" who sound like clacqueurs when they rave about Henry "Hank" Sylvern's musical direction on that stanza. . . . Is Bob Banker being offered a producer's berth? If he is he certainly deserves it. . . . Bert Cowlan has been signed to do the commercials for the first half-hour of "The Big Show" on NBC. . . . Dean Martin and Jerry Lewis, the famous comic team of TV and movies, have been named honorary chairmen of the \$2,000,000 fund drive to build the first cardiac hospital in America.

★ ★ ★ ★

● ● ● "Now Hear This," heard over NBC radio earlier this month on Sunday at 5:30 p.m., combines swell adventure stuff with just enough selling to make the Navy look good. Program must have an audience—a couple of weeks ago, following an indirect persuasion talk for blood donations, 104 unscheduled donations were made in Washington alone. We would like to hear this show back on the air-waves. Chick Vincent is producer.

★ ★ ★ ★

● ● ● DuMont execs wearing grins like the proverbial cheshire cat over the tremendous success of their daily space thriller, Captain Video. The program pulling down the most tremendous amount of fan mail in DuMont history. . . . The Claire Mann Glamour show seen and heard on WJZ-TV (sponsored by Buitoni starch-free spaghetti) has gone network. . . . Singer Frankie Laine racking up a \$125,000 week at the Paramount. NBC talking a huge TV show for him as well as a radio deal cooking.

★ ★ ★ ★

● ● ● The East Side Music Lovers League will honor Charles Sanford, musical director of Max Liebman's "Show of Shows" at the Central Plaza, Sunday evening, November 4th, on the occasion of his having been selected by their 2,000 members as TV's outstanding conductor. Charles will be presented with a special award during the dinner tendered in his honor.

★ ★ ★ ★

● ● ● Kudos to Irving Stark, who not only proves that radio is a vital medium but who also has just brought almost 100 new accounts to WPOE, Elizabeth, N. J.—that's an FM station, fellows. Who said radio isn't a vital force when advertisers are willing to buy on the FM side of the picture, as well as to continue via AM?

★ ★ ★ ★

## HOLLYWOOD

By ETHEL ROSEN

**G**AIL PATRICK has been made associate producer on the Perry Mason TV series. She will act as liaison between the author Erle Stanley Gardner and Bing Crosby Enterprises, who will make the films. Miss Patrick will also be in charge of all casting and will have final approval of scripts. The Perry Mason series has sold over 60,000,000 (sixty million) books and has been on daytime radio for eight years for Procter and Gamble. Erle Stanley Gardner organized his own company in association with Cornwell Jackson. The first film is scheduled to roll in the near future.

Evelyn Knight and her personal manager Tom Sheils are planning to part company. The Decca thrush has been managed by Sheils for two years and the parting will be on a friendly basis. Miss Knight will not retain another manager and will continue bookings through the Wm. Morris Agency. Miss Knight goes to New York shortly for a series of radio and TV appearances returning to the coast for the Xmas holidays. She opens at the Palmer House January 10. Sheils continues to manage the Modernaires, Clarke Dennis and other talents.

Publicity and public relations firm of Foladare, Greer and Bock has moved its Hollywood offices to the Hollywood Security Building. Maury Foladare, Norman Greer and Hal Bock are members of the company.

Ralph Linkroum has been granted a leave of absence by Harry Ackerman, CBS veepee, to work up a new television series with Vincent Price. Ralph Levy takes over his spot as director of the Jack Benny TV show from here November 4th.

Producers Jack Rabin and Irving Block made their TV bow at KTLA Sunday (21) when they appeared as guests on "Magazine of the Week." They plugged "Unknown World" which they recently produced for Lippert Pictures release.

Dick Aurandt has been renewed for 52 weeks as musical conductor on the radio version of the "Wild Bill Hickok" series.

Dumont TV officials are discussing the previously-aired ABC Network program starring Dick Haymes, "I Fly Anything," as a television package for this fall.

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## WFIL

560 kc PHILADELPHIA

Operating at 560 kilocycles, WFIL's 5,000 watts provide coverage equal to 100,000 watts at double the frequency . . . 1120 kilocycles.

ABC Affiliate—Rep: THE KATZ AGENCY

## Color TV Meeting Set For Tomorrow

(Continued from Page 1)

Mobilizer Charles E. Wilson, basically is a meeting of the NPA TV equipment advisory committee. But the invitation has been broadened, without precise specification, to include all companies which are researching or experimenting in color television.

While it has been made clear to manufacturers that color set production is out "for the duration," it has not, up to now, been made clear what effect the mandate will have on the laboratory work.

## Carolina Broadcasters Addressed By Richards

Asheville, N. C.—Robert K. Richards, NARTB director of public affairs, told the North Carolina Association of Broadcasters here recently how they can get the real pulse of their listeners. He suggested in a luncheon address that each station—particularly those in smaller communities—assign staffers to make ten calls to listeners per week during a two-month period. Each year, at the end of the period written reports would be given the station manager. In turn the manager would write each listener whose views on programming were obtained by the staff members.

## NLRB Turns Down Bid To Form Unit At WBAL-TV

Washington Bureau of RADIO DAILY

Washington — Efforts of Local 1400, IBEW, (AFL) to organize a unit of non-performing members of the WBAL-TV, Baltimore program department have been rejected by the National Labor Relations Board. IBEW had requested a unit of nine employees but the NLRB held that the two floor directors and an assistant film editor, the only non-supervisory employees in the unit requested by IBEW comprise an arbitrary segment of such group and do not constitute an appropriate unit. IBEW's petition to organize the non-performing program employees was dismissed without prejudice to the filing of a new petition for an appropriate time.

### Annual Luncheon

The tenth annual luncheon given by Pulse this year will feature Murray B. Grabhorn, managing director of the National Association of Radio and Television Station Representatives, speaking on "The Importance of Audience Research to National Spot." The luncheon will be held today at the Hotel Biltmore. It will be attended by leading advertising agency, advertisers and broadcasting figures.

## Large Screen Sets Favored, Television Survey Reveals

(Continued from Page 1)

vey, representatives of the Levin organization asked four questions of dealers. The questions were:

"What are the prospects for TV receiver sales?"

"Has there been a noticeable pick-up in receiver sales since the slump of the past summer?"

"Do dealers experience resistance from consumers waiting for the color receivers to reach the market?"

"What sets are most popular—table models or combinations? Picture sizes?"

Some of the cities reporting and a resume of dealer comments follows:

**ATLANTA:** "Sales prospects good; some sales resistance because of prospects of color; 17-inch table models most popular."

**MILWAUKEE:** "Prospects are good with 1952 models out and a step-up in trade-in business. Owners of small screens are converting to larger. Console and table model sales about even. 17-inch or larger in favor up to 21-inch pictures."

**DALLAS:** "Receiver sales improving. 17-inch table and 19 and 20-inch console models most popular."

**LOS ANGELES:** "Prospects for receiver sales are fair to good. 17-inch table and console models about equal in demand."

**NEW YORK CITY:** "Slight increase in business noted. 17-inch table models most popular."

**BUFFALO:** "Business is slightly under normal with 17-inch sets in most demand."

**NEW HAVEN:** "Excellent business reported. 16 to 17-inch sets selling. No resistance because of

## Radio Executives Heard At BMI Program Clinic

(Continued from Page 1)

of the BMI program clinic at the Waldorf-Astoria Hotel.

After a brief introduction by Carl Haverlin, BMI president, at the morning session, talks followed by Carleton McVarish, Mutual's manager of audience promotion, Elliott Sanger, executive vice-president of WQXR, N. Y., and Doris Corwith, supervisor of talks and religious programs at NBC.

### Afternoon Speakers

The ability of religion and spiritual comfort to promote radio was emphasized by Wallace C. Spears, vice-president of James McCutcheon, at a special luncheon address. Afternoon speakers included Walter Haase, manager and secretary, WDRC, Hartford, Conn.; Jim Brown, manager of radio and TV promotion and publicity, BBD&O; Michael Hanna, general manager of WHCU, Ithaca, New York, and Joseph T. Connolly, vice-president in charge of programs, WCAU, Philadelphia.

prospects of color noted."

**NEW ORLEANS:** "Business is excellent. Table models 17 and 20-inch moving."

**SEATTLE:** "Good business here. Noticeable pickup since summer slump. 21-inch combinations popular."

**BOSTON:** "Most stores were overstocked during summer. Since then sales have picked up. Sets with pictures 17 and 19 inches most popular."

**MINNEAPOLIS:** "Indications are that sales will pick up in the near future. 16-inch table models are popular sellers."

**BALTIMORE:** "Credit restrictions were responsible for below normal sales. In this city due to the low per capita income, table models with 16-inch pictures are most popular."

**PITTSBURGH:** "Advent of winter season and stepped up sports telecasting has improved the prospects of receiver sales. 17-inch table models popular. Not many calls for 20-inch pictures."

**CHICAGO:** "Sales situation fair to good. Pickups noted in certain areas especially where new apartment buildings have gone up. Table models—17-inch—most popular in apartments. Home sales about equal in 19 and 20-inch pictures."

**ST. LOUIS:** "Survey of dealers indicates sales are up. 17-inch table models most popular."

**WASHINGTON:** "Business only fair. Proposed raise in salaries to government employees in office is expected to stimulate receiver sales. 16 to 19-inch pictures in most demand."

## Georgetown 'U' Plans Anti-Commie AM Series

Washington Bureau of RADIO DAILY

Washington—Georgetown University added a new dramatic show to its radio and television activities with the presentation Sunday, October 21 of the first chapter in the anti-communist radio series known as "Prologue."

### Fight Communism

"Prologue," which will be broadcast every Sunday from 9:30 to 10:00 p.m. over the Liberty network and a number of independent stations, is designed to fight communism by examining and exposing the red menace through the drama.

The hard hitting series of plays takes its title from the quotation "The Past is Prologue—Study the Past," which is ascribed on the Archives Building in Washington. The quotation becomes the keynote of the dramatic programs, for each of the dramas takes its theme from the pages of history.

The format for the series calls for four subdivisions in thirteen week cycles.

## Balaban Appointed To Paramount Post

(Continued from Page 1)

headed the company's TV film department and worked in association with George T. Shupert, who recently resigned from the Paramount organization.

Howell joined the staff last fall as a merchandising executive handling the campaign on "Time For Beany" and other Paramount TV properties.

In announcing the appointments Raibourn said: "These new appointments will concentrate on an aggressive policy of obtaining rights to and producing the highest quality television film properties, and will pursue the vigorous sale of these programs on a national, regional and local basis."

## FCC To 'Take Up Further' Complaint Against Gray

(Continued from Page 1)

Commission from censoring program material," Coy informed Morano. "As a result the Commission may not and does not prescribe what may or may not go out over the air. And I am sure that you would agree that that's as it should be."

But Coy expressed belief that the complaint filed by Morano "does get to the heart of the responsibility of the station licensee" and that "the matter you complain of should be brought to the attention of station WMCA."

Morano had written Coy, October 10, enclosing a copy of a letter from Bernard Yudain, managing editor of the Greenwich Time, complaining that Gray had attacked him on the air. Yudain advised his congressman that when he called a station executive he was informed that the program in question was "not monitored in the studio and no recording is made."

Morano told Coy that "freedom of speech does not include freedom to malign individuals over the public airways without any record or transcript—with no containing authority exercised to insure good taste and absence of malevolent rancor."

### Cooperation

When the May Company, Baltimore department store, staged "DJ Day" last week, inviting customers to come in and get autographs from their favorite disc jockeys, WBAL's Galen Fromme found himself stationed in the bargain basement behind the ladies lingerie counter, where callers were few. Al Ross of WBAL, more favorably stationed on the third floor, solved the problem by asking customers: "Have you seen Galen Fromme; he's downstairs in ladies' underwear." From then on, Fromme was mobbed.



# Advertising Agency News And Notes From Here And There

**MIKE JABLONS**, of Gainsborough Associates, has been named director of radio and television exploitation for the Herald Tribune Fresh Air Fund. Jablons, who handled the radio-TV activities of the fund for the Summer campaigns of 1950 and 1951, will co-ordinate all radio-TV and special events programs for the fund. During the past two years, various New York radio and television stations have held special Fresh Air Fund days, during which all programs and station break announcements were devoted to the work done by the fund. Jablons will be assisted in his new capacity at the fund by Miss Jane Mead, formerly with the United States mission to the United Nations.



JABLONS

**CHURCH ATTENDANCE DRIVE** was planned by members of all religious faiths at a special meeting Monday at the Advertising Club, to spur the Religion in American Life movement, of which Charles E. Wilson, director of the Office of Defense Mobilization, is national lay chairman.

**KIRK L. BILLINGS** has been appointed advertising director of Emerson Drug Company, manufacturer of Bromo-Seltzer.

**DAVID S. HOGMER**, former space director at the Duane Jones Agency, has joined Grey Advertising Agency as director of space and media.

**REG EVANS** has been named vice-president of Ad-Film Distributors, Inc.

**NEW HAVEN CLOCK AND WATCH COMPANY** is launching the last advertising campaign in its 134-year history for the Christmas season.

**MONROE GREENTHAL COMPANY, INC.** has been named by the Bilnor Corporation of Maspeth, L. I., for plastic wading pools and toys. The Greenthal agency is resigning on Nov. 1 the account of Doughboy Industries, toy manufacturer.

**C. J. HERRICK ASSOCIATES** have been appointed by the Barclay Knitwear Company, Inc. for an expanded campaign.

**W. T. OWENS**, public relations director of Tube Turns, Inc., Louisville, has been elected governor of the Fifth District of the Advertising Federation of America, at the recent convention in Columbus, O. Other officers include first lieutenant governor, Roger C. Fleming, director of advertising and public relations of the Allison Division of General Motors, Indianapolis; second lieutenant governor, Ellis Perlman, Coleman Todd and Associates, Mansfield, O.; and secretary-treasurer, G. Patricia Wagner, of Doe-Anderson Advertising, Louisville.

**PRICE, ROBINSON AND FRANK, INC.** has been named by Reynolds Metals Company, for advertising in the pigment market, effective Jan. 1.

**MILLER ASSOCIATES** will direct promotion for the Sherry-Lynn Buying Office ready-to-wear shops, Natlynn Originals and Gaynor Junior Dresses, Inc.

**FREDERICK - CLINTON COMPANY** has been named by the Lockwedge Shoe Corporation, Columbus, O. R. S. Buckbinder is account executive.

**MARY ELLEN CHURCH** has been appointed advertising manager for United States Time Corp., manufacturers of Timex and Ingersoll watches. Miss Church was formerly with Street and Smith Publications.

**TOM R. TALMADGE** has been promoted to assistant sales manager of the Packard-Bell Company.

**WALTER J. ANDREE**, director of merchandising of Morey, Humm and Johnstone Advertising Agency, has been elected a vice-president.

**ROBERT J. ASHERMAN** has been made production manager of Visual Media, Inc.

**ROBERT SIMPSON** has joined Erwin, Wasey and Company, Inc., as director of television production. He previously was executive producer of TV at Geyer, Newell and Ganger Agency. For two years before that, he had been on the directorial staff of CBS-TV, and previously was director of radio and motion pictures for Young and Rubicam in Canada.

**NATIONAL VALENTINE'S DAY COUNCIL** is planning an extensive promotion drive to increase sales on all kinds of merchandise.

**JAMES A. GILRUTH** has been appointed advertising and sales promotion manager of the Atlas Powder Company, Wilmington, Del.

**DANIEL P. WEINIG** has been appointed to the radio sales staff of the Katz Agency, assigned to the New York office. Since 1947, Weinig has been with WELI, New Haven; and prior to that, he was with WLEU, Erie, Pa., and has also served as public relations director of WYBC, radio station of Yale University.

**DOYLE, KITCHEN AND McCORMICK AGENCY** announces resignation of the account of Charles Pfizer and Company, Inc., Brooklyn, effective Dec. 31.

**BUCHANAN-THOMAS ADVERTISING AGENCY**, Omaha, is readying an extensive 1952 campaign for Jolly Time Pop Corn, which will use newspapers as the core of the promotion, supplemented by other media.

**R. T. O'CONNELL COMPANY** will direct advertising for the Atlas Plywood Corporation, Boston. George Laffin Miller is account executive.

**GORDON BAIRD ASSOCIATES** have added the following accounts: Health Insurance Plan of Greater New York, Rising Paper Company of Housatonic, Mass.; Creative Plastics, Inc., of Stony Brook, N. Y.; and Master Video Systems, Inc.

**BEESON-REICHERT, INC.** is the new name of the former Beeson-Faller-Reichert Agency. Arthur Reichert is the newly elected president, succeeding John O. Munn who has been named vice-chairman.

**DON HARRINGTON ASSOCIATES** has been appointed by Lugen, Inc., opticians.

**KENNETH E. NELSON** has joined the staff of G. M. Basford Company as an account manager. He was formerly promotion manager of Power, a McGraw-Hill publication.

**GEYER, NEWELL AND GANGER AGENCY** has launched one of the largest advertising campaigns in the history of Knox Hat Company.

**DAYTON RUBBER COMPANY** has started a \$250,000 special Christmas sales campaign.

**B. T. BABBITT, INC.** announces the resignation of Robert Brenner as director of advertising and merchandising.

**SYBIL RICKLESS** has joined the public relations department of Grant Advertising Agency. She formerly was with WERC, Erie, Pa.

**CHARLES DALLAS REACH COMPANY** is currently preparing a special Christmas campaign for the L. E. Waterman Company, fountain pen manufacturer.

**OTTO KLEPPNER**, head of the Kleppner Company Advertising Agency, will be speaker at the Advertising and Selling Course conducted by the Advertising Club of New York, on Thursday. His subject will be "The Social and Economic Place of Advertising."

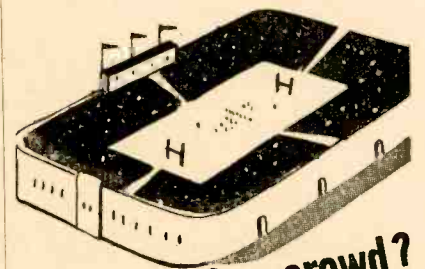
**KATZ AGENCY** has been appointed national advertising representative for WOOD-TV, Grand Rapids, Mich., effective Oct. 20. The station is the only TV outlet in that city and is affiliated with all four TV webs.

**COURTLAND D. FERGUSON ADVERTISING AGENCY**, will direct promotion for the King Kone Corporation. Initial campaign for the firm's product, Old London Sandwiches, will be started immediately in New York, using newspapers and television.

**ALPHA DELTA SIGMA**, professional advertising fraternity, went in a group advertising to give blood at the Red Cross Blood Donor Center, 70 W. 40th St., New York.

## Made Sales Co-ordinator

Minneapolis-St. Paul—The appointment of Richard A. Jensen, former local sales coordinator for WTCN and WTCN-TV, as national sales coordinator for four Northwest stations and one TV station, was announced by Robert B. Ridder, general manager of Ridder Radio Stations, and F. Van Konyneberg, vice-president and general manager of WTCN and WTCN-TV. Jensen will now represent WDSM, Duluth-Superior; KILO, Grand Forks, N.D.; KSDN, Aberdeen, S.D.; WTCN and WTCN-TV on a national sales level, working closely with national representatives of the four stations and one TV station.



the roar of a crowd?

you can pick out each individual voice with

**CLEAN SOUND**

by *fulton* recording  
80 WEST 40th ST. • N. Y. 18  
Lackawanna 4-1803

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

on "RADIO BALTIMORE"

Contact  
EDWARD  
PETRY CO.

**WBAL**

# TV Reviews

Probably the best example of interesting integration of film in a half-hour program was produced on NBC's "Battle Report" Sunday 3:00 to 3:30 p.m., when Secretary of State Dean Acheson answered questions on the State Department's foreign policy and the war in Korea. NBC provided film clips of the man-on-the-street directing questions to the Secretary of State. Mr. Acheson in turn speaking from the Washington studios answered the questions. The use of the film clips and the straightforward answers of the Secretary of State made for a smooth, informative half hour and demonstrated conclusively that film and "live" programming can be highly entertaining on the same program.



Worthington Miner who has demonstrated his capabilities as a TV producer on "Studio One" on numerous other occasions again scored with his production of Shakespeare's "Macbeth" on CBS-TV Monday night. Here was an instance where the know-how of stage settings, lighting and direction were as important as the artists who portrayed the roles in this immortal tragedy. Creditable performances were given by Charlton Heston as Macbeth and Judith Evelyn as Lady Macbeth. The director was Franklin Schaffner; set designer, Willard G. Levitas and Robert Giras was credited with the special make-ups.



Boxing from St. Nick's or Westchester Center may be entertaining to fight fans but a bit boring from the standpoint of camera coverage and commentary. It seems that the fight commentaries have fallen into a routine rut of giving the past accomplishments of boxers and referring to them as their seconds work over them between rounds. Often the cameras give you a good rear view of a bald-headed second instead of the principal. Why not vary the coverage for a change? After all, televising of boxing matches is one of the older presentations. Experiments have been made to develop fight coverage techniques and certainly the present stereotyped methods cannot be the best. Room exists for improvement and must be found. Maybe some human interest character studies of fight fans or dressing room scuttlebut would improve the shows program-wise.

# ★ ★ TELE TOPICS ★ ★

**A**RTURO TOSCANINI'S opening concert with the NBC Symphony Orchestra will be simulcast, Saturday, Nov. 3, at 6:30 p.m. from Carnegie Hall. The occasion will mark Toscanini's first appearance on TV since April, 1949. Program will open with the "North Star Overture," infrequently played opus by Meyerbeer. Major selection on the concert will be the "Symphony No. 1 in C. Minor" by Brahms. Radio producer of the concerts is Don Gillis. Douglas Rodgers will be television director for the program with Ben Grauer acting as narrator.

**T**ODAY'S TV PERSONALITY: **ROBERT FRYER**, currently assistant to Worthington Miner in the production of "Studio One," "The Goldbergs" and "Mr. I. Magination," over CBS-TV-way, was recently named casting director for the



FRYER

network's television operations. Bob has been with CBS-TV since January, 1949. During World War II he was a special service officer for the Army Ground Forces Replacement Depot at Fort Meade, Md., where he produced and directed one soldier show a week. Bob studied theater management on a fellowship from the Rockefeller Foundation and in 1946 was assistant to Richard Aldrich, working on the casting and production of "Pygmalion," starring Gertrude Lawrence, and "Playboy of the Western World," which had Burgess Meredith as the star. Bob, in following seasons, was liaison between the American and British companies of the Old Vic Theater with Laurence Olivier and Ralph Richardson, and also worked with George Abbott on "Look Ma, I'm Dancing." He also produced a road tour of Zasu Pitts in "The Late Christopher Rand," and produced four plays at the Shubert Lafayette Theater in Detroit, as well as putting in a season at the Cape Playhouse in Dennis, Mass. and another summer as managing director at the Ogunquit Playhouse, Me.

**T**HE forthcoming Broadway musical comedy, "Top Banana" will not only have TV for its theme, but will use actual ABC-TV cameras on the stage. Prior to Phil Silver's initial song number, the ABC-TV test pattern will be flashed on a giant screen. . . . Wendell Corey will play opposite Margaret Sullivan in Noel Coward's "Still Life" on "Schlitz Playhouse of Stars," Friday, Oct. 26 at 9:00 p.m. over CBS-TV. . . . Claire Mann, "Glamour Show," WJZ-TV, seen Mondays at 2:00 p.m., will give her time and talent when she presents a showing of new Italian fashions at a glamour luncheon to be held on Wednesday, Oct. 31 in the Crystal Room of the Savoy-Plaza. Program is being held for the Association for the Help of Retarded Children, Inc. with Mrs. Vincent R. Impellitteri, Mrs. Joseph A. Neff and Mrs. Dorothy Clark Norman among the patronesses. Among the models donating their services will be Loris Peterson, Nadia Paterson and the new Miss Rheingold, Anne Hogan. . . . Coverage of last week's American Legion Convention in Miami was presented to local viewers as a public service by WTVI. Besides carrying the speeches of Gen. MacArthur, Robert A. Lovett, Cecil B. DeMille and Mrs. Anna Rosenberg, the station also covered the parade in both afternoon and evening segments.

**O**PENING luncheon today of the American Television Society, Inc., to be held in the grand ballroom of the Hotel Roosevelt, will hear from Paul Raibourn, vice-president of Paramount Pictures Corp., and chairman of the board, International Telemeter Corp. and Robert H. O'Brien, secretary-treasurer, United Paramount Theaters on the subject "To Pay Or Not To Pay." WCBS-TV will telecast the popular Roller Derby on Saturdays, live, from the Teaneck, N. J. Armory, starting with the scheduled contest between the Jersey Jollers and the Philadelphia Pan-Jets, Saturday, Oct. 27, from 3:00 to 5:30 p.m. The program replaces the station's scheduled color football games. Announcement of the new schedule was made by Leo Seltzer, president of the Roller Derby Associates. . . . The Chateau Martin Fashion Revue, via WPIX, Saturdays, at 8:15 p.m. has been much improved by the presence of Jean Alexander as commentator. Sid Robbins produces the stanza with Lou Florence directing. . . . For late Sunday viewers, Harvey Marlowe's dramatic series "Trapped," WOR-TV at 10:00 p.m. is a recommendation. . . . Look magazine, out yesterday, seems to have gone TV-wise. In addition to highlighting, "Mary Sinclair: Her Way Is Up," the mag also presents the second installment of Leo Rosten's profile on Red Skelton "I Dood It!" plus the debunking of triskaidekaphobia (fear of 13) and other superstitions at the Silvermine Guild of Artists ball, by TV actresses Elaine Stewart and Jo Sullivan. . . . Tommy Greenhow has joined Frederic W. Ziv Company, handling talent and new program development on the West Coast. He comes from Famous Artists Corporation.

# NEW BUSINESS

**WCBS-TV:** Young and Rubicam has negotiated for seven weeks of Wednesday and Friday participations in the "Margaret Arlen Program" for the Personal Products Co. on behalf of Co-Ets. Other new business includes Wayne County Produce Company, apple sauce, 26 weeks of 11:10 p.m. Thursday announcements, through Rose-Martin, Inc.; Wheateana Corp., 26 weeks of Tuesday and Thursday 1 p.m. announcements, through Brisacher, Wheeler and Stag; and Greyhound Lines, 13 weeks of 11 p.m. Friday and 10:15 p.m. Saturday announcements, through Beaumont and Hogan, Inc. Renewals reported are O' Cedar Corporation, for Dri-Glo and Sponge Mops, 13 more weeks of Tuesday through Saturday participations in "The Late Show" and 2:30 p.m. Monday-through-Friday announcements, through Young and Rubicam, Chicago; Sunshine Biscuits, Inc., 13 additional weeks of Monday, Wednesday and Friday participations in the "Margaret Arlen Program" and 2 p.m. Tuesday and Thursday and 12 noon Saturday announcements, through Cunningham and Walsh; and American Cigarette Company, for Pall Mall, 13 more weeks of Monday, Wednesday and Friday participations in "The Early Show," through S.S.C. and B., Inc.

**KGO-TV, San Francisco:** Jene Sales Corporation has the tab on the Paul Dixon Show, telecast Thursdays, from 10 to 10:30 p.m., which originates from WCPO-TV, Cincinnati.

**WFIL-TV, Philadelphia:** "Gretz Cavalcade of Girls," one of the most ambitious TV programs ever to air in Philadelphia, bowed in on Oct. 4, at 11:30 p.m., under sponsorship of the William Gretz Brewing Company. Format of the show is built around local girls although variety acts and other live talent air in Philadelphia, bowed in on long stanza. Agency is Seberhagen, Inc. Program is produced by Phil Edwards and Associates, New York.

**WDTV, Pittsburgh:** INS-Telenews World Report, with Clete Roberts, has been purchased by the Sun Drug Company, for telecasting Mondays, Wednesdays and Fridays, starting Oct. 1.

**WABD, N. Y.:** One-minute participations by Caro, Inc. and Hair Stylist, Inc. on the "Ethel Thorsen Show" began for 13 weeks on Oct. 15 and Oct. 16 respectively. Caro takes the 60-second participation for Mondays, Wednesdays, and Fridays. Hair Stylist joins on Tuesdays to Fridays.

**TOPS T.V.**  
in  
**FILMS!**

**"CITY WITHOUT MEN"**  
A Major Presentation Starring Linda Darnell, Glenda Farrell  
and an All-Star Cast

**★ UNITY ★**  
TELEVISION CORP.  
1501 B'WAY.. N. Y. C. 18  
Longacre 4-8234

## RCA Displays Five Color TV Tubes

(Continued from Page 1)

search and engineering development, yesterday at a special press conference held in the RCA Exhibition Hall.

As presented by Dr. Engstrom and explained by E. W. Herold, member of the staff at the David Sarnoff Research Center of RCA, Princeton, New Jersey, the exhibit consisted of five types of tricolor tubes, each capable of operation on all known television systems, as well as the field sequential method and standard black-and-white.

### Papers Published

Coincident with the publication of eleven papers explaining the RCA system of color-TV, in the special October issue of Proceedings of the IRE, yesterday, Dr. Engstrom revealed that RCA was ready to proceed in asking FCC approval for the corporation's color system, up until the Defense Mobilizer Charles E. Wilson, last Friday, asked cessation of color-TV operations. Even with the scheduled procedure, Dr. Engstrom explained, it would be from one to two years before RCA color would be available to the public, that is, if the corporation was granted FCC approval.

The five types of color-TV, on exhibit, illustrated basic designs covering a wide range of principles. Dr. Engstrom said that RCA research scientists have studied and investigated many ideas and concepts of color picture tubes, including those shown by companies outside of RCA. He also revealed that with RCA's approval of the tricolor tube, the corporation has opened a pilot plant at Lancaster, Penna., which is capable of turning out 100 tubes a month for other firms, plus a number kept by the corporation for use in dismantling and re-assembling, in order to facilitate new methods for assembly-line procedure.

### Pilot Production

The tube in pilot-plant production was described as a three-gun tube for either simultaneous presentation of the three primary colors—green, red and blue—as in the RCA system, or sequential presentation of the same colors. The tube comprises a glass plate and a metal shadow mask. On the plate are 600,000 small, closely-spaced phosphor dots, each .014 inch in diameter, arranged in triangular groups. Behind the phosphor dot plate is the shadow mask, a thin metal sheet perforated with 200,000 tiny holes, and which acts as a mask so that each electron beam as it scans can "see" only one dot of each color group.

In response to a question as to whether Wilson's order, stopping color-TV, would affect RCA's continuance of color research, Dr. Engstrom replied that if Government orders were not increased over the present, there should be no reason why the corporation could not continue.

## 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 October 12-October 18

TITLE	PUBLISHER
A Ghost Of A Chance	Mills
A Kiss To Build A Dream On	Miller
And So To Sleep Again	Paxton
Because Of You	Broadcast Music
Bela Bimba	Goday
Blow Blow Winds Of The Sea	Lion
Blue Velvet	Meridian
Cold Cold Heart	Acuff-Rose
Deep Night	Advanced
Detour	Hill & Range
For All We Know	Feist
Getting To Know You	Williamson
Got Her Off My Hands	Harms
Here Comes The Fattest Man In Town	Life
I Get Ideas	Hill & Range
I Love The Sunshine Of Your Smile	Johnstone-Montei
I Ran All The Way Home	Laurel
In The Cool Cool Cool Of The Evening	Burke-Van Heusen & Assoc.
It's All In The Game	Witmark
Just A Moment More	Paramount
My Dream Christmas	Life
Old Soft Shoe	Shapiro-Bernstein
Painting The Clouds With Sunshine	Witmark
Shanghai	Advanced
(It's No) Sin	Algonquin
Undecided	Leeds
Up And Down Mambo	Life
We Kiss In A Shadow	Williamson
Wonder Why	Robbins
World Is Waiting For The Sunrise	DeSylva-Brown & Henderson
You'll Know	Chappell

## Second Group

TITLE	PUBLISHER
Come On-A My House	Duchess
Domino	Pickwick
Don't Cry Little Girl	Beacon
Down Yonder	LaSalle
End Of A Love Affair	Duchess
Hello Young Lovers	Williamson
I Still See Elisa	Chappell
I Wish I Wuz	United
I'm Late	Walt Disney
Laura Lee	Plymouth
Longing For You	Ludlow
Loveliest Night Of The Year	Robbins
Mary Rose	Shapiro-Bernstein
Maybe Its Because I Love You Too Much	Berlin
More More More	Remick
Morningside Of The Mountain	Remick
Never	Robbins
Rudolph The Red-Nosed Reindeer	St. Nicholas
Syncopated Clock	Mills
Tinkle Song	Vinrob
Too Young	Jefferson
While You Danced Danced Danced	Spitzer

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## New TV Company Formed On Coast

(Continued from Page 1)

controlled by Small. Number among the Small pictures available for TV are Last of the Mohicans, Count of Monte Cristo, Twin Beds, Man in the Iron Mask, My Son, My Son and Brewster's Millions.

New York offices will be established with Shupert in charge. Shupert recently resigned as vice-president of Paramount Television Productions, Inc., to become associated with Small and Lesser in the new firm.

## New Appointments Made By CBS In N. Y.-Hollywood

Appointment of Kenneth L. Yourd as director of business affairs and of John F. Meyers as director of business affairs in Hollywood, were announced for the CBS radio by James M. Seward, administrative vice-president, CBS radio division.

Yourd is currently director of business affairs, network program department in Hollywood. He will come to New York shortly to assume his new duties. He joined CBS in 1941 as Washington attorney and assistant director of the network's Washington office.

John F. Meyers joined the network in January, 1951, in the capacity of assistant, business affairs, network program department, Hollywood. Prior to his association with CBS Meyers had been an artists' representative with the Music Corporation of America.

At the same time Seward announced the appointment of Anne Nelson as assistant director to Meyers in Hollywood. Mrs. Nelson joined CBS in 1945 as assistant to the network sales service manager and three years later was named office manager of the network program department in Hollywood.

## NARND Invites Entries In Contest For Awards

Macon, Ga.—Nominations for the National Association of Radio News Directors fourth annual competition for outstanding news presentation are now being accepted, it was announced by Ben Chatfield, NARND president and news director of WMAZ, Macon.

The 1951 awards will again be given in two divisions—radio and television. Both awards will be based on outstanding presentation of news for the period of Sept. 1, 1950, to Sept. 1, 1951.

Competing stations will be judged on a report on special coverage of one or more major news events, plus a report on special coverage of community activities or problems. These provisions are intended to make it possible for the judges to give special weight to individual meritorious programs against a background of general excellence.

EQUIPMENT  
PRODUCTION  
STUDIOS

# RADIO TELEVISION DAILY

SPONSORS  
BUSINESS  
AGENCIES

VOL. 55, NO. 23

NEW YORK, WEDNESDAY, MAY 2, 1951

TEN CENTS

## RADIO, TV EYE '52 NAT'L CONVENTIONS

### NBC Rate Reduction Plan Ready For Affiliates

#### SPAC Members Will Meet Here Tomorrow

Members of the Stations Planning and Advisory Committee of NBC will gather at the network's headquarters in New York tomorrow to discuss the network radio cuts which will be inaugurated by the web, if approved by the committee. At tomorrow's meeting Joseph McConnell,

(Continued on Page 4)

#### Seven NBC Programs Will Plug RCA Victor

Camden—In one of the largest block purchases of radio network night advertising time, the RCA Victor Division of RCA announced yesterday that it had signed to sponsor seven major radio programs each week on the full NBC network. Participation will begin

(Continued on Page 2)

#### 'Voice' Given Setback By Committee Action

The Voice of America suffered a setback Monday when the Senate Appropriations Committee concurred with the House in slashing the VOA funds originally asked for this year by 90 per cent.

The State Department had asked

(Continued on Page 2)

#### Send-Off

A farewell luncheon was tendered by Joseph H. McConnell, president of NBC, at the University Club to the 37 members of the NBC reserve unit which was activated yesterday. The special unit, entrained for psychological duty, goes to Ft. Reilly, Kans., sometime this month. This is the largest single network unit to return to service so far.

#### Theater-TV Going Into 22 More Para. Houses

A decision to install theater-TV equipment in 22 houses of United Paramount Theaters was announced yesterday by Leonard H. Golden-son, UPT president. Installation will begin shortly; operation will start early in the Fall. Order includes 20 units from RCA, the other two being of the Paramount intermediate film type. When completed, UPT will have a lineup of 27 houses throughout the country offering theater TV.

Names and locations of the UPT theaters which will receive the new installations will be decided in about three weeks, it was revealed yesterday by a spokesman for the movie circuit.

#### Canadian Advertisers Meeting In Toronto

Toronto—Thirty-sixth annual convention of the Association of Canadian Advertisers this week will feature sessions on various aspects of marketing and advertising, with television to be highlighted on the final day, May 4, of the three-day conference. It opens today in the Royal York Hotel, Toronto.

Prospects of television in Canada, with emphasis on factors affecting the development of the medium and

(Continued on Page 6)

#### Quaker Oats Renews On 434 Mutual Stations

Chicago—Quaker Oats renewed their faith in radio as a medium by signing for 434 Mutual stations for "Challenge of the Yukon," on Sundays beginning July 1 from 6:30 to 7 p.m., and bought the same pro-

(Continued on Page 2)

### RCA First Quarter Earnings Highest In Company's History

With close to one thousand stockholders present in Studio 8-H in Radio City, Brig. Gen. David Sarnoff, chairman of the board of the Radio Corporation of America presided at the 32nd annual stockholders meeting yesterday. He revealed that net earnings of the corporation for the first quarter of this year amounted to \$11,901,542, highest first quarter in the company's history.

Gen. Sarnoff said that the volume of RCA business has increased to

#### Ohio Broadcasters To Discuss Rates

Columbus—Members of the board of directors of the Ohio Broadcasters Association at a pre-convention meeting at the Deshler Wallick Hotel last night voted that the radio rate problem was the most important subject to come before the two-day session and discussions on rate will lead off the agenda today.

The opinion of the board members is divided regarding the affiliates committee report on their efforts to

(Continued on Page 5)

#### UN Spokesman Begins 30-City Tour

Dorothy Lewis, coordinator of U. S. Station Relations, UN Radio, is off today on a 10,000-mile tour of 30 key cities, to confer with broadcasters and civic leaders on the job the UN Radio is doing in reporting

(Continued on Page 8)

#### Query G.O.P. And Democrats For All-Out Drive

Washington Bureau of RADIO DAILY

Washington — Television and radio are making plans for the most comprehensive coverage of the 1952 political conventions in the history of the media, Bill Henry of MBS, chairman of the Radio Correspondents Association's political coverage committee,

(Continued on Page 4)

#### NLRB Challenges NABET Authority

The National Labor Relations Board injunction suit against the National Association of Broadcasting Engineers and Technicians, scheduled to be heard yesterday morning at the Federal District Court House, was adjourned without date pending the final determination of the NLRB of the issues involved.

The adjournment is subject, how-

(Continued on Page 6)

#### Counter Suit Filed By A. C. Nielsen Co.

Denying all charges and instituting counter suit for \$2,250,000, A. C. Nielsen Company served its answer this week in the action brought by Sindlinger and Company, Inc., Electronic Radio Corporation, Albert E. Sindlinger and Harold R. Reiss

(Continued on Page 8)

#### Blames Commission

Chicago—Blame for increasing unemployment in the TV-set manufacturing industry was placed with the FCC by Frank Darling, president of I.B.E.W., Local 1031. The union executive charged the Commission was holding up the industry expansion by delaying the lifting of the "freeze" imposed on construction of TV stations.

During the course of the two-hour

(Continued on Page 5)

# RADIO DAILY TELEVISION DAILY

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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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### WASHINGTON BUREAU

Bill Bailey  
Office: 1142 National Press Building  
Telephone: Metropolitan 0823, 0824.  
Residence: 4315 Russell Ave., Mt. Rainier, Md.  
Telephone: Warfield 4462.

### WEST COAST OFFICES

Ethel Rosen  
6425 Hollywood Blvd. Phone: Gladstone 8436

### CHICAGO BUREAU

GINNY EVANS, Manager  
Suite 3013, 333 No. Michigan Avenue  
Phone: Franklin 2-3238

HOME BUREAU: John Pardicari, Ludovisi 18.  
PUERTO RICAN BUREAU: Antonio Alfonso, Edificio Ochoa, San Juan, P. R.; P. O. Box 3385; Telephone: 2-2305.

## FINANCIAL

(May 1)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	14 1/8	14	14	- 1/8
Admiral Corp.	23	22 3/8	22 7/8	+ 1/8
Am. Tel. & Tel.	155	154 3/4	155	+ 1/8
CBS A	31 3/8	31 3/8	31 1/2	- 1/8
CBS B	31 1/2	31 1/8	31 1/8	- 7/8
Philco	23 1/4	22 3/4	23 1/4	- 1/8
Philco pfd.	90	90	90	+ 2
RCA Common	19 3/8	19	19	.....
Stewart-Warner	18 3/4	18 5/8	18 3/4	.....
Westinghouse	40 7/8	40 3/8	40 5/8	- 1/8
Westinghouse pfd.	99 3/4	99 1/4	99 1/4	.....
Zenith Radio	65 3/8	64 7/8	65	.....

### NEW YORK CURB EXCHANGE

DuMont Lab.	17	16 3/8	17	+ 1/8
Nat. Union Radio	4 1/2	4 3/8	4 1/2	.....

### OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	12 1/2	14

### New WLIB Series

Lorenzo Fuller, featured in "Kiss Me Kate," launched a new hour-long show over WLIB, New York, this week with an all-star roster of guests including Gordon Jenkins; songstress Valaida Snow and Jacques Wolf and the cast of Musical Legend. The program, titled The Larry Fuller Show, will air from 7-8 p.m. Mon.-Fri., and will continue through the summer.

## WFIL

560 kc • PHILADELPHIA

Sells All of

America's 3rd Market

ABC Affiliate—Rep: The Katz Agency

## ★ COMING AND GOING ★

**DOROTHY LEWIS**, United Nations co-ordinator of U. S. station relations, today will leave on a two-month tour, during which she will confer with station managers, civic officials and educational leaders. First stop—tomorrow—is Pittsburgh.

**LISA SERGIO**, women's commentator, today will board a United Airliner en route to Akron, Ohio.

**THEODORE C. STREIBERT**, president of WOR, and **CEDRIC FOSTER**, commentator on WOR-Mutual, today will leave from International Airport on a three-week overseas tour and broadcast series. They'll take passage on the inaugural flight of El Al Israel Airlines. Foster will be heard Friday from Tel-Aviv.

**JUDSON BAILEY**, of the CBS sports staff, today will leave for Louisville, where he will direct the network's filming of next Saturday's Kentucky Derby for later TV broadcast.

**DOUG McNAMEE**, director of the Margaret Arlen radio program on CBS, is back from Washington, where he completed a two-week hitch with the Naval Reserve.

**BERTRAM LEBHAR, JR.**, director of WMGM and Metro-Goldwyn-Mayer Radio Attractions, and **RAYMOND KATZ**, program director, left yesterday for the West Coast, where they will huddle with M-G-M executives at the Culver City studios.

**STUART NOVINS**, formerly director of public affairs at KNX, Hollywood, has arrived in New York to take over his new duties as director of the Columbia network's division of discussion.

**WALLACE H. LANCTON**, radio and television director of Jackson & Co., and **SCOTT YOUNANS**, merchandising manager, are in Philadelphia conferring at KYW on promotional plans for the Pequot Mills, a client of the agency.

### 'Voice' Given Setback By Committee Action

(Continued from Page 1)

for \$97,500,000 to build up its facilities for the beaming of the VOA broadcasts to other nations as part of this country's ideological war with Russia. The Senate Committee agreed with the House of Representatives figure of \$9,533,939 for the entire Voice program. This sum is approximately equivalent to the sum needed to broadcast a full day's schedule of programs for one week over a network here in the United States.

The Senate group also made an even deeper cut than the House had in fiscal allocations for the Civil Defense Administration, allowing only \$84,000,000 of the \$403,000,000 that had been requested. These two economy actions were taken by the committee in approving a bill to provide supplementary funds for financing a number of Government agencies for the rest of the current year that ends on June 30.

### Foster In Near East

Beginning Friday, May 4, over WOR, Cedric Foster will be heard broadcasting from the Near East and the Mediterranean areas. Originally scheduled for Monday, May 7, the over-seas broadcasts will be heard by short-wave radio from Tel-Aviv, Israel, on Friday, Monday and Tuesday, May 4, 7 and 8.

Subsequent broadcasts will originate from such other Mediterranean news centers as Ankara, Turkey, and Athens, Greece.

### Dine Elected To Club

Josef C. Dine, director of publicity of NBC was elected to the board of governors of the Overseas Press Club last week.

### Quaker Oats Renews On 434 Mutual Stations

(Continued from Page 1)

gram for a Saturday series on 400 outlets beginning July 7th, 5:30 to 6 p.m. (local time). The sponsor also renewed its Saturday afternoon one hour show for the fall and winter season and will use "Man on the Farm," over 421 stations.

In buying "Challenge of the Yukon," Quaker Oats drops the Roy Rogers show sponsorship. The Rogers show goes over the air the latter part of June.

## Seven NBC Programs Will Plug RCA Victor

(Continued from Page 1)

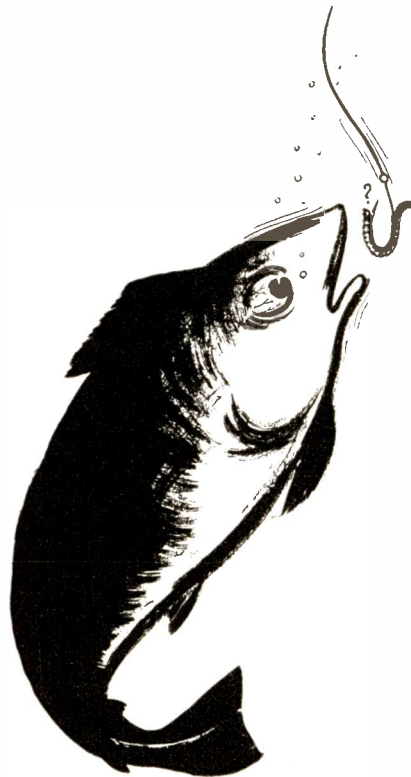
this week with the debut of two new shows. Schedule will be in full operation by the week of May 13 when five established programs are to be added.

Involved in the purchase are the sole sponsorship of two new half-hour programs, "The Private File of Rex Saunders," starring Rex Harrison, which debuts tonight and "RCA Victor's Musical Merry-Go-Round." Co-sponsored shows are NBC's five-show "Spring Tandem," which includes The \$64 Question, "The Boston Pops Orchestra," "Screen Director's Playhouse," "The Man Called X" and "The Magnificent Montague."

### Statement by Buck

Walter A. Buck, vice-president and general manager of the RCA Victor Division, who made the announcement, declared in a statement issued yesterday:

"The significant purchase of radio advertising time is a reflection of RCA Victor's continued faith in the future and effectiveness of radio advertising, and its ability to sell the many advantages of RCA Victor radio, television receivers, phonographs and records through the medium of the 70 million radio receivers in operation in American homes today."



You get a lot for a little\*

\*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY



**WSTC and WSTC-FM**  
STAMFORD, CONN.  
"The Gateway to New England"  
A B C Affiliate  
Representative: EVERETT-McKINNEY, Inc.

# WNOX

*an outstanding  
CBS station.*

★  
★  
★  
*Announces*

★ RATE INCREASES effective July 1, 1951

★  
★  
★  
★  
★  
*Because\**

★ **MORE LISTENERS THAN EVER\*\***

★ (KNOXVILLE Sets-in-use at all-time high—*no television competition*)

★ **BETTER SERVICE AND PROGRAMS THAN EVER\*\***

★ (More for your money in every way)

★ **HIGHER HOOPERS THAN EVER\*\***

★ (Among the highers in the country)

★ **BIGGER MARKET THAN EVER\*\***

★ (Station WNOXVILLE area is booming)

★ **MORE ADVERTISERS THAN EVER\*\***

★ (With many waiting for vacancies)

★  
★  
★  
★  
**WNOX**

WNOX IS A BETTER BUY  
THAN EVER AND WILL  
BE EVEN BETTER THAN  
EVER TOMORROW (July 1)

**10,000 WATTS - KNOXVILLE, TENN. - 990 KC**

\*\*ASK A BRANHAM MAN FOR THE PROOF AND ALL THE FACTS ABOUT THIS GREAT  
SCRIPPS-HOWARD RADIO STATION.

\*The same reasons applied when all rates were increased November 1, 1950, and again when  
some rates were raised April 1, 1951.

# NBC Radio Rate Cuts Ready For Affiliates

(Continued from Page 1)

president of NBC, Charles R. Denny, executive vice-president, and other web executives will outline the rate cut plan and ask authorization to place the reductions into effect at an early date. The plan, according to reports, will involve a 10 per cent rate cut in both radio and TV cities. In addition the web will recommend that AM affiliates in some markets increase the radio rates to conform to circulation expansion based on recent surveys.

### All Sections Represented

The decision as to whether or not the NBC pattern for rate cuts will be acceptable to the affiliates rests with a committee of broadcasters who represent all sections of the country and embrace both radio and TV stations. This committee is composed of Howard Pill, WSEA, Montgomery, Ala.; Milton Greenebaum, WSAM, Saginaw, Mich.; John Murphy, director of TV for Crosley Broadcasting Company, Cincinnati; C. Robert Thompson, general manager of WBEN, Buffalo, N. Y.; B. T. Whitmore, general manager of WFBC, Greenville, S. C.; Ralph Evans, executive vice-president of Central Broadcasting Company (WHO, Des Moines and WOC, Davenport, Iowa); Jack Harris, general manager of KPRC, Houston, Texas; S. S. Fox, president, KDYL, Salt Lake City; Richard O. Dunning, president and general manager of KHQ, Spokane, Wash.; Martin Campbell, general manager of WFAA, Dallas; E. R. Vadeboncoeur, vice-president and general manager of WSYR-TV, Syracuse, and Dean Fitzer, general manager of WDAF-TV, Kansas City.

## King George To Be Heard

King George VI of England and Sir Oliver Frank, British Ambassador to the United States, will be heard in a special CBS broadcast, "Festival of Britain" Thursday, May 3. The program will be heard over WCBS from 11:45 a.m. to 12 noon. The Festival of Britain is a nationwide celebration in which England expresses its confidence in the future and holds open house to the world.

**WFIL**  
**560 kc PHILADELPHIA**  
 Operating at 560 kilocycles, WFIL's 5,000 watts provide coverage equal to 100,000 watts at double the frequency... 1120 kilocycles.  
 ABC Affiliate—Rep: THE KATZ AGENCY



By SID WHITE

## Man About Manhattan . . . !

● ● ● **TRADE WINDS:** Personnel cut-backs in the radio departments of NBC headquarters in New York and owned-and-operated stations of the web are reported underway in an economy wave instituted recently. Rumors have it that employees are being dropped in almost all radio departments. . . . United Paramount Theaters reported to have around \$10,000,000 ear-marked for TV development and that considerable will be spent in the advancement of theater television. . . . Policy of not televising performances of the Ringling Bros. & Barnum & Bailey circus at the Madison Sq. Garden is reported paying off at the box-office. Circus is practically sold out for the balance of its engagement at the Garden. . . . Newest deal being offered Jimmy Durante, Danny Thomas and the other rotating (once-a-month) comics by NBC is to do a half-hour show every other week next season. Web feels—and—rightly—that audiences don't seem to be able to follow the schedule this way. Comedy has a selective audience and a comic naturally plays better when his fans know when to get him. . . . Carter's Pills about to take over the sponsorship of Drew Pearson. . . . Rumors persist that the Garroway show will be switched to New York. . . . So many feuds going on at that TV show they oughta call it "B'way Open House of Strangers."



● ● ● Dean A. Myers, of the Columbus (O) Dispatch, comments on our comment about the teevee lanes being flooded with whodunits this summer. "Dear Sid," he notes, "they're flooded now. If your prediction comes true this Summer can be classified as The Deluge. Soon as I can get some decent plans, I'm going to build an ark to ride it out until fall."



● ● ● **AROUND TOWN:** Harry Wismer flying down to Lexington, Ky., Friday. H'll be the Governor's guest at the Derby. . . . Stork Dep't: It's a girl (Fran) at the Ted Ashleys—and a boy (David) at the Tom Reddys. . . . Emil Mogul ad agency exec Chuck Rothschild knows a guy who writes TV horror shows under a pain name. . . . Frank White, Mutual prexy, was tendered a luncheon at the Princeton Club yesterday by his network associates. The occasion was the 2nd ann'y of his becoming MBS president. "Mister Plus" with his prompter, Bob Schmid, acted as emcee. . . . Actress-songstress Beatrice Arthur's work on Bob Loewi's "Once Upon A Tune" brought her an RKO screen offer. . . . Eva Gabor, after 600 performances in "The Happy Time," will leave the Rodgers & Hammerstein hit in the middle of May to concentrate on a new half-hour teevee program. . . . Shep Fields and Snooky Lanson set for May 9th Kreisler Band Stand. . . . This week's "Ellery Queen" will feature Viola Roache, Donald Briggs and Constance Dowling. . . . Paul Taubman, new musical director on "Dr. Christian" airer.



● ● ● Ben Blue will receive a bronze plaque for being chosen East Baltimore Boy of the Year at the annual dinner of the East Baltimore Boys to be held May 10th at the Phoenix Club down there. The club, founded by advertising agency head, Joseph Katz, is patterned along the lines of the famous Grand Street Boys of N. Y.



● ● ● **ONCE OVER LIGHTLY:** Should television be permitted to tamper with the classics as written? Conrad Aiken, when he created "Mr. Arcularis," achieved a classic because he imagined the thoughts of a man an instant before his death. However, Philco saved him from a fate worse than death. Well, we don't know. . . . Adrian Spies' excellent scripting helps "We, the People" to stay at the top of its class.

# GOP, Dems Queried On 1952 Conventions

(Continued from Page 1)

announced yesterday. After meeting with the convention site committees of both the Democratic and Republican parties here Saturday, Henry yesterday sent letters to the four TV networks, asking full details on plans for covering the conventions. Henry leaves May 9 for Tulsa to meet with the Republican National Committee, which will determine on May 11 the 1952 convention site and date.

### Both Meet in Same City

The Democratic National Committee will adopt the same convention city.

Preliminary plans call for pooling network facilities, although the five major AM networks are expected to handle their own pickups, Henry said. He has been accepted by both political parties as official liaison man with the radio and TV industry in handling broadcasts and telecasts from the floors of the two conventions.

### Sponsorship Considered

The question of sponsorship of the proceedings is under consideration by both parties.

# Maryland is not just Baltimore



Not by a long shot! There's a big, rich market in and around CUMBERLAND . . . the second largest market in the state.

More than 150,000 people live in the busy tri-state area. Cumberland is its center. Only radio can reach all these people. WCUM alone reaches 95% of them.

And get this: you can buy spots on WCUM for as little as \$4.20. If you're not already buying WCUM, just give your Meeker man a ring. He'll tell you the whole amazing story about Cumberland and WCUM, the CBS station.



A KARL F. STEINMANN ENTERPRISE, Tower Realty Company (Owners and operators of WCUM)

## Quarter Earnings Of RCA At New High

(Continued from Page 1)

meeting Gen. Sarnoff credited television as the spearhead in establishing the new sales records for the first quarter and said that earnings were 6 per cent over the same period of a year ago.

After providing for preferred dividends, earnings per common share for the quarter amounted to 80 cents, compared with 75 cents per share for the first quarter, 1950.

After mentioning that the dividend of 50 cents per share on the common stock, voted by the board on April 5, 1951, would be payable May 28, 1951, Gen. Sarnoff declared that it is the intention of the board to place the common stock on a semi-annual dividend basis and to declare such dividends payable in May and November of each year.

### Pays Tribute to Employees

Following a resume of 1950's operations and paying tribute to RCA's more than 50,000 employees on their "creative efforts and craftsmanship in achieving the splendid results which our reports reveal," Gen. Sarnoff announced that since June, 1950, RCA has received an increasing volume of Government orders for the design, development and manufacture of radio-electronic equipment for the Armed Forces. He further stated: "Government orders recently reached a volume that required conversion of some of our commercial production facilities to the manufacture of equipment for national defense. Since many of the Government orders involve long-range activity and extensive development work, it is anticipated that for the next two or three years substantial portions of our facilities will be devoted to the production of electronic apparatus for all branches of the Armed Forces."

### Comments on TV Sales

Commenting on the fact that current sales of TV receivers are below levels established earlier in the year, he said that among the factors contributing to the decline were Regulation "W," which places a limitation on consumer credit, and the freeze which temporarily prevents erection of additional TV stations. He also said that 93 per cent of the RCA Victor sets produced in the first quarter, 1951, were 16-inch or larger.

Gen. Sarnoff also noted that while TV has advanced, last year 14,500,000 radio receivers were sold by the industry as a whole, compared with 11,000,000 in 1949.

As to developments in UHF, Gen. Sarnoff reported that RCA had expended more than \$2,500,000 in exploring that medium. Turning to color, he detailed the controversy which is now in the hands of the Supreme Court and explained to the stockholders the difference between systems now proposed.

Gen. Sarnoff also revealed that as of today, 55 different labels now carry the 45-rpm records and that in

## AGENCY NEWSCAST

... personnel, sponsors and notes

**WILSON A. SHELTON**, former vice-president and copy chief of Dancer-Fitzgerald-Sample, Inc. has joined the William Esty Company, Inc. as a vice-president in the copy department.

**HEWITT, OGILVY, BENSON AND MATHER, INC.** has been appointed by McKettrick - Williams, Inc., women's dresses, and C. V. Hathaway Company, manufacturer of men's and women's dress and sports shirts. Mrs. Lucille Goold is account executive for the first account, and Brevoort Walden for the latter.

**CHARLES W. HOYT COMPANY** has been appointed to handle advertising for the Myrtle Bank and Tower Isle Hotels in Jamaica, British West Indies.

**DANA C. MANNING**, formerly with Bendix Aviation Corp., has joined the Jam Handy organization.

**IRVING B. LEVIN** has been appointed an account executive and made head of the radio and television department of Degner and Associates, Los Angeles.

**THE HOUSE OF J. HAYDEN TWISS** has been appointed to handle advertising for J. B. Calva Company, Minneapolis industrial engineers.

**WILLIAM H. WEINTRAUB AND COMPANY, INC.** has appointed Paul Munroe as executive director of radio and television production and Theo Gannon as director of radio and TV program development.

**LEWIS AND GILMAN, INC.**, Philadelphia, will handle advertising for Ocean City Manufacturing Company, same city, and Montague Rod and Reel Company, Montague City, Mass.

**GLENN ADVERTISING, INC.**, Dallas-Fort Worth-Los Angeles, has been appointed by Compete Hosiery Mills to handle the Comette Nylons account.

**ALLEN G. BISHOP** has joined Warwick and Legler, Inc., New York, as an account executive. He formerly was with Ruthrauff and Ryan, Chicago.

1950, more than one-third of pronograph sales by RCA Victor were 45-rpm.

He further said that NBC is aggressively developing the art of TV programming as a new service supplementing the vast coverage of radio broadcasting.

In conclusion, Gen. Sarnoff outlined the policies that govern the operations of RCA—from research through manufacturing, sales, servicing, broadcasting and world-wide communications.

**GILBERT ADVERTISING** has been named by Poirette Corsets.

**WESTERN POLICE ACADEMY**, Oakland, Cal. has appointed Ad Fried Advertising Agency. The agency recently handled the Oakland Police and Firemen Pension Campaign which won by a substantial majority in the April 17 municipal election.

**GEYER, NEWELL AND GANGER, INC.** report a new, broad scale advertising campaign soon to be launched by the Zippo Manufacturing Company, Bradford, Pa. The drive includes television stations in 30 key cities as well as national, business executive and trade magazines.

**REINGOLD COMPANY, INC.**, Boston, has been named by the Table Talk Pastry Company, Inc., Worcester, Mass., to handle an advertising campaign scheduled for May which will include radio and newspapers.

## Ohio Broadcasters To Discuss Rates

(Continued from Page 1)

hold the line on radio rate reductions. Some think that a war chest should be raised among the broadcasters to foster a campaign to promote the values of radio on a local level. Others believe that Broadcast Advertising Bureau should receive full support and the industry organization encouraged in its efforts to sell radio as a medium.

William B. Ryan, president of BAB, is scheduled to address the Ohio gathering today. In his speech, Ryan is expected to refer to impending radio network rate cuts and to urge the broadcast to get behind the organization's activities to re-sell radio as an advertising medium.

### Campaigns For Radio

Denver — Stressing the effectiveness, economy and dominance of radio media today and the bright outlook for 1951, Charles C. Bevis, Jr., general manager of radio station KOA, gave an address last Wednesday before the Advertising Club of the University of Colorado. It was his first official speech since his appointment to KOA by NBC.

For the first time in 10 years...

KFWB is pleased to announce that

Southern California's top night-time disc-jockey show\*

## the Gene Norman show (10-12 PM)

is now AVAILABLE  
on a participating basis  
to select accounts.

\*More than twice the listenership and four times the Sales impact of the next show listed, according to two impartial surveys. Let us show you!

contact **KFWB**  
5833 Fernwood Ave.  
Hollywood 28, California.  
HEmpstead 5151 or nearest  
Wm. Rambeau Office.





## Canadian Advertisers Meeting In Toronto

(Continued from Page 1)

problems to be faced in its growth, will be described Friday afternoon by A. Davidson Dunton, chairman of the board of governors, Canadian Broadcasting Corporation. "Effects of the Video Virus on the Human Being" will be discussed by John P. Cunningham, executive vice-president of Cunningham and Walsh, in the same session. The latter will include a report on the changes in the social life and habits of the TV set owner as shown in the Videotown survey made annually by the advertising agency for the past three years.

ACA president Lee Trenholm will open the convention officially this morning. The convention is evenly divided into three separate days, with Wednesday devoted to education, Thursday the research day and Friday, marketing day.

Dr. E. B. Hinckley, president of Babson Institute of Business Administration, will give an address on "Training for Industrial Statesmanship" in the first morning session. He will be followed by Bennett S. Chapple, Jr., assistant vice-president of U. S. Steel Corp., who will discuss "Advertising's Challenge—And Opportunity—Today."

### Dr. Hutchins to Speak

During the Wednesday luncheon, at which top-level executives will be head table guests, Dr. Robert M. Hutchins, president of the University of Chicago and associate director of the Ford Foundation, will be the principal speaker, addressing the delegates on "Why Education Has Failed."

Economics will form the basis of the afternoon program, with James Stewart, vice-president and general manager of the Canadian Bank of Commerce, speaking on "The Canadian Climate," followed by Dr. J. S. Petrie, research director for the Canadian Tax Foundation, giving an address on "The Impact of New Taxes on Marketing."

Thursday morning research session will feature Eric M. Wilson, advertising director of the Montreal Star, in an address on "I See by the Paper"; A. W. Lehmann, managing director of the Advertising Research Foundation, discussing "Increasing the Effectiveness of Advertising Through Research"; and H. H. Rimmer, Canadian General Electric Co. Ltd., who is chairman of the Canadian Advertising Research Foundation, and Mark Napier, J. Walter Thompson, Co., Ltd., Toronto, vice-chairman of the Canadian Advertising Research Foundation, who will discuss the topic "Validated Advertising Research Explained."

Other speakers on Thursday include A. C. Nielsen, president of A. C. Nielsen and Co., speaking on "Marketing Research in a Changing World"; Jack Genser, assistant general manager, Steinberg's Wholesale Groceries, Ltd., Montreal, on "Market Research Helps Introduce

## California Commentary

By ETHEL ROSEN

● ● ● Freeman Lusk set to do a 15-minute, once weekly, show over KLAC-TV (13), starting May 3. Program, "V. I. P.," will feature interviews with well-known political personalities. . . Mrs. Hal Bock, nee Sybil Chism, entered Hollywood Hospital over the week-end for surgery, expects to return as organist for NBC's "One Man's Family" end of week. . . .

### Hollywood

Edgar Bergen has invited the navy men from the Cruiser Los Angeles to be his guests at the May 6th broadcast—over 400 sailors with wives and girl friends. . . Howard Flynn opens the eyes of KMPC's listeners at 5:30 a.m. daily with a new program of news and music, "Wake Up With Flynn." . . PTA names KECA-TV's "Meet Your Children" outstanding public service program for April, 1951, show designed to solve problems of child guidance. . . Irving Miller and his wife off to Honolulu for a 10-day trip. The Millers celebrated their 25th wedding anniversary last week. . . Stuart Novins was honored with a luncheon at Brittingham's the other day before taking off for New York and his new assignment with the CBS Department of Public Affairs. . . Jack Benny was guest of honor at a regional conference in Salt Lake City of the United Jewish Appeal, May 1. . . John Farrow, motion picture director, has accepted the post of chairman of the stars' participation committee and will be in charge of securing stars to appear on the television film series, "Medicine On the March." . . Jerry Colonna makes his debut as star of his own television program, "The Jerry Colonna Show," with singer Frankie Laine as guest on the premiere telecast on KECA-TV, May 2nd. . . Charles S. Salik, president and general manager, KCBQ, San Diego, will be married May 27 to Louise Greven. They will take an extended honeymoon in Europe with stopovers in several isles of the Caribbean. . . Dan Russell, former program director of KFMV and Pacific Regional Network, has joined the program staff of KFWB.

☆ ☆ ☆ ☆

● ● ● Mike Nidorf, Jo Stafford's manager, has returned to New York. . . Irvin B. Levin has been appointed account executive and head of the Radio and Television Departments of Degner and Associates. . . Rex Allen, Western singing star of the CBS "Rex Allen Show," will make a seven-day series of one-nighters on behalf of the Cancer Society Fund Drive in Nebraska, Wyoming and Colorado. . . NBC's "Dragnet," starring Jack Webb, celebrates its 100th broadcast, May 3rd. Look Magazine of May 8th, will carry a story on "Dr. Christian's Prize Patients," dealing with the winners of the annual Dr. Christian Award script contest. . . Negotiations are under way for Jo Stafford to play the London Palladium this summer, and, while in the British capital to transcribe 52 half-hour radio shows for European distribution.

Self-Service Meats"; Henry King, research manager, Cockfield, Brown and Co., Ltd., on "Market Research Helps Bring Tourists to Canada"; and J. H. Sunley, sales promotion manager, American Can Company, Hamilton, on "Market Research Helps Sell Containers."

Speakers on Friday morning will be Samuel Cherr, vice-president and merchandising director of Young and Rubicam, New York, on "Changing Trends in Distribution"; and N. J. Leigh, chairman of the board, Einson-Freeman, Inc., Long Island City, N. Y., on "Ten Top Display Ideas and How They Grow." Movie star George Murphy will be the speaker at the Friday luncheon, choosing as his topic "Motion Pictures in the Battle of Ideologies."

Highlight of the annual banquet Friday evening will be the presentation of the 1950 ACA Advertising Awards. CBC commentator John Fisher will be the guest speaker.

## NLRB Challenges NABET Authority

(Continued from Page 1)

ever, to restoration to the motion calendar upon five-day notice in the event that the respondent, NABET, indulges in conduct in violation of the Taft-Hartley Act.

According to the NLRB petition the TelePrompter Equipment Corporation of 270 Park Ave., N. Y. rented electrical devices to prompt actors on TV shows to Calkins & Holden, Carlock, McClinton and Smith, an advertising agency putting on John Conte's "Little Show" over NBC's TV network. The employees of TelePrompter who operated the devices were members of Protection Union No. 1 of IATSE, but NABET, which has contract with NBC, insisted that the operation of the TelePrompter equipment be assigned to members of their union.

### Strike Instituted Feb. 15

The argument resulted in a NABET-called strike at NBC on Feb. 15, 1951, and the cancellation of the agency's contract with TelePrompter's service. However, that same day the unfair labor practice charge was filed against NABET by TelePrompter. Since then the TelePrompter equipment on the "Little Show" has been operated by IATSE members without further strikes or work stoppage.

A spokesman for the NLRB at the Court House yesterday said that the suit would probably remain in adjournment as long as the NABET did not attempt any further violations of the Taft-Hartley Act.

### Discuss Copy Testing

New York Chapter of the American Marketing Association will have a copy testing discussion group tomorrow at 12:15 at the Hotel Shelton. Speaker will be Henry Godfrey, copy and media research director of J. Walter Thompson, Inc., who will evaluate "National Advertising Via Direct Mail," in presenting the story of a continuing series of studies by the Ford Motor Company and J. Walter Thompson.

Meeting of the chapter will be held on Thursday, May 24, when James D. Shouse, chairman of the board, Crosley Broadcasting Corp., will discuss "Certain Economic Aspects of Europe and South America as They Relate to Our Own Economy."

### Woman Commentator Signed By MBS Network

Hazel Markel, well-known Washington woman broadcaster, has been signed by Mutual to air a coast-to-coast radio commentary, every Sunday at 1 p.m. over the full network, starting May 20.

Featuring a commentary on national affairs, the leading woman broadcaster will also interview Washington notables and give inside stories of what goes on in the nation's capital. In addition to her MBS programs, Mrs. Markel will also air a daily Monday through Friday 15-minute women's program over station WWDC, Washington, starting May 21 or sooner. Broadcast time will be 12 noon or 12:15 p.m.

Former program director of WTOP, Washington, CBS affiliate, Mrs. Markel is first vice-president of the Women's National Press Club.

### Doodle-Do!

—Hollywood—Hoosier, Jr., a New Hampshire rooster, has been signed by NBC here as a singing-signature for Sam Hayes' morning West Coast newscasts. The lucky New Englander was chosen by Hayes after a three month elimination contest and is believed to be the first of his race to be signed by a radio network. Hoosier, Jr. is owned by Burt C. Sanders of Napa, Cal.

## Milwaukee AM, TV Welcome MacArthur

Washington Bureau of RADIO DAILY  
 Greatest single station radio and television coverage since General Douglas MacArthur returned to this country was presented last Friday by WTMJ and WTMJ-TV, the Milwaukee Journal stations, in broadcasting the General's triumphant return to his home town. WTMJ-TV, the only television station in Wisconsin, met a major test that surpassed coverage problems in MacArthur's earlier visits to San Francisco, Washington, New York and Chicago, where TV stations and networks pooled equipment and manpower.

**Done as Simulcast**  
 WTMJ and WTMJ-TV did the broadcast of the General's homecoming as a simulcast, starting at 10:45 a.m., just 15 minutes before he arrived in a motorcade at the Milwaukee County line, and was continuous until the General's plane departed from Billy Mitchell Field at 5:55 p.m. It was sponsored as a public service feature by the First Wisconsin National Bank, with regular commercial messages omitted.

All-out usage of equipment was pressed into service, with 11 TV cameras in use, three field units and four microwave transmitters. One TV mobile unit was borrowed from WBKB, Chicago, with two of the station's own mobile units utilized. Sound portions of the broadcast were the same on both radio and TV. The stations used a total of 28 microphones, 21 special telephone circuits and three shortwave units. A special telephone line also fed portions of the broadcast to WSAU, the Journal station, Wausau.

An unprecedented amount of manpower was put into use, with 45 radio and TV engineers, nine announcers and 15 program directors and production personnel.

## Texaco Star Theater Continues To Lead TV

Texaco Star Theater continues to lead in the per cent of TV homes reached in program station areas with a rating of 64.6 per cent of the homes, according to the Nielsen ratings of top TV programs for the two weeks ending March 24th. Other ratings in the top 10 and the percentage of homes reached are: Fireside Theater, 50.9; Colgate Comedy Hour, 48.7; Philco TV Playhouse, 48.3; Arthur Godfrey's Talent Scouts, 47.1; Gillette Cavalcade (boxing), 46.5; Hopalong Cassidy, 44.7; Lone Ranger, 43.9; Mama, 43.3 and Your Show of Shows, 42.2.

# ★ ★ TELE TOPICS ★ ★

"THE W. Somerset Maugham Theatre," as we've said before, is a production of such quality as to make the entire TV trade proud to be in the business. Monday night's show (NBC-TV, 9:30-10:30) presented what is generally considered Maugham's second best novel, "The Moon and Sixpence," and starred Lee J. Cobb in the leading role as Charles Strickland. In comparison with the movie version of some years ago, the TV production was not as glossy but had more of the realism found in the novel. Bramwell Fletcher was at ease as Dr. Coutes; Marsha Marcus as "Ata" was not quite as exciting as the Ata of the movie version, but was probably better fitted for TV. Olive Deering and Romney Brent gave supporting performances far above the average. And Lee J. Cobb's performance paralleled anything he has ever done—which includes a great many superb performances. Staged by David Alexander and directed by Daniel Petrie, the production made use of many good camera closeups to capitalize on Cobb's fine expression.

★ ★ ★ ★  
**TODAY'S TV Personality:**  
**JERRY HORWIN**, newly appointed story executive for CBS, is a veteran of the Hollywood scene where he spent 20 years as story editor of Universal Pictures, idea man for David Selznick, writer and literary agent. He is regarded by many as being one of the five top men in the industry and has sold as many as eight original stories to the studios in a single year. Among some of his screen credits are "Rose of Washington Square," "The Sun



HORWIN

Never Sets," "Stormy Weather" and several of the "Goldigger" series. Jerry is also the co-author of "My Dear Children," which starred the late John Barrymore, as well as several other Broadway plays. His most recent achievement was the novel "Tasker Martin," screen rights to which have been purchased by RKO. As story executive at CBS, Jerry is responsible for servicing eight of the TV dramatic shows done weekly by the network.

★ ★ ★ ★  
**"TELEVISION** is a wonderful medium, offering almost unlimited possibilities," stated Jean Hersholt, veteran actor, in an interview Monday upon his arrival in New York for the 10th annual radio script awards for his Dr. Christian series, on which he has starred for 14 years. Recognizing TV as a wide-scope medium to foster all the creative talents, Hersholt is praiseworthy of its merits, but openly critical of its faults, and reminds all those who are too TV-minded and carried away with the new medium, that it can by no means eclipse radio which he states will always have its own very definite and specific place, no matter how greatly TV advances—and Hersholt is quite hopefully optimistic about the latter. Thinking in self-terms, he uttered his preference to do TV shows on film rather than live shows, not only for better results, but also with an eye to sales outlets abroad. One TV show monthly is his idea for steady and continued audience interest.

★ ★ ★ ★  
**JACKIE LEONARD** and Dagmar will get equal billing when they take over "Broadway Open House," late this month. . . . "The Thousand Yard Look," dramatization of the early stages of the Korean war, will be telecast Friday, May 11 at 9:00 p.m. EDT, over ABC-TV's "Pulitzer Prize Playhouse." Hal Boyle, Pulitzer-prize winning war correspondent of the AP will narrate the program which was adapted from his dramatic dispatches from the Korean war fronts. . . . Free & Peters, Inc. will show their TELEscript Presentation Technique today at the Waldorf-Astoria at 4:15 p.m. The national representatives firm is holding a three-day sales clinic in New York. . . . St. John Terrell plans to use TV and radio in connection with his "Music Circus," which opens for its third Summer season at Lambertville, N. J., on June 9. . . . A total of 518,000 TV sets were reported in the WLW area as of April 1. The survey report was released by Don Miller, head of the Crosley Broadcasting Corporation's research department and embraces the three areas of the company's operations. Breakdown of the figures shows that 250,000 sets are in the WLW-T, Cincinnati, area; 125,000 are in the area of WLW-D, Dayton, and WLW-C, Columbus, accounts for the remaining 143,000 sets. . . . Salesman Arthur Godfrey will turn over part of the Pillsbury commercial to a Junior Achievement star salesman on the "Arthur Godfrey and His Friends," CBS-TV program tonight at 8:00 p.m. Sixteen-year-old Enrico Di Pasquale, Stuyvesant H. S. student and secretary-treasurer of Knickerbocker Novelties Co., a Junior Achievement Company, will sub for Arthur.

## Kine Pic Distributing On Firm Basis: Lepore

In an address before the Society of Motion Picture and Television Engineers yesterday at the Hotel Statler, New York, Frank C. Lepore, manager of the film and kinescope recording operations at NBC, said that kinescope film distribution has withstood the test of time and trial by ordeal so that it is time that it don long pants and take its place beside its big brother, film distribution, to render a real service on a practical businesslike basis.

Lepore, in pointing out the special characteristics of kinescope film distribution, said that kine films must be ready for delivery to stations all over the U. S. in less than a week after the live show was recorded. At NBC, alone, this year they shipped over 40,000 kinescope prints to stations, using a seven-day-per-week operation for kinescope recording. Approximately 43 hours of recorded programs are processed each week by this method.

### Cites Two Examples

Commenting upon the flexibility of Kine film distribution, Lepore used as examples a well-known weekly magazine that recorded by kine special commercials of the current week's cover on Monday and rushed these commercials to 12 stations so that they could be inserted into the previous Thursday's program, which plays the 12 stations the following Thursday, the day the issue hits the newsstands. He also mentioned a famous cigarette manufacturer's program that is topical and must be played off in less than a week after the live show date. However, station time availabilities for this program are not uniform, and prints had to be shipped separately to the stations in the shortest possible time.

Prior to Lepore's speech, Kendel Foster, of the William Ety Agency, N. Y., spoke on film problems from the point of view of the advertising agency. He stated that the main problem for advertising agencies is reaching the 38 single station markets with the use of kinescope films, and the need to build an adequate audience with the use of kines.

Other speakers at the yesterday morning session were Howard Chinn of CBS, who spoke on the over-all factors in TV recording operations; R. L. Garman, TV committee chairman, who delivered the committee report, and P. J. Herbst, R. O. Drew and S. W. Johnson, of the RCA Victor Division of RCA, who discussed the electrical compensation and photographic masking in the improvement of contrast and detail in televised film.

**TOPS TV**  
*in*  
**FILMS!**

Ask to See "MAGIC BOW"  
 one of the greatest films of all time — portraying the life of PAGANINI with YEHUDI MENUHIN playing the violin selections. Starring STEWART GRANGER.

**★ UNITY ★**  
**TELEVISION CORP.**  
 1501 B'WAY., N.Y.C. 18  
 Longacre 4-8234

## BEHIND THE MIKE

**T**ODAY, the first day of National Health Week, will be marked by the guest appearance of Mrs. Forrest Adams, psychiatric technician at a New Jersey State Mental Hospital, as "Woman of the Week" on "Portia Faces Life," heard over NBC beginning at 5:15 p.m., EDT. Mrs. Adams has been widely commended for her work at the hospital, having demonstrated unique ability at winning the confidence and respect of the patients.

One modest youngster, writing in for membership in "Mr. District Attorney's teen-age club, remarked: "Although I don't think I've done anything outstanding to rate being an 'Honorary Mr. D. A.', please may-be I could become a 'Harrington Helper'?" 'Harrington' is the radio D. A.'s No. 1 assistant.

Barbara Joyce, who has done every kind of role on TV, will play the American Indian wife of "Pierre Dorian," famous fur trapper, on the Gabby Hayes show. Incidentally, Barbara has a rather unusual hobby—she is learning how to be a trapeze artist.

George, Hank Sylvern's cat, who has made many TV appearances on "Suspense," into the hospital.

Elizabeth Bentley, the former Communist now in the employ of the FBI, will guest on "The Kathi Norris Show."

Jack McCoy asked a 5-year-old boy on the "Live Like A Millionaire" show if he knew what a U. S. Senator was. The boy replied "Of course I do, he is a baseball player."

"Caroline Burke puts vacation into work" is the slogan sent in by a group of High School students who have been staying after school just to watch her Vacation Wonders travel show each weekday (Mon. thru Fri.). As the students aptly put it, it is the easiest way to enjoy geography.

Dick Brown signed for "The Family Circle" with Walter Kiernan on ABC. Show will be directed by George Wiest.

Al Helfer's broadcasts of "The Game of the Day" via more than 400 stations, earns for him over 1,000 pieces of fan mail a day, and his fans are planning on giving him an "Al Helfer Day" during the baseball season. Al certainly rates it!

## Emery Aids Kiddies

Hundreds of children in the child-caring homes of New York Catholic Charities have become "hams," because of television and especially Bob Emery and his "Small Fry Club." For the second straight year, New York Catholic Charities and Emery have teamed up to present to video-viewers on WABD children from the Catholic Charities homes who sing, dance, play musical instruments, recite and just mug the camera.

## COAST-TO-COAST

### Sales Tax Debate In N. H.

Goffstown, N. H.—The sales tax was the topic of a lively debate, which was broadcast over stations WKBR, Manchester; WTSV, Claremont; WTSL, Hanover, and other affiliates recently. Speakers were Rep. Ansel Sanborn and Larry Pickett representing the Legislature in favor of the measure, and John J. Gaines and Med Chandler, of the opposing faction. The discussion lasted an hour.

### Don Butler Pensacola Guest

Miami—Don Butler, emcee of WGBS' morning "Butler's Pantry," was one of a group of Miami businessmen flown from here to the Pensacola Naval Air Station recently for a three-day tour of the base. They were entertained by Rear Admiral Francis M. Hughes and Vice-Admiral John D. Price. The tour included a visit aboard the aircraft carrier Monterey to observe how Navy fliers train. Don made a tape recording from the carrier of the description of maneuvers and interviews with various personnel.

### Kudos For "Safety Circus"

Washington, D. C.—Inspector Dick Mansfield, formerly of the Washington Police Force, is getting commendations for his half-hour weekly TV show, "Safety Circus," seen Saturdays 5:00-5:30 p.m. on WNBW. Show deals with safety rules for children, has songs, art, comics, prizes, games and contests for the small fry. Presented in the public interest, it is a carryover of Mansfield's weekly school talks to youngsters.

## Counter Suit Filed By A. C. Nielsen Co.

(Continued from Page 1)

March 30, 1950 against A. C. Nielsen Company and C. E. Hooper, Inc. Original claim of the plaintiffs was for damages of \$2,500,000, but of this sum, \$1,000,000 was summarily dismissed in February by order of the U. S. District Court in Philadelphia. The answer was filed on Monday.

In its counterclaim, the Nielsen Company claimed malicious and fraudulent conspiracy by the plaintiffs to coerce A. C. Nielsen Company into granting Sindlinger and Company, Inc. a license to operate under Nielsen patents at a nominal cost and to coerce A. C. Nielsen Company into buying out the plaintiffs' "unsuccessful and worthless business" at an exorbitant price.

The Nielsen answer asserts that Sindlinger and Company, Inc., which is now inoperative, failed "by reason of the inefficiency, inaccuracy of the results obtained from and impracticability of the technique of audience measurement employed by the plaintiffs in their business, and by reason of the inefficiency, incompetence and inability of the plaintiffs in the conduct of their business.

### WWNY Celebrates Birthday

Watertown, N. Y.—WWNY celebrated its 10th birthday on April 29th with a half-hour program, which included entertainers and station personnel who appeared on the opening broadcast 10 years ago. Earl R. Kelly, station manager, and James W. Higgins, assistant station manager and program director, were hosts at the broadcast and celebration. Civic leaders and local sponsors joined the entertainers and staff in congratulations on a progressive decade of broadcasting in the various sections of northern New York State.

### "Breakfast With Danny & Jim"

Phoenix, Ariz.—Liberty has whipped up a foamy souffle tagged "Breakfast with Danny and Jim," which bows in bright and early Monday morning at 9:30 and will be around for 30 minutes. Program will be an across-the-board deal (Mon.-Fri.) and will feature Danny O'Neil and Jim Ameche, brother of Don.

### CKNW Steps Up News Coverage

New Westminster, B. C.—CKNW now is broadcasting news every half hour. Seven years ago CKNW went on the air as the first station in the Dominion with news hourly on the hour, and now is pioneering again with news on the half hour and on the hour 24 hours a day, seven days a week. The thirty-minute service covers all local news of the Vancouver and New Westminster areas, using all available wire service facilities.

## UN Spokesman Begins 30-City Tour

(Continued from Page 1)

to all parts of the world the work and varied activities of the UN and its Commissions and Agencies in building a lasting peace.

Her tour, which opens in Pittsburgh tomorrow with a conference with broadcasters at WCAE, will conclude June 30. Several broadcasts enroute will be featured.

### To Confer with Station Officials

Conferences with local station managers, program directors and newsmen will present the various services and programs available for local presentation, both from networks direct and from UN Radio itself. Mrs. Lewis will confer with such local groups as the American Association of University Women, General Federation of Women's Clubs, Hadassah, League of Women Voters, National Federation of Business and Professional Women's Clubs, United Council of Church Women, YWCA, Rotary Clubs and educators which are officially represented in the United Nations by accredited observers through the Non-Governmental Organizations Division of the UN.

## PROMOTION

### TV Aids Campaign

A novel nation-wide opening by means of a TV network program and many local televiewing parties in various parts of the country launched United Cerebral Palsy's drive for \$5,000,000, on Saturday. Program was tuned in to be followed with mayors, city officials and other dignitaries.

The unusual presentation was made on the Ken Murray program over the CBS-TV network from 8:00 to 9:00 p.m. Stars of stage and screen appearing on the program, included Constance Moore, Phil Silvers, Robert Q. Lewis, Gypsy Rose Lee, Joyce Mathews, Eileen Barton and Abe Burrows. In many parts of the country, televiewing parties had been arranged at which the Ken Murray celebrities spoke at the local ceremonies. They include Chicago, Boston, New Orleans, Cincinnati, Cleveland, Philadelphia, Camden and Washington, D. C.

## Magicians Take Over At Advertising Club

Blase advertising men will discover today that the hand is quicker than the eye when top masters of the mystic will perform at their prodigious best in the Magicians' Guild Day at the Advertising Club. The show, entitled "Modern Magic at its Best," is a preview of the coming hi-jinks at the combined convention of the International Brotherhood of Magicians and the Society of American Magicians, to be held May 27-30 in New York.

The show, which will be emceed by Julien J. Proskauer, co-founder of the Magician's Guild, will start at 1 p.m., following the noon luncheon. Participants in the show include Richard C. Richards, first vice-president of the Magician's Guild of America; Richard DuBois, national president of the Society of American Magicians; Walter Coleman, international president, International Brotherhood of Magicians; and Warren Simms, past national president of both the Magician's Guild of America and the Society of American Magicians.

## Will Address Ad Men

Russell Anderson, foreign editorial director of McGraw-Hill Publishing Co., will address a meeting of the Metropolitan Advertising Men tonight at 118 E. 40th St.

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

on "RADIO BALTIMORE"

Contact  
EDWARD  
PETRY CO.

WBAL

# MILLER SUPPORTS McFARLAND'S BILL

## Impending Rate Cuts Arouse Network Affiliates

### Stations Seeking Information From Webs

Station relations departments of the four major networks found it rough going yesterday as a sequel to the letter from the Affiliates Committee which was sent out to all network stations over the signature of Paul Morency, chairman, RADIO - TELEVISION DAILY learned yesterday. The

(Continued on Page 8)

### NLRB vs. NABET In New York Today

Washington Bureau of RADIO DAILY

Washington—An injunction suit, the outcome of which may affect radio and TV throughout the nation, is scheduled to be heard at 10:30 a.m. today in the Federal District Court, Southern District of New York, in Room 506, Federal Court

(Continued on Page 2)

### United TV Announces New Appointments

Tremendous expansion of activities during the last 60 days by United Television Programs has necessitated addition of executive personnel, it was announced by Gerald King, president.

Appointment of Ken Farnsworth.

(Continued on Page 8)

### Reunion In Vienna

Films shot in Vienna showing the home-coming of Robert Vogeler, American executive, following his release by Hungarian Communists, were shown last night during the John Cameron Swayze "Camel News Caravan" on NBC-TV from 7:45-8 p.m. The films, which ran for five or six minutes, showed Vogeler in his Vienna garden with his family.

### Testimonial To Fellows

Harold E. Fellows, president-elect of NARTB, will be tendered a testimonial luncheon by the Radio Executives Club of Boston, the Advertising Club and the Chamber of Commerce, at the Hotel Statler in Boston on Tuesday, May 8th. Fellows is winding up his affairs as general manager of WEEL and New England representative of CBS, before taking over the NARTB presidency in Washington on June 1st.

### TV On SMPE Agenda As Convention Opens DuMont Gains Noted In Financial Report

The 69th Semi-Annual Convention of the Society of Motion Pictures and Television Engineers got under way yesterday morning at the Hotel Statler, New York, with an address by Nathan D. Golden, director of the Motion Picture Photographic Products division of the National Production Authority.

The convention is scheduled to last until May 4, during which time heavy emphasis will be laid on the newest technical improvements made in the television and motion

(Continued on Page 7)

### TV 'Thaw' Not Near, Coy Tells Journalists

Washington Bureau of RADIO DAILY

Washington—Hopes of lifting the television freeze got a dash of cold water from FCC Chairman Wayne Coy last night when he addressed the National Newspaper Promotion Assn., meeting here at the Ward-

(Continued on Page 5)

Substantial gains in gross income as well as net profit was reported by the Allen B. DuMont Laboratories, Inc., in the annual report to the stockholders released yesterday by Dr. Allen B. DuMont, president.

The gross income for 1950 showed an increase of \$31,095,576, over the year 1949. Total gross for 1950 was \$76,362,665, as compared to a total of \$45,267,089, in 1949.

The net profit in 1950 was \$6,900,788 after taxes and other charges and net earnings per share of common

(Continued on Page 6)

### NARTB And Writers Argue Copyright Law

Washington Bureau of RADIO DAILY

Washington—NARTB was pitted against ASCAP, the Authors' League of America and the American Book Publishers Council yesterday in hearings before a sub-committee of the House Judiciary Com-

(Continued on Page 4)

### TV Can Help Lift Ad Budgets CBS Sales Executive Says

Washington Bureau of RADIO DAILY

Washington—TV can be the lever to lift advertising budgets back into line with the national income, Louis Hausman, CBS vice-president in charge of sales promotion and advertising, told the National Newspaper Promotion Association last night. Hausman addressed the annual convention banquet of the association at the Wardman Park Hotel.

Selling against television, he said,

is like "trying to make water flow uphill." Instead, Hausman advised, that TV be used as a "force to induce advertisers to expand their total advertising investment."

He quoted figures to show how the relationship between advertising and the national income has become unbalanced. Hausman pointed out that whereas the national income for 1929 to 1946 had increased 120 per cent, from \$87 billion to \$180 billion,

(Continued on Page 6)

### Says FCC, Itself, Makes Changes; Hearing Ends

Washington Bureau of RADIO DAILY

Washington—Terming the Senate-passed McFarland bill (S-658) the "first major overhaul of the Communications Act since its enactment in 1934," President Justin Miller of the NARTB yesterday urged immediate passage of the measure by the House. He testified before the House

(Continued on Page 5)

### Move To Stabilize TV Receiver Sales

Camden—In a move to strengthen and stabilize market conditions in the television industry RCA Victor yesterday informed its distributors at a series of meetings in all TV areas throughout the country that it is guaranteeing its current factory prices of TV receivers until Aug. 1.

At the same time company repre-

(Continued on Page 7)

### Emerson Cuts Prices On Entire TV Set Line

The Emerson Radio and Phonograph Corporation yesterday announced a reduction in list prices of from \$15 to \$145 per set on its entire 1951 TV line. According to Benjamin Abrams, Emerson presi-

(Continued on Page 2)

### Radio Affected

Failure of the transcontinental communications line between Los Angeles and Salt Lake City last Sunday night interrupted the broadcast of several ABC radio programs in the Rocky Mountain and West Coast regions. "Black-out" affected ten minutes of "Stop The Music," all of Walter Winchell and Louella Parsons and 10 minutes of "American Album."

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

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Telephone: 2-2305.

## FINANCIAL

(April 30)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	14 1/8	13 7/8	14 1/8	+ 3/8
Admiral Corp.	23	22 1/2	22 3/4	- 1/4
Am. Tel. & Tel.	155 1/2	154 3/4	154 7/8	.....
CBS A	32	31 5/8	31 7/8	.....
CBS B	32	31	32	+ 1
Philco	23 1/2	23	23 3/8	- 3/8
Philco pfd.	88	88	88	.....
RCA Common	19 1/4	18 7/8	19	- 1/8
RCA 1st pfd.	78 1/4	77 1/2	78 1/4	.....
Stewart-Warner	18 3/4	18 5/8	18 3/4	.....
Westinghouse	40 3/4	40 1/2	40 3/4	+ 1/8
Zenith Radio	65 3/8	64 3/4	65	- 3/8

### NEW YORK CURB EXCHANGE

DuMont Lab.	17 1/4	16 7/8	16 7/8	.....
Hazeltine Corp.	28 3/4	27 3/8	28 3/4	+ 1 3/4
Nat. Union Radio	4 1/2	4 3/8	4 1/2	.....

### OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	12 1/2	14

### Guest On Mohawk Show

Robert Alda, currently starring in "Guys and Dolls" on Broadway, will be the guest of Roberta Quinlan on the "Mohawk Showroom's" anniversary program, Wednesday, May 2. The program marks the beginning of the "Showroom's" third year in television, and an expansion from fifteen to fifty NBC-TV network stations.

## WFIL

560 kc • PHILADELPHIA

It's Not the Size...  
It's the Selling Power!

ABC Affiliate—Rep: The Katz Agency

## ★ COMING AND GOING ★

WILLIAM B. RYAN, president of the BAB, off to Columbus to address the Ohio Broadcasters Association.

KEN SPARNON, field representative of BMI, leaving for Hot Springs to attend a meeting of the Virginia Association of Broadcasters.

HAL COULTER, manager of advertising for the Mutual network, is in Sandusky, Ohio, on business. He'll be back tomorrow.

ED THOMAS, public relations director of Geyer, Newell & Ganger, is en route from Paris to Rome as a consultant to the United States Army.

ROLAND TRENCHARD, public relations director of WAAT and WATV, Newark, N. J., is back from Miami Beach, where he spent a six-week vacation.

LUISE RAINER arrived from Cleveland yesterday aboard a United Airliner.

LT. COL. BARNEY OLDFIELD, of General Eisenhower's European headquarters staff, visited in New York yesterday.

JOHN DERR is in Louisville making arrangements for the Columbia network's radio and TV coverage of this Saturday's Derby, also to handle the Derby "preview" programs during the week.

JACK BERTEL, agent for Phil Baker, is expected from California today.

FAY DAY, assistant research manager of CBS Radio Sales, is spending this week in Chicago on business.

JEANNE WARNER, vocalist on WNBW, Washington, D. C., is coming "north" this week to sing for servicemen.

ELLIOTT ROOSEVELT, accompanied by his wife, is in Geneva, Switzerland, making recordings for radio and television broadcasts of Mrs. Eleanor Roosevelt.

### Emerson Cuts Prices On Entire TV Set Line

(Continued from Page 1)

dent, the step is in line with a similar successful move made last year by the company.

"We feel that lower prices will tend to open the door to TV ownership for the great mass of people who want to buy TV receivers, but have found the amount of down payment required by Regulation W a deterrent to their purchase," said Abrams.

The TV line which has been specially priced includes a 14-inch table model receiver at \$149.95; a 17-inch table model receiver at \$199.95; a 17-inch console receiver at \$249.95; a 19-inch console receiver at \$269.95. and a number of other models at corresponding low prices.

### Blood Donors Respond

An urgent request from the Brooklyn Red Cross for O-Type blood donors broadcast on two news periods by WFDR, New York FM station, Friday, brought 35 volunteers to Red Cross blood center.

## WDRC

HARTFORD 4 CONNECTICUT  
WDRC-FM

### 3 R's = 1st

The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities.  
Represented by Raymer



## NLRB vs. NABET In New York Today

(Continued from Page 1)

House, New York. The National Labor Relations Board has filed suit against the National Assn. of Broadcast Engineers and Technicians, charging secondary boycott in violation of the Taft-Hartley Act. George J. Bott, NLRB general counsel, filed the action on complaint of Teleprompter Service. It involves the NBC-TV "Little Show."

According to the NLRB petition, employees of Teleprompter Service are members of IATSE. After Teleprompter entered into a contract with Calkins & Holden, Carlock, McClinton and Smith, Inc., agency handling the "Little Show," Jan. 31, NABET demanded that is members operate the Teleprompter equipment, the NLRB stated, adding that "at no time has the NLRB certified NABET as the bargaining agent for employees of Teleprompter Service."

The argument led to a NABET-called strike at NBC, according to NLRB, and to cancellation of the agency's option with Teleprompter Service. Specific violation of Section 8(B) 4(D) of the Taft-Hartley Act is charged by the NLRB against NABET.

On April 24, Judge Irving R. Kaufman in New York Federal District Court, issued a show-cause order and set the case for hearing.



### You get a lot for a little\*

\*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY



# Advertising Agency News And Notes From Here And There

**HEWITT, OGILVY, BENSON AND MATHER** reveal promotion of Florence A. Karpowich as space buyer on print media, and the appointment of Forence Smith as radio and television time buyer. Miss Smith was formerly with H. B. Humphrey Agency, New York and Boston.

**WEXTON COMPANY** will handle a special publication and radio campaign for Reddi Distributors, Inc. for its product, Reddi-wip.

**GRAND UNION COMPANY** has announced appointment of Eileen Bennett as advertising manager of the route department, and promotion of Salvatore Vitella to assistant advertising manager of the division.

**HELEN HALVORSEN**, who has been advertising manager and fashion publicity director of Gunther Jaeckel, Inc., will begin her duties as copy chief of L. Bamberger and Company, Newark, on May 14.

**WILLIAM OGDEN**, formerly with LeValley Advertising Agency, has joined the American Broadcasting Company's Central Division as an account executive in the network radio sales department. He replaces William Wilson who joins Young and Rubicam's Chicago office as assistant director of radio and television.

**WADE ADVERTISING AGENCY** is dissolved. All future mail should be addressed to Geoffrey Wade Advertising, 20 N. W. Wacker Drive, Chicago 6.

**GREY ADVERTISING AGENCY** is handling the special advertising promotion Father's Day campaign of the Phillips-Jones Corporation, manufacturer of Van Heusen Shirts.

**KASTOR, FARRELL, CHESLEY AND CLIFFORD, INC.** have been appointed by Royal China, Inc., Sebring, Ohio.

**ROBERT OTTO AND COMPANY, INC.**, international advertising agency, has moved to larger quarters at 25 W. 45th St.

**MAURICE A. DEANE** has been named advertising manager of Endo Products Co., pharmaceutical firm.

**JEROME PICKMAN** received the appointment of national director of advertising, publicity and exploitation of Paramount Pictures Corporation.

**JOAN SINCLAIRE**, radio-television consultant, has been appointed production supervisor for Paula Stone-Michael Sloane Television Productions.

**NORMAN DAVIS**, formerly associated with Carl Byoir Associates, has joined Foley and Gordon, television package company as office manager.

**TOM WRIGHT** begins his duties today as vice-president and radio and television director of Dundes and Frank, Inc. He formerly was with BBD&O.

**LIGE O'BRIEN** takes over today as director of special events and New York and metropolitan area field representative for United Artists.

**WILLIAM H. WEINTRAUB AND COMPANY, INC.** has signed a long-term lease on the building now under construction at 46 E. 53rd St. The new six-story structure, to be known as the William H. Weintraub Building, will be ready for occupancy by June 1. The executive staff, as well as contact and creative personnel, will remain at 488 Madison Ave. which is to continue as permanent headquarters for the agency.

**JAMES THOMAS CHIRURG COMPANY'S** annual report shows a substantial increase in its net worth, a growth steadily maintained since the company's incorporation 13 years ago. Progress during 1950 comprised several new accounts, including Barium Steel, the Borden Company (chemical division), Dewey and Alma (consumer goods division) and the Norton Company (abrasive division).

**H. L. ST. ONGE**, assistant advertising manager of Martin-Senour Company, Chicago, has entered Army service.

**STORECAST CORPORATION OF AMERICA** reports promotion of Barbara Winter as area program director of the Chicago division, and appointment of Arthur R. Ross as its assistant program director.

**JOHN BLAIR AND COMPANY** have been appointed station representatives of station WWDC, Washington, D. C. Appointment is effective immediately.

**LAUGHLIN - WILSON - BAXTER AND PEARSONS, INC.** has moved its New York City office to 10. E. 40th St.

**LEO BURNETT CO., INC.** announces appointment of William Tyler and Andy Armstrong as vice-presidents, with each heading a creative group in the home office, Chicago.

**LEWIS AND GILMAN, INC.**, Philadelphia, has been appointed advertising and public relations agency for General Refractories Co., same city.

**THE BRANHAM COMPANY** has been appointed exclusive national sales representatives for radio station KOB and television station KOB-TV, effective today. Both stations are owned and operated by the Albuquerque Broadcasting Company.

**ROBERT CARLEY**, former vice-president of Cecil and Presbrey, Inc., has joined Cunningham and Walsh, Inc., in an executive capacity. He also was previously associated with Geyer, Newell and Ganger, Inc. and Donahue and Coe, Inc.

**THE O. L. TAYLOR COMPANY** has been appointed national representatives of radio station WCBM, Baltimore, starting today.

**RAY T. BAILEY**, former assistant ad manager of Borden Company's special products division, has been advanced to advertising manager of Borden's Dog Food.

**DEUTSCH AND SHEA, INC.** has moved to larger quarters in the Herald Tribune Building, 240 W. 41st St.

**DOYLE DANE BERNBACH, INC.** has been appointed to handle advertising for the American Pencil Company, Hoboken, N. J. Cunningham and Walsh will continue to handle the account until June 30.

**MERCREADY, HANDY AND VAN DENBURGH** have been named by Bergen Brush Supplies, Lyndhurst, N. J.

**CANNON MILLS**, through its agency, N. W. Ayer and Son, will take its first step in radio advertising this month with an intensive campaign of participations and sponsorship involving five NBC network programs. The campaign involves some features of NBC's Operation Tandem, plus full sponsorship of a daytime half-hour show, Break the Bank on Tuesdays from 11 to 11:30 a.m. Participations in Tallulah Bankhead's "Big Show," the Screen Director's Playhouse, The Man Called X starring Herbert Marshall and Phil Baker's \$64 Question are also included.

**WILLIAM WARREN, JACKSON AND DELANEY AGENCY** announces that its account, the Ritz Fur Salon, New York, has signed a 13-week contract for participating sponsorship on the Dean Camerson Show, on WJZ Monday, Wednesday and Friday from 4:30 to 5 p.m.

Your Top TV Sales opportunity

# WDEL-TV

Channel 7

Wilmington, Del.

In the Market which has highest income per family in the country.



A STEINMAN STATION

Represented by

**ROBERT MEEKER ASSOCIATES**

New York Los Angeles San Francisco Chicago

**MAKE EVERY PERFORMANCE AN AUDITION** promoting you . . . sent to the people who count! Prices to fit pinched budgets. Write **PROMOTIONS, UNLIMITED** Box No. 128, RADIO DAILY 1501 Broadway New York 18, N. Y. or Phone TR. 6-1639

A promotion service to bring more jobs your way. Booklets, cards, campaigns promoting you . . . sent to the people who count! Prices to fit pinched budgets. Write **PROMOTIONS, UNLIMITED** Box No. 128, RADIO DAILY 1501 Broadway New York 18, N. Y. or Phone TR. 6-1639

## NARTB And Writers Argue Copyright Law

(Continued from Page 1)

mittee on H.R.-3589 to amend the Copyright Act of 1909. Herman Finkelstein, general attorney of ASCAP, declared the bill would "remove a serious injustice to novelists and poets arising out of developments in the art of mass communication which have come into being since the enactment of the 1909 copyright law."

John Schulman, counsel for the Authors League, said the measure "would remedy a manifest deficiency in the copyright law of 1909 which presently unjustly discriminates and works a hardship upon authors of books, poems and other literary material."

### Publishers Urge Passage

Arthur E. Farmer, counsel for the publishers, urged passage of the bill "as a matter of fairness and justice and to close what is self-evidently a loophole in the copyright law revealed by technological advances."

Vincent Wasilewski, NARTB attorney, opposed the measure, declaring "it attempts to correct one inequity but compounds another." He urged Congress to completely overhaul the antiquated copyright law, rather than attempt to solve today's problems by piece-meal legislation.

Wasilewski objected particularly to a proposed \$250 penalty which would be levied against broadcasters using any form of literary composition. The proposed act might well be interpreted, in its present form, to prevent the "reciting of a poem on the floor of Congress," said the NARTB counsel.

### Would Change Penalty Clause

He suggested elimination of the \$250 minimum statutory damage clause in the copyright law and substitution of a provision whereby the infringer would be liable for the actual damages which are proved.

### Stork News

Denver—Starr Yelland, Time and Tempos announcer of KOA, Denver, is the father of a girl, Leslie Jean. The baby, the Yellands' second child, weighed in at seven pounds, nine ounces. Leslie was born April 9th.

# WFIL

560 kc PHILADELPHIA

Operating at 560 kilocycles, WFIL's 5,000 watts provide coverage equal to 100,000 watts at double the frequency... 1120 kilocycles.

ABC Affiliate—Rep: THE KATZ AGENCY



By SID WHITE

### Man About Manhattan . . . !

● ● ● **BIGTOWN SMALL TALK:** Nancy Craig starts her new teevee series on WJZ-TV five-days-a-week on May 14th from 4 to 4:45 p.m. . . . Now it's Dagmar and Frank Sinatra who're feuding. . . Herb Sheldon branches out into teevee as emcee of a new weekly beauty and talent search program which preems on WJZ-TV Friday nite from 10:30-11:30. Show, called "Video Venus," will select winners from contestants who will be judged on the basis of personality, grace, talent and figure. . . . When Jack E. Leonard moves into "B'way Open House," the Kirby Stone quintet will handled the music assignment. . . . Vivian Blaine being sought to play the role of Sophie Tucker in "Last of the Red Hot Mamas." . . . Si Rose new head writer of Jan Murray's "Sing It Again." . . . Ham Fisher's pals tossing him a shindig tonite at Toots Shor's celebrating Joe Palooka's 21st birthday. . . . Lena Horne nixed a lush offer to go on "Cavalcade of Stars'" 2nd ann'y program June 1st. Doesn't wanna leave H'wood. . . . Nat (King) Cole's disc of "Too Young," on the Capitol label, is expected to be their first million-platter seller since "Mona Lisa."

☆ ☆ ☆ ☆

● ● ● **N.Y.U. downtown students** voted for Jackie Gleason as the outstanding new comic of their year and handed him a plaque Saturday nite at the Astor. However, the uptown branch picked Jack Carter as their boy and are giving him a plaque Friday nite at the Waldorf.

☆ ☆ ☆ ☆

● ● ● **ONCE OVER LIGHTLY:** The other day Ben Gross carried a gag in his col'm to the effect that some of those Brooklyn bookies who've been 'chirping' might make good guests on "Sing It Again." Wouldn't you know that an agency exec squawked on the grounds that the col'm was implying that the program was employing bookies as guests! . . . That "Meet the Press" session with Rudolph Halley was videoed at its zingiest. Incidentally, "American Forum of the Air," which featured the other members of the Kefauver Quiz Show, paid "Meet the Press" the compliment of using its newsmen-asking-the-Questions technique. . . . At the graduation exercises of the Feagin School of Drama and Radio last week, John Tillman, guest speaker for the day, advised the grads: "In television, to succeed, you must do one of two things: Develop talent—or develop like Dagmar!" . . . Far be it from this Giant fan to kick a guy when he's down, but we couldn't help but get a chuckle out of Hy Gardner's crack that if the Giants continue to play like clowns they're likely to wind up as the summer replacement for "B'way Open House." . . . Writer-turned-actor Hal Block considering doing the Paul Douglas role in a summer stock version of "Born Yesterday." Hal insists he saw Faye Emerson traveling incognito the other p.m. She was wearing a high-necked gown.

☆ ☆ ☆ ☆

● ● ● **Easy to figure out why NBC's brass** is going all out with their party program in honor of Kate Smith's 20th year in radio today on the Smith-Collins NBC-TV hour. Thanks to Kate's and Ted's daytimer, the web has been in a constant state of celebration for the past six months and this is merely an opportunity to show appreciation for daytime TV's top rating (20 plus), top moneymaker (7½ million yearly) and top prestige stanza. NBC's "Operation Anniversary," including induction of Kate into the Radio Pioneers' Club by H. V. Kaltenborn, repeats of the two most lavish production numbers done on the stanza, presentation of a fantastic birthday cake by NBC veep Pat Weaver and delivery of a citation to Kate from Pres. Truman for "Humanitarian Achievement," will set the network back a tidy sum, but they ain't complainin'. They know when they've got a good thing.

## Stockholder Meeting Set By RCA Today

The annual stockholders meeting of Radio Corporation of America will be held at 11 a.m., today in the RCA Building in New York City. Business on the agenda includes the election of four directors and the consideration of a resolution ratifying the grant of stock options to the chairman of the board and to the president.

### "Mr. Plus" Goes To College

"Mr. Plus," Mutual network's lively, albeit inanimate, figure of a trademark which did a lot of glad-handing at the NARTB convention in Chicago, last night was taken down to N. Y. U. (Washington Square) by Robert Schmid, vice-president of the web in charge of advertising, public relations and promotion. For an hour, Schmid addressed the members of the advertising and marketing class, detailing the life, times and experiences of "Mr. Plus," as well as his service to the network.

ATTENTION — SPONSORS  
PRODUCERS — NETWORKS

**FOR SALE**  
OR LEASE

ONE OF AMERICA'S MOST BEAUTIFUL  
LEGITIMATE THEATERS IN  
LOS ANGELES, CALIF.

CLASS A STEEL AND  
CONCRETE CONSTRUCTION  
BUILT 1927

COST \$1,380,000.00

RECENTLY REFURBISHED AT COST OF  
\$100,000.00

HUGE STAGE—Approximately  
4000 Sq. Ft. — 40 x 100  
MODERN LIGHTING EQUIPMENT

DRESSING ROOMS FOR COMPANY OF 100

IDEALLY SUITED FOR DRAMATIC STOCK,  
MUSICAL SPECTACLES — or

**TELEVISION**

PROGRAM ORIGINATED

GOOD AUDIENCE PARTICIPATION

LOCATION WITH GOOD  
PARKING FACILITIES

SEATING CAPACITY 1500 ON 2 FLOORS

CALL OR WRITE OWNER

**FRANK FOUCE**

**PAN AMERICAN  
TELEVISION CORPORATION**

127 SOUTH BROADWAY  
LOS ANGELES, CALIF.

TEL.: MU. 5713 MI. 1776

# Miller Supports McFarland's Bill As House Group's Hearing Ends

(Continued from Page 1)

Interstate and Foreign Commerce Committee on the closing day of the hearings, which opened early in April, then recessed until last week.

Judge Miller said the pending bill is the culmination of much serious study by committees of both houses of Congress and pointed out that it had been passed four times by the Senate. He told the committee that S-658 will "streamline" the FCC procedurally, insuring prompt and efficient action on applications for broadcast licenses and will guarantee full and fair hearings and determinations by persons not engaged in the Commission's investigatory or prosecutory functions.

### Cites Convention Resolution

Judge Miller told the committee that the NARTB membership, at its convention last month in Chicago, adopted a resolution urging "prompt, favorable consideration of S-658 by the House of Representatives."

Passage of the bill and accomplishments of its objectives immediately is of special import, said Judge Miller, in view of the fact that the FCC soon is expected to lift the TV freeze. When the thaw comes, he declared, the Commission's work load will be increased tremendously. He told the committee that since the bill was introduced the Commission "has recognized the necessity for some of the proposed changes, by adopting them on its own initiative in the form of new rules." But he cautioned that the rules are "purely discretionary and self-limiting" and "can be as easily revoked as adopted."

### Wants TV and Radio Defined

He urged the committee to report favorably the McFarland bill so that the procedural setup would be enacted into law and "placed beyond the power of the Commission to change." He suggested that Congress insert a definition of "television" as well as "radio," adding, "whether logically or not the two words have come to mean quite different forms of broadcasting."

Judge Miller heartily endorsed Sections 5 and 17 of the McFarland bill—his reasons for recommending

approval of these two sections "follow closely the arguments of Commissioner Robert Jones," he told the committee.

"If a Commissioner, studying a record in order to reach a decision, reaches an obscure or difficult issue," said Judge Miller, "he is very vulnerable to the persuasive arguments of the Government experts who bring to him the ideas and philosophies which they have developed, unchallenged over the years, in their ivory towers."

### Points to Danger of Method

"Commissioner Jones, from his experience as a trial lawyer and legislator, sees at once the dangers of such a method of receiving expert testimony."

Judge Miller said there may be no evidence on the point in question in the record and the Commission's expert might even be found to be unqualified to express an opinion on a particular subject if his evidence had been offered in open hearing.

"Obviously, the broadcasters who are parties in the hearing, do not even know that the Commissioner's mind is being made up for him in such an irregular manner," declared the NARTB president. "Obviously there is no opportunity for cross-examination or for hearing the other side of the proposition from another expert. It would be shocking to think that a judge might decide a submitted case on such an *ex parte* basis."

### Sees "Fair Trial" Denied

Judge Miller told the committee it is easy to understand how a "sincere Commissioner," unaware of the dangers of receiving evidence "in this manner" and "anxious to get help in deciding his case," should welcome such *ex parte* assistance. "But how far such a performance departs from the 'fair trial' concept for which we have fought so long," declared the witness.

The procedure proposed in the McFarland bill, he said, "would bring such evidence into the open," yet it would "not deprive the Commission of its benefit, but would subject it to proper tests of validity under cross-examination and the challenge of other expert witnesses."

Judge Miller said a "similar situation is involved" when Commission attorneys, who have investigated a case, "are allowed a back-door approach to particular Commissioners, or even when such attorneys are permitted to argue a submitted case to the whole Commission, *ex parte*."

### Draws Analogy

He likened such procedure to a judge who permitted a party or his attorney to come to his private chambers to argue a submitted case, without knowledge of the other party or his attorney, and without opportunity to reply.

"Perhaps the very arguments or

evidence which a hearing examiner had excluded because improper, might be reoffered and accepted, especially by Commissioners untrained in the law of evidence," Judge Miller asserted. "Perhaps political considerations entirely improper to the decision might be urged. One would suppose that the Commissioners themselves, as a measure of self-protection, would be the first to reject such *ex parte* approaches."

The proposal that each Commissioner shall have his own legal assistant and that a review staff, completely separated from the staff which participates in hearings, shall be available to the Commission "comes closer to the desired end," Judge Miller testified.

### Treats Section by Section

Judge Miller went into further technical detail, discussing the McFarland bill section by section and interpreting it from a judicial standpoint. He followed generally the recommendations of Commissioners Jones and Hyde, both lawyers, who opposed the Commission majority.

Urging adoption of Sec. 6 regarding renewals of license, Judge Miller said "experience has shown that it is possible for the Commission to use the renewal procedure to punish or discipline the licensee instead of as a straightforward inquiry to determine the public interest question, rather than by proceeding against him by an order of revocation."

Judge Miller recommended removing the fine and suspension clause in the penalty section, testifying that the cease-and-desist and revocation for violations provide sufficient sanctions. He objected to Sec. 19, which would make fraud by radio a crime. Instead he suggested that H.R.-2948, now pending before the judiciary committee, was a better bill than the McFarland bill provision.

Leonard H. Marks, attorney for WNYC, New York, opposed Sec. 8 as it is currently written on the grounds that it might be interpreted to eliminate special service authorizations. If such were the case, WNYC, which has been operating for 20 years, would not be permitted to broadcast evening hours. He recommended an addition as follows: "However, a special service authorization may be issued to the licensee of a broadcast station for a service other than, or beyond, that authorized in its existing license for a period not exceeding that of its existing license."

### Will Broadcast Baseball

Houston, Tex.—KATL, sports station, announces that Steve Austin has been selected to team up with Gus Mancuso, veteran major league catcher for 26 years, to bring the Houston Buff games this Summer.

# TV 'Thaw' Not Near, Coy Tells Journalists

(Continued from Page 1)

man Park Hotel, located in the Nation's Capital.

Commenting that the freeze took effect Sept. 30, 1948, Coy said, "Much work still remains to be done and I do not anticipate that the freeze will be over before fall."

Broadcasters and telecasters had assumed that the FCC would lift the freeze in part, at least, as soon as final TV allocations are made.

Coy explained that the final TV allocation hearings, scheduled to begin June 11, "may take as much as two months." The Commission, he added, "may need August and September to study the record and render a final decision on its allocation master plan." After that the FCC will allow a "reasonable time, perhaps as much as two months," for filing new applications and amending old ones. On that basis it would be December before the Commission could begin granting new construction permits, he said.

### Sees 70% In UHF

Pointing out that 70 per cent of the nation's future TV stations would be in the UHF, Coy said "UHF will cover our metropolitan areas and most of the rural areas."

Coy predicted that advertisers will find color TV "the most powerful advertising tool that has yet been devised." Color, he added, "is a new dimension that will go far towards speeding the dominance of television as an advertising medium. And color in television costs approximately the same as black and white in contrast to increased costs for color in other media."

TWA TWA TWA TWA

Effective April 6, TWA offers

*Luxurious  
all-sleeper service*

on "The Ambassadors"

The only all-sleeper flights  
overnight to

**LONDON and PARIS**

non-stop from New York

For information, see your  
travel agent or call TWA



**HERBERT LEROY RICE  
AGENCY**

RCA Building — Suite 1017  
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Leading Insurers in the Radio and  
Advertising field for over 20 years

ALL  
**INSURANCE**  
KINDS

We Don't "Settle" Claims—  
We Pay Them

Telephone: Ci. 7-1456



## DuMont Gains Noted In Financial Report

(Continued from Page 1)  
stock in 1950 were \$2.87. This compares to a net profit in 1949 of \$3,269,880 after taxes and other charges, with earnings per share of common stock of \$1.49.

In a statement, accompanying the report, Dr. DuMont comments on the status of the company, progress of the network and plans for the company. In part, Dr. DuMont writes:

"The year of 1950 was one of continued expansion for the television industry. Financial statistics for this past year reflect the fact that the company had its share of this increased sales and manufacturing activity. It was a year that saw greatly increased production from the two new manufacturing plants which were added to our facilities in 1949—the East Paterson Television Receiver Plant and our All-wood Cathode-ray Tube Plant.

"There were a number of retarding factors during 1950. Among these were included the 10 per cent manufacturers' excise tax, Regulation W, affecting installment sales, the uncertainty over color television, the Korean situation and a resultant shortage of certain parts and materials. Finally there were an excess profits tax and an increase in the rate of surtax. Despite all these difficulties of the industry, we were able to show an over-all gross income and net profit far exceeding our 1949 results.

"The DuMont Television Network continued to operate at a loss, although to a considerably less extent than during 1949. The number of national advertisers using our network facilities increased steadily and we see the possibility of a substantial profit for this division after the lifting of the freeze on new television station construction.

"In planning our operation for 1951 flexibility has been our keynote. Our plant facilities, executive management, and working personnel are ready for utilization on civilian products, military production, or both, dependent upon the war situation and procurement policies in Washington. Through direct purchases from foreign sources in 1950, we were able to avoid dangerously unbalanced inventories."

The annual report lists DuMont's current assets at \$31,087,710. Working capital is \$16,953,230.

### Lois Danley

Lois Lorraine Danley, wife of Torrence Danley, manager of sales service of the Mutual Broadcasting System, died Wednesday night in her home in Queens, L. I., after a prolonged illness. Formerly associated with CBS publicity department, Mrs. Danley was well-known as a free-lance publicity agent in the radio field.

Services were held on Saturday at 2 p.m. at the Campbell Funeral Church, New York.

## 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 20-26, 1951

TITLE	PUBLISHER
A Penny A Kiss.....	Shapiro-Bernstein
Aba Daba Honeymoon.....	Feist
Always You.....	St. Nicholas
Be My Love.....	Miller
Beautiful Brown Eyes.....	American
Dear Dear Dear.....	Goday
Destination Moon.....	Fred Fisher
Hot Canary.....	Leeds
How High The Moon.....	Chappell
I Apologize.....	Crawford
I Love The Way You Say Goodnight.....	Remick
I Whistle A Happy Tune.....	Williamson
If.....	Shapiro-Bernstein
I'll Never Know Why.....	Bregman-Vocco-Conn
I'm Late.....	Walt Disney
It's A Lovely Day Today.....	Berlin
Loveliest Night Of The Year.....	Robbins
Make The Man Love Me.....	T. B. Harms
May The Good Lord Bless And Keep You.....	Pickwick
Mockin' Bird Hill.....	Southern
My Heart Cries For You.....	Massey
No One But You.....	Harms
On Top of Old Smokey.....	Folkways
Roving Kind.....	Hollis
Sparrow In The Tree Top.....	Santly-Joy
Too Late Now.....	Feist
When You And I Were Young Maggie Blues.....	Mills
Where The Red Roses Grow.....	Famous
Would I Love You (Love You Love You).....	Walt Disney
You And Your Beautiful Eyes.....	Paramount
You Can't Tell A Lie To Your Heart.....	Sanson
You're Just In Love.....	Berlin

## Second Group

TITLE	PUBLISHER
Alice In Wonderland.....	Walt Disney
Any Town Is Paris.....	Burke-Van Heusen & Assoc.
Beautiful Madness.....	Advanced
Down In Nashville Tennessee.....	Witmark
Down The Trail of Achin' Hearts.....	Gallico
Faithful.....	A B C
I Love You Much Too Much.....	Leeds
It Is No Secret.....	Duchess
Jalopy Song.....	Regent
Lonesome Gal.....	E. H. Morris
My Lost Melody.....	Pickwick
My Prayer.....	Shapiro-Bernstein
Never Been Kissed.....	Baxton
Once Upon A Nickel.....	Valando
Pretty Little Bells.....	Republic
Syncopated Clock.....	Mills
Tennessee Waltz.....	Acuff-Rose
Tonight Be Tender To Me.....	Life Music
Too Young.....	Jefferson
What Will I Tell My Heart.....	Ivy
When Our Country Was Born.....	Life Music

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## Hausman Gives View On TV Advertising

(Continued from Page 1)

advertising budgets in 1946 were \$100 million less than in 1929. In relation to the national income, he added, the advertising decline was even greater, going from 2.1 per cent. This figure rose to 2.4 per cent in 1949, and then declined last year to 2.2 per cent, the figure it stood at in 1941.

"I don't know," Hausman said, "whether the proper relation should be the 3.6 per cent of the depression years or the 2.8 average of the post-depression years. But I do know that too many advertisers are still computing advertising on a dollars-per-case basis. You sell so many cases, you spend so many dollars. The clinker in this is that they are using the old-fashioned dollars to sell higher-priced cases."

Following an analysis of how advertising budgets can be increased, Hausman said that the easiest way to get the increase is to accept TV "as a new and another way of communicating to people—not as a substitute for other ways."

### Calls Arrival Timely

He stated further: "Television is an addition justified by the relation of advertising to the national income and it comes on the scene just at the time when we have to sell the output of the greatest plant in our history.

"I hope that you will recognize it as a safeguard to your own media's position and to the entire relation of advertising to the economic welfare of the country."

Touching on color TV, Hausman stated that it will cost no more to produce or to broadcast than black-and-white.

Summing up he said more and more goods must be produced to avert shortages so that the dollar should not shrink to postage stamp proportions and that to get this increased production all out efforts and energies of distribution are needed and "this means the capacity use of every available medium of communication."

Pointing out that TV is just one of these, although the youngest, Hausman concluded by saying, "advertising is now the cheapest item the advertiser buys, and I think it becomes quickly evident that television is the most logical fulcrum any of us has to increase the use of all advertising. I believe such a course makes the best sense for all of us and for our national economy as well."

### WGMS Gains Told

Adults comprise 97 per cent of the audience of WGMS, Washington, D. C., according to a recent analysis of Pulse, ARB and National Analysts' report. It was also shown that 98 per cent of the station's audience are in families with incomes exceeding \$3,000 annually, as against a city-wide average of 75 per cent.

# TV On SMPE Agenda As Convention Opens

(Continued from Page 1)

picture fields. Advancements in TV will be particularly stressed as this will be the first session devoting an entire day to TV technological data.

Today's program will dwell on all aspects of TV recording and reproduction. In the opening session this morning, Howard Chinn, of the Columbia Broadcasting System, will discuss the over-all factors in TV recording operations. At 10:10 a.m., Kendel Foster of the William Esty Agency, N. Y., will speak on the film problems from the advertising agency point of view. He will be followed by Frank LaPore, of NBC, who will speak on the distribution of Kinescope films to maintain a TV network. The next discussion will be on electrical compensation vs. photographic masking in the improvement of contrast and detail in televised film, which will be delivered by P. J. Herbst, R. O. Drew and S. W. Johnson of the RCA Victor Division, Camden, N. J.

### Fred Albin to Lecture

At 10:05 a.m. a lecture on gray scale control in video systems will be given by Fred G. Albin of the American Broadcasting System, Hollywood, Calif. This will be followed by two speeches by K. B. Benson and A. B. Ettlinger, of CBS, New York, who will discuss the practical use of iconoscopes and image orthicons as film pickup devices.

For the period at 11:20 a.m., W. D. Kemp of the British Broadcasting Corp., will speak on the subject of TV recording in Great Britain. In the final morning session, F. N. Gillette, the chairman of the TV film equipment committee, will deliver the joint R-TMA-SMPTE report of the equipment committee's functions for the past year.

### Laboratory Tour Planned

In the afternoon members will be conducted on a tour of the Bell Telephone Laboratories in Murray Hill, N. J., where they will get data on requirements for theater TV. Lectures will be given by Pierre Mertz, A. G. Jensen and M. W. Baldwin all of Bell Laboratories, and D. T. Wilber of the DuMont Laboratories, Clifton, N. J., E. C. Fritts of the Eastman Kodak Co., Rochester, N. Y., Frank N. Gillette and R. A. White of the General Precision Labs., Pleasantville, N. Y., and John Kiel of the Producers Service Corp., Burbank, Calif.

Over three hundred engineers have registered for the convention and officials have high expectations that valuable information will be exchanged among members both in motion picture and TV.

# ★ ★ TELE TOPICS ★ ★

**T**HE Ken Murray show on Sat. night (CBS-TV) was the latest victim and accomplice in the ever recurrent plague of charity pitches in which a large number of big-name guests take a bow, toss a smile, and exit. Very few variety shows (usually those with top talent) have the courage these days to turn away the free publicity of a big-name guest lineup, but for the average viewer this policy of having guest celebs lend only their presence to a charity pitch not only makes dull programming, but is also a disappointment after the avalanche of pre-program publicity. The lineup Saturday night for the Cerebral Palsy Association included: Phil Silvers, Joyce Mathews, Kyle MacDonnell, Robert Alda, Eileen Barton, Robert Q. Lewis, Henny Youngman, Gypsy Rose Lee, and Abe Burrows. The main pitch, however, was made by Frank Sinatra, whose appeal did not include a vocal rendition.

### TODAY'S TV Personality:

**IRA A. HIRSCHMANN.** president-founder of FM station WABF, which was awarded a Peabody award for "outstanding entertainment in music for 1950," is also vitally interested in the TV side of the communications medium. In 1941 he set up Metropolitan Television, Inc., operating W2XMT, an experimental TV station and in 1946, with a small group of partners purchased Metropolitan Broadcasting & Television, Inc., becoming president of the operation. Ira has been vitally interested in TV since the days when



HIRSCHMANN

**A**S of today the estimated number of TV sets installed in the WTMJ, Miami, area is 65,000, according to an announcement made by Lee Ruwitch, vice-president and general manager of the station. . . . Jerry Fairbanks Productions yesterday acquired "Frame for Murder," an original teleplay by Lou Lilly, for the next "Front Page Detective" video film. . . . Steve Allen will interview Loren C. Easeley in connection with the latter's May Harpers magazine article, "People Leave Skulls With Me," over CBS-TV at 11:30 a.m. . . . Admiral Corporation has renewed for 52 weeks, starting, May 3, its sponsorship of the 8:00-8:30 p.m. portion of "Stop The Music" over ABC-TV on Thursdays. Erwin Wasey & Company, Inc. is the agency. . . . Telecasters Film Syndicate, Inc. is the new corporate name of the recently organized cooperative TV film syndicate formed in Chicago. Announcement of the name change was made by Harrison Dunham, executive vice-president and general manager of the syndicate. First official announcement, made last week, identified the company as the Consolidated Television Broadcasters, Inc. . . . Bill Stern, sports director of NBC, has been invited by Vice-Admiral Ross T. McIntire, chairman of the President's Committee on National Equipment for Physically Handicapped Week, to write an article for the next issue of "Performance," monthly magazine issued by the U. S. Dept. of Labor.

**T**V sets in the WOW-TV, Omaha, area reached the 77,050 mark, as of April 27, according to the Nebraska-Iowa Electrical Council. . . . Animation House, in record time, has completed the first half-minute cartoon commercial which Emil Mogul Co., Inc. has had produced for Barney's clothing store. Film is being used in conjunction with TV of the Giants games, and was spearheaded by Edwin Rehberg, executive director of Animation House. . . . The NCAA has established general rules for the coming Fall football season with a plan which provides that only one game shall be telecast in a receiving area. According to the plan, games telecast will be available to all networks and independent stations in much the same manner that the World Series games are handled. . . . Radio and TV talent, when employed by advertising agencies, is definitely covered under the wage and salary stabilization programs, Ola C. Cool, director of the Labor Relations Institution, told members of the Advertising Agency Financial Management Group last week. . . . The Kraft Television Theatre will present "Brief Candle" by Robert Hare Powel, tomorrow night at 9:00 p.m. over NBC-TV. Douglas Watson, Isobel Elsom and Mary Howard will star in the New England set drama. Mary Howard will make her TV debut in the play.

# Move To Stabilize TV Receiver Sales

(Continued from Page 1)

sentatives at each of the meetings assured the distributors that RCA Victor will introduce no new television receiver models prior to August 1.

The price guarantee, first of its kind that RCA Victor has made since the introduction of television, and the assurance that present models will continue without change are the main points in a comprehensive program presented to the distributors as the RCA Victor market stabilization plan.

The introduction of this plan was described by Joseph B. Elliott, vice-president in charge of RCA Victor consumer products as "a positive move to stabilize the dealers investment in RCA Victor inventories in the face of the current slump in the television receiver market."

Under the RCA Victor stabilization plan, distributors will be able to extend price guarantees to their dealers on future purchases thus helping to eliminate price uncertainties which have a depressing effect on sales.

### Hope to "Bolster Confidence"

"The RCA Victor market stabilization plan has been undertaken" Elliott said, "to bolster dealer confidence in the long range stability of the television market and to re-emphasize the tangibility of RCA Victor values and the solid worth of an RCA Victor franchise.

"Because we do not believe that unreasonable price cuts, bonus offers and other promotion deals have any place in an orderly and constructive merchandising effort, we intend to follow a different course and propose in their place the program presented to our distributors today."

In support of the price guarantee it was announced, RCA Victor plans to continue to advertise its current models at the suggested list prices now in effect.

"People want television sets today just as much as they ever have," Elliott said, "the market is far from saturation and the reasons for wanting to own a quality television receiver are being strengthened constantly through advances in both programming and technical performance."

### New ABC Affiliate

Effective May 27, WMID will replace WFPG as the Atlantic City affiliate of the American Broadcasting Company. Station operates with 250 watts on 1340 kc. Richard Endicott is president of the new ABC affiliate and David Freedman is general manager.

**TOPS TV**  
in FILMS!

ACADEMY AWARD WINNER! Best Foreign Film of 1950  
"WALLS OF MALAPAGA"  
The Only 1951 Award Winner Available for Television

★ **UNITY** ★  
TELEVISION CORP.  
1501 B'WAY., N. Y. C. 18  
LONGACRE 4-8234

## Impending Rate Cuts Arouse Net Affiliates

(Continued from Page 1)  
broadcasters, according to reports, sought information from NBC, ABC and Mutual as to what to expect in the way of rate cuts and in some instances threatened to withdraw as network affiliates if rate reductions were in order. Others gave the networks warning that stations would increase their rates on the local level to offset any announced network reductions.

### To Increase Rates

In Knoxville, Tenn., R. B. Westergaard, general manager of WNOX, CBS affiliate, announced that the station would put into effect rate increases on July 1st, the date the CBS network cuts of from 10 to 15 per cent goes into effect. Westergaard said that radio listening is at its highest point in the Knoxville area and there is no television competition.

Other reports indicated that stations in Denver, Wichita, and St. Louis are contemplating rate increases and will time the announcements to coincide with network adjustments.

Ohio broadcasters who will gather tomorrow at the Deshler Wallick Hotel in Columbus for a two-day convention will discuss rates, both on a network and local level. It is expected that the association will urge its membership not to cut rates in local markets and to plan increasing their rate cards.

### Will Discuss Problem

A round-up of opinion among national representatives in New York yesterday revealed that affiliates throughout the country have been almost unanimous in their censure of the already announced CBS rate cuts and also found them apprehensive over the cuts expected to be made by other networks in the near future.

Especially important from the affiliates viewpoint is the fact that the spread between existing network rates and spot rates will be further widened with the contemplated reductions in the cost of network time. With the increased spread in effect, the affiliates ask whether an attempt will be made to reduce the cost of spot-time, in the near future.

### Wedding Bells

Miami—Mrs. Evelyn Whaley of WGBS' continuity department was married April 14th to Gordon Cross of the University of Miami faculty in Coconut Grove. After the wedding trip, the couple will live in Coral Gables.

Before you do anything about  
TV or Business Films . . .  
**SEE CHARLIE CURRAN**  
Seaboard Studios, Inc.  
157 E. 69th St., N. Y. 21  
Phone: REgent 7-9200

## California Commentary

By ETHEL ROSEN

• • • Greater Los Angeles Press Club, in association with NBC and the United Press Associations, honored the Richfield Reporter on its 20th Anniversary with a cocktail party and dinner at the Ambassador Hotel, Monday, and swell entertainment was provided by Connie Haines, Eddie Bracken, Desi Arnaz, and others, with Walter O'Keefe as emcee and Robert Armbruster's NBC orchestra. . . . As a follow-up to the debut of Paramount's "Golden Circle" of promising future stars, introduced to the press Monday night, George Fisher is broadcasting daily interviews with the eleven newcomers on his CBS coast-to-coast program. . . . Austin Joscelyn, Director of Operations for CBS, in New York for conferences at network headquarters, returning this first week in May. . . . Jimmy Wakeley is in New York to fulfill Milton Berle and other TV and radio commitments. . . . Larry Hart II, will make his professional debut in a role in "On With the Show," TV program which his father, Teddy Hart, will package and in which he will star. . . . Helen Murray Hall, wins L. A. Advertising Women's Award for the best research project, "The Pacific Story," in which she examined Pacific Coast marketing for the period 1940-1950. . . . The Modernaires have been signed to open at the Chicago Theatre June 29. Deal calls for two weeks. . . . Bing's guests on his May 2nd show will be Fred Astaire and Teresa Brewer. . . . Lily St. Cyr made 1st TV appearance on the Spade Cooley's KTLA show, April 28th. William Voeller, president of Universal Recorders, to New York and Washington to negotiate radio and television production matters. Robert B. Owens, Jr. arrives April 30th, to become a permanent member of the account executive department of Y & R. . . . The Ronald Colmans, Nat Wolff and Charley Henry are in New York for ten days and will do one broadcast of "The Halls of Ivy" from the East. . . . Mickey Rooney signed for exclusive sportcast on full Liberty Network by Benton Paschall, vice-president in charge of Western Division of Liberty. . . . Recent visitors to Don Lee Hollywood headquarters include John Hogg, President, and Jack Williams, Program Director of affiliate KOY, Phoenix; and Glenn Rinker, Sales Manager of affiliate KAFY, Bakersfield. . . .

### Hollywood

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• • • The Herb Sonnenburg's, he's Don Lee's Sales Promotion Directors, celebrating their 20th wedding anniversary. . . . Armed Forces Radio Service shortwave crew will cover M-G-M's invitational preeming of "Go For Broke" at the Egyptian Theatre, May 9th. . . . Mary Pickford, Buddy Rogers and Mal Boyd have given up the TV rights to "David Harum." They don't want to do the series on a "live" video basis, and 20th Century Fox own film rights. . . . George Allison has been appointed director of all media for Y & R, Los Angeles, by Ed Smith, vice president in charge of the general advertising section. . . . Benay Venuta is the next Hollywood personality to hit the nightclub circuit. Sy Miller has so completed a large repertoire of special material for hew. . . . Bob Eisenbach, writer, producer and director of "At Home With Lionel Barrymore," transcribed radio program, left for New York last weekend, to spend a month looking over the TV situation there.

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• • • Eve Arden, who has won many fashion polls as Hollywood's best dressed woman, will meet with Will Manners due in this week to offer Arden a syndicated newspaper column on fashion trends. Initial syndication is for 33 papers. . . . "Dark Venture," popular radio show of two years ago, will be revived shortly as summer air fare. . . . Walter O'Keefe is now shaping plans to take his "Double or Nothing" airshow on a summer theatre tour, starting in June. He will tape his broadcasts in advance for the first few programs, and then originate the airshows in each city he plays.

## United TV Announces New Appointments

(Continued from Page 1)

pioneer in TV sales, as the company's eastern sales manager, heads the list of new personnel. Farnsworth broke into the field originally as the first TV sales manager for ABC. Since then, he has been sales manager for the DuMont Network, and more recently held the same position with Vidicam Pictures Corporation in New York.

Robert Clauson as midwestern sales representative working out of the UTP Chicago office and Wallace E. Stone as southeastern sales representative working out of Florida are two other new additions. Frank Evans, who was formerly with NBC in San Francisco, has been placed in charge of West Coast sales and will also head the UTP promotion department.

### Transfer Made

King also stated that Win Nathan, formerly in Los Angeles, has been transferred to the New York office to join Alex Sherwood and Dave Williams as sales representative. Louis Teagarden, business manager of Standard Radio Transcriptions, has taken on the added duties of business manager for UTP in Chicago. Richard J. Dorso, executive vice-president of UTP, will continue to act as liaison between production and sales, and will divide his time between the Los Angeles, Chicago and New York offices.

### Renews WCOP Sponsorship

Boston—Liggett-Rexall renewed sponsorship of the 7:30-7:40 a.m. news Monday thru Saturday, and 6:15-6:30 p.m. news, Monday thru Friday on WCOP for the fourth consecutive year. In addition to the newscasts by Jack Chase, news editor, Liggett-Rexall is also in its fourth year with sponsorship of the "Bragg About Boston" show, which is presented across the board with Nelson Bragg as m.c.

5000 WATTS 1330 K.C.

# WEVD

ENGLISH JEWISH

has for many years been a most productive medium for a large group of national and local advertisers who recognize the vast potential represented by the more than 600,000 families comprising the Jewish market in the New York metropolitan area. Distinctive adult programming and a loyal, responsive audience are the WEVD combination which national advertisers have found so effective and economical in maintaining a consistent position of dominance in the Jewish field.

Send for a Copy of  
"WHO'S WHO ON WEVD"

**WEVD** Henry Greenfield  
Managing Director  
117-119 West 46th St., New York 19

EQUIPMENT  
PRODUCTION  
STUDIOS

# RADIO TELEVISION DAILY

SPONSORS  
BUSINESS  
AGENCIES

VOL. 54, NO. 47

NEW YORK, FRIDAY, MARCH 9, 1951

TEN CENTS

## RADIO'S ADVANTAGES CITED BY DENNY

### Havana Plans Festive Welcome To CMQ-TV

#### U. S. Group Flying To Take Part In Ceremonies

By FRANK BURKE  
Editor, RADIO-TELEVISION DAILY

Goar Mestre, 39-year-old Cuban-born, Yale-educated broadcaster who parlayed advertising ideas into a radio network in Havana, will see another dream come true Sunday with the formal dedication of the new \$800,000 television plant—CMQ-TV in the

(Continued on Page 5)

#### TvA, Chicago Stations Sign; Work Resumed

Chicago—A strike of television performers in Chicago was averted yesterday when TvA announced at 4:45 p.m. that during the day all four TV stations in Chicago agreed to the contract covering television performers. This contract culminated months of negotiations, going back to early November. A final

(Continued on Page 7)

#### Steel Shortage Hits Canada Radio Plans

Montreal, Canada—As a result of the steel shortage in Canada, the nine-member Canadian Broadcasting Corporation's board of governors will have no applications for new radio stations to consider at

(Continued on Page 4)

#### Army-Navy 'Must'?

Washington — Rep. I. Gary Clemente (D-N.Y.) introduced yesterday a bill to authorize telecasting of the annual Army-Navy football game. His measure would authorize the superintendents at West Point and Annapolis to take immediate steps in that direction. He declared the "people have a right" to see this annual service game by TV.

#### Short NABET 'Sit-Down' Silences WNBT

A work stoppage by NABET engineers forced WNBT, New York, off the air for more than an hour yesterday morning. The NBC-TV outlet abruptly went dark at 11:32 a.m., during the "Date in Manhattan Show," when the NABET engineers staged a surprise sit-down in protest of their dispute with IATSE, the stagehands union, over who should operate the dimmer (light) boards in TV studios. The engineers returned to work at 12:38 p.m., while their grievances were being heard by network officials. NABET and IATSE have been engaged in a jurisdictional dispute for some time over the question of who should operate the electrical switchboards in TV studios. The case went before the National Labor Relations Board last May, at which time both unions were granted concessions. NABET and IATSE have been rotating the work of operating the switchboards, but in recent weeks, according to one engineer, IATSE became un-cooperative and sought to run the entire operation. NBC radio was not affected by the work stoppage, except for WNBC, New York, which suffered only a 10-second break.

#### NBC Veepee Gives Radio Views At Conference

West Coast Bureau of RADIO DAILY

Hollywood—Declaring that radio's advantages even grow larger in the present period of war mobilization, Charles R. Denny, NBC's executive vice-president, addressed 39 representatives of 24 western stations and regional networks at the network's sales presentation conference yes-

(Continued on Page 8)

#### Local 802 Strike Vote Asks Mar. 14 Walkout Sawyer Asks Co-op Of Publishing, Radio

The musicians' Local 802 in New York has cast a strike vote against the radio and TV networks. The strike action, which must gain the approval of the national federation, AFM, was agreed upon unanimously by over 1,500 members attending a Wednesday midnight meeting;

(Continued on Page 6)

Columbus, Ohio—On the shoulders of broadcasters and publishers rests the "real responsibility for the proper influencing of public opinion," Secretary of Commerce Charles Sawyer declared here last night. Himself a broadcaster and publisher, the Secretary, addressing

(Continued on Page 7)

#### Processing-Delays Hit In Fly Plea For KTHS

Washington Bureau of RADIO DAILY  
Washington — James Lawrence Fly, former FCC chairman, and his law partner, Peter Shuebruk, Fly's assistant at the Commission, think

(Continued on Page 6)

#### Carroll, Who Shied At TV, To Be Cited For Contempt

Washington Bureau of RADIO DAILY  
Washington — James J. Carroll, nationally-known betting commissioner, will be cited for contempt because of his refusal to testify

(Continued on Page 2)

#### Four New AM Outlets Granted By The FCC

Washington Bureau of RADIO DAILY

Washington—The FCC yesterday granted applications for four new AM stations, two FM outlets and deleted one FM station.

New AM grants went to: Royal Broadcasting Co., Lancaster, S. C., for 1360 kc. one kw daytime only; Great West Company, Cheyenne,

(Continued on Page 2)

#### Sen. Douglas To Speak At AAAA Convention

Senator Paul H. Douglas will address the 1951 Annual Meeting of the American Association of Advertising Agencies, to be held April 19, 20 and 21 at the Greenbrier, White Sulphur Springs, West Virginia, it

(Continued on Page 2)

#### Industry And Education Join In Okla. Radio Confab Today

Norman, Okla.—About 200 conferees from 12 states will gather for the 10th annual three-day conference on station problems opening today at the University of Oklahoma.

In addition to representatives of the industry, about 200 college students from Southwestern states will "sit in" on sessions for "out of class" experience in the radio world.

"Problems of the next decade"

will be the focal point of all discussions, said Dr. Sherman P. Lawton, University of Oklahoma coordinator of radio instruction and member of the conference planning committee.

Among some 25 speakers will be Morris Novik, public service radio consultant, New York; Bill Wiseman, station WOW, Omaha, Neb.; Charter Heslop, Atomic Energy Commission, Washington, D. C.; A.

(Continued on Page 7)

#### Go Down East

Novel tie-up with the "Cities of America" series, running in the current Saturday Evening Post, featuring Bangor, Me., was the purchase of two announcements this morning by WABL, ABC affiliate, on the "Sweeney and March" show and two announcements on the "Patt Barnes Show," extolling Bangor as an ideal site for new businesses.

# RADIO DAILY TELEVISION DAILY

Established Feb. 9, 1937

Vol. 54, No. 47 Fri., March 9, 1951 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-Pres.; Charles A. Alicoate, Sec'y. Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free) United States \$15.00 one year. Foreign, \$20.00. Address all communications to Radio Daily, 1501 Broadway, New York, (18), N. Y. Phone Wtsoconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

### WASHINGTON BUREAU

Bill Bailey  
Office: 1142 National Press Building  
Telephone: Metropolitan 0823, 0824.  
Residence: 4315 Russell Ave., Mt. Rainier, Md.  
Telephone: Warfield 4462.  
WEST COAST OFFICES  
Herbert Berg Ethel Rosen  
6425 Hollywood Blvd. Phone: Gladstone 8436

### CHICAGO BUREAU

Ginny Evans, Manager  
Suite 3013, 333 No. Michigan Avenue  
Phone: Franklin 2-3238

ROME BUREAU: John Perdicari, Ludovisi 16.  
PUERTO RICAN BUREAU: Antonio Alfonso, Edificio Ochoa, San Juan, P. R.; P. O. Box 3385; Telephone: 2-2305.

## FINANCIAL

(March 8)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	13	12 3/4	12 7/8	- 1/8
Admiral Corp.	28 1/4	27 3/8	27 3/8	- 1/8
Am. Tel. & Tel.	156 3/4	156	156 3/4	...
CBS A	30 1/8	30 1/8	30 1/8	- 1/8
CBS B	30 1/8	30 1/8	30 1/8	...
Philco	24 3/4	24 1/2	24 1/2	- 1/8
Philco pfd.	93 1/2	93 1/2	93 1/2	- 1
RCA Common	20	19 3/4	19 3/4	- 1/8
RCA 1st pfd.	80	80	80	- 3/8
Stewart-Warner	18	18	18	...
Westinghouse	36 5/8	36 1/4	36 5/8	+ 3/8
Westinghouse pfd.	102 1/2	102 1/2	102 1/2	- 5/8
Zenith Radio	68	67 1/2	67 1/2	- 1

	Bid	Asked
Stromberg-Carlson	14	15 1/2

### NEW YORK CURB EXCHANGE

DuMont Lab.	18 7/8	18 3/4	+ 1/8
Hazeltine Corp.	25 1/2	25 1/8	- 1/2
Nat. Union Radio	4 7/8	4 3/4	- 1/8

### OVER THE COUNTER

Stromberg-Carlson	Bid 14	Asked 15 1/2
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## Staff Changes Announced At Fordham Radio Station

Authorities of Fordham University have announced the appointment of Rev. Leo McLaughlin, S.J., as director of the University's FM station, WFUV. Concurrent with this new appointment the following changes were effected among existing personnel: Judson La Haye, Jr. promoted to chief supervisor and programming assistant to the director; William A. Coleman to director of National Emergency Operations at the station; Edwin J. Turner to chief announcer; John J. Mahoney to undergraduate supervisor of production, August A. Rickert to director of publicity and promotion. The engineering department maintains a status quo.

## ★ COMING AND GOING ★

LESTER GOTTLIEB, Columbia network's director of radio programs, will spend the week-end in Chicago on business.

CECIL BROWN, Mutual network commentator, back from a sunny sojourn at the Lord Tarleton, Miami.

VERN DIAMOND, formerly of WXYZ-TV, Detroit, is in New York and has taken over his new duties as producer of the Margaret Arlen show on WCBS-TV.

G. WARREN SCHOLAT, JR., assistant producer in the film department of Young & Rubicam in New York, has been transferred temporarily to Hollywood.

## Carroll, Who Shied At TV, To Be Cited For Contempt

(Continued from Page 1)

recently before TV cameras in St. Louis at a hearing by the Senate crime investigating committee. The committee, in closed session yesterday, voted the action, with all members, except Sen. Herbert H. O'Connor (D-Md.) voting for the citation. O'Connor said he wanted to study the "legal aspects" before casting a vote.

As a result of Carroll's refusal to testify last month, the Washington Star, owned by Eugene Meyer, and John S. Hayes, vice-president and general manager of WTOP, Inc., licensee of WTOP-AM-FM-TV and owner, 55 per cent by the Post, have engaged in a public controversy on the editorial pages of the "Post" following Carroll's refusal to testify before TV cameras, the Post carried an editorial, "Televised Testimony," opposing telecasts of such hearings. Hayes wrote a letter to the editor, declaring, "we in the television industry believe most strongly that we have an obligation to bring to the American public as many Congressional hearings as we find possible to televise. Further, we believe that the American public has a right to expect of us that we present such broadcasts."

Replying to the Hayes letter, the "Post," in another editorial captioned "Televised Testimony," commented that TV should more or less stick to "ordinary hearings" such as those involving the sending of troops abroad and refrain from "investigations."

The "Post" commented, "We are concerned with protecting the rights of the individual."

Congress forces witnesses to testify but should not "put them on exhibit by means of television or force them to speak into radio microphones," commented broadcaster Meyer's newspaper.

## WINS "Club" Show Sponsored

A new quarter-hour program designed to acquaint listeners with the activities of the many clubs and organizations in New York City was launched last Wednesday over WINS under the sponsorship of Kidder, Peabody & Company. Broadcast at 7:15 p.m. each week, the program, "Know Your Town," is moderated by Dorothy Williams.

JIM O'BRYON, Mutual network's director of publicity, accompanied by MRS. O'BRYON, leaving for Florida, where he will spend 10 days at the Fleetwood in Miami.

JACK BERCH, starred on NBC, next Wednesday will arrive in Syracuse, N. Y., where he'll make a three-day stay in connection with the special radio broadcast from the hearing and speech center of Syracuse University. He'll be accompanied by HENRY HULL, producer, and JANE KALMUS, publicist.

BUSTER CRABBE, erstwhile swimming champ and now cowboy star of radio, TV and films, has arrived in New York by plane. Next Monday he'll debut his WOR-TV program, which he is co-producing with Bob Bundy.

LOWELL THOMAS, Columbia network newscaster, on Monday will leave for a three-week swing through Colorado, Utah and Idaho. First stop is Victor, Colo., with an appearance at the Elks Auditorium.

BILL LEONARD, he of the "This Is New York" program over WCBS, and MRS. LEONARD, will leave over the week-end for Bermuda. They'll be back next Friday.

## Sen. Douglas To Speak At AAAA Convention

(Continued from Page 1)

was announced by A.A.A.A. operations committee. Sen. Douglas, a leader in the current debate on U. S. foreign policy and a well-known economist, will speak at the thirty-third Annual Dinner of the Association on April 20. Theme of the A.A.A.A. convention will be "Advertising in A Mobilized Economy."

## Four New AM Outlets Granted By The FCC

(Continued from Page 1)

Wyo., for 1370 kc, one kw daytime only; West Alabama Broadcasting Co., Northport, Ala., for 1280 kc, one kw, daytime only, and Door County Broadcasting Co., Inc., Sturgeon Bay, Wis., for 910 kc, 500 watts daytime only.

FM grants went to Mount Mitchell Broadcasters, Inc., Clingman's Peak, Yancey County, N. C., for Class B station on 106.9 mc, with 300 kw ERP and antenna height 3300 feet above average terrain, and to Robert F. Neathery, West Plains, Mo., for 97.3 mc with 1.15 kw ERP and antenna height 130 feet above average terrain.

The Commission deleted the license for KBIX-FM, Muskogee, Okla., operated by the Oklahoma Press Publishing Co., and terminated authority to operate as of Feb. 28.

## TV Programs Moving

Hollywood — Coincidental with the move of CBS network shows to KTSN on April 1, the news programs of Lee Wood and Fleetwood Lawton will be discontinued. Lee Wood will continue his news writing and newscasting for KHJ and the Mutual network. Lawton will devote his time to his news broadcasts on KFI.



You get a lot for a little\*

\*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore.

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY



# SATURDAY REVIEW OF LITERATURE VOTES ELEANOR ROOSEVELT "GREATEST LIVING WOMAN" IN AMERICA AND IN THE WORLD

The final results of the "Saturday Review of Literature" poll have named Eleanor Roosevelt the "greatest living woman" not only in America, but in the world. This two-crown victory adds further distinction to a great and gracious woman.

Every weekday when the Show is on WNBC in New York at 12:30 to 1:15 PM, EST, the same Show (day and date) is on KFWB, Los Angeles, at 9:30 to 10:15 AM, PST.

In these broadcasts, Mrs. Roosevelt has presented some of the Nation's most stimulating personalities. On her program you've heard Tallulah Bankhead, Ezzard Charles, Fred Allen, Carlos Romulo—plus a long and distinguished list of the celebrated people whose life stories (like Mrs. Roosevelt's) are a part of America.



Mrs. Eleanor Roosevelt, U.S. Delegate to United Nations General Assembly, author, commentator, columnist, world-traveler, humanitarian . . . the most distinguished woman of our time.

Other distinguished world citizens selected in this poll were:

"Greatest living American"

1. GEN. DWIGHT D. EISENHOWER 2. BERNARD BARUCH

"Greatest living person in the world"

1. WINSTON CHURCHILL 2. ALBERT SCHWEITZER

Second "greatest living woman" in America

ANNA ROSENBERG

Second "greatest living woman" in the world

MADAME PANDIT

IN NEW YORK — WNBC — MONDAY through FRIDAY — 12:30 to 1:15 P. M.  
IN LOS ANGELES

# KFWB

Represented Nationally by William G. Rambeau Co.



# AGENCIES

**SENATOR DUDLEY J. LeBLANC** appointed two vice-presidents in his LeBlanc Corporation to push Hadacol sales into the rest of the United States and foreign countries. They are Turney Gratz, formerly executive vice-chairman of the Democratic National Committee, to direct export sales, and Mac D. Hedrick, who sold his interest in the Hedrick & Towner agency, to assist LeBlanc in the advertising, promotion and sale of the product in this country. Hadacol is now merchandised in 27 states.

**RICHARD NAXON** has been appointed to head the newly opened Philadelphia office of Product Services Group, Inc., New York advertising agency. He was formerly with WCAU, Philadelphia, and WMID, Atlantic City.

**BARRETT WELCH**, formerly with Foote, Cone & Belding, Inc., has joined Sullivan, Stauffer, Colwell & Bayles, Inc. as an account executive.

**THURMAN L. BARNARD**, executive vice-president of Compton Advertising, Inc., has been granted a leave of absence to devote his full time to the expanding program of the information division of the State Department. Barnard, who leaves for Washington late this month, is a consultant to the State Department and deputy for special projects in the truth campaign.

**GREY ADVERTISING AGENCY, INC.** has appointed Gene Murray art director and Salvatore A. Lodico a member of the art staff. Murray was formerly with Kudner Agency and Lodico was previously with Esquire Magazine.

**HARRY FEIGENBAUM ADVERTISING AGENCY**, Philadelphia, has been appointed by Louis F. Neuweiler's Sons to handle advertising for Neuweiler's Cream Ale and Neuweiler's Beer.

**JAMES THOMAS CHIRURG COMPANY** will handle advertising for American Type Founders Sales Corporation of Elizabeth, N. J., and their line of printing machinery and equipment.

## Deaf To Sing

A group of deaf children from the Hearing and Speech Center of Syracuse University will sing along with Jack Berch, NBC vocalist, when the Jack Berch Show gives a special program from Syracuse, Friday, March 16, from 11:30 to 11:45 a.m. According to Dr. Louis Dicarolo, educational director of the center, the youngsters have only recently been taught to sing, and on the program they will render, with Berch, the song, "America."

# Mestre Staging Opening Of New Havana TV Station

(Continued from Page 1)

capital of Cuba. Mestre, who is serving as president of the Inter American Association of Broadcasters, as well as operating as director general of his company's radio and TV holdings, has invited 25 top U. S. and Latin American television officials to be his guests at the inaugural ceremonies. The party leaves New York this morning in a chartered Pan American plane for Havana.

The entry of Mestre into the TV field was the result of long planning over a period covering the post war years. The Cuban broadcaster and his associates made extensive surveys of TV operations here and abroad and sent members of their technical staff to the States to study the techniques of the transmission and production.

CMQ-TV actually went on the air with a 5 kw transmitter last December 14th limiting its operations to test patterns, experimental programming and the pickup of sports events such as baseball. The station expanded operations until it attained its present schedule from 6:30 to 10:15 p.m., five days a week and until 11:30 p.m., on the two days when the station carries night baseball.

### President to Attend

The inaugural broadcast on Sunday which will be attended by Cuba's chief executive, President Prio Socarras and other dignitaries of state, will signalize the completion of CMQ-TV's television studios in the new six-story TV building adjoining Radiocentro. Until recently the station has been operating from a small temporary studio and one large radio studio.

Mestre yesterday gave RADIO-TELEVISION DAILY a description of the physical setup of the new CMQ-TV operations. He said:

"We are at present operating with a 5 kw. RCA transmitter, one film camera chain, two 16 mm. projectors, one Gray Telop, one mobile unit, four RCA field cameras and three DuMont field cameras, one microwave relay and a 3-bay superturnstile antenna mounted on a 200 ft. steel tower which, in turn, is mounted on top of our new six-story television building, adjoining Radiocentro.

"We have on order for delivery as soon as possible, six more RCA cameras, one more microwave relay and one more film camera chain.

### Produce Own Films

"In addition we have a complete 16 mm. Film Laboratory, turning out film commercials and a local

newsreel, equipped with the following:

"One Houston-Developer, one Bell & Howell printer, one Uhler printer, one reduction printer, one Reeves Magnetic Film Recorder, one Maurer Film Recorder and Play-Back, one Moviola, three Film cutting and editing desks and accessory equipment, three film projection rooms, one Auricon camera, two Bell & Howell and two Cine Kodak Specials. We also have two Raby Dollies and two Mole-Richardson mike booms and perambulators and have on order two more mike booms and Fearless Dollies."

### Guest List Announced

Among the U. S. television leaders who will join Mestre for the weekend in Havana will be:

John F. Royal, vice-president of NBC; Edmund A. Chester, news director of CBS; Sylvester L. Weaver, vice-president in charge of NBC's television department; Clifford W. Slaybaugh, sales manager of RCA International; Edward Lyman Munson, Brig. Gen. U. S. A. (Ret.) and director of TV operations for NBC; Justin Miller, president of the National Association of Broadcasters; Cal Joseph Abraham, public relations liaison for NBC and Albert Protzman of NBC.

The Latin American radio industry will be represented by: Fernando Eleta A., president RPC network, Panama; Emilio Azcarraga, president of XEW, Mexico; and Jose Ramon Quinones, president of WAPA, San Juan, Puerto Rico.

The following editors and publishers will be on hand: Frank Burke, editor of RADIO-TELEVISION DAILY; John A. Conway, news editor of Tide; Victor J. Dallaire, associate editor of Printers Ink; Elizabeth Forsling, radio and television editor of Newsweek; Sol Taishoff, editor and publisher of Broadcasting-Telecasting; Norman Glenn, editor of Sponsor magazine; John Leach, editor of Advertising and Selling; Marvin Kirsch, business manager of RADIO-TELEVISION DAILY; John Crichton, executive editor of Advertising Age; George Rosen, radio editor of Variety; Thomas B. Ashwell, president and publisher of Export Trade and Shipper.

Among the advertising leaders who will attend are: Irwin A. Vladimir, president of Irwin Vladimir & Co., Inc.; Robert H. Otto, president of Robert Otto and Company, Inc.; Melchor Guzman, president, and Albert M. Martinez, vice-president in charge of radio, of Melchor Guzman and Company; Thomas W. Hughes, vice-president of National Export Advertising Service; Arthur A. Kron, executive vice-president of Gotham Advertising Co., Inc.; Thomas Lane, vice-president in charge of television of McCann-Erickson Corp.; Harold E. Weinholtz, International Division of Young and Rubicam, Inc.



MESTRE

# BEHIND THE MIKE

ON his NBC radio show the other night, Bob Hope said "draft boards are more lenient with actors, now . . . they let them make a picture at Warners first so they'll know how to handle a gun!"

Murray Ross, the busy radio and TV musical director, has two talent agencies after him to sign contracts.

Big circulation jump over at "Magazine Digest," what with Chick Vincent's show, "Magazine Theater," based on articles from the magazine, catching on via WOR-Mutual.

Ben Harrison, popular night club and TV personality, has just become general manager of the Fleetwood Hotel and Yacht Club at Miami Beach. Several coast-to-coast radio shows will also emanate from the Fleetwood, with Harrison as m.c.

Kudos to Byron McKinney for a swell production job on the John Conte's Van Camp Little Show. Incidentally, John has been signed again for the guest star spot on the "Show of Shows."

Danny Hollywood signed Mac Maurada on the Jack Carter show as a writer of special material. Danny is also negotiating a deal with NBC for a network radio show for Dagmar.

Bob Loewi, producer of "Once Upon A Tune," feels he has found another Pinza in Larry Davidson, who is appearing on the show.

## Send Birthday Greetings To—

- |                      |                  |
|----------------------|------------------|
| March 9              |                  |
| Sydney Moseley       |                  |
| March 10             |                  |
| Lloyd O. Coulter     | Carol Deis       |
| Robert Taplinger     | Peter de Rose    |
| Beatrice Berke       | Marion Hutton    |
| George Higgins       | Don Russell      |
| March 11             |                  |
| Don Lavery           | Andy Sanella     |
| Ramona               |                  |
| March 12             |                  |
| Harold C. Burke      | Loretta Poynton  |
| Geo. J. Podeyn       | Melvin Elliot    |
| J. Charles Davis, II |                  |
| March 13             |                  |
| Robert C. Duffield   | Jack Lait        |
| Harry W. Flannery    | Helen King       |
| Nat Abramson         | Aileen Clark     |
| Hugh Cowham          | David Mendoza    |
| Nellie Revell        | Alma M. Saunders |
| Paul Stewart         | Harvey Olson     |
| March 14             |                  |
| G. Bennett Larson    | Les Brown        |
| Hoyle H. Cavanor     | Harver Hays      |
| Madeleine Pierce     | Marilyn Eichler  |
| Mark Brenneman       | Ed Pancoast      |
| March 15             |                  |
| James Allan          | Julia Knox       |
| Everett Mitchell     | Lucille Hunter   |
| Patrick O'Malley     | Charles Pease    |
| George Olenlager     | Gene Fitts       |



# • PLUG TUNES • WORDS & MUSIC • PLUG TUNES •

**Another BMI Pin-Up Hit!**  
**IF IT HADN'T BEEN FOR YOU**  
 Published by Johnstone-Monte  
 Recorded by

EDDIE FISHER-	HUGO WINTERHALTER	(Victor)
LEE BROTHERS-	PAUL WESTON	(Columbia)
JAN GARBER	HENRY JEROME	(London)

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**BROADCAST MUSIC, INC.**

**RHYTHM NOVELTY!**  
 For that opening or closing spot!  
**"CHARLIE IS MY DARLING"**  
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 FOR EV'RY KISS**

RCA-Victor Records by DOLPH HEWITT  
**ADAMS, VEE & ABBOTT, Inc.**  
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**ABA DABA  
 HONEYMOON**

Featured in the M-G-M Musical Smash  
**"TWO WEEKS WITH LOVE"**

**DEBBIE REYNOLDS—CARLETON CARPENTER**  
 M-G-M  
**RICHARD HAYES—KITTY KALLEN**  
 Mercury  
**FREDDY MARTIN**  
 RCA Victor  
**HELEN KANE**  
 Columbia  
**CLIFF STEWARD—SAN FRANCISCO BOYS**  
 Coral

**LEO FEIST, INC.**

**POWDER BLUE**  
 and  
**TIE ME TO YOUR  
 APRON STRINGS**

**Forster Music Pub., Inc.**

1619 B'way, NY 19 216 S. Wab. Ave, Chic. 4

**LORRY RAINE**

Exclusively on London Records

Management of:

**TIM GAYLE**

451 Wrightwood, Chicago 14, Ill.

• • • **MUSICVILLE GAZETTE**—Decca Records has declared a regular quarterly dividend of 17½ cents per share on the company's capital stock. This represents an increase of 5 cents over the previous quarterly rate of 12½ cents. The increase was warranted, says Milton R. Rackmil, president, by the improved cash position and stability of the company as well as the general outlook in the industry. . . . Eddy and Mindy (Carson) Joy left for Florida after the Ford show last night. They'll be gone until next Wednesday. . . . Ira Joachim, 26-year-old director of publicity for London Records, has had his duties extended to include record promotion. . . . Buddy Morrow recently celebrated his 19th anniversary as a professional musician. Morrow started at the age of 13 when he formed a small four-piece unit to play at school dates. His first pay was \$2.50. What's so bad? Think of all you could buy for two-fifty in those days.

★ ★ ★ ★

• • • In a month-long poll conducted by Brad Phillips, moderator of the "Singing Battle Royal" on WINS, Sundays from 11:30 to 3:00 p.m., Eddie Fisher, rising young singer, and candidate for the Army, had polled 8,000 more votes than his nearest competitor, thereby earning the title "Baritone Of The Year." . . . Johnny Desmond goes into the Oriental Theater in Chicago for three weeks on March 29th. . . . Clarabell, the mischievous clown on the Howdy Doody show, is scheduled to make a series of personal appearances at RKO Theaters in the New York area. . . . The Tony Martin show on TV last week was a real humdinger, Tony and the Andrews Sisters gave us some real top-notch entertainment. I would have liked Milton Berle a great deal more if he hadn't tried to dominate the show so much. Speaking of Tony Martin, he heads the Easter stage show at the Roxy starting Wednesday, March 14.

★ ★ ★ ★

• • • **RECORDS ON PARADE**—Folkway's Music Corp. is all excited about a new Decca release, featuring The Weavers in a rendition of their own version of "Top Of Old Smokey." The other day the disc was previewed on the Jack Lacy and The Art Ford shows. Well, Art was forced to replay it four times, and Jack was besieged with telephone requests. . . . What could be so special, I wonder? . . . One result of the reception given Les Paul's discing of "Little Rock Get Away," is that lyrics by Carl Sigmund have been added to the tune, and a follow-up record is being issued by Mercury. . . . Teddy Reis has been put at the head of Coral Records Blues and Rhythm section, working under Jimmy Hilliard, Coral's A & R toppers. . . . Hot Lips Page has recorded "Let Me In" for Victor. Hot Lips gives it the "Open The Door Richard" treatment. . . . Burl Ives' recordings are being used for more than mere entertainment these days. The Music Research Foundation, dedicated to research into the therapeutic values of music, rates Ives' recordings highly for psychotherapy. This explains why I've always been nuts about Burl Ives. . . . London's exclusive recording of the original sound track from the film production "Tales Of Hoffman," is due for release April 1st. The Album will consist of three long-playing records. . . . How come we don't hear much more of "The Peddler's Serenade?" Clipper Records has a nice version with Johnny Corvo doing the vocal. . . . MGM records are now being sold in over 300 Army post exchanges and Navy ship stores, which reminds me that Martin Block picked Johnny Desmond's MGM disc, "I Fell," as his best male vocal of the past week. . . . Bourne Music is reviving the old favorite "That Old Gang Of Mine." Perry Como is recording it for Victor. . . . Some time today, thousands of postcards are going to be mailed to disc jockeys all over the country bearing the legend "Have you heard D.C.'s D.C.?" This is Just Hollis Music's clever way of arousing interest in Don Cherry's recording of "Don't Cry." This is the Edith Piaf song, the first of a half-dozen that Hollis will publish for the French singer.

★ ★ ★ ★

## Local 802 Strike Vote Asks Mar. 14 Walkout

(Continued from Page 1)

next Wednesday, March 14, at 6 p.m., was suggested as the day and time for the walkout.

It was understood that the strike vote was called in protest against the networks' recent contract proposals calling for a 10 per cent increase in basic wage scales for staff musicians. The union has been demanding a 20 per cent increase.

James C. Petrillo has called for a special meeting of the international executive board of the AFM to consider the contract negotiations and other matters, presumably the strike action. If the board approves the strike resolution, it will be necessary under the Taft-Hartley Law to file a 30-day strike notice. The board meeting is tentatively scheduled for Saturday.

The networks and the AFM temporarily suspended negotiations last week. No date was set for another meeting. The discussions had been concerned with new contracts for musicians in radio and TV.

A meeting of the Los Angeles musicians' local was also supposed to be held Wednesday midnight. At press time no word had been received.

## Processing-Delays Hit In Fly Plea For KTHS

(Continued from Page 1)

seven months is sufficient time for the FCC to process an application, particularly when it has been at the top of the processing list.

That's what they told the Commission in a petition filed on behalf of KTHS, Hot Springs, asking immediate action of the station's application for increased power. The petition recited that in December, 1941, KTHS filed application to increase its power from one kw, nights, 10 kw, days, to 50 kw, fulltime and become a Class 1-B station under NARBA.

The station also asked permission to move to West Memphis, Ark.

In April, 1950, the FCC denied the application without prejudice for refile.

A new application was filed immediately, seeking a move to Little Rock and a power increase.

The KTHS applications was "at the top of the processing line in August, 1950," the Fly-Shuebruk petition claims, but the Commission has done nothing about it. Meanwhile two conflicting applications were filed.

The three applications should be designated immediately for hearing, the former chairman told his ex-colleagues.

## Okla. Radio Confab Set to Start Today

(Continued from Page 1)

H. Caperton, manager, Dr. Pepper Company, Dallas; Gene M. Lightfoot, Evans & Associates, Ft. Worth, Tex.

Highlight of the opening session this morning will be a continuity contest for students conducted by Donald Clark, assistant professor of radio. Students from a dozen or more colleges will write continuity copy which will be judged by radio personnel. Winners will be announced Sunday.

This afternoon's discussion features a panel on audience promotion, station promotion and promotion problems. Panel members are Wiseman; Dave Taylor, WFRL, Freeport, Illinois, and Rowland Broiles, Broiles Advertising Agency, Ft. Worth, Tex.

"Broadcasting Freedom" Is Theme "Freedom of Broadcasting" will be discussed tonight by Novik, Wiseman and Edgar T. Bell, station KTOK, Oklahoma City. John W. Tinnea, station KWK, St. Louis, Mo., is meeting chairman.

Aspects of radio during time of national crisis will be provided Saturday when delegates hear a talk on "Radio's Challenge in a Program of Civil Defense" by Charter Heslop, AEC, Washington, D. C. Lt. Robert B. Mackall, radio-television officer, Fourth Army, Ft. Sam Houston, Tex., will discuss "Requirements of the Armed Forces Radio Service."

Students from the following colleges will produce demonstration broadcasts Sunday: Kansas State Teachers College; Louisiana Polytechnic Institute; Southwestern Louisiana Institute; Baylor University; Texas Christian University; Hardin-Simmons University and the University of Oklahoma.

Sunday afternoon conferees will see a television broadcast produced by E. W. Ziebarth, WCCO, Minneapolis; A. H. Caperton, Dallas, and John Dunn, station WNAD, University of Oklahoma and president of the National Association of Educational Broadcasters.

## TvA, Chicago Stations Sign, Ending Walkout

(Continued from Page 1)

meeting which started at 3 p.m. Wednesday and lasted until 7:30 yesterday, resulted in a substantial agreement with some of the stations.

Negotiations for the stations and for the union continued to discuss problems on the phone until finally, late yesterday afternoon, an agreement was reached with all four stations (WMBQ, WENR-TV, WBKB, WGN-TV).

It is understood at the time the last agreement was reached the executive board of the union was in session and had ordered its members to strike on any station not in agreement by the end of the day.

# ★ ★ TELE TOPICS ★ ★

**FIGHT IMPRESSION:** Wednesday's Charles-Walcott heavyweight championship fight from Detroit, marking Russ Hodges' big time TV boxing debut, suffered from leftfootedness even before the bout got under way. We thought we had seen the last of Harry Ballough some time ago, but the ring announcer out "Balloughed" Harry, at the latter's peak—no mean feat in itself. To cap preliminary matters, he called on the cameras to point out both the Governor of Michigan and the ex-Governor, and the cameras obliged with a wide sweep of the fifteenth row and on. No Governors, incumbent nor ex were evident. However, this boy's piece de resistance was reserved for the announcement of the winner when he pointed to Walcott and called off his points first. The crowd roared in the belief that Jersey Joe was to get the nod. Russ Hodges struggled manfully against the odds, which also included bad camerawork throughout the fight, and turned in a first rate job on the assignment. He would have seemed more solid with TV viewers without those references to Ted Husing.

★ ☆ ☆ ☆  
**I**n Toronto the CBC has announced that television equipment is being installed in its temporary TV quarters. This is the first TV equipment across the border and includes two camera chains on loan from Canadian Marconi TV quarters in Toronto include a studio about 35 feet by 27 feet, a control room and offices which will be used for training purposes until completion of the permanent TV building, expected to be ready for occupancy late this year. . . . Beginning March 11, the Hollywood Candy Company will sponsor a new half-hour children's variety series, "Hollywood Junior Circus," on alternate Sundays at 5:30 p.m. over NBC-TV. Contract was placed through Ruthrauff & Ryan, Inc., with talent and format of the new show to be announced. . . . Florence Reed and Burl Ives will be featured, Sunday, March 11 on "With This Ring," over DuMont at 9:30 p.m. . . . Steve Allen will move to daytime on CBS-TV, Monday, March 26. New program time will be 11:30 a.m. to 12:30 p.m. Mondays through Fridays. Allen will drop his evening 7:00 p.m. show at that time.

★ ☆ ☆ ☆  
**T**ODAY'S TV Personality: W. D. ROGERS, JR., vice-president and general manager of KEYL-TV, San Antonio, Texas, has been prominent in Southwest advertising circles for many years. He was formerly general sales and advertising manager of the Coca Cola Bottling Co. of West Texas, and served as president of the Lubbock Advertising Club and the Lubbock Sales Executives Club. Active also in the Lions Club, Dub is past director of the Lubbock Lions Club, recog-



ROGERS, JR.

nized as the largest in the nation and the fourth largest in the world. During World War II, he served in the Air Force for three years until his discharge. Moving to San Antonio in Feb., 1950, he assumed active management of KEYL, which was then still under construction. At a meeting in Chicago, Jan., 1951, he was elected to the TV board of directors of KEYL. He is an alumnus of Baylor University, and a member of the Masonic Lodge.

★ ☆ ☆ ☆  
**J**ACK BENNY, flu victim, will postpone his next TV show, via CBS-TV, from March 19 to April 1. "This is Show Business," which relinquishes its time for the Benny show, will be aired March 18. . . . Union Electric Company of Missouri reports 268,000 TV receivers installed in the KSD-TV area as of March 1. Announcement was made by George M. Burbach, general manager of the station. . . . Work of the ECA in France, Italy and Germany will be seen in a group of short films to be shown on "Screening The World" over WOR-TV at 9:30 p.m., Tuesday, March 13 through Friday, March 16. . . . Fame has come early in life to Jerry Kaufman, RADIO AND TELEVISION DAILY'S, top editorial room stamper. He was named runner-up in WKRC-TV's "Thing" contest, out of a total of 550 entries. Winner was William J. McLaughlin of the Venable-Brown Agency, Cincinnati. . . . Effective immediately the new name of the Somerset Maugham series, via CBS-TV, will be changed to "The Somerset Maugham Television Theater." . . . "Saturday Night at the Garden," tomorrow night over DuMont, will feature the opening round of the fourteenth National Invitation Basketball Tournament. Don Dunphy will describe the action which finds St. Bonaventure College opposing the University of Cincinnati and the University of St. Louis clashing with LaSalle. Action starts at 8:30 p.m.

★ ☆ ☆ ☆  
**A**RCHEOLOGY, KEY TO THE PAST," will be the subject to be discussed on "The Johns Hopkins Science Review," Tuesday, March 13 over DuMont at 8:30 p.m. Dr. Henry T. Rowell, professor of classics and Dr. John H. Young, archeologist, both of the university, will be headlined. . . . "Musical Playtime," produced by Allan Handley and directed by John Chapin, will debut on Sunday over WNBT at 12:15 p.m. The program is designed to familiarize youngsters with the component parts of a symphony orchestra by means of informal question and demonstration sessions. Leon Barzin, musical director of the National Orchestral Association, will emcee the program. . . . Colette Marchand, Parisian dancer, makes her TV debut when she visits the Jack Haley Ford Star Revue, Thursday, March 15 at 9:00 p.m. over NBC-TV.

## Sawyer Asks Co-op Of Publishing, Radio

(Continued from Page 1)

the annual banquet of the Ohio Newspaper Association at the Deshler-Wallick Hotel, asserted that public opinion is "greatly influenced, if not controlled," by radio, TV and the public opinion "unquestionably can be swayed" by the dynamic appeal of a single individual, either a columnist or radio-TV commentator, he said.

The real responsibility rests not on the commentators and columnists but "on those who provide" the column and microphone—the publishers and broadcasters, he asserted. Because of the influence exerted by radio, TV and the press, they are "subject to the doctrine of noblesse oblige," said the Secretary.

He called on both publishers and broadcasters to help keep vital security information from unfriendly eyes and ears, urging that it is of utmost concern to the country as a whole that certain information "be not given out."

Too many Government officials like to hear their names on the air or see them in the papers, he said. Information, generally, doesn't leak out through spies but through overzealous officials and employees of Government who unwittingly give out confidential information.

What the Government needs, he told the publishers, are Government officials and employees who are "not candidates for any office and are completely indifferent if their names never appear in the newspapers or on the radio."

## RTMA Meeting FM Group

Washington — The Radio-Television Manufacturers Association FM Policy Committee will meet with the FM Committee of the NAB on Tuesday, March 13, at the NAB Washington Headquarters. The meeting was arranged by John W. Craig, chairman of the R-TMA FM Policy Committee and Ben Strouse, chairman of the NAB Committee. The two committees will discuss FM problems in common to broadcasters and manufacturers. It will be the second time the two FM committees have met.

## Hearings On TV

Following the WPIX announcement made on Wednesday that the station would program the entire Kefauver Committee hearings in New York starting Monday, March 12 and continuing through the week, WJZ-TV announced yesterday that the station will also program the hearings in all-day sessions. WNBT and WCBSTV will carry the 10:00 to noon part of the hearings. DuMont was undecided at a late hour last night.

## Sees Radio Greater In An Emergency

(Continued from Page 1)

terday at the Beverly Hills Hotel. "Radio gives advertisers the only assurance of keeping their channels of communication wide open to the whole population," Denny said. "It



DENNY

delivers the advertiser's message without the restrictions and rising costs of other media. It is fast and far more adaptable than any other medium to quick changes in supply and demand of particular products. It gives the advertisers up-to-the-minute contract with their customers and makes it possible for his advertising to keep up with the times."

Continuing, Denny said: "At this time, in the period of national emergency, radio looms even larger as the medium to which people turn as a source of up-to-the-minute information and relaxing entertainment. We are emphasizing these exclusive advantages in our radio sales presentation."

Station representatives were greeted by John K. West, vice-president in charge of NBC's western division; Thomas C. McCray, in charge of network radio operations for the western division; Charles R. Denny, executive vice-president; Carleton D. Smith, vice-president in charge of station relations, and Norman C. Cash, director of radio station relations.

### Guest List Impressive

Present at the meeting were Earl C. Anthony, George Whitney, Kevin Sweeney and Pat Kelley of KFI, Los Angeles, Calif.; E. B. Craney, Z-Bar Network, Mon.; Virginia Braunberger, KGHL, Billings, Mon.; Walter Wagstaff, KIDO, Boise, Idaho; Henry Fletcher, KSEI, Pocatello, Idaho; O. W. Fisher and Ray Baker, KOMO, Seattle, Wash.; Richard O. Dunning, KHQ, Spokane, Wash.; Carl E. Haymong and James A. Murphy, KIT, Yakima, Wash.; H. Q. Cox and M. J. Frey, KGW, Portland, Ore.; Jennings Pierce, KMED, Medford, Ore.; Easton Woolley, KDYL, Salt Lake City, Utah; Eleanor McClachty and Hugh Kees, KOH, Reno, Nev.; Hal Brown, KMJ, Fresno, Calif.; Ewing C. Kelly, Ewing C. Kelly, Jr., and Earl Russell, KCRA, Sacramento, Calif.; Paul Bartlett and Gene DeYoung, KERO, Bakersfield, Calif.; Harry Butcher, KIST, Santa Barbara, Calif.; Thomas E. Sharp and John Merino, KFSD, San Diego, Calif.; Richard O. Lewis and E. W. Harbey, KTAR, Phoenix, Ariz.; Ray C. Smucker, KYUM, Yuma, Ariz.; Roy Chapman, KTSM, El Paso, Texas; Gilbert A. Wellington, Midnight Sun Broadcasting Co., Alaska; Lloyd E. Yoder, Hal Ashby

# COAST-TO-COAST

### Name Favorite Sport

Pittsburgh, Pa.—Entries from 318 cities, towns and communities in 28 states were received in the "Favorite Sport" contest conducted by Johnny Boyer over KDKA. Listeners wrote in letters naming their favorite activity and these were judged by three outstanding figures in Pittsburgh's business and sports world. On the basis of entries received, baseball placed first in popularity; football second; basketball third, with swimming, hunting, fishing and track and field trailing.

### Judging Contest

Hartford, Conn.—Program manager Harvey Olson of WDRC is a member of the Scholastic Writing Awards Committee that is judging entries in a high school writing contest sponsored by the Hartford Courant "Parade of Youth" Department. This is Olson's second year on the judging committee.

### Alley Up

Dayton, Ohio—Wade H. Alley, formerly with the Dayton office of the FBI, has been appointed program and public relations director of WHIO, it was announced last Saturday by Robert H. Moody, general manager of the station. Alley takes over the job held by Lester Spencer, who resigned to become manager of WKBV, Richmond, Ind.

### Expanding Operations

Chicago, Ill.—Phil G. Kerr, regional manager for Admiral Corporation in St. Louis and Davenport, has extended his operations to include Denver and Wichita, it has been announced by Wallace C. Johnson, vice-president in charge of sales for Admiral. Kerr replaces P. G. Deluhery, who has been assigned by the company to defense work.

### Atom Attack Forum

Richmond, Va.—The first official forum on what to do in case of an atomic bomb attack was broadcast last week over WRNL. City manager Sherwood Reeder, director of Civil Defense served as moderator and others on the forum panel included: director of public safety, Richard R. Foster, coordinator for Civil Defense; J. A. Lawler, assistant coordinator for Civil Defense, and Dr. Edward M. Holmes, Jr., in charge of Civil Defense Needs.

and Walter Tolleson, KNBC, San Francisco, Calif.; John Hamlyn and Leo Ricketts, McClatchy Broadcasting Co., and Judith Waller, NBC Chicago.

Representing NBC's western division were: Lewis S. Frost, Norman Blackburn, Thomas McCray, Homer Canfield, Harry Bubeck, Bud Berend, Alan Courtney, Leslie Raddatz, Helen M. Hall, Oscar Turner, H. Blake Chatfield, Paul Gale, Henry Maas, Richard H. Graham, Roger Sprague, Donald Honrath, A. H. Saxton and Wally Hutchinson.

**Concert Featured Famed Singers**  
Stamford, Conn. — A 45-minute concert, featuring the greatest vocal artists of all times, was broadcast over WSTC and WSTC-FM February 17th. Among the immortal voices heard were those of Enrico Caruso, Amelita Galli-Curci, Giuseppe de Luca, Feodor Chaliapin and others. Selections aired included operatic arias, sacred songs and light classics.

**WAJR Names General Manager**  
Morgantown, W. Va.—Ford Billings has been named general manager for the three Greer stations: WAJR, AM-FM, Morgantown, WDNE, Elkins, W. Va., and WJER, Dover Ohio. Reporting to him will be managers George Blackwell of WDNE and J. C. Cole at WJER.

**Maschmeier In Big City**  
Albany, N. Y.—H. W. Maschmeier, director of news and special events at WPTR, was in New York early last week recording two interviews with Eleanor Roosevelt at Roosevelt and Jones, prior to Albany's 50 kw. outlet's initial program which features Mrs. Roosevelt, beginning on March 5.

**Station Has Sports Quiz**  
Cleveland, Ohio — A five-day grand opening program held by WHK last month was highlighted by a sports quiz show featuring top sports personalities. Al Helfer, MBS sportscaster, was quiz master and Harrison Dillard, Hank Greenberg, Lou Groza, Dante Leville and Jim Martin were some of the figures who participated.

**New Appointment For Martin**  
Hartford, Conn.—Paul Martin of Buffalo, N. Y., has been appointed station manager and program director of WCCC, it was announced yesterday by William M. Savitt, president and general manager. Martin, who will assume his duties on Wednesday, has been program director for station WKBW in Buffalo for the past three years.

**On-The-Scene Coverage**  
Hempstead, L. I.—Highlights of the recent 32nd annual "Country Life Exposition" of the Long Island Agricultural and Technical Institute, were broadcast recently by WHLI-FM. Lloyd Moss, WHLI staffer, tape-recorded the opening ceremonies and then interviewed visiting guests. Featured on the program were Russell W. Duck, managing editor of the Rural New Yorker, and Mundy I. Pearle, president of the Republic Aircraft Corporation.

**Congratulations**  
Bridgeport, Conn. — Rita Ertle, secretary to manager Charles Parker, of WICC, celebrates her 7th anniversary with the station this month.



**KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE... in the OREGON MARKET**



"Planned" is the word which best typifies Longview, Washington, the youngest community in KGW's widespread coverage area, and one of the most progressive. Laid out in 1922 as a "model" town Longview's industrial growth has followed a planned pattern. The two largest lumber mills in the world are located here; lumber products, pulp and paper products add to expanding payrolls. It is an important Columbia River port. A recent KGW Tour-Test, conducted in cooperation with the Oregon State Motor Association, and witnessed by "Miss KGW" and Longview executives, proved KGW's Comprehensive Coverage of this healthy market.

### BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW'S LEADERSHIP

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and reaches more radio families than any other Portland radio station regardless of power. BMB surveys bear out this fact. KGW is beamed to cover the population concentration of Oregon's Willamette Valley and Southwestern Washington.

### TOTAL BMB FAMILIES (From 1949 BMB Survey)

DAYTIME	
KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630
NIGHTTIME	
KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440



**PORTLAND, OREGON ON THE EFFICIENT 620 FREQUENCY**

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

EQUIPMENT  
PRODUCTION  
STUDIOS

# RADIO DAILY

## TELEVISION DAILY

SPONSORS  
BUSINESS  
AGENCIES

VOL. 56, NO. 48

NEW YORK, FRIDAY, SEPTEMBER 7, 1951

TEN CENTS

# U. S. AIDS RADIO, TV DEFENSE PLANS

## Heavy Increase In TV Advertising In Press

### Lineage Increase Noted In 35 Of TV Markets

The sizable increase in TV set advertising for 1951 compared to last year, matched against a general decrease in radio receiver advertising for a similar period, may well forecast future radio, TV set advertising patterns. According to figures gathered by Media Records Inc. in 38 key  
(Continued on Page 7)

### Legislators Oppose Senate Broadcasts

Washington Bureau of RADIO DAILY  
Washington — Senatorial opposition to the broadcast or telecast of Congressional sessions and a warning to commercial broadcasters and telecasters that educators would press for reservation of time for "noncommercial broadcasts at good listening hours" unless the industry regulates itself, featured the second day's hearings yesterday on the  
(Continued on Page 5)

### Wilson Names Lamb ODM Assistant Director

Franklin Lamb, Vice-Chairman of the Board of Tele King Corp., New York, and former vice-president of WIP, Philadelphia, yesterday was named Assistant Director  
(Continued on Page 2)

### Theater TV For Civil Defense

Civil Defense workers, in four eastern cities, will go to school Sept. 15 in the first test of theater TV as a training technique. Announcement of the project was made yesterday jointly by Millard Caldwell, Federal Civil Defense Administrator in Washington and by Robert H. O'Brien, secretary-treasurer of United Paramount Theaters, Inc. and Nathan L. Halpern, president of Theater Television, Inc. Cities where the program, originating in Washington, will be seen include New York, Baltimore, Philadelphia and Washington. The experiment will be witnessed by members of Congress, government officials, Civil Defense Administrators, educators and industrial leaders.

### Garden TV Schedule Sold to WPIX Sponsor

Within 48 hours after WPIX announced its 1951-52 Madison Square Garden sporting schedule, P. Lorillard Company, in behalf of Old Gold cigarettes, contracted to sponsor half of the 117 events, it was announced jointly by G. Bennett Larsen, general manager of the station and Lennen & Mitchell, Inc. agency for the sponsor.

Programs to be sponsored by P. Lorillard include amateur and pro  
(Continued on Page 7)

### Wayne Coy Will Address UHF-TV Symposium

Wayne Coy, chairman of the FCC, will address TV consultants and broadcasters from all parts of the nation, Canada and Mexico, at the UHF symposium sponsored by RCA at the Hotel Barnum in Bridgeport, Conn., next Wednesday, Frank N. Folsom, president of RCA, announced yesterday.

### Ryan Comments On ANA Radio-TV Study

Commenting on the third radio-TV report just issued by the Association of National Advertisers, entitled "Impact of Television on Radio Listening," William B. Ryan, president of Broadcast Advertising Bureau, made the following statement.

"In the interests of sound advertising and fair evaluation of media, BAB opposes any attempt to influence either the buyers or sellers of advertising by means of incomplete  
(Continued on Page 2)

### Army Hour, Sponsored, May Return via Network

Washington Bureau of RADIO DAILY  
Washington—The Army Hour, one of the most popular World War II programs, may return to the air on a major network as a sponsored program, RADIO-TELEVISION DAILY learned last night.

Inasmuch as unification of the  
(Continued on Page 2)

## NBC-TV Web Gets Exclusive For World Series Telecasts

Closing of a deal whereby the NBC-TV network will have exclusive television commercial rights for the World Series baseball games for the next four years with Gillette Safety Razor Company as sponsor was announced yesterday by Joseph McConnell, president of NBC, before his departure for Europe on the Queen Mary.

The NBC-TV deal for the series means that the network will have the distinction of originating the first coast-to-coast telecast of the baseball classic in October. The transaction was worked out in co-operation with the Mutual Broadcasting System, which has exclusive radio rights for the World Series  
(Continued on Page 6)

### Industry Advisory Unit To Work With Gov't

Washington Bureau of RADIO DAILY  
Washington — Comprehensive plans to afford radio and television maximum coverage facilities in event of international emergency are being worked out with the industry under the aegis of Maj. Gen. Floyd L. Parks, chief of the Office of Public Information, it was learned here. The  
(Continued on Page 5)

### Touchdown Tips Sold For 20 Major Markets

Sale of "Touchdown Tips with Sam Hayes" to Charles W. Hoyt Company, Inc., for their client Mail Pouch Tobacco Company to promote Kentucky Club tobacco in 20 major markets was announced yesterday by A. B. Sambrook, manager of RCA Recorded Program Services Sales. This contract, arranged through William P. Smith,  
(Continued on Page 5)

### Ciggie Co. Expands ABC Radio Schedule

Three and a half hours weekly broadcast time has been purchased by Philip Morris and Company, Ltd., marking the most important use of network radio facilities by  
(Continued on Page 5)

### 25,800 To Go!

Today marks the 200th telecast of "The First 100 Years," first video daytime soap opera, aired Monday-through-Friday on CBS-TV. Capable statistician at Benton and Bowles has figured out that if the drama lives up to its title and lasts a full century, which, it might be said, is open to some doubt, it only has 25,800 more telecasts to go.

### Documentary

Dramatizing the effectiveness of radio in piercing the Iron Curtain, ABC's radio network will produce a special documentary based on the activities of Radio Free Europe for broadcast on Wednesday, Sept. 19, at 10 p.m., EDT. The half-hour documentary will be written by Morton Wishengrad author of "Communism—U. S. Brand."

**RADIO DAILY**  
TELEVISION DAILY

Established Feb. 9, 1937

Vol. 56, No. 48 Friday, Sept. 7, 1951 10 Cts.

**JOHN W. ALICOATE** : : Publisher

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

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**WASHINGTON BUREAU**

Bill Bailey  
Office: 1142 National Press Building  
Telephone: Metropolitan 0823, 0824.  
Residence: 4315 Russell Ave., Mt. Rainier, Md.  
Telephone: Warfield 4462

**WEST COAST OFFICES**

Ethel Rosen  
6425 Hollywood Blvd. Phone: Gladstone 8436

**CHICAGO BUREAU**

Frances B. Clow  
Suite 3013, 333 No. Michigan Avenue  
Phone: Franklin 2-3238

**ROME BUREAU:** John Perdicari, Ludovisi 16.  
**PUERTO RICAN BUREAU:** Antonio Alfonso, Edifilio Ochoa, San Juan, P. R.; P. O. Box 3385; Telephone: 2-2305.

**FINANCIAL**

(September 6)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
ABC	12 1/2	12 3/8	12 3/8	+ 1/4
Admiral Corp.	24 3/8	24	24	0
Am. Tel. & Tel.	162 3/4	162 1/2	162 3/4	+ 1/4
CBS A	29 1/2	29 1/4	29 1/4	+ 1/4
CBS B	29 3/8	29 1/2	29 1/2	+ 1/4
Gen. Electric	61	60 1/2	60 3/4	+ 1/4
Philo	25 1/4	24 7/8	24 7/8	- 1/4
RCA 1st pfd.	76 1/8	76	76	- 1/2
RCA Common	23	22 3/4	22 1/2	- 1/8
RCA 1st pfd.	76 1/8	76	76	- 1/2
Stewart-Warner	19 1/4	19 1/8	19 1/4	0
Westinghouse	40	39 3/4	39 7/8	+ 1/8
Zenith Radio	62 1/2	61 1/2	61 1/2	0

**NEW YORK EXCHANGE**

Du Mont Lab.	15 1/2	15 1/4	15 1/2	- 1/4
Hazeltine Corp.	38 1/2	37 1/2	38 1/2	+ 2 1/4
Nat. Union Radio	4	3 3/8	4	+ 3/8

**OVER THE COUNTER**

	Bid	Asked
Stromberg-Carlson	11 1/2	12 3/4

**Wrong Publisher**

In yesterday's RADIO-TELEVISION DAILY, one of the songs in the "Songs with the largest TV Audiences, Survey Week of August 24-30" was erroneously listed as to publisher. "Waitin' For The Robert E. Lee" is being published by LaSalle Music Publishers, Inc., and not by Alfred-Harms.

**WSTC and WSTC-FM**  
STAMFORD, CONN.  
"The Gateway to New England"  
ABC Affiliate  
Representative: EVERETT-McKINNEY, Inc.

★ **COMING AND GOING** ★

**DICK DORRANCE**, director of Mutual's public relations, has returned from Chicago.

**FULTON LEWIS**, popular radio commentator, and family has returned to New York aboard the S. S. Liberte after a European trip.

**GRACE REGAN**, of KDKA's (Pittsburgh), program department, and husband, are spending their vacation in Massachusetts and New York City.

**TONY MARTIN** and wife, **CYD CHARISSE**, motion picture actress, return to New York tomorrow from Europe.

**MARY VAN CASHMAN**, WQBC (Vicksburg, Miss.), station manager, is in New York for conferences with MBS network officials.

**TALLULAH BANKHEAD** flew to London Wednesday to record the initial "Big Show" for NBC.

**CHARLES G. SCULLY**, assistant public relations director at WAAT-WATV (Newark), is back at his desk after a three week vacation along the Jersey seashore.

**DAVE LEWIS**, KDKA (Pittsburgh) promotion manager, and wife are vacationing in New York and Atlantic City.

**EARL H. HAMMONS**, veteran movie producer, back from a month's trip to London and Geneva, with several film ideas for TV programming.

**MIKE JABLONS** returned from Cincinnati where he attended Buddy Rogers' opening at the Beverly Hills Club.

**BEN GRAUER** is on a one-week vacation at Falmouth, Mass., as the guest of John Wright, producer of the Boston pops concerts. He will return to New York on Saturday for the NBC symphony show.

**Army Hour, Sponsored, May Return via Network**

(Continued from Page 1)

armed services has taken place since the close of the war, the new program likely will be titled, "This Is America's Hour." The format, which featured name talent, an orchestra under the baton of the late Jack Joy, music director of the Army's radio branch, and plain everyday Americans, will remain the same.

**Coca Cola Willing To Sponsor**

Although the Army Hour was not a commercially sponsored program in the last war, it was learned authoritatively that the Coca Cola Co. has indicated a willingness to be one of several sponsors if the Army will reactivate the program. The sponsorship plan proposed is one of rotation whereby advertisers would sponsor the program in rotation.

During the war NBC offered its facilities and staff members to the Army as a public service gesture. Should the program return to the air it likely will be scheduled on a major radio network Sunday afternoon or evening, it was reported.

The Army Hour was created, written and produced by the Army's radio branch under Col. E. M. Kirby.

**Wilson Names Lamb ODM Assistant Director**

(Continued from Page 1)

of the Office of Defense Mobilization by Charles E. Wilson, Defense Mobilizer.

Lamb has been a member of the Electronics Board of the National Production Authority and will continue as an observer with NPA. He at one time served as president of the Reynolds Pen Co. and before joining WIP was in the advertising department of R. H. Macy Co., New York. His home is in Allenhurst, N. J.

**Ryan Comments On ANA Radio-TV Study**

(Continued from Page 1)

or superficial study of media problems. BAB consistently and publicly has offered its facilities, resources and technical assistance to any group with a sincere interest in true evaluation of the radio medium and radio's relationships with the other complementary major media.

"This new report by the ANA cannot, by itself, seriously affect advertising decisions. It is significant mainly because, with its two predecessor reports, it is part of the ANA's organized effort to assist its members in the general area of comparative media values that so far has been restricted entirely to the problem of radio time values.

"This new report is not valid unless advertisers using it are willing to rely completely on several questionable assumptions. BAB has started a thorough study of the report and its possible usefulness and will shortly issue a formal memorandum describing its main technical and other limitations."

**Stork News**

Indianapolis—Berry Smith, WIRE account executive, became the father of a six-pound son (Martin Joseph), presented by his wife Mary.



**You get a lot for a little\***

\*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

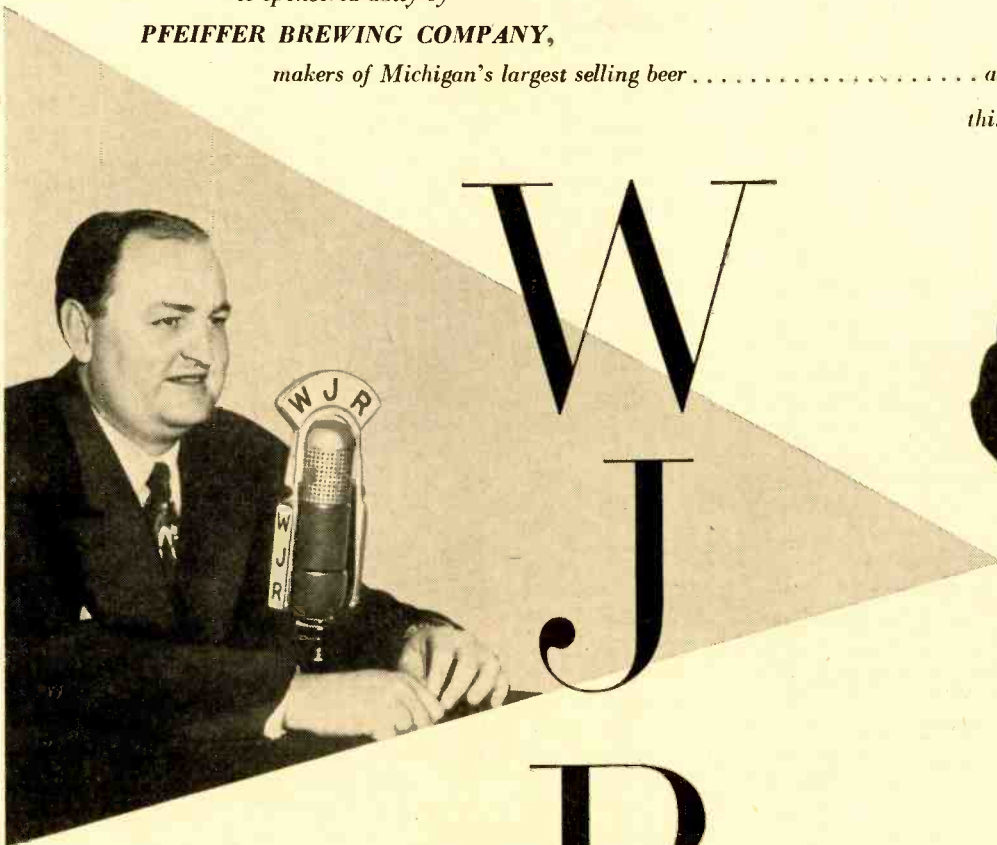


**RADIO TIME SALESMAN**  
Long Island resident preferred.  
Must have car. Salary.  
Contact: Joseph A. Lenn  
WHLI  
245 Baldwin Rd., Hempstead, L. I.  
HEMPSTEAD 2-8000

*Sports fans listen*  
*Sports fans buy!*

**VAN PATRICK**, the  
*Great Lakes Region's*  
*most listened-to sportscaster,*  
*is sponsored daily by*  
**PFEIFFER BREWING COMPANY,**  
*makers of Michigan's largest selling beer . . . . . and helps deliver*

*this kind of action!*



WJR DETROIT ★  
 50,000 WATTS  
 CLEAR CHANNEL  
 CBS

*the*  
**GREAT**  
**VOICE**  
*of the*  
**GREAT**  
**LAKES**

WJR Sports Director Van Patrick conducts the Great Lakes Region's most listened-to sports shows at 6:30 P.M., Monday through Saturday, sponsored by Pfeiffer's, and at 11:15 P.M., Monday through Friday. In addition, Patrick broadcasts the University of Michigan football games for Standard Oil Company to thousands of loyal sports fans in WJR's vast coverage area. Here's another example of a WJR star personality attracting millions of listeners (and potential customers) for the sponsor.

**Remember . . . first they listen . . . then they buy!**

Van Patrick listeners from 31 states and Canada mailed in 3714 requests for copies of "Tiger Facts" in response to only two announcements on his 11:15 P.M. program!

FREE  
 SPEECH  
 MIKE



*Radio—America's Greatest  
 Advertising Medium*

Represented Nationally by Edward Fetry & Company

YOUR DIAL WINS 1010

WINS 1010 ON YOUR DIAL

WINS 1010 ON YOUR DIAL

WINS 1010 ON YOUR DIAL

WINS 1010 ON YOUR DIAL

WINS 1010 ON YOUR DIAL

WINS 1010 ON YOUR DIAL

Call your WINS representative  
... see him when he calls.

Buy WINS...  
it Sells!

**WINS**

50KW New York

CROSLY BROADCASTING CORPORATION

"... Lacy has come up with an appealing show... Trudy Richards delivers her song assignments pleasantly... R. D. Wilbur's orch keeps the mood light and gay."

—VARIETY



## "LACY ON THE LOOSE"

Monday thru Friday  
9:00 - 10:00 A.M.  
with



TRUDY RICHARDS  
and



R. D. WILBUR and his  
WINS ORCHESTRA



● ● ● Don't be surprised if Norge picks up the tab for a one time shot of the Red Skelton CBS radio network show and that Procter & Gamble buys another week for a special promotion to announce Skelton's TV debut under their sponsorship... The CBS sales innovation of one time shots of a major comedy show is being widely discussed in the trade.

★ ★ ★ ★  
● ● ● Sid Caesar, star of Max Liebman's "Your Show of Shows," on NBC-TV which takes to the airwaves again Saturday night, and Charles Sanford, musical director of the program, have worked together a good many years. In fact Caesar credits much of the success of his famous pantomime bits to the musical accompaniments for him by Sanford. Now that Sid via Max has been offered several film contracts, he is insisting on a unique clause—one that gives him permission to engage the same Charles Sanford as musical director for any and all films in which Sid Caesar appears. No wonder the trade thinks so much of Sid.

★ ★ ★ ★  
● ● ● Jackson Beck back from his summer hiatus and starts his third year on "Mark Trail" via ABC. Jack will continue to do the commercials on the Dizzy Dean TV show at the Yankee Stadium... Ted Pearson just returned from Hollywood after being away from the big city for one year. Ted is being swamped with radio and TV offers... NBC-TV's glamorous Kathi Norris is a shrewd business woman. Kathi just purchased rights to a recently invented thermos bottle which can keep liquids hot or cold for a 48 hour period. Manufacture of the product will start in Long Island City (N. Y.) in November.

★ ★ ★ ★  
● ● ● Ethel Thorsen who has been on WNBT's "Date in Manhattan" with Ed Herlihy, will have a show of her own, starting Sept. 17 over WJZ-TV. Entitled "First in Fashion With the First Lady of Fashion" the program will be telecast Mondays through Fridays, at a time to be announced.

★ ★ ★ ★  
● ● ● When the 12:00 o'clock whistle blows on Monday, Sept. 10th it will signal more than just the lunch hour, for video's star-studded noon day telecast, "The Frances Langford-Don Ameche Show," will make its spectacular debut on that date and every Monday through Friday, 12:00-1:00 p.m. over ABC-TV.

★ ★ ★ ★  
● ● ● Question Box—Have you had any of the corn grown by Nelson Case on his farm? It's Dee-Licious!... Isn't it ironic that both the Cameo and Fireside Cameo which had a 28.6 rating and tons of acclaim should not have a place with any sponsor's heart for the winter?... Will both Republican and Democratic parties be bidding heavily for TV air time in the Fall?

★ ★ ★ ★  
● ● ● Bill Stokely, Jr., chairman of the board of the Stokely-Van Camp agency, is said to have stated that the organization is withdrawing from the TV field, leaving open the 7:30-7:45 p.m. Tuesday and Thursday time slot on NBC-TV now occupied by the John Conte show.

★ ★ ★ ★  
● ● ● COINCIDENCE DEP'T: For six years the co-writers of "The Aldrich Family" and currently jointly writing crackerjack scripts for the new Jackie Kelk TV series, "Young Mr. Bobbin," Ed Jurist and Norman Tokar are generally accepted as the outstanding writers of teen-age radio and TV shows. Even though both Tokar and Jurist were born and brought up in Newark, acted in shows at the "Y" there and even belonged to the same scout organization, they never knew each other until 1940.

## AGENCIES

DUANE JONES, president of the firm bearing his name, announces that he will continue his agency, despite several account shifts. All other accounts now standing with the agency have been notified of Jones' intentions and that they are released of any commitments to the agency as of Sept. 30. Clients include such accounts as Mueller Macaroni Products, Mennen Company, Tetley Tea, Marlin Firearms and Razor Blades, McElhinney's Tabasco Sauce, Bonomo Taffy and Kiwi Shoe Polish.

MORTON M. ROBINS has been elected to the board of directors of Dorland Advertising, Ltd., and will also serve on the executive committee.

THE TEA COUNCIL is readying an extensive campaign in October on the theme, "Take Tea and See."

MAYBELLE F. HALL ADVERTISING COMPANY has been named by Douglas of California, manufacturer of zipper slipper socks.

PUBLICIDAD BADILLO, INC., San Juan advertising agency, has been appointed to handle all advertising in Puerto Rico for Compania Distribuidora Vision, S.A.

R. T. O'CONNELL COMPANY has been named to handle radio and television advertising of Dean Ross Piano Studios, New York.

FOOTE, CONE AND BELDING INTERNATIONAL CORPORATION has been appointed by Home Products de Mexico for Heet Liniment, Hill's Nose Drops and Embrocol Cold Rub.

LEWIN, WILLIAMS AND SAYLOR, INC. will direct campaign for Borden's Frozen Foods, Inc. for new products being introduced in New Jersey. L. A. Newstader is account executive.

BERNARD M. KLIMAN has resigned his post as advertising director of the Gruen Watch Company, Cincinnati, effective Dec. 31, to open his own agency in New York with a television branch in Hollywood.

NATIONAL PRODUCTION ASSOCIATES has been formed by John J. Casey, formerly with Street and Smith Publications, and M. Lowell Harman, president of the Harman Printing Corporation.

## WANTED

Publicity department of aggressive N.Y. major station needs young live-wire contact, writer, and idea man. Only experienced need reply. Write full details in brief to: BOX 156

RADIO DAILY  
1501 BROADWAY, NEW YORK 18, N. Y.

## Touchdown Tips Sold For 20 Major Markets

(Continued from Page 1)

radio-television director of the Hoyt company, brings total station orders for the program to over 150. "Touchdown Tips"—13 quarter-hours of predictions and general football information by celebrated sports authority Sam Hayes—begins its tenth season as a transcribed feature with a preview program on September 7th and its first broadcast scheduled for September 14th. According to Sambrook, last-minute orders for the show—based on previous years' experience—will hike this season's sales figures for the series far above last year's total.

Stations included in the contract are: WURL, Peoria, Ill. WANE, Ft. Wayne, Ind.; WISH, Indianapolis, Ind.; KRNT, Des Moines, Iowa; WLAV, Grand Rapids, Mich.; WJPS, Evansville, Ind.; KDKA, Pittsburgh, Penna.; KCMO, Kansas City, Mo.; WTMJ, Milwaukee, Wisc.; KWK, St. Louis, Missouri; WKRC, Cincinnati, Ohio; WTAM, Cleveland, Ohio; WHKC, Columbus, Ohio; WONE, Dayton, Ohio; WTRF, Bellaire, Ohio; WFAI, Fayetteville, North Carolina.

## Wedding Bells

Meg Mundy, stage and television actress, has selected Sept. 15 for her wedding date. She will become the bride of Konstantinos S. Yanapoulos, stage director, at a ceremony in the Greek Orthodox Cathedral, New York.

## Send Birthday Greetings To—

- |                   |                      |
|-------------------|----------------------|
| September 7       |                      |
| Alan Devitt       | John A. Stewart      |
| Dan Russell       | Mende Brown          |
| September 8       |                      |
| Joe Bolton        | George Monnina       |
| Jack R. Overall   | John Harold Ryan     |
| Milton Watson     | Clifford C. Harris   |
| September 9       |                      |
| J. F. Burke       | Ed Prentiss          |
| Betty Howard      | Martin Hill          |
| Arthur Hanley     |                      |
| September 10      |                      |
| Emery Deutsch     | Lyle Van             |
| Ira Herbert       | Raymond Scott        |
| Jess Pugh         | Irwin Rosten         |
| J. D. Van Amburgh |                      |
| September 11      |                      |
| Herb Hollister    | Charles Stark        |
| Al Reiser         | Bill Comstock        |
| Bob Loewi         |                      |
| September 12      |                      |
| John G. Gude      | Richard Maxwell      |
| Ella Mae Morse    | John Taylor          |
| September 13      |                      |
| Margaret Banks    | John McNamara        |
| Bob Miller        | Michael M. Sillerman |
| Gretta Palmer     | Arthur J. Daly       |
| Leith Stevens     | Russ Johnston        |

## Senators Oppose Broadcasts Of Congressional Sessions

(Continued from Page 1)

Benton Bill (S. 1579), to establish a national citizens radio and television advisory board.

Chairman E. W. McFarland (D., Ariz.) recessed the hearings until a later date, yet to be announced, after hearing educators, a state department official and an executive of the CIO support the Benton measure.

Opposition to broadcasting or televising congressional sessions came from Sen. William Benton (D., Conn.), who seeks to set up the advisory board under the president to make recommendations as to program trends; Sen. McFarland and Sen. Lester C. Hunt (D., Wyo.), co-sponsor of the Benton bill.

Wallace J. Campbell, president of the Cooperative League of Washington, which owns WCFM, an FM outlet, touched off the vigorous opposition to Congressional broadcasts and telecasts when he told the Commerce Subcommittee on Communications that important sessions of Congress should be broadcast and telecast for the benefit of the people.

"It would completely ruin the Senate," declared Sen. Benton, who explained he had studied the question and concluded it just wouldn't be good business to permit the broadcast or telecast of Congress in session.

Sen. McFarland interjected "every senator would want to broadcast himself. The programs would play up the modern showmen in Congress and not the workers."

And Sen. Hunt added, "I'm afraid we'd soon have a considerable turnover in the Senate." Campbell dropped the subject and spoke in behalf of the Benton bill.

Dr. Edgar Fuller, executive secretary of the National Council of

Chief State School Officers and chairman of the Joint Committee on Educational Television, sounded the warning to commercial broadcasters and telecasters. He criticized repetitious commercials on the air and said "it is unthinkable that the limited number of television channels may be allowed to become monopolized for selling goods." While he opposed "governmental censorship of mass communications media," Dr. Fuller lauded the Benton proposals as a sound solution to the problem of evaluating radio and television programs.

He praised FCC chairman Wayne Coy for supporting the Benton bill and declared, "it is difficult for us to understand why commercial broadcasters should oppose such a national citizens advisory board." He asked, "are the commercial broadcasters going to refuse to cooperate with any such groups of citizens?"

Witnesses supporting the Benton Bill included James E. Webb, Undersecretary of State, who said the State Department found citizens' advisory boards helpful; Carroll Newsom, associate director of higher education, New York City Department of Education; Stanley Rutenberg, director of education and research, CIO; Dr. I. Keith Tyler, radio director, Ohio State University.

Scheduled to testify but unable to be present were Dr. Kenneth Bartlett, Radio Director of Syracuse University, and the Rt. Rev. Msgr. Frederick Hochwalt of the National Catholic Welfare Conference.

The committee has announced it will hear opposition to the Benton Bill at the next hearings. Harold E. Fellows, NARTB president, has requested that broadcasters be given an opportunity to be heard.

## Ciggie Co. Expands ABC Radio Schedule

(Continued from Page 1)

the cigarette firm. Arranged through Cecil and Presbrey Advertising Agency, this total of network time includes full sponsorship of two across-the-board daytime serials, "Against the Storm" and "The Strange Romance of Evelyn Winters," and the Tuesday and Thursday presentations of "Break the Bank," all to be heard on the ABC radio network, starting in October.

"Against the Storm" will have its season-opener on Monday, Oct. 22, from 10:45 to 11 a.m., EST. Written by Sandra Michaels, the program combines poetry, ballads, events in the lives of normal people, and intelligent discussions. "The Strange Romance of Evelyn Winters" will be starting Oct. 1, from 3:45 to 4 p.m., EST. "Break the Bank" will also have its Fall premiere on Oct. 1, 11:30 to noon, and will have the Philip Morris tab starting Oct. 2.

## Ozzie-Harriet Renewed By Heinz On ABC Radio

West Coast Bureau of RADIO DAILY

Hollywood—Expressing full confidence in radio as a continuing potent advertising medium, the H. J. Heinz Company has renewed sponsorship of the "Adventures of Ozzie and Harriet" for the third year over the entire ABC radio network. Renewal, arranged through the Maxon Agency, becomes effective Friday, Sept. 28 on the 9 to 9:30 p.m. EST broadcast.

Starring the man-and-wife team of Ozzie Nelson and Harriet Hilliard, the situation comedy series is aired weekly and advertises Heinz famous "57 varieties."

## Stork News

Mr. and Mrs. Donald W. McGuinn announce the birth of their second child, Mary Elizabeth, on August 24. McGuinn is in the traffic department at WOR. The McGuinns have a son, Donald F.

## Gov't Furthers Plan For Industry Defense

(Continued from Page 1)

major radio and TV networks, as well as newsreel firms, communications companies and the press have been asked to name an advisory committee to work with military officials in preparing for any eventuality.

Maj. Gen. K. B. Lawson, Deputy Chief Signal officer, has submitted a tentative plan to the various media of mass communication whereby the USS Spindle Eye, now in mothballs, may be reactivated for use as a communications ship. If the news media would make use of it, the Army would reactivate the Spindle Eye, he told industry representatives.

Inasmuch as the cost would be around \$400,000, it was suggested that RCA Communications, Mackay Radio, Press-Wireless and other communications companies whose personnel would man the communications facilities aboard ship in event of military action, might provide equipment.

At a recent meeting here of representatives of the news media it was pointed out by the military that news could be forthcoming from any one of a dozen or more theaters in widely separated parts of the world, ranging from the Far East to the European theater.

In World War II the Army outfitted a communications boat, the USS Apache, for press, radio and newsreel operations, but that ship was not armored and had no protection. The Army has its eye on the Spindle Eye, which is armored and a heavier and faster ship.

Television was not used to cover the last, but elaborate plans are going forward to give America the broadest possibly TV coverage in event of emergency. Arrangements are being made to process sound film and rush them to points of distribution for television home use. Tape recordings would be made for radio broadcast.

Such an operation would be under Signal Corps jurisdiction, as it was in World War II, with Col. E. M. Kirby's department co-ordinating radio and television.

Attending meetings here with industry representatives have been, in addition to General Parks and Lawton, Lt. Commdr. Andre F. Rhoads, chief of the Navy Radio-TV Branch; Lt. Col. Robert P. Kime, chief, Air Force Radio-TV Branch; Bruce Quisenberry, chief, Office of Technical Information, Signal Corps, and Charles Dillon, chief of the Defense Department, Radio-TV Branch.





• PLUG TUNES •



## WORDS &amp; MUSIC



• PLUG TUNES •

By HAL PERSONS



**"IT'S A LONG WAY  
FROM YOUR HOUSE  
TO MY HOUSE"**

Jefferson Music  
1619 B'way, N. Y. C.

**Another BMI Pin-Up Hit!**  
**I'M WAITING JUST  
FOR YOU**

Published by Lois  
Recorded by  
ROSEMARY CLOONEY.....(Columbia)  
LUCKY MILLINDER.....(King)  
BOB CROSBY.....(Capitol)  
CASS DALEY.....(Decca)  
HOAGY CARMICHAEL.....(Mercury)  
KEN MARVIN.....(Federal)  
HAWKSHAW HAWKINS.....(Federal)  
Licensed exclusively by  
**BROADCAST MUSIC, INC.**

**ARRIVING SOON**



25 Top Recordings  
A Technicolor Picture.  
**ST. NICHOLAS MUSIC, INC.**  
1619 Broadway New York City

• • • **MUSICVILLE GAZETTE**—Subject for several interesting stories in the daily press, and culling great interest feature-wise from Life, Look and Newsweek, is Tannen Music's "Rotation Blues." This song, written by Lt. Stewart Powell, in service in Korea, was first heard by Grandpa Jones and Elton Britt while on tour to entertain the boys there, with the Camel Caravan. This song is number one on the Korean Hit Parade and is the favorite of G.I.'s there. It was brought home by Britt, and Victor rushed him into a secret recording session the moment he landed. However the news leaked out and other recordings followed. Here is the lineup: Elton Britt, Victor; Bill Monroe, Decca; Ken Marvin, Mercury; Terry Preston, Four Star, and just released for a stab at the popular market, is another by Decca featuring Hoagy Carmichael. . . . The theme song of KSL organist Leonard Friendly, has been published by Gershman & Goodman, Kansas City, with the initial sheet sales in Salt Lake City music stores very brisk. Titled "Antoinette," the melody, Friendly's own composition, introduces his twice-daily stint.

★ ★ ★

• • • Tony Bennett, Columbia recording artist, opens at the N. Y. Paramount Theater Sept. 12th. . . . Don Ovens, who pushes records for Capitol, will get hitched on Sept. 15 to Miss Dorothy Blau of New Rochelle, N. Y. . . . Priscilla Blackstone, for a long time head music librarian at WMGM, took up her new duties in the library of the Voice of America last week. . . . A few weeks back we mentioned the square dance records of C. P. MacGregor as being very good. Shortly thereafter we got an exceedingly nice letter from Harold Moon of BMI, Canada, gently reminding us that we had heard the London Album of square dances with accompanying calls, and had liked them. You're right Harold we had, they are also very good. . . . Toni Arden appearing at the N. Y. Paramount this week, is doing a really nice job.

★ ★ ★

• • • **RECORDS ON PARADE**—Soon to be released in the RCA Victor Treasury series is George Gershwin playing two of his best known compositions, "Rhapsody in Blue," and "An American in Paris." The former was recorded in 1927 and the latter in 1929. We heard a beat-up acetate of "Rhapsody," and still it was a thrilling performance. Paul Whiteman's is the accompanying orchestra. . . . Bandleader Elliot Lawrence, with vocalists Rosalind Patton and Melvin Moore, just recorded "60 Minute Man" and "Quick" for King Records, which is being rushed out immediately. This version of "60 Minute Man" will have slightly revised lyrics to overcome the restrictions put on the original version by radio stations which felt the words "too suggestive." . . . A beef-steak and beer party will be thrown Sept. 11, by the "Don't Put a Tax on Beautiful Girls" committee, which will protest taxes in general. The committee is headed by Harry Sultan and Louis Boorstein, head of Douglas-Bruce Corp, New York distributors of Coral Records, who have just released Cliff Steward's waxing of "Don't Put A Tax on Beautiful Girls." . . . Allen Roth's orchestral arrangements of tunes from Broadway's hit show "Seventeen" are featured in RCA's Thesaurus September release. These selections go into the transcription library's "Music By Roth" series. . . . Not one, not two, not three but four Patti Pages are featured on Mercury's waxing of "And So To Sleep Again," and Geo. Paxton expects big things from the recording of his latest plug tune. . . . More news from the Bozo party, Capitol Record's cooperative promotion with Loew's theater chain. The program, featuring Bozo films, prizes, and Bozo the clown in person, has been extended another week and will play 12 more houses.

★ ★ ★

• • • **TRY THESE ON YOUR TURN-TABLES** — "Bella Bimba" Patrice Munsel (Victor) a winning combination of a popularized Italian folk melody plus the superb singing of one of the best voices in the country. Should do a Lanza type business. . . . "Black Strap Molasses" Tommy Dorsey (Decca). A very clever lyric and good performance of a nice tune make this good programming material.

## World Series Rights To NBC Exclusively

(Continued from Page 1)

and an option to make the first offer for TV coverage.

It is understood that the telecast this year will be limited to the NBC-TV network and to key TV stations operated by Mutual affiliates. The MBS TV stations, which will probably get a series feed from NBC, will include WOR-TV, New York; WGN, Chicago; WNAC-TV, Boston, and Mutual's Los Angeles outlet.

### Will Broadcast Mass

Radio listeners will be offered an opportunity to tune in on a centuries-old rite of the Roman Catholic Church on Sunday, September 16, when Station WFUV-FM, Fordham University Station, broadcasts in its entirety the annual Red Mass of the Guild of Catholic Lawyers of New York from St. Patrick's Cathedral, at which Francis Cardinal Spellman will preside, Auxiliary Bishop Fulton J. Sheen of New York will preach, and Auxiliary Bishop Joseph F. Flannelly, administrator of St. Patrick's Cathedral, will celebrate. WNBC will rebroadcast the sermon by Bishop Sheen from 1:30 to 2:00 p.m.

**A Solid Ballad Hit!**

# DIANE

MILLER MUSIC CORPORATION

### "POWDER BLUE"

FRANKIE CARLE—VICTOR  
DON CHERRY—DECCA  
HARRY BABBITT—CORAL  
MARTHA TILTON  
FORSTER MUSIC PUB., INC.  
1619 B'way, N. Y. 216 S. Wab. Av. Chi.

### "I'LL HOLD YOU IN MY HEART"

EDDIE FISHER—VICTOR  
TONI ARDEN—COLUMBIA  
EDDY HOWARD—MERCURY  
EDDY ARNOLD—VICTOR  
ADAMS-VEE and ABBOTT, INC.  
216 S. Wabash Ave. Chicago 4, Ill.

## Movie Actors Guild Cancels TV Contract

West Coast Bureau of RADIO DAILY  
Hollywood—Charging that the producer sold several feature pictures made after August 1, 1948, for TV showing, the Screen Actors Guild yesterday announced they would cancel their contract with Robert L. Lippert, head of Lippert Productions, sixty days from today.

### Sold Films After August 1, 1948

It is charged by the actors' union that Lippert in violation of a provision of the guild's present basic contract with all producers, "sold for television several theatrical feature pictures made after August 1, 1948, without negotiating an agreement with the guild for additional payment to actors for their television rights."

Under terms of the cancellation effective on November 3, no actor will be permitted to work for the company unless Lippert negotiates a new contract with the union.

The union's action stemmed from the sale of 26 feature pictures last June to KTLA, TV station in Los Angeles owned by Paramount Pictures Corporation.

## Garden TV Schedule Sold To WPIX Sponsor

(Continued from Page 1)

Professional hockey games, professional basketball games, the rodeo, horse show, dog show, and college basketball and will make it the largest and most comprehensive Winter sports package in the metropolitan area.

Commencing with the rodeo in October, WPIX will televise from the Garden five nights a week through March, 1952.

News of the arrangement with P. Lorillard came shortly after the New York independent station's recent announcement it had concluded several months of negotiations by signing contractual arrangements with Garden officials for the season.

Jack Murphy, sports director, will be in charge of the technical staff handling the Garden events, with Jimmy Powers, sports editor of the New York Daily News and veteran WPIX news and sports telecaster, as master of ceremonies.

### Moving To WOR-TV

It's moving day on September 10 for the TV Telephone Game—formerly heard over WCBS-TV. The program will be aired from 3:30 p.m. to 4:00 p.m., Monday through Friday over WOR-TV, Channel 9.

# ★ ★ TELE TOPICS ★ ★

A southbound television channel from Detroit to Toledo has been placed in service this week by the Long Lines Department of AT&T. Prior to the opening of the new channel Detroit was served by three northbound TV channels from Toledo by means of radio-relay facilities. With the addition the Bell System's intercity TV network totals nearly 18,000 miles and by next month is expected to reach 23,500 miles, serving 46 cities with 85 TV stations.

★ ★ ★ ★

FROM Pittsburgh comes word that the tab for Westinghouse's sponsorship of 19 college football games this Fall will come close to \$2,000,000. About one million and a quarter will be spent for a seven game package on 52 NBC-TV, reaching from coast-to-coast. Two other main types of telecasts will eat up rest of the budget: regional telecasts, set up for three Saturdays with eastern games confined to the east and mid-west regionals for mid-west audiences, and inter-regional telecasts with games originating in the midwest directed only to eastern cities and eastern games directed to the mid-west. There will be three of the latter type telecast, also. Season will open on Sept. 29 and will run nine weeks through Nov. 2. In addition, Westinghouse will spend between \$500,000 and \$750,000 in newspaper advertising in conjunction with the telecasts.

★ ★ ★ ★

TODAY'S TV PERSONALITY: OTTO BRANDT, former vice-president in charge of TV stations for ABC, assumed the duties of vice-president and general manager of the KING Broadcasting Co., Seattle, Washington, early this summer.

Otto is a native New Yorker and a graduate of Columbia University and his first job was as a page-boy at NBC in 1933. When the Blue and Red networks separated in 1942, he went with ABC. In his capacity as vice-president in charge of TV stations, Otto has been responsible for the coordination of the net's five O&O's, national spot and local sales and television station relations. During the late war, Otto served three years in the Air Force as pilot instructor of B-25's and was also assigned as a P-38 pilot. King Broadcasting Co. owns and operates KING-TV as well as the 50-kilowatt radio station, KING. KING-TV, though it is isolated cable-wise, has progressed rapidly in the luxuriant northwest market under the Brandt direction and bids fair to become, eventually, an outstanding influence in the television field of the Rocky Mountain area. Its up-and-coming director is married and the father of two children, Keith, 6, and Christina, 4.



BRANDT

★ ★ ★ ★

KATE SMITH will have Paul Lukas and William Bendix as her guests on her first evening TV program over NBC-TV, Wednesday, Sept. 19 at 8:00 p.m. Ted Collins, producer, will also be featured on the show. . . . "Hooperatings Pocketpiece," for the Los Angeles area, August, show the "Spade Cooley Show" on top with a rating of 37.3. Second place was occupied by wrestling—KTLA—with 28.6, followed by "Frosty Frolics," hitting a 26.2. . . . Viewers will see how the world looks from 70 miles above the earth on the "Johns Hopkins Science Review" show over DuMont when it is telecast Tuesday, Sept. 11 at 8:30 p.m. Dr. Ralph Edward Gibson and Clyde Holliday will be guests on the program which originates from WAAM, Baltimore. . . . Fort Worth-Dallas area, as of Sept. 1, had 129,564 TV sets, Harold Hough, manager of WBAP-TV, announced yesterday. . . . Paul Winchell and Jerry Mahoney will return to TV Monday, Sept. 17 at 8:00 p.m. via NBC-TV. Program is sponsored by the Speidel Corp. through Sullivan, Stauffer, Colwell and Bayles. . . . Stahlmeyer, Inc., for its first major venture into evening TV, has picked up a 13-week contract for WPIX's Thursday night "Televiews of the News," 7:00 p.m. Contract was placed through Dowd, Redfield and Johnstone, Inc.

★ ★ ★ ★

GROVE LABORATORIES will sponsor CBS-TV's "Live Like A Millionaire" on alternate Fridays, starting Sept. 21. The show, at present, is sponsored every other Friday by General Mills. . . . Aside to Trevor Adams, Don Carney and Buzz Chapin. You couldn't do better for that WJZ-TV program manager job than Bert Gold. He has successfully produced over 600 shows and is an expert on daytime programming—a must in New York. . . . Production staff for "Irving Berlin's Salute to America," for Sept. 12 at 8:00 p.m. over NBC-TV has been completed with Leo Morgan as producer, Robert Sidney will direct and design the choreography, Paul Barnes will be scenic designer and Paul Du Pont will create the costumes. Goodman Ace and George Axelrod are scripters with Al Goodman directing the orchestra.

## Lineage Jump Seen In 35 Of TV Markets

(Continued from Page 1)

TV market areas for the first seven months of 1951 and 1950, TV set advertising both retail and general jumped 24.9 per cent over last year—37,177,098 lines, January to July, 1951, compared to 29,691,152 lines, for a similar period last year—the overall promotion of radio sets for the seven-month period fell from 3,822,355 lines, 1950, to 3,650,116 lines, 1951, equal to a decrease of 4.5 per cent.

### Hits Lack of "Aggressiveness"

Len H. Collins, vice-president of Media Records, estimated that although manufacturers of radio sets made definite efforts to sustain the promotion of their products by increasing their newspaper advertising allotment by over eight per cent—620,534 lines, 1951 against 572,652 lines 1950—dealers at the retail level did not show the same "aggressiveness" in advertising radio sets as they did in advertising TV receivers. It was reported that dealers in the 38 TV markets placed only one line of newspaper advertising to promote radio set sales while placing nine lines of newspaper advertising to push TV receivers.

### Say Retail Lineage Declined

According to the Media Records report, radio set dealers were responsible for a 6.8 per cent decline in total radio receiver advertising. Last year, figures showed that retail radio dealers bought 3,249,703 lines in the first seven months. For the similar period this year, retailers were estimated as having purchased only 3,029,582 lines.

The survey noted that TV set manufacturers had increased their advertising lineage almost 100 per cent over 1950—9,353,551 lines as compared to 4,711,022 lines for 1950. TV set retailers, although responsible for most of the national TV set advertisements, had increased their advertising from 24,980,130 for 1950 to 27,823,547 lines for 1951 or an increase of 11.4 per cent.

### Sees TV A Factor

In releasing the figures, Collins declared that "it must be remembered that 3,500,000 lines of . . . (radio set) . . . advertising was placed in markets in which television reception was a new and important entertainment factor. Although the advertising of TV receivers dwarfs that of radio receivers in TV areas, the promotion of radio sets was not an inconsiderable factor in the newspaper advertising structure or in the plans of retail merchants. . . ."

**TOPS T-V**  
in  
**FILMS!**

52 — LAUREL and HARDY Featurettes — 52  
KNBH-TV wires: "Our New Sponsor Is Delighted with the Laurel and Hardy Series." Now playing the 79th consecutive week!

**★ UNITY ★**  
TELEVISION CORP.  
1501 B'WAY., N.Y.C. 18  
LONGACRE 4-8234

Section of RADIO DAILY, Friday, September 7, 1951

## PRICE PREDICTS RECORD BILLINGS

### New Magnovox Plant Used For Defense

Fort Wayne, Ind.—Work is now under way on a new 35,000-square-foot addition to the Magnovox plant in Fort Wayne, it was announced this week.

The new building, which will increase the company's engineering and manufacturing facilities, will cost \$400,000 and is made necessary by the expansion of the company's efforts in government defense production. The structure will be completely air-conditioned and will match the present buildings in appearance.

With the new addition, the Magnovox plant will cover a total floor area of 315,000 square feet of warehouse facilities. The company has also recently expanded its facilities at the Greeneville, Tenn. plant.

Architect for the new building is A. M. Strauss, Inc. The building is being constructed by Max Irmischer & Sons, Inc.

### DuMont Tours Midwest For TV Demonstrations

A tour of the midwest is being conducted by John Klindworth, sales engineer of the television transmitter division, Allen B. DuMont Labs., Inc., to show the public and station owners the new DuMont Image Orthicon Camera Chain. In public showings, the camera chain will be used to televise the audience during the demonstration and feed images to a DuMont Royal Sovereign, a 30-inch direct-viewing TV receiver with the DuMont Du-mitter.

Closed circuit TV demonstrations are scheduled before the National Dairy Cattle Congress in Waterloo, Iowa, in cooperation with KXEL; the All-Iowa Fair in Cedar Rapids, Iowa, in cooperation with KCRG and local TV dealers; Peoria, Ill., in cooperation with WMBD, and Fargo, N. D., in cooperation with KCJB.

### New TV Booster

A new model "Tune-O-Matic" two-stage broadband automatic self-tuning TV booster, for fringe and intermediate area reception, was announced this week by Electro-Voice, Inc., Buchanan, Mich. The new model reportedly provides uniformly high usable gain with very low internal noises on all channels and assures greater picture definition.

### PICTURE OF THE WEEK



Bon Voyage! Joseph H. McConnell, president of NBC, and Mrs. McConnell bid goodbye to their three children as they sailed yesterday aboard the Queen Mary for Europe. They will attend "The Big Show" in London on Sept. 16 and in Paris on Sept. 23. The youngsters, left to right, are Catherine, 4; Betsy, 13, and Mary Meade, 10.

### TV Lens Introduced For Theater Screens

A new giant image-correcting lens for projecting improved 15-by-20-foot TV pictures on movie screens—it measures more than 22 inches in diameter—was announced this week by the American Optical Co., Southbridge, Mass.

#### Based On World War II Ideas

Consisting of a special glass and manufactured according to a technique devised by company scientists during World War II for Schmidt-type lens production in military optical instruments, the lens' optical systems include a 26 or 27-inch spherical mirror which

### New 17-Inch TV Console Introduced By S-C

Stromberg-Carlson has announced the introduction of the "Mandarin," a 17-inch TV console in African mahogany, which is reportedly the first pronounced variation in proportions and details of the company's "Chinese Classic" TV receiver designs.

The compactly planned set—only 29 inches wide and 20 inches deep—contains the company's exclusive "power equalizer," which automatically transfers unused wattage from the TV to the audio section.

magnifies the TV pictures and projects them on a screen.

### Board Elects New Officers For Radio, TV Shows, Inc.

Asheville, N. C.—The election of a new slate of officers for the Radio Parts & Electronic Equipment Shows, Inc., was made by the board of directors for the show at a three-day session. The board also approved a three-point program of basic changes for future conduct of the show and increased its own membership from nine to 14 men.

The newly-elected officials are Charles A. Hansen, Jensen Mfg. Co., Chicago, ass president; W. D. Jen-

kins, Radio Supply Co., Richmond, Va., as secretary, and Lew W. Howard, Triad Transformer Mfg. Co., Los Angeles, as treasurer.

Plans for the 1952 show as outlined by committees which met during the three-day session call for several innovations and additions to the show program. The educational program, a feature of the past two shows, will be repeated in 1952 and the show will utilize display rooms of the Hotel Stevens in Chicago.

### Westingh'se Pres. Sees Increase In 3rd Quarter

With total sales of the Westinghouse Electric Corp. for the first half amounting to \$590,562,000, Gwilym A. Price, president, noted in a special stockholder letter accompanying the first half statement that the record billings for the second quarter of \$300,155,000 would be exceeded by the third quarter business volume.

Price said that profit margins had declined from 5.9 cents per dollar of net sales billed in 1950 to 5.3 cents. He claimed that "Federal taxes sky-rocketed to 245 per cent of the first half of 1950."

Net income for the corporation was \$31,564,000, equal to \$1.98 per share on 15,458,481 common shares, compared with \$27,207,000 or \$1.86 per share, on 14,109,949 shares outstanding in the comparable period a year ago.

"There has been no slow down in the rate of incoming orders from industry and defense production continues to increase," claimed Price. "Even though materials restrictions and reduced buying have limited consumer goods production, our forecasts indicate a consumer sales volume only slightly below the record year of 1950."

According to Price, almost 20,000 man-hours of Westinghouse employes' time was lost between April 25 and August 10 in calculating and re-calculating new price schedules under proposed new price ceiling regulations.

Had the regulations gone into effect, Price said, Westinghouse would have been forced to rollback prices on many industrial products to pre-Korean levels.

### ENGINEERS — CONSULTANTS

A. R. BITTER  
Consulting Radio Engineers

4125 MONROE STREET  
TOLEDO 6, OHIO  
Tel.: Kingswood 7631

### L. W. ANDREWS, INC. RADIO CONSULTANTS

219 WHITAKER BLDG.  
DAVENPORT, IOWA  
Phone 2-7824

# AMERICAN TV TO BE SEEN IN GERMANY

## Church Group Prefers Radio Over Television

### Protestant Council Sees TV In Only 26% Of Homes

Indianapolis—Radio, rather than television, will play the major role for the Protestant churches during the next 12 months, Albert Crews, director of radio and TV, department of broadcasting and films, National Council of Churches, declared yesterday. Speaking at the opening ses-

(Continued on Page 3)

### Fleischmann On MBS With NPA Plan Tonite

Washington Bureau of RADIO DAILY

Washington—Manly Fleischmann, defense production administrator and head of NPA, will turn to radio tonight to announce the Government's decision on whether manufacturers will receive guaranteed allotments of steel, copper and aluminum to assure output of consumer durable goods at the highest level

(Continued on Page 2)

### Publishing Co. Buys Into TV Film Center

Des Moines—Purchase of an interest in the Princeton Film Center, Inc., Princeton, N. J., by the Meredith Publishing Company was announced yesterday in a joint statement by E. T. Meredith, vice-president and general manager of the

(Continued on Page 3)

### Veeck On Radio

St. Louis — Bill Veeck, who recently took over the St. Louis Browns baseball club, will be heard on his own show, "The Bill Veeck Show" every Sunday over KWK at 8 p.m. Mary Francis, otherwise known as Mrs. Veeck, will appear with her husband and will discuss sports, especially baseball. The program is offered to sponsors.

### Tube Sales For Six Months 26% Over 1950

Washington—Receiving tube sales in the first half of 1951 totaled 215,902,325 units, as compared with 170,375,921 in the first half of 1950, the RTMA reported Friday. June sales were 27,667,099, as compared with 32,480,668 in June, 1950.

In the first half of the year 153,957,766 tubes were sold for new equipment, 50,105,634 for replacements, 10,358,858 for export and 1,480,067 to Government agencies.

### Oil Man Purchases Stock In Liberty Web

Purchase of a substantial interest in the Liberty Broadcasting System by H. R. Cullen, Texas oilman and one of the South's leading philanthropists, was announced yesterday by Gordon McLendon, president of Liberty.

Although extent of Cullen's interest was not disclosed, it was said to be "sizeable" in the network founded by McLendon in 1948. Cullen's interest in the network "will permit Liberty to accelerate national radio and television plans

(Continued on Page 3)

### Reynolds Sign Contracts For Radio-TV Programs

Reynolds Metals Company will use network radio and television for the first time this fall. Through Buchanan and Company advertising agency, the Aluminum Manufacturing firm has contracted for the first half-hour of "The Big Show," starting Sunday, Sept. 30, on the NBC

(Continued on Page 3)

### Shooting In Studio Upsets Havana Radio

Havana, Cuba—Studios of CMQ, Radio Center, were thrown into panic Sunday night when Dr. Eduardo Chibas, leader of the Cuban Peoples Party and candidate for President, shot himself at the close of his usual Sunday night political commentary program which is heard on CMQ's island network. The shooting took place after the program had gone off the air.

Senator Chibas, a fiery critic of the government, had been cut off the air for exceeding his time just

(Continued on Page 7)

### Arkansas Broadcasters Conduct First Sales Clinic

Hot Springs, Ark.—Ninety broadcasters, commercial managers, members of their sales staffs and radio industry representatives turned out here Sunday for first sales clinic sponsored by Arkansas Broadcasters Association.

After fast-moving program had

(Continued on Page 3)

## Promotion Plans Announced For New Models Of TV Sets

New ideas for promoting radio and television set sales were introduced by three of the nation's top radio-TV manufacturers at their respective 1951 sales meetings with officials from all three companies—Philco, Westinghouse and Stewart-Warner—discussing the future use of UHF converters for new TV transmitters.

The major companies, meeting in

Chicago and New York, displayed their new television and radio Fall models to distributors while sales managers gave new ideas in selling techniques and possible advertising campaigns.

In New York, F. M. Sloan, manager of the Westinghouse Television-Radio division, predicted that the TV industry would "manufac-

(Continued on Page 3)

### ECA Will Sponsor U. S. Video In Berlin

American television, both black and white and color, will go on display in West Berlin, Germany, next weekend under the sponsorship of the Economic Co-operation Administration as a propaganda medium to offset the Communist youth activities in the Soviet controlled East Berlin sector;

(Continued on Page 8)

### NLRB Hearing Today To Weigh TvA Plea

Washington Bureau of RADIO DAILY

Washington—A public hearing on the petition of the Television Authority (AFL) to be exclusive representative for webs' TV talent will be held before the National Labor Relations Board *en banc* beginning at 10 a.m. today in Room 2030, Federal Security Building.

TvA petitioned the NLRB to call

(Continued on Page 7)

### Australian Stations Change Ownership

Sydney—Deal which secured Denison Estates' controlling interest in 2GB for the Munro group also gives the group interests in the Macquarie network, 2CA Canberra, 2HR Hunter River and other stations.

Clove Ogilvie, former member of

(Continued on Page 7)

### Covering Hearing

Cincinnati — WKRC-TV yesterday began telecasting a special committee of the Cincinnati City Council hearing on alleged graft in the police force in connection with automobile towing. Tom McCarthy, veteran radio-TV newscaster, was assigned to cover the hearing and special tape recordings were made for rebroadcast on WKRC-AM.

# RADIO DAILY TELEVISION DAILY

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## FINANCIAL

(August 6)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	127 $\frac{1}{2}$	123 $\frac{3}{4}$	127 $\frac{1}{2}$	+ $\frac{1}{2}$
Admiral Corp.	24	23 $\frac{3}{8}$	24	+ $\frac{1}{8}$
Am. Tel. & Tel.	157 $\frac{5}{8}$	157 $\frac{1}{4}$	157 $\frac{5}{8}$	+ $\frac{1}{4}$
CBS A	29	28 $\frac{7}{8}$	28 $\frac{7}{8}$	+ $\frac{1}{4}$
CBS B	28 $\frac{3}{4}$	28 $\frac{5}{8}$	28 $\frac{5}{8}$	- $\frac{1}{8}$
Philco	23 $\frac{3}{4}$	23 $\frac{1}{2}$	23 $\frac{3}{4}$	+ $\frac{1}{2}$
Philco Pfd.	92 $\frac{1}{4}$	92	92 $\frac{1}{4}$	+ $\frac{1}{4}$
RCA Common	21 $\frac{3}{8}$	21 $\frac{1}{8}$	21 $\frac{1}{4}$	+ $\frac{3}{8}$
Stewart-Warner	18 $\frac{1}{4}$	18	18 $\frac{1}{4}$	+ $\frac{3}{8}$
Westinghouse	38	37	38	+ $\frac{1}{8}$
Zenith Radio	60	59 $\frac{1}{2}$	59 $\frac{3}{4}$	+ $\frac{3}{4}$

### NEW YORK CURB EXCHANGE

Du Mont Lab.	15 $\frac{3}{4}$	15 $\frac{1}{2}$	15 $\frac{3}{4}$	...
Hazeltine Corp.	33	33	33	- $\frac{3}{4}$
Nat. Union Radio	3 $\frac{3}{4}$	3 $\frac{3}{4}$	3 $\frac{3}{4}$	+ $\frac{1}{8}$

### OVER THE COUNTER

Stromberg-Carlson	Bid 11	Asked 12 $\frac{1}{2}$
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### Lorenzo Jones Again NBC

Procter and Gamble, through its agency, Young and Rubicam, is making its seventh daytime strip with NBC by regaining sponsorship of Lorenzo Jones. The program, which is heard from 5:30 to 5:45 p.m., promotes P&G's Cheer detergent.

Contract is for 52 weeks.

## WFIL

560 kc • PHILADELPHIA

It's Not the Size...  
It's the Selling Power!

ABC Affiliate—Rep: The Katz Agency

# ★ COMING AND GOING ★

MAX LIEBMAN, producer-director of NBC-TV's "Your Show of Shows," returned over the week-end from Europe, where he had spent much time in London and Paris studying TV methods, which he adjudged to be far below U. S. Standards.

DENNIS JAMES is back in town following a three-week vacation aboard his yacht, "Okay Mother, II." He cruised the New York State waterways.

AMERICO ABOAF, vice-president and general sales manager of Universal-International Films, has returned from Europe.

PAUL SEGNIETZ, commentator on the French desk, Voice of America, and MRS. SEGNIETZ, returned to New York late last week aboard the Liberte.

ARTHUR GARY, narrator and newscaster for NBC, has returned from Emerald Isle, Balharbor, Miami Beach, Fla.

HANK WARNER, assistant director of the TV press department at CBS, is leaving for his customary three-week vacation in North Carolina.

CHARLIE BASCH and his wife, FRANCES SCOTT, co-producers of "Bonny Maid Versatile Varieties," have returned from a two-week sojourn in New England and Nova Scotia. The program will be back on the air in the Autumn.

FRANK FERRIN, writer, producer and director for the "Smilin' Ed McConnell" show, is en route to Europe on the Queen Mary. He is accompanied by his wife and 14-year-old daughter.

PAUL NATHANSON, president of Empire-Universal Films, and MRS. NATHANSON left Friday for Europe on the Liberte.

WILLIAM WYLER, producer-director of Paramount's "Detective Story," has flown to London for a short holiday. He is accompanied by MRS. WYLER.

FOSTER H. BROWN, director of sales promotion for KXOK, is vacationing at Devil Lake, near Baraboo, Wisc.

### Returns To WCAU-TV

Philadelphia, Penn.—John McClay, director of operations at WPIX, returns to WCAU to be assistant manager of the television division of WCAU; according to announcement by Charles Vanda. Previous to starting at WPIX in May, 1950, McClay was director of operations at WCAU for two years.

# WDRC

HARTFORD 4 CONNECTICUT  
WDRC-FM

## 3 R's = 1st

The 3 R's . . . Ratings,  
Rates, Results . . . made  
WDRC 1st choice in the  
Hartford Market. Write  
Wm. Malo, Commercial  
Mgr., for availabilities.

Represented by Raymer



## Fleischmann On MBS With NPA Plan Tonite

(Continued from Page 1)

consistent with the defense program.

Fleischmann's office announced yesterday that he will speak at 10:30 p.m. tonight over a nation-wide Mutual network of more than 450 stations.

### Talk To Be Wide In Scope

In addition to the all-important announcement concerning steel, copper and aluminum, Fleischmann will discuss actions which must be taken in the immediate future to assure the fairest and most effective use of the nation's productive resources to meet mobilization needs, and review problems affecting business, labor and all consumers in meeting the rearmament program requirements and normal civilian production, the NPA stated.

### Engagement Announced

The engagement of Frank Conniff, New York Journal-American columnist, to Mary Elizabeth Murray, daughter of Mrs. John F. Murray of Park Avenue and Southampton, L. I., was announced yesterday. The wedding will take place on August 25 in Southampton. Conniff is widely known as a radio and TV personality as well as a Hearst columnist.

HERBERT SUSSAN, director of the Ken Murray Show on the CBS-TV network, has left for three weeks on Cape Cod. The program will resume Sept. 8.

M. S. NOVICK, public service radio consultant, now in Montreal to attend an AFL meeting, will leave shortly for Toronto, where he will confer with officials of the Canadian Broadcasting Corp.

C. L. "CHET" THOMAS, general manager of KXOK, St. Louis, is back at the station following a three-week vacation to the Mackinac Straits.

BERRY SMITH, account executive at WIRE, Indianapolis, Ind., a lieutenant in the National Guard, has left for the Jeffersonville Quartermaster Depot for two weeks of service.

KEN CARTER, general manager of WAAM, Baltimore, Md., on Thursday will start an extended tour of the middle and far west, visiting television properties from Chicago to the Coast. He and MRS. CARTER also will make side trip to Canada and Mexico.

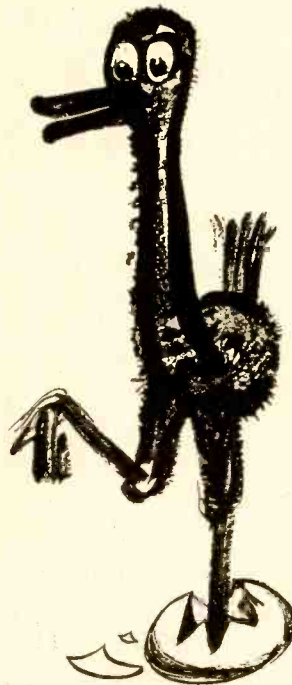
JOSH WHITE, entertainer, is aboard the Liberte bound for Europe.

VERNON BUSHONG, program director at WTMA, Charleston, S. C., is vacationing at Fontana Village, N. C. He'll return to the station on August 3.

STANLEY JOSELOFF, president of the Storecast System, has returned from a business trip to Hartford.

DIXIE DEAN, television star, has left by ship for Europe.

DOUGLAS FAIRBANKS, JR., is back in Hollywood following a week in New York for conferences with United Artists officials on plans for forthcoming films.



### You get a lot for a little\*

\*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY



## TV Manufacturers Announce New Lines

(Continued from Page 1)

ture as many TV and radio sets as the market will absorb by the year's end." Speaking at a meeting of Westinghouse distributors from the East, Sloan stated that many design improvements, brought on by the metal conservation program and increasing government restrictions, made possible spreading of the available supply of raw materials beyond all expectations.

Sloan pointed out that the newly revised Regulation W will automatically expand the TV receiver market including large numbers of families in the low income brackets.

Anticipating the lifting of the TV freeze on construction, Sloan claimed that "as soon as there is demand for UHF reception, Westinghouse converters and built-in UHF facilities, publicly . . . will be ready for use on all Westinghouse sets."

### Equipment Plans Under Way

In Chicago, plans for supplying equipment for color TV reception and UHF reception to be available as soon as either broadcasting is conducted were outlined to distributors of Stewart-Warner Electric, the radio and TV division of the Stewart-Warner Corp., at the division's annual sales convention.

Declaring that the company is "ready for color, ready for UHF," Edward L. Taylor, sales manager, said that UHF coil segments will be ready for delivery to dealers as soon as UHF stations start operations. Taylor presented pilot models of both drum and disc types of color reception equipment, stating that all but about 5,000 early Stewart-Warner TV sets in the hands of customers have turret type tuners for UHF stations.

Advertising and promotional plans mapped out for distributors represented a new high since the war, Taylor reported. In addition, factory newspaper advertising, fifteen-minute programs, radio and TV spot schedules, and a fifteen-minute "football game of the week" program were being prepared for the Fall promotion campaigns, it was disclosed.

### "Fringe" Areas Emphasized

Western and Eastern distributors of the Philco Corp., meeting in Chicago and New York respectively, were shown the company's new Fall lines, which included TV receivers adopted to insure long distance reception in "fringe" areas.

Sixteen of the 26 new TV models introduced at the sectional meetings were 17-inch table and console models engineered for use of an adapter for future UHF telecasts as well as Columbia color signals. Twenty-seven Philco radio models were demonstrated with newly designed plastic cabinets as well as an improved speaker.

New Westinghouse receivers include six table models and ten console models equipped with 16, 17,

## NARTB And Adv. Council Lauded By R. C. President

*Moving tributes to the NARTB and to the Advertising Council for the services of these two organization in aiding the recent American National Red Cross appeal for funds to alleviate the suffering caused by midwest floods are contained in letters, reprinted below, written by E. Roland Harriman, head of the A. R. C., to the president of each organization.*

Mr. Theodore S. Repplier, President, Advertising Council, Inc., 25 West 45th Street, New York, New York.

On July 19 I asked the assistance of the Advertising Council in obtaining the all-out support and cooperation of the radio and television industry to reach the public with our emergency flood relief appeal for \$5,000,000. The immediate and generous response of the radio and television industry has been an inspiration to the entire Red Cross organization. This has demonstrated once again the dedication to public service of all those associated with the broadcasting industry. Fund reports from Red Cross chapters by July 26 totaled more than \$1,000,000.

Your unstinting cooperation will be a major factor in helping sustain our campaign to meet the needs of our fellow citizens in the devastated areas of the midwest. Those needs are greater than originally estimated. More than 22,000 persons have already registered with the Red Cross for assistance in rehabilitation. While the Government will aid in restoring basic community facilities, the job of helping individuals and families get back on their feet is the responsibility of the Red Cross.

Speaking in behalf of the American Red Cross and all its workers, I want to express our gratitude for the magnificent support given to us by the Advertising Council and the broadcasting industry in carrying forward our great task of disaster relief and rehabilitation.

E. Roland Harriman, President, American National Red Cross.

Mr. Harold E. Fellows, President, National Association of Radio and Television Broadcasters, 1771 N Street, N.W., Washington, D. C.

On receiving President Truman's urgent flood message July 19, I asked the National Association of Radio and Television Broadcasters for assistance in reaching the public with our emergency flood relief appeal for \$5,000,000. The immediate and generous response of your membership stations has been an inspiration to the entire Red Cross organization and has demonstrated once again the dedication to public service of all those associated with the broadcasting industry. Fund reports from Red Cross chapters by July 26 totaled more than \$1,000,000.

Your wholehearted cooperation will be a major factor in helping sustain our campaign to meet the needs of our fellow citizens in the stricken areas of the midwest. The extent of those needs can be measured by the fact that already more than 22,000 people have come to the Red Cross for long-term assistance in rehabilitation. While the Government will aid in restoring basic community facilities the job of helping individuals and families get back on their feet is the responsibility of the Red Cross.

In behalf of the American Red Cross and all its workers, I want to express our gratitude for the magnificent support given to us by the National Association of Radio and Television Broadcasters in carrying forward our great task of disaster relief and rehabilitation.

E. Roland Harriman, President, The American National Red Cross, Washington,

## Oil Man Purchases Stock In Liberty Web

(Continued from Page 1)

much more rapidly," stated Mc-Lendon.

"My principal concern in acquiring an interest in Liberty is to help provide more wholesome entertainment, information and education for the American public through radio," stated Cullen, who is chairman of the board of regents of the University of Houston, which is active in broadcasting.

## TV Audience Growing

Washington—Despite a general slump in retail sales Washington's TV audience continues to increase steadily, the Washington Television Circulation Committee announced. As of August 1 an estimated 278,100 TV sets were in operation in Metropolitan Washington, an increase of 7,650 over July 1, the committee reported.

20, and 24-inch picture tubes. The new Westinghouse radio models include three AM table models, two portables, two clock radios, two AM-FM table models and one console combination.

Ten TV models were shown by the Stewart-Warner Corp. with one, described as the newest, being a 17-inch "consolette," which is expected to be heavily featured for the Christmas market.

## Arkansas Broadcasters Conduct First Sales Clinic

(Continued from Page 1)

been completed, association, at suggestion of clinic chairman, Julian Haas, commercial manager KARK, Little Rock, voted to make clinic an annual affair at summer meeting.

A dozen persons appeared on program and discussed a wide variety of subjects pertaining to sales, client servicing, promotion and new resources of potential revenue. Broadcasters also exchanged ideas with representatives of advertising agencies and advertisers.

On program were: Ed Gideon, commercial manager, KGRH, Fayetteville; David Brockett, manager, KAMD, Camden; James Walker, manager, KFPW, Fort Smith; Oliver Gramling, assistant general manager, Associated Press, New York City; Ed Appler, sales manager, KTHS, Hot Springs; Ted Rand, manager, KDRS, Paragould; Aubrey, New Orleans; Dale C. Rogers, advertising and sales promotion manager, Mid-Continent Oil Co., Tulsa, Okla.; Wythe Walker, president, Walker Representation Co., New York City, and Hugh Higgins of BMB, New York City; L. L. Bryan, commercial manager, KFFA, Helena.

Helping Haas arrange the program were Appler, Bigley and Walker. The ABA concludes its summer meeting Monday.

## Protestants' Council Picks Radio Over TV

(Continued from Page 1)

sion of the Religious Radio Workshop being held at Butler University here, Crews said that "with radio in 95 per cent of American homes, and television in only 26 per cent, the major share of the audience is still with radio and will remain substantially that for the coming season. We feel, consequently, that for the coming year, we must place major emphasis on radio as the most useful medium to serve the cause of Protestantism.

### Session Lasts A Month

The month-long training session at Butler is being attended by ministers from all parts of the United States, as well as four foreign countries.

In emphasizing radio, Crews disclosed that "this does not mean, however, that the church will ignore television. The church was 20 years late in learning to use radio," Crews said. "Twenty-five per cent of our budget, will go into television, both live and films," Crews said.

## Publishing Co. Buys Into TV Film Center

(Continued from Page 1)

publishing house and Gordon Knox, president of The Film Center.

In making the announcement Meredith said: "We have had an interest in the industrial use of motion pictures and for two and a half years we have had an increasing interest in the allied field of television through our station WHEN, Syracuse. We welcome this opportunity to broaden our participation in these two fields with The Princeton Film Center."

### Sees Wide Benefits

Knox added that "we are confident that the association will prove beneficial to everyone concerned, including the clients served by our Film Center."

The Princeton Film Center was founded by Knox in 1940, with headquarters located on a 100-acre tract just outside the university town.

## Reynolds Sign Contracts For Radio-TV Programs

(Continued from Page 1)

radio network. Beginning Sept. 26, the firm will sponsor a half-hour of the Kate Smith Evening Hour on alternate Wednesdays, via NBC-TV. Reynolds previously used one-time shots at radio advertising.

## Authority Extended

The First Baptist Church of Pontiac, Mich., has been granted extension of FCC authority to continue transmitting its services by wire to CKLW, Windsor, Ont.

---

We've got *news* for you. Amid all the huff-and-puff about the future of radio, several *steady trade winds* are prevailing here at Mutual... and one of the steadiest is *news*. This network has always been First for News—with *more news, more often, and more of it sponsored.*

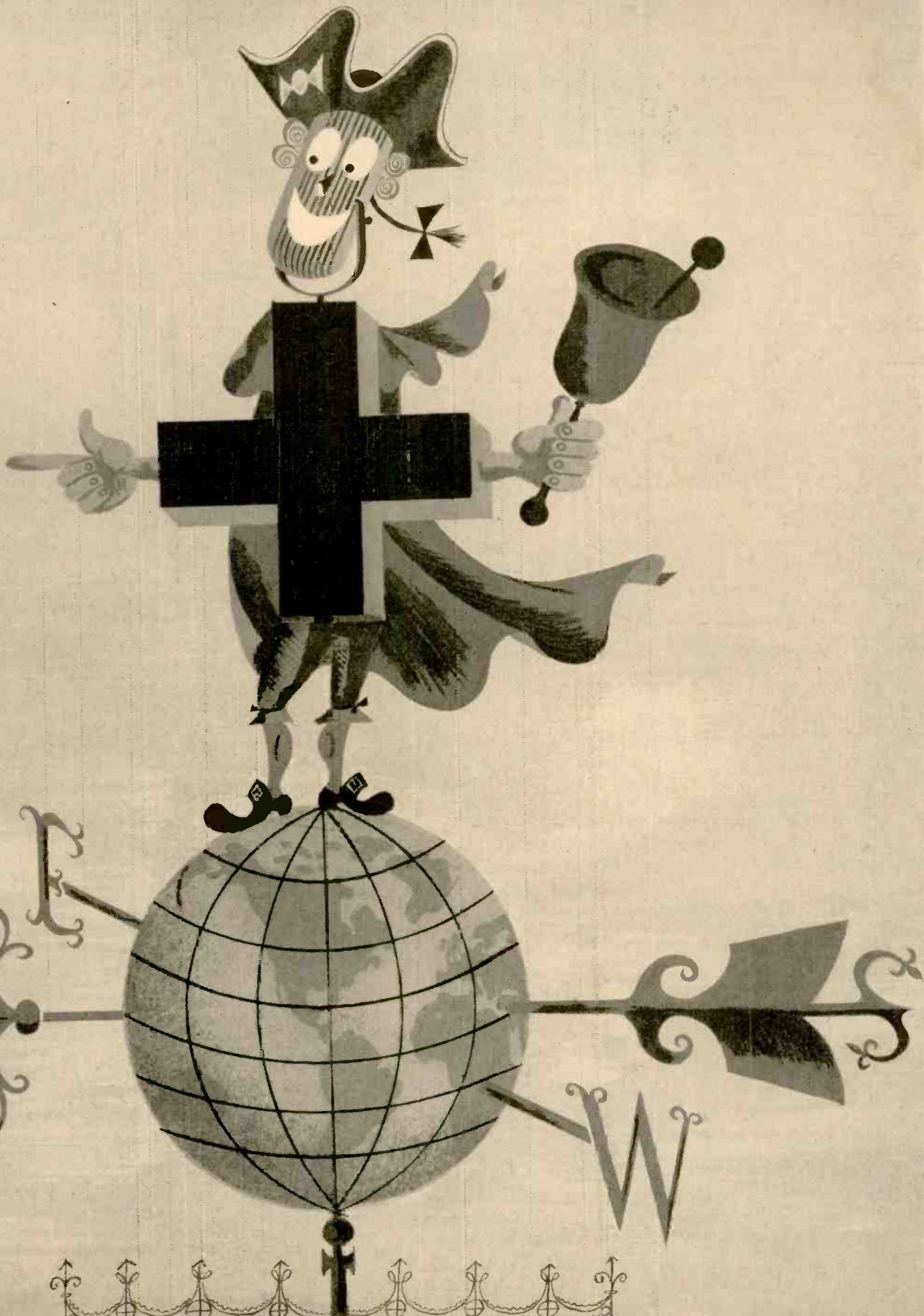
## IN NEWS TOO, MR. PLUS POINTS THE

Today, Mutual's lead is even wider on all these counts: 91 news programs a week (69% more than a year ago)...72 of them sponsored (67% more than last year). And boosting this trend along is a continuing updraft in *news-listening* on the Plus Network. Our average news sponsor now reaches *5% more* homes than in 1950, (the only network gain in *news-ratings*). And actual tune-in to all MBS news periods now totals *13,722,000 family-hours* a week (the largest *news-audience* on any network). We still have 19 compelling news programs for sale, so if you've got *selling news* to tell America—we've got news for *you!*

N

— the difference is **MUTUAL!**

WAY



MUTUAL *Broadcasting System*

ERPOES



## HOLLYWOOD

By ETHEL ROSEN

**H**ARPO MARX, the brother who doesn't talk, will make his initial appearance on television in a series of one-minute spot announcements for Meyenberg All-Pure Vacuum Packed Evaporated Milk, according to an announcement by J. P. Meyenberg, president.

Donn B. Tatum, ABC's Director of Television for the Western Division, and KECA-TV, will serve as chairman for the August 20 meeting of the Hollywood Advertising Club. Tatum is legal counsel of the Ad Club.

Louis D. Snader has added three stations to the list of those carrying the first library of Snader Tele-Descriptions, bringing the total to 45 out of a possible 62. Just added, according to sales head Reuben R. Kaufman, are WTVJ, Miami; WKY-TV, Oklahoma City; and WTAR-TV, Norfolk.

Bing Crosby Enterprises have completed six TV films in the "Cry of the City" series with the winding up of "The Cheat." Shooting will be resumed about Sept. 1, at RKO-Pathé.

Legit producer-director Lee Sabbinson, who turned to the Phillip Morris Playhouse for TV, has signed with Frank Cooper and Sy Fischer for personal management.

Jerry Devine, producer-director of ABC's "This Is Your FBI," has returned with his family from a six weeks' vacation in Europe.

"Smilin' Ed McConnell" makes his debut locally over CBS Television, August 11th, when KTSL presents his new series sponsored by the Brown Shoe Company for Buster Brown Shoes. Contract is for a 52-week period.

Les Brown and his "Band of Renown," which recently completed a 33,000-mile tour of Armed Forces bases abroad with NBC comic, Bob Hope, will be honored Tuesday night (7th) with a gala homecoming celebration at the Hollywood Palladium which will be broadcast on NBC and televised on Hollywood's NBC-TV station KNBH. Bob Hope, Marilyn Maxwell and Johnny Grant will greet Les and his band that night to pay special tribute to the maestro on his opening night.

# WFIL

560 kc PHILADELPHIA

Operating at 560 kilocycles, WFIL's 5,000 watts provide coverage equal to 100,000 watts at double the frequency... 1120 kilocycles.

ABC Affiliate—Rep: THE KATZ AGENCY



● ● ● Benton & Bowles is reported to be the agency which sought to buy an eight-second commercial on NBC at station identification time for a sponsor whose initials are said to be P. & G. . . . Network pondering over the deal since strong protest from the station reps organization who proclaimed: "It was incredible that NBC—or any other network—would even consider such an encroachment upon their affiliates' spot revenue." . . . The web, 'tis said, is considering the offer but will take no action on it at this time.

★ ★ ★ ★

● ● ● Television dealers and legitimate service men in the New York area are asking the set owners to lend their support to a bill which will regulate service contracts and the employment of technicians in the New York area . . . the bill comes up before the City Council on August 14 and later will be considered by the Board of Estimate. . . . Prospects are reported good for its passage.

★ ★ ★ ★

● ● ● WCBS-TV, has filed a request with the FCC for authorization to increase its effective radiated power from 13,700 watts to 20,100 watts. . . . George F. Leydorf, WJR vice president in charge of engineering, has been elected chairman of the Communications Engineering Committee of the Michigan Office of Civil Defense.

★ ★ ★ ★

● ● ● The current issue of Newsweek has a fine piece on Art Ford's new NBC-TV stanza and calls Arturo one of the two top disc jockeys in the United States—the other one being Martin Block. Incidentally, the press job on Art Ford's TV preem is the talk of the trade—you may take a small bow, Jack Perlis.

★ ★ ★ ★

● ● ● Lucky Strike, sponsor of "Go Lucky," summer replacement for "This Is Show Business," is reported so tickled with Jan Murray's handling of this show, (Natch) and the strong sponsor identification, he wants to retain Jan and the show for the fall. A spot is being sought on another network.

★ ★ ★ ★

● ● ● Hollis Irving, who played the French Chanteuse so charmingly on Somerset Maugham Theater last week, landed the lead on Suspense (tonight) and will be featured in "Two Girls Named Smith" on ABC-TV Saturday. Hollis also received a call from Max Arno at Columbia Pictures for a screen test.

★ ★ ★ ★

● ● ● Henriette K. Harrison, radio and TV consultant and producer, who appeared yesterday on WNBT with Ray Barret on "Bringing Up Mother" appears tonight, as guest panelist with Isabel Leighton on "What's On Your Mind," via WJZ-TV, 8:00 to 8:30 p.m. . . . Gerry Lock, who lives in Brooklyn and commutes each day for her part in the Susan Peters daily NBC-TV show, which originates in Philadelphia, travels over 1,000 miles each week for her two-minute part in the show. . . . Sammy Lambert, producer of "Seventeen," very happy over Harrison Muller, nitely show-stopper in the show.

★ ★ ★ ★

● ● ● Earl Pelletier, president of the Mary Greene Cosmetic Company, has announced that radio will get the major portion of the firm's budget come September, to push the Mary Greene Hair Coloring Cream. The decision was made after a "test" during the "off months" returned "more penny-for-penny value than any other media."

★ ★ ★ ★

## CHICAGO

By FRANCES CLOW

**T**HE 12,000 Midwesterners who will pack an Illinois State Fair grandstand to see the National Barn Dance Saturday night, August 11th, are but a fraction of the more than three quarters of a million people who annually see these top-billed stars in personal appearances from the Great Lakes to the Gulf. No other radio station group in the nation travels so many miles to entertain so many people as do Lulu Belle and Scotty, Captain Stubby and the Buccaneers, Bob Atcher and all the other favorites who for two decades have filled the Illinois State Fair's opening.

Ed Stanley, Manager of Public Affairs and Education for NBC in Chicago, addressed the annual banquet which ended the NBC-NU Summer Radio and TV Institute on Aug. 3rd.

WGN'S radio program, "The Northerners" celebrates its twentieth anniversary on Sept. 11th. Featured on this special program will be Dorothy Kirsten, Rise Stevens and Lauritz Melchior.

WBBM's Public Service Program, "Know Your FBI," heard Sunday afternoon at 2:15 to 2:30 p.m., and featuring George McSwain, special agent in charge of the Chicago office of the FBI, presented an especially interesting program Sunday, August 5th, on "Matching Wits With The Criminal."

Special guest on WGN-Mutual's "From the Windy City" broadcast Wednesday, Aug. 8, will be Doris King, 18-year-old "Miss All-Star of 1951" and Illinois' representative in the Miss America Contest. In addition to several guest appearances on both local and network programs saluting the annual Chicago Tribune Charities Events, Miss King will reign at the 18th annual All-Star Football game in Chicago's Soldier Field and which is scheduled for Friday, Aug. 17th.

# WEVD

AM—5 KW 1330 KC  
FM—20 KW 107.5 MEG.  
PROGRAMS OF DISTINCTION  
IN ENGLISH — JEWISH

has for many years been a most productive medium for a large group of national and local advertisers who recognize the vast potential represented by the more than 600,000 families comprising the Jewish market in the New York metropolitan area. Distinctive adult programming and a loyal, responsive audience are the WEVD combination which national advertisers have found so effective and economical in maintaining a consistent position of dominance in the Jewish field.

Send for a Copy of  
"WHO'S WHO ON WEVD"

Henry Greenfield  
Managing Director  
117-119 West 46th St., New York 19

## NLRB Hearing Today To Weigh TvA Plea

(Continued from Page 1)  
 an election of all talent appearing on the ABC, CBS, Du Mont and NBC networks and for General Tele-radio to determine whether or not TvA would become the sole bargaining agent of the talent.

Two other unions, the Screen Actors Guild and the Screen Extras Guild, filed petitions to intervene, claiming that the NLRB should permit separate units covering their respective memberships and not allow the TvA to monopolize all talent appearing on TV.

Today's hearing was termed by NLRB officials as "one of the most important we have held" because it involves not only TV but radio and the films, since much of TV's talent is employed on both radio and in films. In event the NLRB orders the election and the talent votes in favor of TvA, in some quarters it was reported that talent appearing on TV might be required to hold memberships in more than one union, particularly those belonging to the SAG, SEG and AFRA.

## Australian Stations Change Ownership

(Continued from Page 1)  
 the Broadcasting Control Board, is the Munro group's directorate-level representative. Ogilvie will represent the group as chairman and managing director of 2GB and of Broadcasting Associates, Ltd. and on other companies concerned.

Ogilvie, who has quit the Control Board, from which he resigned last month (July), will take over his new powers on an undetermined date this month.

Incoming ownership does not intend altering present policy or management.

## Joan Bennett Signs

Joan Bennett has signed for a television series, temporary title of which is "Joan Bennett Presents." Eddie Lewis will produce the film series with his partner, Ralph Branton. Program will feature original plays with Miss Bennett as mistress of ceremonies and occasionally as star of one of the presentations. She will have a guest authority on each show—someone from the entertainment world; a director, producer, writer or such. Series will be made available either for national sponsorship or syndication. Lewis produced Faye Emerson's first TV series. Branton, was formerly general manager of the Tri-State Theater Corp. in the middle-west.

# ★ ★ TELE TOPICS ★ ★

TWO weeks, spent mostly in the hinterland, and away from the spread antlers of "area" TV receiving service, reveal to what lengths those outside the normal service area will go in order to get TV. Roof-tops in the so-called "plus" country abound with spikes in the sky-higher by far than the lightning rods you might have known as a kid. Further afield, home after home is now accompanied by Eiffel Tower contraptions which completely overshadow the original farm home. Which brings thought to the traveller—just how inflated can TV set claims be when people will go to such lengths to bring TV into the home. Now with the increased power grants by the FCC, perhaps a new "fringe" area will be created.

TODAY'S TV Personality.  
**HUDSON FAUSSETT**, NBC-TV producer of Armstrong's Circle Theater, has had 20 years' theater and screen experience, which includes over 400 roles in many famous Winter stock companies, and directorship of over 135 productions. Following graduation from Washington and Lee University, Faussett was sent to Hollywood as a protege of New Jersey Governor Harold G. Hoffman, and subsequently acted in several films. This was followed by travel through Central America, producing and directing a series of short subject pictures on



FAUSSETT

native life in Guatemala, Costa Rica and Mexico City. This was followed by a stint as theater director. Founder of the Monmouth Players, Spring Lake, N. J., Faussett is also credited with active participation in the Trent Theater Stock Company, the Worcester (Mass.) Players, the Savoy Players of Asbury Park, Empire Players, Newark and New Brunswick, N. J.; Blaney Players, Mount Vernon, N. Y. and directorship of the last five annual Society of Illustrators Shows. He also directed several Broadway productions prior to joining NBC last year as staff producer.

WNBT's "Talent Search" program will start Sept. 2 for a six weeks period of conducting eliminations and final crowning of Miss New York City TV in connection with the Miss U. S. TV contest being held in 26 cities throughout the country. Judges are Harry Conover, Ham Fisher and Russell Patterson. . . . Tony Mottola's haunting mood music on the solo guitar, for the CBS-TV "Danger" series, is the subject of a new music folio to be issued this week by George Paxton, Inc. . . . Henry (Hank) Leeds joins the Earl Peed Talent Agency, Aug. 10 as head of the radio and TV department. He was formerly with Blaine-Thompson and CBS-TV. . . . Rosemary Clooney, Walter Cassel and Liberace will join Larry Storch on "Cavalcade of Stars," Friday, August 10 at 10:00 p.m. over Du Mont. Program is presented by Druggists of America in association with Drug Store Television Productions. . . . John Grey, formerly with Republic and Columbia and most recently with the writing staff of ABC-TV has joined the scenario department of Jerry Fairbanks Productions in Hollywood. . . . KMTV, Omaha, has been granted a 50 per cent increase in video radiated power by the FCC. Power output of the station will rise from 11,700 radiated watts to 16,700 watts, according to Ray Schroeder, chief engineer of the station.

AS of August 1 there were 84,413 sets installed in the WBTV, Charlotte, N. C. area, according to an announcement made by Larry Walker, acting general manager of the station. . . . Delegates to the N. Y. State Food Merchants Association are viewing CBS-TV color broadcasts while in town, with the web playing host to 50 food merchants a day. . . . Connie Moore, musical comedy songstress will guest on the "Stork Club" tonight at 7:45 p.m. via CBS-TV. . . . WPIX, today, will debut a new cooking show at 5:00 p.m. entitled "Video Chef." Program, featuring Joel Holt, will vie for attention with all the kiddy and super-sonic programs. Tab is being picked up by Associated Food Stores. . . . WTVJ, Miami, has inaugurated a new 15-minute Sunday afternoon public service program entitled "His Future, U.S.A.," designed to aid disabled veterans in finding a job. . . . KECA-TV, Hollywood, will score a top-level beat when Gov. Earl Warren, on his monthly "Report to the People," tomorrow at 7:00 p.m., PDT, will officially pardon an ex-convict who has been free on parole for some years and has just earned his right to a full pardon. . . . Maria Riva and Richard Purdy will play the top roles in "The Rabbit," play by Morton Grant to be presented by the Westinghouse Summer Theater, Monday, August 13, at 10:00 p.m. over CBS-TV. Show was adapted by Philo Higley, and will be produced by Montgomery Ford.

## Shooting In Studio Upsets Havana Radio

(Continued from Page 1)  
 before he shot himself. Present at the time of the shooting were many leaders of his party and a studio audience. Most of the audience saw him whip out a revolver and shoot himself in the left breast.

The political leader has been broadcasting on a national network of stations from CMQ for the past seven years. He was reported to have a good chance in the coming elections, as the Opposition's candidate against the re-election of President Carlos Prío Socarras.

Senator Chibas was taken to a hospital. Following a blood transfusion it was announced that his condition was serious but he might recover from the bullet wound.

## Films Of India In Color To Be Made By Ferrin

Frank Ferrin, producer, writer, and director of the "Smilin' Ed" show over CBS from Chicago, will leave next month with a crew of seven for Bombay, India, where he will film technicolor production shots for his new TV film series, "Smilin' Ed's Gang," to be pre-viewed next Saturday over CBS-TV, 11-12 a.m.

Also expected to shoot film for a new motion picture, Ferrin will use 30,000 to 50,000 feet of 16 mm film in Kodachrome to be processed into black-and-white prints for TV.

The new CBS-TV series which features "Ghanga," a self-styled "Elephant Boy" who is actually Joseph Muzzaco, is a children's program with dramatic skits and animal features. Ferrin will take "Ghanga," his sister, Virginia Muzzaco, Ralph Ferrin, associate producer, one cameraman and two assistant operators, and a technical director.

He will proceed 800 miles south from Bombay to Mysore City where most of his films will be shot. Invited to Mysore by the Maharajah of Mysore, Ferrin estimates the entire venture at \$150,000.

Ferrin will film actual elephant stampedes, Indian snake charmers, and various Indian temples.

Ferrin leaves for Europe tomorrow with his wife and daughter from where he'll travel to India. He hopes to complete the venture by Nov. 1.

## Stork News

Bob Poole, Mutual disc jockey, and Mrs. Poole became parents of a seven-pound son, Randolph, born Aug. 2 in Kew Gardens Hospital.

**TOPS TV**  
*in*  
**FILMS!**

### Have You Seen the HALF-HOUR THEATRE?

100 features especially prepared for the ½ hour time segment.  
 Mystery, Romance, Drama, Action. Ask Unity for the big "65" listing.

★ **UNITY** ★  
 TELEVISION CORP.  
 1501 B'WAY., N. Y. C. 18  
 LONgacre 4-8234

## AGENCIES

**N. W. AYER AND SON, INC.** announces addition of John L. Heffron to the plans-merchandising department, Cecil West of the art department and Tauba H. Saas to the copy research bureau.

**JAMES S. COHAN** has been named advertising manager of K-R Services, Inc., Newark. He formerly was with the William N. Scheer Advertising Agency, same city.

**CROMWELL ADVERTISING AGENCY** has been appointed by the Great Northern Hotel, with J. J. Pollack as account executive.

**JOHN E. McMILLIN** has been named account executive at Cecil and Presbrey, Inc., on the Philip Morris account.

**LINDSAY ADVERTISING AGENCY** has been appointed by Complete Accessories Corporation, accessory sales division of Liberty Die and Button Mold Corporation. Eleanor Dunn is account executive.

**THEODORE D. MANDELSTAM** has been appointed copy chief at Henry J. Kaufman and Associates, Washington, D. C.

**EZRA R. BAKER, JR.** has joined International Movie Producers' Service as director of sales promotion.

**LERRICK AND WEISS** is a new advertising agency at 565 Fifth Ave., specializing in home furnishings and fashion accounts. It was formed by Martin E. Weiss and Joan Lerrick.

**HENRY J. KAUFMAN AND ASSOCIATES** have been appointed by the G. B. Macke Corporation, Washington, operator of cigarette and candy vending machines in the District of Columbia area.

**ALFRED DAVIDSON ASSOCIATES** have been appointed public relations counsel for Vaughan Motors, Inc.

**MARFREE ADVERTISING CORPORATION** announces addition of Dan Wallack and Howard Eisenberg. Wallack was formerly on the promotion and publicity staff of Ted Mack's Amateur Hour, and Eisenberg was previously copywriter and assistant account executive at Blackstone Advertising Agency.

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

on "RADIO BALTIMORE"

Contact  
EDWARD  
PETRY CO.

**WBAL**

## U. S. Will Appeal To Berlin Via B&W And Color TV

(Continued from Page 1)

Columbia Broadcasting System, co-operating with ECA, will introduce the sequential system of color TV and Radio Corporation of America will present large screen black and white television. Staffs of technicians have been in Germany for several weeks installing the equipment and the programs will include both originations with German talent and films from the United States.

### Potentialities Cited

The propaganda potentialities of the RCA large screen system are said to be great. The 16-foot screens will be set up so that the picture may be viewed by Germans in the Communist sector. The CBS color system, while limited by the number of color receivers brought into Germany, will give the people of Berlin the first view of color TV in Europe. Both showings will emphasize the progress made in the television field in this country.

The demonstrations of color television in West Berlin will start Monday, Aug. 13, and are expected to attract hundreds of thousands of spectators, not only from West Berlin, but from behind the iron curtain in East Berlin, East Germany, and other countries, as well. The demonstrations will continue for two weeks.

### Seek To Aid Productions

The television demonstrations are being sponsored by the ECA in collaboration with the United States high command in Germany, and are being held in conjunction with a drive to increase production and strengthen West Germany's economy.

The color shows will be held in the spacious Funksturm exhibit grounds, permitting many thousands to witness each demonstration. The programs will include dramatizations of the Marshall Plan's productivity drive, will feature top entertainers from many countries of the free world, and also will include sporting events. CBS has built a special stage on the exhibit grounds for the production.

### Dr. Goldmark Head Staff

Dr. Peter C. Goldmark, vice-president in charge of engineering research and development for the CBS laboratories division, and developer of the CBS color television system, heads the staff of seven CBS experts who made the trip from New York to Berlin especially for the color demonstrations. John Martin is producing the program. The Color television equipment arrived in West Berlin last week. CBS is providing this equipment for the ECA demonstrations without charge.

Radio Corporation of America has announced that it is prepared to present the most comprehensive and ambitious television demonstration ever staged in Europe when it launches the American TV spectacle in West Berlin on Aug. 13. RCA has

shipped a complete television transmitter to Germany and has constructed in the heart of West Berlin a television station which will radiate signals to all parts of the German capital.

In addition, RCA has constructed a television studio complete with a two-camera chain and the control equipment, lights, mike booms and all the rest of the intricate and costly gear necessary to produce a well rounded and diversified schedule of programs. RCA Victor has set up three large screen projection receivers and 110 home type receivers.

The RCA demonstration will take in Schowenedergerstadt Park, adjacent to the West Berlin City Hall. It contains the largest outdoor theater in Europe. About 20,000 people daily are expected to view RCA's television shows at this theater. In addition, hundreds of thousands of Berliners will be able to view TV on receivers installed in public places throughout the city.

### Crew In Charge Of Hooper

The RCA crew of 29 television engineers, technicians and producers is headed by Richard H. Hooper.

Two of the projection type receivers are RCA instantaneous theater television systems of the type now in use, providing TV images of 15 by 20 feet in size.

Sixty of the home type receivers will be distributed throughout the 14 wards of West Berlin.

The talent will include many top-rung American singers, comedians and actors and actresses, as well as leading European entertainers, also German amateur talent, including choral and dance groups. Also planned is a talent contest among West German youth.

## G. E. Will Expand TV Show Sponsorships

Fall television program plans for the General Electric Company will include three different shows weekly, a twice-weekly half-hour program, three 15-minute periods and the full-hour Fred Waring Sunday show.

Major appliances division will sponsor the Bill Goodwin Show for two 30-minute periods a week, on Tuesdays and Thursdays, on NBC-TV, from 3:30 to 4 p.m., beginning Sept. 11. The GE small appliances will sponsor three 15-minute periods of Garry Moore on CBS-TV, on Mondays, Wednesdays and Fridays, beginning Sept. 17. Young and Rubicam is the agency for both these programs.

The Fred Waring program continues on Sunday from 9 to 10 p.m., on CBS-TV, under general company sponsorship. Beginning Nov. 1, production of the Waring program will be taken over by BBD&O, which handles general company advertising for GE.

## COAST-TO-COAST

### Split Promotion

Salt Lake City, Utah—Radio Service Corporation of Utah last week established separate promotion departments for its radio and TV stations. Wayne Kearn remains promotion manager for KSL, while A. Richard Robertson becomes promotion chief for KSL-TV. LaVar Reese, former agency production head, replaces Robertson in AM. C. Richard Evans is general manager of both operations.

### Howard Pill Heads Symphony

Montgomery, Ala.—Chairmanship of the board of directors of the new Montgomery Symphony Orchestra has been vested in Howard E. Pill, president of WSFA. He recently also accepted the position of chairman of the public relations committee of the local community chest.

### D-J Turns Producer

Hollywood—KLAC disc jockey Bob McLaughlin has turned TV producer by taking on the "Les 'Carrot-Top' Anderson Show," which is directed by Don Forbes. This chore is in addition to his daily platter duty.

### Allis-Chalmers Renews

Chicago—Renewal of Allis-Chalmers for National Farm & Home Hour program was announced by George Diefenderfer, NBC Account Executive in Chicago. The full NBC network show renewal starts in September and marks the seventh year of sponsorship. Agency: Bert S. Gittins.

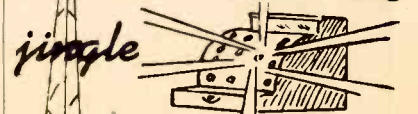
### Turner Re-Signed On WKBK

Chicago—Ulmer Turner and News on WKBK, Friday, 10:15 to 10:30 was bought by Whitehall distributors, Inc. (distributors for Fedders Air Conditioning) through Dixon & Wiebe, agency.

## GORDON M. DAY

*jingles*

Make CASH REGISTERS



Gordon Day's AM & TV jingles pay off at the cash register! Proof? — 57 result-getting jingle and spot campaigns! Send for presentation record and full details.

Gordon M. Day Productions

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EQUIPMENT  
PRODUCTION  
STUDIOS

# RADIO TELEVISION DAILY

SPONSORS  
BUSINESS  
AGENCIES

VOL. 54, NO. 45

NEW YORK, WEDNESDAY, MARCH 7, 1951

TEN CENTS

## TRUMAN ASKS \$97,500,000 FOR 'VOICE'

### Giveaway Prizes For Radio-TV Grow Scarce

#### Gift Show Reveals Shortages Loom In Premiums

Gradual cutting down in gift donations for radio and TV give-away programs in the next few months is predicted by gift manufacturers meeting last week at the Hotels Statler and New Yorker for their annual gift show. This trend, which is mainly affecting silver, brass, copper and

(Continued on Page 8)

#### Mail Order Radio-TV Criticized By BBB

The growing rumble of dissatisfied radio and TV listeners, who succumbed to the lure of the pitchman is going to get attention according to a spokesman for the Better Business Bureau in New York City.

Stressing the fact that 85 per cent of all radio and TV complaints coming into their office at this time

(Continued on Page 7)

#### G. E. Buys Spot Time On Radio-TV Stations

General Electric Appliances, Inc. has launched an eight-week campaign over three local New York stations to promote GE home appliances.

GE, through William Scheer Ad-  
(Continued on Page 2)

#### Linemen Foul Up Broadcast

Denver—Two telephone company linemen didn't know they were on the air when they tapped some feed wires of KMYR and as a result some uncensored lineman language was heard for eight minutes on Frank White's musical show. It seems the telephone workers were having trouble tracing lines in an unused studio adjoining the main operations of KMYR. Some profanity ensued and the conversation became a part of the station's regularly scheduled broadcast.

#### Haverlin Resignation On BMI Board Slate First Color TV Set For Department Store

Members of the board of directors of Broadcast Music, Inc., will meet in New York today to accept the expected resignation of Carl Haverlin as president and to sanction Haverlin's moving on to the presidency of NAB.

In addition to acting on the Haverlin situation the board will also discuss a successor to him as president of BMI. Among those promi-

(Continued on Page 2)

Boston—Marking the first step in department store use of color TV, it was learned yesterday that Jordan-Marsh, here, will install a closed circuit demonstration of the CBS system for a week's show, starting on March 26.

While the department store has already made construction plans for the permanent installation of color TV at some future date, the first showing will probably be for one

(Continued on Page 8)

#### FCC Deletes WMCA-FM At The Station's Request

Washington Bureau of RADIO DAILY  
Washington — WMCA - FM has been deleted by the FCC at the request of WMCA, Inc., the licensee. Application for renewal of the FM license has been withdrawn and the station taken off the air, the Commission announced yesterday.

#### Cramer Gets New Post With DuM. Organization

Leonard F. Cramer, vice-president and director, Allen B. DuMont Laboratories, Inc., has been named to head the firm's newly-formed Government Liaison Department, it was announced yesterday at company

(Continued on Page 8)

#### Adult Education TV Series Planned By New Foundation

Formation of Teleprograms, Inc., a non-profit corporation for the purpose of bringing the first adult education series in TV to the public, was announced yesterday by the Alfred P. Sloan Foundation, Inc., and NBC.

Teleprograms will provide a series of 26 educational subjects to be presented during 1951 with William Hodapp, formerly script editor and producer of WAVE, Louisville, as executive director.

Serving on the board of directors of the new corporation will be Dr.

Arnold J. Zurcher, executive director of Alfred Sloan Foundation; Frederic W. Wile, Jr., vice-president in charge of TV for NBC; Theodore S. Repplier, president of the advertising Council of Washington, D. C., and William J. Driscoll, assistant vice-president of the Chemical Bank and Trust Company of New York.

The series will be devoted to the field of economics and to public issues involving both social sciences and natural sciences. Davidson Taylor, general production executive of NBC television, will supervise.

#### Urges Early Action By Congress In Special Message

Washington Bureau of RADIO DAILY

Washington — Calling upon Congress to provide \$97,500,000 immediately to complete the ring of shortwave radio transmitters being used by the Voice of America, President Truman this week said "the gravity of the international situation," makes it imperative that the money be

(Continued on Page 7)

#### Announce Agenda For ANA Convention

The opening session of the Hot Springs convention of the Association of National Advertisers March 28-31 will set the stage for the entire meeting which will be primarily concerned with "Advertising in a Defense Economy."

The advance program calls for discussions on "Effects of Defense

(Continued on Page 8)

#### Philadelphia Outlets To Divvy Baseball TV

Philadelphia—All daytime home games played by the Athletics and Phillies on their 1951 schedule will be televised, it was announced yesterday. The three local stations, WCAU-TV, WFIL-TV and WPTZ, will be used on a rotating schedule

(Continued on Page 8)

#### Unlicensed Operator

Saskatoon—Stewart A. Thompson of Richlea, Sask., has been fined \$20 and costs for having an unlicensed radio—in his private airplane. Magistrate G. H. Gilding said the offense was serious because an unlicensed radio is a potential hazard near an airport and contrary to government communications regulations.

#### Program To Japan

Japan will hear the entire series of 24 "Your Invitation to Music" programs presented over CBS radio last summer with James Fasset as program host. The Orientation Division of the U. S. Army in Japan was so impressed with the quality they had them transferred to disks and, translated the intermission interviews into Japanese.

WJR • THE GOODWILL STATION INC. • FISHER BLDG. • DETROIT • CBS 50,000 WATTS

Represented Nationally by Edward Petry & Company

# Medium



## EDUCATIONAL TELEVISION

A service of Radio Corporation of America

NEW YORK, CIRCLE 7-8300 • CHICAGO, SUPERIOR 7-8300 • HOLLYWOOD, HOLLYWOOD 9-6161 • DETROIT, SALES REPRESENTATIVE, WOODWARD 3-6872

# RADIO DAILY

Established Feb. 9, 1937

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MARVIN KIRSCH : Business Manager

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RUSS HODGES, Columbia network's fight-caster, is in Detroit to report tonight's contest between Ezzard Charles and Jersey Joe Walcott.

BILL WYLIE, manager of the stations department for the American network, is honeymooning in Bermuda. His bride is the former Gladys Devine, of Pleasantville.

DON LOSET, vice-president and station manager of WPIT, Pittsburgh, Pa., is spending this week in Chicago for confabs with the station's representatives.

JAMES COAN, president of WTOB, Winston-Salem, N. C., and JOHN JOHNSON, general

JACK POPPELE, vice-president of WOR and WOR-TV, also president of TBA, is vacationing at Hollywood, Fla. He'll be back in New York next Monday.

MIKE JABLONS has resumed his duties at Gainsborough Associates following a honeymoon in France and Italy.

MORRIS NOVIK, radio consultant, left yesterday for Norman, Okla., where on Friday he will address the radio conference of the University of Oklahoma on the subject, "Freedom of Radio."

LYNN PATTEE, New England and Midwest representative of BMI, spending a few days

## ★ COMING AND GOING ★

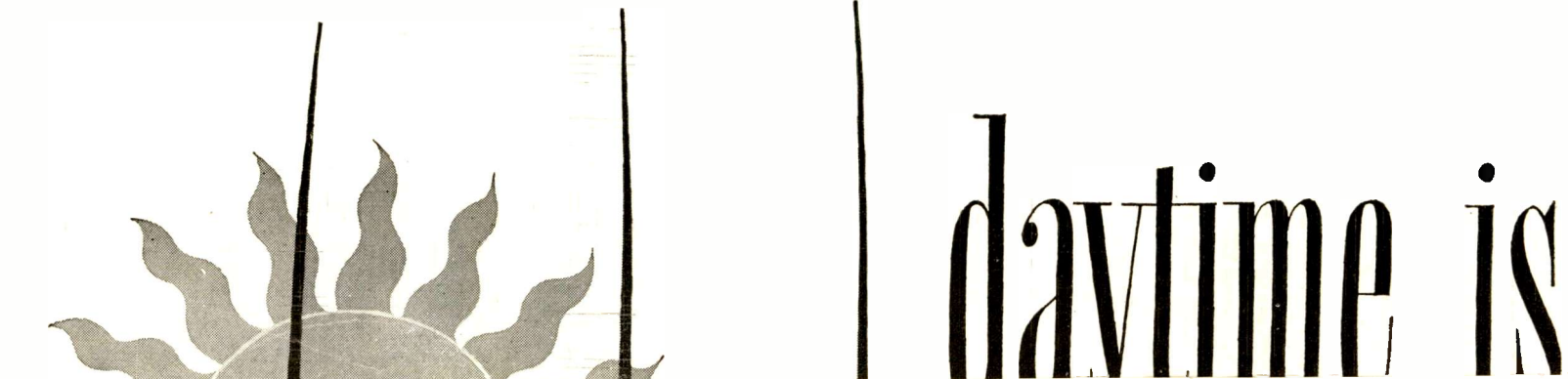
## Haverlin Resignation On BMI Board Slate

(Continued from Page 1)

nently mentioned for the post is William Hedges, vice-president of NBC.

Haverlin was non-committal yesterday as to whether or not he would accept the presidency of NAB. Friends, however, were of the opinion that he has made up his mind and would announce his acceptance at today's board meeting.

## FCC To Deny Applications



## HOLLYWOOD

By HERB BERG

LOUIS SNADER has closed a deal with Devi Dja dancers, group of classical and oriental dancing group, for five three-minute Telescriptions to be filmed at General Service Studios on Mar. 9. Signing of the group is in line with Snader's announced policy of signing top musical attractions from concert and opera stage to bolster Telescription's talent roster.

Robert Seiter, formerly with 20th Century-Fox, and James Smith, formerly with Paramount, have joined the staff of the film editing department of Jerry Fairbanks Productions. Both have been assigned to the Bigelow Theater series now before the cameras.

Norwich Pharmacal Co. for Pepto Bismal, is sponsoring a 13-week series of five weekly spot announcements on KNX. Benton & Bowles is the agency.

KTLA's "City At Night" will be sponsored by the Atchison, Topeka and Santa Fe starting March 7. Leo Burnett Co. handled.

The Campbell Cereal Co. will renew its six weekly spot announcements for Malt-O-Meal on KNX for 52 weeks starting Mar. 26. Campbell-Mithun, Inc., Minneapolis, is the agency.

"Adventure Call" via KTLA is being sponsored by Snyder-Lynch Automotive Center for 13 weeks. Jack Vaughn agency handled the account.

Stationers Corp. will renew its schedule of three weekly spot announcements on KNX for 52 weeks effective April 2. Western Ad Agency placed the order and H. K. Carpenter is account executive.

Chrysler Sales Division of the Chrysler Corp. through McCann-Erickson, will sponsor the next 26 of KTLA's Sunday Movies. Contract is slated to extend through Aug. 19. TV premieres, exclusively, will be shown during the 60-90-minute weekly programs.

General Electric Appliance Co., through Mays and Co. will sponsor the first half of KTLA's Double Feature for 13 weeks starting Mar. 14.

### New Walton Series On WOR

Sidney Walton has begun a 15-minute commentary series, across the board, on WOR, New York. He is being sponsored by Statco Corporation every day, except Thursday, which has been picked up by the Dollar Book Club. Harold Kaye is the agency for Statco, with Thwing & Altman handling the book club. Series, which began February 26, is aired at 7:45 p.m.

### Seek KCOH Transfer

Washington—Application to transfer control of KCOH, Houston, Tex., from Edward C. Hughes to William A. Smith through purchase of 83 shares of stock has been filed with the FCC.



By SID WHITE

### Man About Manhattan . . . !

● ● ● **BIGTOWN SMALL TALK:** Sharmon Douglas being offered by Wm. Morris for a 3-a-week teevee series. . . . Entire stem saddened by passing of Joey Adams' mother yesterday. . . . Jim Boles won the lead in "King's Row," but nixed it to play the heavy instead. Contract was too confining. . . . Harry Wismer, the travelingest sports broadcaster in the biz, speaks tonite at the Erie, Pa., Optimist Club and then hops out to Milwaukee to hand Don Gehrman, the great miler, the Champion Sportsman-of-the-Month Award Sat. nite. . . . Video Drive-In-Theater opened in Cleveland. . . . Tallulah won't accept any TV emcee job no matter what the fee. (Enough headaches doing the radio show, she sez). . . . Music publishers are flooded with double-talk novelty tunes. . . . Those musical notes on blonde-haired Geene Courtney's sweater is the song titled: "I Wanna Be Loved." . . . Nancy Craig spent an entire day at the White House last week observing a day in the life of the Pres. . . . Radioland talking about the huge plans Lee (KIXL) Segall, owner of "Dr. I. Q." has for presenting that gent (with a near \$50,000 give-away budget) in June at the Cotton Bowl.

★ ★ ★ ★

● ● ● **THE MORNING MAIL:** "Dear Sid," writes Sam S. Baker, of Kiesewetter Associates, Inc. "Here's one of those unusual radio coincidences that might amuse your readers. The Kroger Company has the Alan Young show on TV, and 'Share the Wealth' with Peter Donald on radio. Last week, Alan Young was injured and his substitute was Garry Moore. The same week Peter Donald was felled by the flu bug and his sub on broadcasts from Ft. Wayne and Grand Rapids was Chicago's Tom Moore. Same sponsor—same week—both stars disabled—and both replaced by a Moore. The Moore the merrier?"

★ ★ ★ ★

● ● ● **TVagrant Thawts:** There's a fecundity (a wot????) of modern dancing on teevee. Whassamatter with some old-fashioned tapping? And soft shoe? . . . While every comic bleats that once-a-month is more than enuf for a regular chore, the indomitable Milton Berle, who has a weekly stanza, guests on the Tony Martin show. . . . Why must a singing duo preface a number with a dance routine? They try to prove versatility, but most times prove only that they're lousy dancers. . . . Lovely Bobby Trelease, one of our better ballerinas, revealed a fine dramatic talent in "The Wisdom Tooth." . . . Whenever a male movie star visits a TVariety show, the comic and he invariably do a vaudeville duo routine that is about as witty as the menu in a Chinese restaurant. If the writers can't invent a more original gimmick than that archaic device, the future of teevee comedy is as genuine as that of a six-dollar bill. . . . Bob Monroe's "John Steele" has the punch of Sugar Ray. . . . Florence Kay, associated with Ann Lee in the management of the Bird-In-Hand Restaurant, sang on NBC teevee some years back. A top producer told her that "there's no future in television." . . . "What's My Line," without Dorothy Kilgallen and Hal Block, (as happened last week) loses much of its Sunday punch.

★ ★ ★ ★

● ● ● **IN ONE EAR:** World Video's prexy, Arnold Michaelis, tells the col'm he's readying a new panel show tagged "The Masked Martyrs," with Hollywood's likeable Jerome Cowan tentatively set as emcee. Married men will have a chance to air their beefs on this winding. . . . Jay Herbert telling of the letter he received from Jim Farley not long ago which he lost in a cab. He just got word that the letter finally wound up in a mid-West town where Jim's signature was auctioned off (for 85 bucks) for local hosp. fund. . . . All we can say about Time magazine's "Meet the Press" story is WOW!

## CAPITAL ROUNDUP

By BILL BAILEY

Washington Bureau of RADIO DAILY  
Washington — Applications for three new TV stations, two FM outlets and two AM have been filed with the FCC. They include:

Marseco Broadcasting Co., Columbia, S. C., seeks a CP for a new commercial TV station to operate on Channel 10, with effective radiated power of 25 kw, visual, and 12.5 kw, aural, and antenna height of 424 feet above average terrain.

Perkins Brothers Co., Sioux City, Ia., licensee of KSCJ, requests Channel 5, with ERP of 21.42 kw, visual, and 10.70 kw, aural, and antenna height 618 feet above average terrain.

Radio Roanoke, Inc., Roanoke, Va., licensee of WROV, has filed for Channel 5, with ERP of 13.1 kw, visual, and 6.55 kw, aural, and antenna height of 275 feet above average terrain.

Radio Columbia, Inc., Columbia, S. C., licensee of WCOS, has filed for a new Class B FM station to operate on 97.9 mc, with ERP of 1.52 kw, and antenna height 257.8 feet above average terrain.

Robert F. Neathery, West Plains, Mo., licensee of KWPM, asks a CP for a new Class B FM outlet to operate on 97.3 mc, with ERP of 1.285 kw, and antenna height 128 feet above average terrain.

## HISTORY IN THE MAKING FACTUALLY REPORTED by CLETE ROBERTS

Ace news commentator and foreign correspondent

Only radio newsman to cover Bikini and Las Vegas Atomic Blasts.

In his years on KFWB, top-ranking news analyst Clete Roberts has built a vast audience of faithful listeners. This audience is now available to you!

Represented Nationally by  
William G. Rambeau Co.

# KFWB

IN HOLLYWOOD

980 on the dial

## Fund Of \$97,500,000 For 'Voice' Sought

(Continued from Page 1)

provided in a lump sum rather than spreading it through the 1952 and 1953 fiscal years.

The international broadcast division of State Department, under which the "Voice" functions, will expand its staff by several hundred writers, producers and announcers if Congress appropriates the money asked by President Truman.

Officials refused to say where the stations will be located, except that "we hope to build a circle of transmitters around the Iron Curtain."

In asking for the appropriation the President specified it as a supplemental appropriation for the fiscal year 1951 which ends June 30th. The request was made in a letter to Speaker Sam Rayburn of the House.

The text of President Truman's message follows:

"I have the honor to transmit herewith for the consideration of the Congress a proposed supplemental appropriation for the fiscal year 1951 in the amount of \$97,500,000 for the Department of State.

### "Conditions Make It Imperative"

"Present world conditions make it imperative that we avail ourselves of every possible means for presenting the truth to the rest of the world and counteracting the distortions and untruths that the Communist leaders and their puppets are spreading. Incredible as it may seem, Communist lies are widely believed in many parts of the world because the people there have no way of learning the truth.

"The funds are needed to provide for the completion of radio broadcasting facilities designed to assure adequate radio coverage by this nation in critical areas of the world, and to make our campaign of truth more effective in countries behind the Iron Curtain.

"The projects included in this estimate represent the final links in a ring of radio transmitters and equipment for which the Congress has already appropriated substantial sums, and on which a great deal of progress has been made.

"It was originally intended that appropriations for the construction of the final stages be spread over the fiscal years 1952 and 1953. The gravity of the international situation now dictates that these plans be moved forward and that the funds required to complete the program be provided in this fiscal year so that the entire project may be completed at a much earlier date than originally planned. I consider this an essential part of our effort to achieve international stability and prevent the spread of aggression. I urge early and favorable action on the estimate."

### Milbourne Succeeded By Son

Baltimore—Waters Milbourne has been elected president of WCAO, succeeding his father, Lewis M. Milbourne, who has retired.

## ★ ★ TELE TOPICS ★ ★

**R**EACTIONS around the country to last Sunday's TV tribute to Richard Rodgers, with Mary Martin, Celeste Holm, Alfred Drake and a host of other stars taking part in the anniversary program of 25 years of the Rodgers-Hart and Rodgers-Hammerstein melodies over NBC-TV was almost without precedent. Key city papers went overboard in heralding the show. Build-up for the program was given throughout the cable area by Red Cross shoe dealers in newspaper space, plus the presentation of 25 giant-screen Philco TV sets presented to armed forces hospitals around the country—which newspapers carried as a human interest feature, helped to bring the show to public attention. Dealer reaction, according to the sponsors, has been overwhelming.

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**P**URSUING its policy of working directly with educators, WWJ-TV, the Detroit News has started a weekly series of programs in cooperation with Detroit Public Schools. Telecasts at 11:00 a.m. each Wednesday morning, directed by Kathleen N. Lardie, are beamed to elementary schools where they will be used as part of the actual classroom work. Most local schools have TV sets and those that do not will send their students to a set outside the building. Title for the series will be "Attention Please." And in the public service department, WPIX comes in with the announcement that starting tomorrow, "At the Mayor's Desk," featuring New York's Mayor Vincent Impellitteri, at 8:00, will go on film for the major portion of the show, during the next six programs.

★ ★ ★ ★

### TODAY'S TV Personality:

**G**EORGE S. JOHNSON, general manager and chief engineer for KOB-TV, Albuquerque, N. M., first became interested in radio when he had an opportunity to experiment with a neighbor's wireless set. With passing years this interest grew and in 1922 he had obtained his Amateur Operator's license in San Diego, Cal. In 1928, George graduated from the University of Colorado, and immediately entered the radio department of the General Electric Company in Schen-



JOHNSON

ectady, N. Y., where he stayed for three years. In 1932, George left this position to become chief engineer for KOB, where he built the station's first 10 kilowatt transmitter, and installed the first 50 kilowatt transmitter in 1941. When KOB applied for a TV station in 1946 George was made general manager and chief engineer. Today he still retains these duties and is also chief engineer for KOB-AM. He was born in Spokane, Washington on March 16, 1906.

★ ★ ★ ★

**S**USAN PETERS, whose NBC-TV daytime serial "Miss Susan" was to have begun this week, has been confined with a throat infection. Show will debut on Monday, March 12. . . . Florence Anglin has been signed for The Ford Theater's TV presentation of Sinclair Lewis' "The Ghost Patrol," starring Ernest Truex, next Friday night over CBS-TV. . . . DuMont's Maggie Johnson will be named the "Most Glamorous Housewife in Television" by John Robert Powers, head of the model agency, tomorrow. . . . James Smith, formerly of Paramount, and Robert Seiter, formerly of 20th Century-Fox, have joined the film editing staff of Jerry Fairbanks Productions. Both have been assigned to the "Bigelow Theater" video film series. . . . B. F. Goodrich Company has renewed its sponsorship of "Celebrity Time" over CBS-TV for another 52 weeks, effective with the broadcast of Sunday, April 1. Show is telecast Sundays at 10:00 p.m., featuring Conrad Nagel, Herman Hickman and Kyle MacDonnell. Agency is BBD&O. . . . An option on the commercial aspect of the fireworks displays, staged by the Cleveland Indians this season, has been taken by Leonard Traube Associates in a deal which calls for pyrotechnical advertising plugs in a package of 31 night games. Games will be telecast via WXEL. Under the arrangements, the advertiser's message, erected on a "set piece" in deep centerfield at the Municipal Stadium will be spotted as the middle commercial and televised in full.

★ ★ ★ ★

**S**TARTING April 2, "International Chef," featuring Major George Haig, will debut over WPIX. Show, scheduled for Mondays at 1:30 p.m. will be sponsored by Hearn's Department Store through Furman & Feiner. . . . Canada Dry Ginger Ale, Inc., has renewed for 52 weeks, effective April 8, its sponsorship of "Super Circus" over ABC-TV. On that date the popular children's program will enter its third year in video. Show is aired at 5:00 p.m. and features Mary Hartline as femmcee. Contract was placed through J. M. Mathes, Inc. . . . John Coburn Turner, director of programs for Goodson-Todman CBS productions, speaks on "Radio and Television" before the undergraduate members of the American Civilization Program at Princeton University, tomorrow. . . . Starting March 27, Procter & Gamble Co., Cincinnati, will sponsor "Kukla, Fran and Ollie" on Tuesdays and Fridays over NBC-TV. RCA and RCA Victor Division will present the show on Mondays with Ford Division, Ford Motor Co. retaining the Wednesday spot and Life Magazine continuing the telecasts on Thursdays. The Procter & Gamble contract was placed through Benton and Bowles. . . . Ilka Chase will be the guest panelist on "Twenty Questions" over WOR-TV, Friday, March 9, at 8:00 p.m.

## Mail Order Radio-TV Criticized By BBB

(Continued from Page 1)

concern mail order products, the BBB spokesman said that plans are under way now to create a set of suggestions that would be agreeable to all TV and radio stations and could eventually be adopted universally. Citing the standards that WPIX recently imposed upon mail order agencies before permitting an item to be shown, the spokesman commented that such a policy if embraced by all TV and radio networks would result in a sizable decrease in listener resentment.

The other 15 per cent of radio and TV complaints coming into the BBB at this time are in regard to contests, premium offers and home demonstrations. While not so commonplace as mail order misrepresentation, these gimmicks, aimed at attracting as large an audience as possible in a short time, are offending the public and measures are needed to channelize and control such devices.

The Rural New Yorker, an agricultural newspaper distributed along the Eastern seaboard, has been one of the main crusaders in the fight against unfair mail order TV and radio programs. A representative of the paper stated that each week hundreds of letters are received protesting the fraudulent tactics used by mail order programs, and if the trend continues the paper feels that listeners will soon regard all TV and radio offers as dishonest. The representative said, "There are many complaints that articles are not received and many times are practically worthless. The broadcasting companies have a responsibility to the public and while the money involved is not large in most cases, no one likes to be bamboozled."

### Three-Hour ET Series For WNBC, Saturdays

WNBC has allotted three hours on Saturday afternoons for a new recorded music program series conducted by Wayne Howell, one of the regulars on the NBC-TV Broadway Open House show. The program, "The House of Music," will premiere March 10.

A top feature of the series will be recorded interviews by Howell with name stars. He is reported to have about 150 lined up for spots on the show. The first broadcast will feature interviews with Jimmy Durante, Jerry Lester, Jose Ferrer, Lena Horne and Joan McCracken among others.

"The House of Music" will be divided into 15-minute segments for such special features as: "Congressional Records," in which Congressmen select their favorite patriotic music; "Double Exposure," a single tune interpreted by different vocal stylists and bands; "Funnybone Alley," the pet records of comics.

## Announce Agenda For ANA Convention

(Continued from Page 1)

on Business" and "Allocations and Their Effect on Advertising," the latter by Arthur C. Fatt, executive vice-president of Grey Advertising Agency, Inc. The second part of the first day's meeting, "Government Policies and their Effect on Advertising and Selling," will feature a panel discussion on "How Shortages and Priority Orders will Affect Advertising and Merchandising Facilities."

Two concurrent sessions will take place in The Homestead, Hot Springs, Va., on the morning of the second day, Thursday, March 29. One will be concerned with Consumer Goods and Services, the other on Industrial Goods and Services. A feature of consumer meeting will be a film, "The Candid Camera," produced by Allen Funt for Seagram-Distillers Corporation to show salesmen how the customers feel about the product due to advertising.

The most important questions relating specifically to media will be the subjects of several talks during the afternoon session. They include "Advertising Costs: Yesterday—and Tomorrow," by H. H. Dobbersteen, vice-president of Benton & Bowles, Inc.; "Typical Techniques and Costs of TV Film Commercials," by Don L. Kearney of the Katz Agency, Inc.; and "Successful Ways to Merchandise Your TV Advertising," by Willson M. Tuttle, vice-president of Ruthrauff & Ryan, Inc. The talks will be followed by a panel discussion on such topics as "Evaluation of Radio and TV Research Services," "Daytime TV," and "Trends in Radio Time Values."

Friday's meeting will deal with the "Effect of the National Rearmament Program on Advertising and Public Relations." A special feature of this session will be a talk by Secretary of the Army, Frank Pace, on "The Global Situation As Seen by the Pentagon."

## Cramer Gets New Post With DuM. Organization

(Continued from Page 1)

headquarters in Clifton, New Jersey. The new department will be responsible for DuMont's defense mobilization planning and will work with government officials on armed forces contract negotiations.

During World War II Cramer had charge of DuMont's negotiations with the government and planned the firm's war production, from its first contract with the Signal Corps.

### ATTENTION: MR. INDIE PACKAGER

Sales wise young man (26), ability, industry and experience; active all phases N.Y. T.V. Production. Available to you from March 12. Top references. Salary second to opportunity.  
Box 119 RADIO DAILY  
1501 Broadway, N. Y. C.

## Giveaway Prizes Decline Reported At Gift Showing

(Continued from Page 1)

aluminum items, is due to the current national emergency and is expected to curtail sharply the generous contributions that manufacturers have been giving radio and TV in the past.

A spokesman for the Everlast Metal Corp., whose products have been viewed on CBS' "Winner Take All," WNBT's "Kathi Norris Show" and over many VIP service programs, said that their concern was in the process of conversion, and that further TV participation was inadvisable at this time.

A representative of the Rainbow Art Company, glassware manufacturers, whose merchandise is offered each week as a premium prize on NBC's "Welcome Travelers" stated that the glass industry had not been too hard hit thus far by world events, so that his firm would continue to donate a large assortment of glass items to radio and TV because of the favorable results that have been obtained. He added that if the future emergency is similar to the one during the last war, glass manufacturers would be able to meet 95 per cent of their obligations.

A member of the firm of Newland, Schneeloch & Pike, a California Ceramics Co., commented that his organization has displayed items over CBS' "Grand Slam" for over two years and has been highly pleased with the response, not only from retailers, but from many buyers who wrote in requesting information on specific numbers. The spokesman said the company expected to continue its policy of supplying radio and TV programs with sure-fire wares.

Another ceramic manufacturer, who produces Concord Glassware, confirmed the amazing success of radio and TV participation. He declared that since his firm has been using the "Kathi Norris Show" to display a TV centerpiece, several stores like Hearns, Namms and Abramsons have purchased the item to give away with each store purchase of a TV set. He added

## Philadelphia Stations To Divvy Baseball TV

(Continued from Page 1)

for coverage, with details of the division of the contests among the stations to be worked out.

The baseball program will be co-sponsored by The Atlantic Refining Company and the Ballantine Ale & Beer Company, and will be directed by N. W. Ayer & Son, Inc., Atlantic's advertising agency.

A total of forty-four league games have been scheduled by the Athletics and forty-one by the Phils. Byrum Saam and Claude Haring will announce the Athletics games, with Gene Kelly and Bill Brundige handling the chores for the Phillies.

however, that although he was highly satisfied with results thus far, plans were being made to discontinue such TV and radio operations because of increasing shortages.

A spokesman for Rorstrand, Inc., a Swedish Chinaware producer, the third oldest in existence, said that his firm has used the "Mr. & Mrs. Shopping" program over WOR-TV, the "George Putnam Show" over DuMont, and the "Margaret Arlen Show" on WCBS-TV, with remarkable dividends and would continue to support other TV shows until imports from Sweden began falling off. He said the policy of Rorstrand has been to combine European tradition with modern taste and so far the TV experiment has paid off well.

The general trend at this time appears to be that all firms specializing in brass, aluminum, copper, and silver wares will definitely limit any further TV gift displays until the present national emergency is over, while those manufacturers dealing mainly with ceramics, plastics, and non-metals will continue radio and TV participations due to the high returns and small cost of give-away advertising.

## First Color TV Set For Department Store

(Continued from Page 1)

week only. This is due to other urgent needs for the color system. According to present plans, twenty to thirty receivers will be installed at various vantage points throughout the store.

Boston is regarded as an ideal spot to try out color as the "Hub" is one city serving an immense trading area where color TV has not been shown. In addition, with Jordan-Marsh celebrating its 100th anniversary, all plugs will be pulled out in a tremendous publicity and promotional splash.

While the March 26 date is regarded as almost certain, it has been learned that the showing has already been postponed on three occasions. Even so, the local store is going ahead on plans to have a permanent color TV set-up ready for the Fall showings. Jordan-Marsh has already had a taste of TV, having been one of the first stores to jump into the medium when it became available in Boston.

## Hamilton Starts On WQXR

The Hamilton Watch Company recently began sponsoring WQXR's "Symphony Hall" program, broadcast Thursday nights from 8:05 to 9 p.m. The agency is BBD&O.

## BEST SELLER

Answers to KDKA's Tello-Test questions are on the "best seller" list in Pittsburgh libraries! Last year one group of libraries handled 80,000 telephone requests for answers to this participating quiz show. In addition, thousands of people came to 63 other libraries to copy answers from posted lists. Tello-Test, broadcast at 1:00 and 6:15 PM, has hit the Pittsburgh jack-pot. No availabilities right now, but KDKA or Free & Peters will be glad to put you on the reservation list.

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

EQUIPMENT  
PRODUCTION  
STUDIOS

# RADIO TELEVISION DAILY

SPONSORS  
BUSINESS  
AGENCIES

VOL. 57, NO. 5

NEW YORK, FRIDAY, OCTOBER 5, 1951

TEN CENTS

## TV FREEZE LIFT SEEN IN FEBRUARY

### Web Using Film Presentation To Sell Radio

#### NBC Finishes New Film To Promote Radio Sales

NBC radio, yesterday, unveiled the network's new and dramatic film sales presentation at a special press conference held at "21." Following the initial showing, network sales executives will show the new half-hour color film presentation to advertisers and agencies in all parts of the

(Continued on Page 7)

#### FM Web To Carry New Concert Series

Washington Bureau of RADIO DAILY

Washington—Beginning October 7 WGMS will feed live concerts from the Library of Congress to the Continental FM Network, it was announced here yesterday.

First in the series will be the Budapest Quartet, scheduled for 3 p.m. Sunday. Later a series of concerts by the National Symphony

(Continued on Page 7)

#### Priority Assistance Granted To Amateurs

Washington Bureau of RADIO DAILY

Washington—In an effort to keep amateurs on the air and encourage expansion of ham activities in defense and security, the National Production Authority yesterday is-

(Continued on Page 7)

#### Plan Fall Meeting

The Michigan Association of Broadcasters will hold their fourth annual meeting at the Fort Shelby Hotel in Detroit on November 2 and 3. It was announced yesterday. Sixty-four member stations will participate in the two-day session and officers will be elected for the ensuing year. Edward F. Baughn is president of the association.

#### Gillette Asks For Multi-Sponsorship

Ten manufacturers of radio and TV sets were reportedly being asked to put up \$100,000 for the purchase of the radio and TV rights to the Louis-Marciano fight by Gillette, prepared to put up an equal sum for the entire rights. It is believed that the International Boxing Club's price for the rights, scheduled in New York for Oct. 26, is \$200,000. In Washington, a spokesman for the RTMA stated that although he had heard that individual manufacturers were discussing possible sponsorship, the RTMA was making no effort to raise money for the rights.

### Broadcasters Support Halley Pays Tribute To Pennsylvania Week

Innumerable national radio programs will pay special tribute to the Keystone State during Pennsylvania Week, Oct. 15 to 21. Initiating the air salute will be U. S. Steel in its Sunday evening Theater Guild of the Air program on Oct. 14, which will again honor the Commonwealth as a preliminary to the great community festival which gets under way the following day. Governor John S. Fine and announcer George Hicks will speak regarding Pennsylvania Week from

(Continued on Page 5)

#### DuMont To Demonstrate Color TV At Aviation Test

Over 1,200 military and business leaders will see the latest ramjet aircraft engine in action by means of a DuMont color TV camera, at demonstrations to be staged during meetings of the National Advisory Committee for Aircraft at Lewis Laboratory, Cleveland, Ohio, on

(Continued on Page 7)

Urging New York radio and TV stations to do their utmost to get people out to register for voting during the next few days, Rudolph Halley, former general counsel of the Kefauver Crime Investigating Committee, addressed the opening luncheon of the Radio Executives Club at the Waldorf Astoria Hotel yesterday. Halley is a candidate for the presidency of the New York City council.

Halley complimented both radio and TV for job done in covering

(Continued on Page 7)

#### Educational Series Set For Fall-Winter Season

Philadelphia—Approximately eight hours of public service programming on WFIL and WFIL-TV will be presented this fall in cooperation with schools, colleges and universities throughout the station's coverage area. Dr. Roy K. Marshall, educational director of the Philadelphia Enquirer stations, will super-

(Continued on Page 5)

### Radio-TV To Be Discussed At Advertisers Convention

Advertising as the best ally for freedom was the keynote of the message of Dr. A. Gainza Paz, publisher-editor in exile of La Prensa, in speaking yesterday at the launching of the third international advertising convention in the Hotel Plaza, at which he was honored guest and presented with an inscribed scroll by the Export Advertising Associa-

tion, sponsors of the convention. Advocating "free resources and manpower dedicated to peace," noted radio commentator Henry J. Taylor further developed Dr. Paz's theme in his luncheon address on "Looking Ahead at Home and Abroad."

Radio and television will hold the

(Continued on Page 2)

### FCC TV Allocation Believed Ready For 1952

Washington Bureau of RADIO DAILY

Washington—Indications that the FCC hopes to have a final television allocation and thereby lift the freeze early in 1952 were seen yesterday in a routine decision of the secretary, announced by the Commission. Atlanta Newspapers, Inc., was granted a special temporary authorization to

(Continued on Page 5)

### Hadacol Creditors Form Committee

Radio creditors of Hadacol, the patent medicine promoted by State Senator Dudley J. Le Blanc of Louisiana learned yesterday that Judge William Bondy in United States District Court has approved a petition of the Le Blanc Corporation of Maryland to reorganize the company. Le Blanc was a heavy purchaser of spot time radio in the

(Continued on Page 5)

### Canadian Radio Set Sales Decline In Aug.

Montreal—Sales of radio receiving sets in Canada dropped sharply in August to 36,023 from 50,876 a year ago, while inventories showed as sharp a reversal, jumping to 227,990 from 161,555 in August,

(Continued on Page 5)

#### Birthday Present

Hollywood—Marking the start of his 40th year in the motion picture industry, Phil Rosen, veteran Hollywood director, was signed by Jerry Fairbanks Productions to direct "The Lonely One," new "Front Page Detective" video film. The program marks Rosen's first TV film assignment. He started as a cinematographer in the industry.





Established Feb. 9, 1937

Vol. 57, No. 5 Friday, October 5, 1951 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-Pres.; Charles A. Alicoate, Sec'y. Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free) United States, \$15.00 one year. Foreign, \$20.00. 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.

**WASHINGTON BUREAU**

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**WEST COAST OFFICES**

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Phone: Franklin 2-3238

**ROME BUREAU:** John Perdical, Ludovisi 16.  
**PUERTO RICAN BUREAU:** Antonio Alfonso, Edificio Ochoa, San Juan, P. R.; P. O. Box 3385; Telephone: 2-2305.

**FINANCIAL**

(October 4)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
ABC	133 <sup>3</sup> / <sub>8</sub>	125 <sup>5</sup> / <sub>8</sub>	131 <sup>1</sup> / <sub>4</sub>	+ 1/2
Admiral Corp.	255 <sup>5</sup> / <sub>8</sub>	251 <sup>3</sup> / <sub>4</sub>	253 <sup>3</sup> / <sub>8</sub>	—
Am. Tel. & Tel.	159 <sup>3</sup> / <sub>8</sub>	159 <sup>3</sup> / <sub>8</sub>	159 <sup>3</sup> / <sub>8</sub>	+ 3/8
CBS A	287 <sup>3</sup> / <sub>8</sub>	285 <sup>3</sup> / <sub>8</sub>	287 <sup>3</sup> / <sub>8</sub>	+ 1/8
CBS B	283 <sup>3</sup> / <sub>8</sub>	281 <sup>3</sup> / <sub>8</sub>	282 <sup>1</sup> / <sub>2</sub>	+ 1/8
Philco	271 <sup>1</sup> / <sub>2</sub>	267 <sup>3</sup> / <sub>8</sub>	271 <sup>1</sup> / <sub>2</sub>	+ 1/8
RCA Common	24 <sup>1</sup> / <sub>4</sub>	24	24 <sup>1</sup> / <sub>4</sub>	+ 1/8
RCA first pfd.	77	76	76	+ 1/2
Stewart-Warner	193 <sup>1</sup> / <sub>4</sub>	191 <sup>1</sup> / <sub>2</sub>	193 <sup>1</sup> / <sub>4</sub>	+ 1/4
Zenith Radio	69 <sup>3</sup> / <sub>8</sub>	68 <sup>3</sup> / <sub>8</sub>	69	+ 1/2

**NEW YORK CURB EXCHANGE**

Du Mont Lab.	173 <sup>3</sup> / <sub>8</sub>	171 <sup>1</sup> / <sub>4</sub>	171 <sup>1</sup> / <sub>4</sub>	— 1/4
Hazeltine Corp.	415 <sup>3</sup> / <sub>8</sub>	411 <sup>1</sup> / <sub>2</sub>	411 <sup>1</sup> / <sub>2</sub>	— 1/2
Nat. Union Radio	4 <sup>1</sup> / <sub>4</sub>	4	4 <sup>1</sup> / <sub>4</sub>	+ 1/8

**OVER THE COUNTER**

Stromberg-Carlson	Bid	Asked
	12 <sup>1</sup> / <sub>4</sub>	13 <sup>1</sup> / <sub>2</sub>

**Howard W. Cheney**

Howard W. Cheney, West Coast manager of the Erwin Wasey Advertising Agency, died suddenly on Tuesday, Oct. 2, at his Beverly Hills home. He was 47 years old. He had been in the advertising field for several years.

Survivors include his widow, Mrs. Bettina Cheney; father, William, of Terre Haute; and a sister, Mrs. Charles E. Mills, Washington, D. C.

THE ONLY STATION THAT ACTUALLY DELIVERS COMPREHENSIVE COVERAGE OF THE KING OF THE MOUNTAIN MARKET

**KGW PORTLAND OREGON**

ON THE EFFICIENT 520 FREQUENCY

**Radio-TV To Be Discussed At Advertisers Convention**

(Continued from Page 1)

spotlight in today's busy agenda, with an afternoon panel session on broadcasting to be moderated by Ken Campbell, president of Publicidad Interamericana, Havana. Participants include Jose Ramon Quinones, vice-president of the Puerto Rican Association of Broadcasters and owner of WAPA, San Juan; Walter Lemmon, president of Worldwide Broadcasting Corporation and station WRUL; James Zea, manager of the radio department of National Export Advertising Service; A. M. Martinez, vice-president of Melchor Guzman Company; Mario Garcia Pena, president of Propaganda Epoca, Colombia; and Raul Capurro, Publicidad Capurro and Company, Montevideo.

**EAA Annual Award**

Two highlights of today's closing-day session will be the EAA's annual award presentation for outstanding achievements in international advertising and marketing and awards for outstanding advertising to be given by the Association of International Advertising Agencies.

This morning's session opens with a talk on "A Commuter's View of World Advertising" by William Honneus, advertising director of Time International. He will be followed by Henry E. Abt, president of Brand Names Foundation, in an address on "Brand Names in Foreign Trade—Symbols of the American Way of Life." Other special speakers today will be David Yunch, vice-president of R. H. Macy

and Company, Inc.; and Thomas D. Cabot, of the Division of International Security Affairs, State Department, Washington.

The afternoon program is chaired by Arthur Kron, Gotham Advertising. Following the radio-TV panel, there will be another panel session at 3 p.m. on publication advertising, with Robert Dunwoody, of McCann-Erickson, Inc., as moderator. Speakers will include Major Wellesley Aron, of Aron Advertising Company, Tel Aviv, Israel; F. Fleischman, Jr., advertising manager of the export division of Ford Motor Company; George V. Barnes, export advertising manager of Bristol-Myers Company; Julio Vargas, manager of DuPont's export division; and Roberto C. Bissone, director of Eter Publicidad, Buenos Aires.

Final session at 4 p.m. will also be a panel, on the theme of "Advertising Previews of 1952," which will have as moderator Fitzhugh Granger, of International Harvester Company. Participants include Richard P. Hildredth, Standard Oil Company of N. J.; Alfred B. Reed, Eastman Kodak Company; Manuel Perez, Miles Laboratories; William J. Reilly, RCA International Corp.; C. Leonard Shaw, Norton Company; and Braxton Pollard, Monsanto Chemical Company.

**COMING and GOING**

OSCAR A. MORGAN, general sales manager of Short Subjects and Paramount News, returned yesterday from a 3-day business trip to Jacksonville, Fla.

JOHN WELLMAN of WERE, Cleveland, O. left for the Coast to be on hand for the Cleveland Browns-Los Angeles Rams games, assisting BOB NEAL, station manager and sports director, who travelled with the team.

ALICE ROTHWELL, WDRC's (Hartford, Conn.) women's commentator, leaves Sunday for the Richmond Tobacco Festival in Richmond, Va., in company with Shirley Ann Sullivan, Connecticut Cigar Valley Queen, who will enter the beauty competition.

JULIO COSI, JR., of Publicidade Eclética S. A., Sao Paulo, Brazil, who is in New York for the third international advertising convention, leaves tomorrow for a tour of Niagara Falls and Toronto and then will fly to the West Coast, and will proceed to New Orleans and Havana, prior to returning to South America. He is accompanied by this joint business-vacation trip by his mother, foremost 'ham' radio operator South of the Border.

G. W. "JOHNNY" JOHNSTONE, the NAM's radio and TV director, leaves Hollywood tonight after a two-week's stay to spend a week in San Francisco.

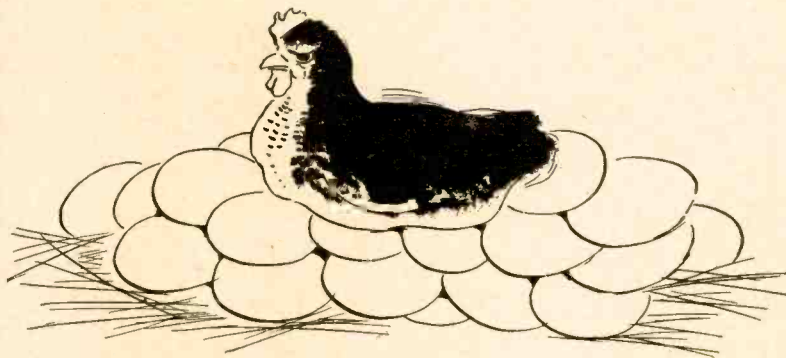
MARION F. JORDAN, Universal International foreign department exec, is leaving over the week-end for a survey of business conditions in Venezuela, Argentina and Uruguay.

HARRY G. BRIGHT, station relations manager for International Events, Inc., is in Oak Ridge, Tenn., to conduct a promotional campaign for WOKE, a new kilowatt daytimer, which went on the air last Saturday.

JOHN D. BARE, station manager of WHVR, Hanover, Pa., BOYD KELLEY, general manager of KTRN, Wichita Falls, Texas and RAY OGILVY of station WIUS, Gainesville, Fla., are in town on station business conferring with Mutual officials.

*Send Birthday Greetings To—*

- October 5
  - Bob Bryon J. W. Bixler, Jr.
  - A. A. Klinger James S. Appell
- October 6
  - George Crandall John Reber
  - Charles Pearson
  - Arthur H. Ashley
- October 7
  - Andy Devine Vaughn Monroe
  - Harold Davis Alfred Wallenstein
  - Frances Moore Charles Pekar
  - Marjorie Carroll
- October 8
  - Tiny Ruffner William N. Robson
  - Sherill Ellsworth
- October 9
  - Walter Compton Lee Wiley
  - Robert Armbruster Bob Simon
  - John Guedel Marge Louise Stein
- October 10
  - Johnny Green Charles Pickard
  - Virginia West Donald Dawson
- October 11
  - Jeff Bryant Jimmy Donnelly
  - Opal Craven
  - Norman Stanley Case



**You get a lot for a little\***

\*MORE LISTENERS-PER-DOLLAR than any TV or radio station in Baltimore

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY





**Successful advertisers must reach people —  
a lot of people — a lot of people **OFTEN!!!**  
**AND AT LOW COST!!!****

**WLW**  
**DOES JUST THAT!**

“Television,” says the national advertiser, “is affecting AM radio.”—Yes, we agree—but, **HOW MUCH?—WHERE?—TO WHAT EXTENT?**

In the WLW Merchandiseable Area, WLW, with television going full blast, delivers advertising impressions at a *LOWER* cost per thousand than any other radio station—combination of radio stations—newspapers—national magazines—any TV station or combination of TV stations . . . your lowest cost per advertising impression in “1/10TH

OF AMERICA”—virtually the same cost per thousand in 1946 (before television).

The whole study is completely and graphically explained in WLW's latest analysis of “1/10TH OF AMERICA” (WLW's Merchandiseable Area), entitled “WHAT PRICE PEOPLE?”

Our national offices are currently presenting this outstanding fact-packed film. If you have not had a showing, call or write one of our offices, and a date will be arranged.



**THE NATION'S STATION**



## Broadcasters Support Pennsylvania Week

(Continued from Page 1)

the executive chambers at Harrisburg during the program, heard over the NBC web. Later Hicks will describe the construction and eventual operation of the largest steel plant at Morrisville, in Bucks County, Pa.

Official opening day of the week will have special tributes on the Railroad Hour and Telephone Hour, both aired over NBC. During Saturday, Oct. 20, Armstrong Cork's dramatic show will feature Pennsylvania Week announcements and the Army Recruiting Service will salute the state and star Pennsylvania songster, Eddie Fisher.

### Special Commentators

Sandwiched on the days throughout the Keystone State's observance will be special commentary on such nationally-known shows as those of Arthur Godfrey, Bill Slater's "Twenty Questions," the Army Air Force Band, Bands of America, and the daily news programs of the Chevrolet Dealers. Further audience-pleasing Pennsylvania Week radio feature will be half-time ceremonies at the scores of football games to be broadcast on Oct. 13 and 20. Through the Pennsylvania Interscholastic Athletic Association, high school bands will perform Pennsylvania themes and salute the Commonwealth's Week of celebration. Descriptive commentary from sports announcers will bring the novel feature into the living-rooms of thousands of Pennsylvanians.

### "Grass Roots" Ideas

In addition, there will be numerous programs developed and broadcast on local stations, which will carry out the "grass roots" idea behind this year's celebration. This recognition of the state will range from short announcements or station breaks telling what the state has accomplished for the nation's welfare and defense to 15-minute programs dramatizing the state historically.

Tribute via broadcasting is being arranged through the 1951 statewide radio and television committee organized under state general chairman I. S. Sahli and headed by Victor C. Diehm, president of the Hazleton Broadcasting Company. Regional chairmen include Roy Morgan, WILK, Wilkes-Barre; Charles C. Denny, WERC, Erie; James Chambers, WHOL, Allentown; John S. Booth, WCHA, Chambersburg; Charles R. Petrie, WISL, Shamokin; Roger Clipp, WFIL, Philadelphia; George J. Podyen, WHJB, Greensburg; Thomas Metzger, WMRP, Lewistown; and Jim Murray, KQV, Pittsburgh.

## Educational Series Set For Fall-Winter Season

(Continued from Page 1)

vide the programming. Dr. Marshall is widely known for his "Nature of Things" series which are heard on the NBC TV network.

## FCC Indicates Allocations No Later Than Feb. 15

(Continued from Page 1)

operate WSB-TV (formerly WCON-TV) on a commercial basis in accordance with its current construction permit, except with transmitter power output of 5 kw visual and 2.5 kw aural.

The station begins September 30 and ends "in no event later than February 15, 1952, subject to final action taken by the Commission in the television proceedings."

This would indicate, say observers, that the Commission has set a goal of announcing its final TV allocations no later than February 15 and more likely before. It also is expected that the Commission will lift the TV freeze at the same time.

The Commission action, coupled with the New York address Tuesday by vice-chairman Paul A. Walker before the National Council of Churches of Christ in the United States of America, gave more than passing inference that the TV question soon will be resolved. Said Walker: "It is reasonable to expect that in the near future the whole nation will be served by television." Again he told the churchmen: "When the television freeze is

## Canadian Radio Set Sales Decline In Aug.

(Continued from Page 1)

1950, it is reported by the Radio-Television Manufacturers' Association of Canada.

Total for the first eight months of this year reflects the continuing downward trend in sales with 1951 figures off to 354,194 from 395,945 in the same period a year ago.

Record players show a similar pattern, with August sales off to 2,695 from 3,351 a year ago, while inventories jumped to 18,594 from 9,606 in the same period. Sales over the eight months to Aug. 31 were about equal with 18,270 in 1951 and 18,258 in 1950, the report shows.

Comparable figures for July of the year show radio sales 28,062, inventory 225,026, and record player sales 1,325, inventory 19,712. While August sales in both classifications show improvement, inventories of radio were higher and inventories of record players were down slightly.

## NPA Ups Metal Quotas

Washington — To permit more freedom in placing authorized controlled materials order for steel, copper and aluminum, the NPA yesterday amended direction 3 of CMP regulation 1, authorizing manufacturers to order up to 40 per cent of their quarterly allotments of the critical metals for delivery in any month of that quarter.

Previously manufacturers were permitted to schedule not more than 35 per cent of their quarterly allotments of controlled metals for delivery in any one month.

lifted we will witness a rapid and enormous growth in the video medium."

Meanwhile the FCC has put aside everything but the most pressing business in order to assign at least 15 staff members to the task of reading, digesting and evaluating the hundreds of sworn statements filed in connection with the TV allocation proceedings.

Another recent indication that the TV allocation and freeze will be disposed of by February came in postponement of the theater TV proceedings from November to February 25. The postponement was contained in a terse announcement, but a few days later the Commission followed it up with an opinion and order which stated that because of the TV allocation proceedings, which were taking most of the Commission's time, the theater TV question was postponed until February.

That gave rise to speculation that the FCC fully expects to have the TV allocation settled and the freeze lifted before it tackles the TV theater question.

Odds here are the allocation finally adopted for at least a year the first will be substantially what the Commission proposed last March in its third notice.

## Hadacol Creditors Form Committee

(Continued from Page 1)

South and some stations were caught when the company went into receivership recently.

### Creditors' Group Formed

It was announced yesterday by Mortimer J. Davis, executive vice-president of the New York Credit and Financial Association, that his organization had formed a creditors' committee to protect more than 6,000 concerns that have claims against Hadacol.

When the Le Blanc corporation was purchased for a reported \$8,000,000 by a syndicate of New York business men from the Le Blanc Corporation of Louisiana, the company was spending around \$1,000,000 a month in eighteen states to promote the product. Later the Federal government placed a \$650,000 tax lien against the Louisiana plant in lieu of taxes owed by the old firm. Subsequently advertising bills for talent, radio time and newspaper space accumulated.

### Le Blanc Denial

Senator Le Blanc, now running for governor in Louisiana, said in New Orleans that if he were not running for governor this situation would not have developed. He inferred someone was trying to embarrass his candidacy.

Profitable TV Audience  
exclusive with  
**WGAL-TV**  
Channel 4  
**LANCASTER, PENNA.**

Only TV station in—only TV  
station seen—in this large,  
rich Pennsylvania market area.

NBC  
TV AFFILIATE

Clair R. McCollough, Pres.

A STEINMAN STATION

Represented by

**ROBERT MEEKER ASSOCIATES**

New York Los Angeles San Francisco Chicago

# AM ~ TV ~ EQUIPMENT ~ FM ~ FAX

Section of RADIO DAILY, Friday, October 5, 1951

## TV EXPANSION IN S. A. INDICATED

### Record Industry Confers With O.P.S.

Members of the Phonograph Record Industry Advisory Committee met recently with officials of the Office of Price Stabilization to discuss proposals for establishing a specific ceiling price regulation for recording.

Record manufacturers currently are under the Ceiling Price Regulation 22, the manufacturers' regulation, but OPS is exploring the possibilities of a new, specific dollars and cents regulation.

Industry members told OPS officials that they felt that their prices should not be subject to controls since their business is a part of show business which is exempt. In addition, some argued, production costs, many of which are not controlled, might rise and force a squeeze if record prices are controlled.

One group has already petitioned the OPS to decontrol the industry but the government agency has taken no action as yet. The OPS said that it might not approve any such action and told the committee that it was seeking to find some means of applying ceiling prices to records. The committee members were asked to consider either the dollars and cents regulation or some other type of simple regulation.

Members of the committee present at the meeting were: James B. Conkling, president, Columbia Records, Inc.; A. R. Ellsworth, Research Craft Co., California; Donald H. Gabor, Remington Records, New York; Henry L. Gage, Westminster Recording Co., Inc., New York; John S. Kelley, Jr., King Records, Inc., Cincinnati; Howard B. Lettis, RCA Victor Records; James W. Murray, Capitol Records, Inc., New York; Milton R. Rachmil, president, Decca Records, Inc., New York; John Stevenson, Children's Records Guild, New York; Frank B. Walker, M-G-M Records, New York.

### GE Receives Award From Management Group

General Electric Co., for the second consecutive year, has been awarded the Certificate of Management Excellence for 1951 of the American Institute of Management, polling 8,805 points out of a possible 10,000 under the Institute's method of appraising.

In auditing a management, the Institute evaluates such categories as economic function, corporate structure, health of earnings growth, fairness of stockholders and research and development.

### RCA Rectifier Tube

Harrison, N. J.—The RCA tube department has announced a xenon-filled, half-wave rectifier tube, designed to meet military specifications for a rectifier capable of performing efficiently under extreme ambient temperatures. The new tube, RCA-3B28, because of its xenon content, will function in severe heat and cold. Its rugged construction permits use under conditions of severe vibrations.

### New Electronic 'Glove' Protects TV Mast

The multi-fingered TV mast atop the 102-story Empire State Building will soon be protected from the hazards of winter weather by a new electronic "glove" that will assure telecast receptions even in sub-zero weather.

The electronic protection, a heating system involving two thermostats, similar to those used in homes, attached to each transmitting unit and sending a signal to an electronic control device, was designed by Minneapolis-Honeywell to knock off small ice particles formed by moist air rising from street level and condensing on the cold steel of the antenna.

The "glove" will also keep the transmitting units free of dust which also interferes with reception. The large bodies of water around New York supply moist air which tends to condense on the tower and attract and hold dust particles. The new heating unit reduces the condensation.

### Commerce Dept. Figures Covers Canada, Europe, South American Countries; Only Haiti, Panama, And Paraguay Have No TV Station Plans

Indicating TV expansion in South American countries already underway, the New York regional office of the U. S. Department of Commerce yesterday released the results of a Foreign Television Development Survey. The report covered Canada, South American and European countries; the report as it relates to South America and Canada is as follows:

**Argentina:** First TV station expected to be ready for operation in fall of 1951 at Buenos Aires. Standard lines—625; frames—25; power—5 kw. By using an 8-bay triangular loop antenna, the effective radiated power will be approximately 40 kw.

**Bolivia:** TV transmission not anticipated for several years.

**Brazil:** 2 stations; Sao Paulo—PRF3, standard lines—525; frames—30; power—5 kw; receivers in use—3,600, as of 4/51; Rio de Janeiro, standard lines—625; frames—25; receivers in use—3,600, as of 4/51. Two more stations are planned, one at Belo Horizonte, and one at Porto Alegre.

**Canada:** 2 stations to be completed—Montreal—7/52, Toronto—3/52. Montreal: standard lines—525; frames—30; Toronto: standard lines—525; frames—30; receivers in use—1,350,000, as of 2/51. One-way daily microwave service on an 8 consecutive hour basis between Buffalo and the 2 stations will be provided.

**Chile:** TV not anticipated for some time. Government recently refused foreign exchange to import equipment.

**Venezuela:** No development expected for two years. Subject very active. Camara de Radiodifusion.

**Colombia:** Station to be built in Bogota. It was reported in August 1951 that a contract for a supply of TV equipment had been awarded to two British firms by the municipality of Bogota. The Marconi Co. will supply the transmitter and complete studio center, while E. K. Cole will supply the receivers.

**Cuba:** 2 stations—Habana—CMUR, Habana—CMQ; standard lines—525; frames—30; receivers in use—18,000, as of 5/51. TV chain to be completed before end of 1951.

**Guatemala:** In talking stage.

**Haiti:** No plans for near future.

**Mexico:** 2 stations—Mexico City—XHTV, Mexico City—XEW, (Matamoras—XELD, to open 9/51). Standard lines—525; frames—30; power—5 kw; receivers in use—3,500, as of 4/51. Government requires all TV receivers entering Mexico to be non-synchronous. Construction granted for 11 new stations.

**Panama:** No plans.

**Paraguay:** No plans.

**Peru:** One Lima radio broadcasting company reportedly interested but no action yet taken.

**Uruguay:** 1 station at Montevideo planned. Purchase of TV equipment from U. S., British or other European sources depends on technical studies made by Servicio Oficial de Difusion Radio Electrica (SODRE) engineers, and the result of bids, to be called for soon. Operation expected by end of 1952. A private company formed two years ago to build a TV station is withholding action waiting to observe the official installation.

## PERSONALITY PARADE

• • • Walter C. Skuce, National Production Authority's asst. administrator for production controls, back to private business with Owens-Corning Fiberglass Co., Toledo. He is replaced by economist and government career man William C. Truppner. . . . Five new members—four senior and one associate—have been named to the Chicago land chapter of "The Representatives" of Radio Paris Manufacturers, Inc. They are Roger Clark, Dave Dolin, Ralph T. Sullivan and Wesley L. Wilson, seniors, and Frank Gassner, associate. . . . Raymond S. Perry formerly general sales manager of Federal Telephone & Radio Corp., Clifton, N. J., was elected v-p and director of the firm. . . . John W. Belanger, Schenectady, and Nicholas M. DuChemin, New York, elected v-p's of General Electric. . . . Philco Corp. upped Joseph H. Gillies to v-p and general manager of its Gov't. and Industrial division and Willman J. Peltz, who had the job before Gillies, to v-p in charge of operations of the radio and TV division. Philco also boosted Palmer M. Craig, former director of engineering of the electronics division, to v-p in charge of engineering of the radio and TV division. . . . Arthur W. Burten joined the Astron Corp., E. Newark, N. J., as ad manager and a member of Astron's sales dept. . . . Jack Freitsch named Cincinnati zone manager of the Crosley division of the Avco Manufacturing Corp. . . . Walter H. Stellner, v-p in charge of national defense division of Motorola, resigned Oct. 1, but will still act as consultant and board member. . . . Herman Holstein resigned as ad manager of Hudson Radio & TV Corp., New York.

### ENGINEERS — CONSULTANTS

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## NBC Film Sells Radio; Previewed By Press

(Continued from Page 1)  
country. Presenting NBC's new and slick sales pitch, was Charles R. Denny, executive vice-president of the network, who after outlining the general theme of the documentary, also revealed that NBC, today at noon, would announce the results of the network's basic economic study of network radio, which has occupied the attention of the SPAC committee since early in the week. Denny said results of the committee's findings would be given to affiliates on the closed circuit at noon, today, and released to the press half hour later. It is reported that NBC will announce a drive to get more radio stations and will offer a commentary and pattern on rate adjustments.

"This . . . Is NBC," the new presentation was then shown. It proved to be a hard-hitting sound-slide film, using the voices of virtually every top star on the network, a 26-piece orchestra playing specially-composed music, four different announcers, and the voice of John K. Herbert, vice-president and general sales manager for the NBC radio network. Theme carried through the film is the net's radio slogan, "People Sell Better Than Paper" and emphasis is placed on the fact that "network radio is the most taken-for-granted advertising force in the land."

The presentation then offers a positive comparison of advertising media, backed by research, and establishes the fact that 19 persons out of every 25 listen to NBC radio and follows with the statement, "more people are reached by NBC radio than by any other advertising force in the world, including all television."

## Priority Assistance Granted To Amateurs

(Continued from Page 1)  
sued a new order, M-85, granting priority assistance to FCC-licensed amateur stations and stations used by the Civil Air Patrol in obtaining supplies for maintenance and repair, for capital additions to existing stations.

Under the new order a licensed station operator who needs hard-to-get parts may place a delivery order with his supplier, using the allotment symbol MOL to obtain controlled materials such as steel, copper and aluminum, and the rating DO-MRO for components and end equipment. His delivery order must be certified over his signature and show the station call letters.

# ★ ★ TELE TOPICS ★ ★

IT was a surety that Eugene O'Neill's "Ah! Wilderness," first production on the bi-weekly series over ABC-TV, Wednesday night, and sponsored by the Celanese Corporation of America, would bring a new distinction to television. The warm-hearted drama of the Connecticut editor and his trials, was superbly played by Thomas Mitchell, Roddy McDowall, Dorothy Peterson and Howard St. John—and this despite memories of George M. Cohan in the featured role, close to twenty years ago. Lighting throughout the hour-long adaptation of O'Neill's tender comedy was excellent and the show, under Alex Segal's direction, was a tightly knit affair, which seemed to lose none of its dramatic force from being compressed into one hour. Both ABC and Celanese Corporation are to be congratulated for this series which will attract many viewers in the coming season. A word of thanks should also be extended to Joseph Schrank for his masterful adaptation of the O'Neill script. Two weeks hence the Celanese Theater will present Susan Glaspell's "Susan and God."

TODAY'S TV PERSONALITY: JIM JEWELL, president of Jewell Radio and Television Productions, Chicago, began his radio career in New York in 1926 with Channon Collinge. Two years later he moved to Detroit, becoming drama director of WXYZ and the Michigan Radio Network. In 1939, Jim moved to WWJ as program and production director where he held the title of "original producer-director" of such Detroit originations as "The Lone Ranger," "The Green Hornet" and "Challenge of the Yukon." He took time for Hollywood venture and was director and writer for Warner Brothers. In 1941 Jim went to Chicago as vice-president of Stack-Globe Advertising Agency, and later joined MacFarland-Aveyard & Company as vice-president in charge of radio. In 1945, convinced that Chicago was ideal for TV and radio shows as an origination point, Jim resigned from the agency to enter his own business. As a general radio and TV production service organization, his firm has mile-long credits for the preparation of radio and TV programs and spots, acting for many accounts in Chicago and Cleveland.



JEWELL

TOP TV Hooperating for September in the New York area, show "Your Show of Shows" occupying the top position with a 39.0 rating. Second place is held by "Mama" rating a 31.5 with "Godfrey's Talent Scouts," having Herb Shriner substituting, following with 31.2. In the special event category, President Harry S. Truman on Sept. 4 had a rating of 44.6. . . . TV's dominance in coverage of special events was shown once again with KSD-TV's statement yesterday that a special survey taken on Oct. 2, during the telecasting of the famous Veiled Prophet Ball in St. Louis found that TV had a four-to-one ratio over radio for the event. Area now has a total of 310,000 TV receivers, which the survey indicates meant that more than 1,000,000 persons in the area witnessed the ball. . . . Virginia Poppele, sixteen-year-old daughter of J. R. Poppele, vice-president in charge of engineering of WOR and WOR-TV must be a good seer. One year ago at a "television prediction party" staged by RCA Victor, Virginia predicted the first clear video picture would span the nation on August 10. As a result she was awarded a new RCA Victor TV set and a trip to Hollywood.

WOR-TV, originating the world series telecast, had to move fast to install more than 6 tons of equipment into the Polo Grounds for tomorrow's game from that park, following the Giants victory over the Dodgers in the pay-off game for the National League flag. The station is using a 40-inch reflector lens and two Zoomar lenses on three of its cameras covering the games. . . . TV has had little or no effect on newspaper circulation in New York State, it was disclosed at the concluding session of the annual fall meeting of the New York State Circulation Manager's Association. Principal effect of TV was the necessity of earlier home-delivered papers so that families could get their news before the presentation of popular early-evening TV programs. . . . George Foley and Richard Gordon, Inc. have acquired TV rights to "Rick Kane, Space Marshall," a syndicated science-fiction comic strip. Deal was consummated with John Higgins, president of Enterprising Features, Inc., owners of the strip. . . . Proof that first-run TV movies will attract big audiences comes from a WLW survey on "Family Theater" new WLW television series of 66 programs, which was presented for the first time last Monday night in Cincinnati, Dayton and Columbus. Crosley researchers found that 80 per cent of the sets-in-use were tuned to the program and that approximately 500,000 persons in 175,000 homes viewed the opening show.

## Halley Pays Tribute To Communications

(Continued from Page 1)  
the Crime Investigating hearings and said these two services gave millions of people "a sense of being right there." He added that radio and TV together with the press made the nation crime conscious.

Disagreeing with those who believe that radio and TV coverage of government hearings is an intrusion on the privacy of witnesses, Halley said that if he is elected president of the New York City council he will recommend that radio and TV be admitted to all sessions of the councilmen.

C. G. Cottingham, vice-president of Erwin Wasey, and V.P., of the REC, presided in the absence of Chic Showerman, president, who was confined to his home because of illness. Prior to presenting Halley, Cottingham presented a silver life membership card to Robert Saudek who served the club as president last year.

## FM Web To Carry New Concert Series

(Continued from Page 1)  
under the baton of Howard Mitchell will be made available to Continental.

Details of the feed were completed by M. Robert Rogers, vice-president and general manager of WGMS, and Everett L. Dillard, president of Continental. In Boston Sunday's concert will be carried by WGBH, new FM station of Lowell Institute. Other outlets on Continental are WNYC, New York; KE2XCC, Alpine, N. J., the Armstrong station, WFLN, Philadelphia, and WWIN, Baltimore.

The programs will be carried by both AM and FM, Dillard said.

## DuMont To Demonstrate Color TV At Aviation Test

(Continued from Page 1)  
October 9, 10, 11 and 12.

The ramjet engine will be operated in the largest supersonic wind tunnel in the world, located at the Lewis Laboratories, and the DuMont color camera will pick up the scene through one of the viewing ports, or by means of a viewing periscope located at the bottom of the tunnel. Pictures will be shown to viewers through a closed circuit on 12 in. DuMont monitors.

The four day NACA show will feature four color TV demonstrations a day with TV equipment operated by Patrick Gallagher of the DuMont Sales Engineering staff.

**TOPS T-V**  
in  
**FILMS!**

**LAUREL and HARDY**

'nuff said

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TELEVISION CORP.  
1501 B'WAY., N. Y. C. 18  
Longacre 4-8234

• PLUG TUNES •

# WORDS & MUSIC

• PLUG TUNES •

By HAL PERSONS



BROADWAY MUSIC CORPORATION

• • • MUSICVILLE GAZETTE—Al Jolson Remembrance Night has been scheduled for Friday evening, October 26th, at Carnegie Hall, with top talent from theater and music joining in the commemoration. Masterminded by Joe Franklin of Old Record Shop fame, the proceeds of this evening will go toward the support of the New York Cardiac Home, formerly known as the Hershfield-McCosker fund. Joe can be reached at 220 W. 42nd St. for tickets. . . . Goddard Lieberman, executive v-p of Columbia Records, leaves today for a two-week business trip to England and France. . . . Among sleepers, the tune called "Lucky" has really pulled a Rip Van Winkle. . . . Recorded by Jerry Cooper ages ago on the Tru-Blue label. Of late, this platter has been acting up nicely, with the result that Manor Music, publisher, has launched a big push on the tune. . . . Let's call this the Turn The Other Cheek Department. This week ASCAP celebrated the hundredth anniversary of the writing of "Old Folks At Home" yet it wasn't so long ago that BMI used Stephen Foster's "Jeannie With The Light Brown Hair" as an entering wedge to break ASCAP's solo role in the music listening field. . . . Some tunes are destined to be known by an individual performance. A prime example is Carol Channing's rendition of "Did I Hurtcha, Burnya, Cutcha Much." Its difficult to imagine anyone else doing as good a job. Already this platter is showing up in Boston, Pittsburgh, Portland and Cincinnati. . . . The Dinning sisters in New York all this week, visiting with d.j.'s and putting in three TV appearances. The girls' new Capitol platter "I don't Stand A Ghost of a Chance" is making lots of nice noises in this neck of the woods. . . . Herb Marks recuperating from a follow-up operation. The second this year. . . . Robbins Music latest plug tunes are "Never" and "California Moon" from the forthcoming 20th Century-Fox picture, "The Golden Girl." . . . Irving Fields taking a late honeymoon in Honolulu. He was married August 26, and didn't have a spare day open until now. . . . WOR-Mutual's "Sylvan Levin Opera Concert" broadcast Sunday October 14, from 9 to 9:30 p.m. will be a salute to the 1951 Community Chest Campaign. Soloists on the program will be Annamary Dickey, and Andrew McKinley. . . . Warner Brothers testing handsome Johnny Desmond. . . . "I Mean Everything I Say" and "Love Has A Word For It" are the names of two new pop tunes just issued by Bay State Music. (BMI) The melodies in both are by Maurice Roffman, veteran orchestra leader, composer and idea man.

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• • • RECORDS ON PARADE—A new series of lower-priced 10 in. LP masterworks records, featuring classic selections heretofore available only on double sided 78 rpm discs, will be inaugurated by Columbia Records, announces Jim Conkling, Columbia prexy. These waxings in the new AL series will be priced at \$2.85. . . . Typical of many names heretofore unknown to the public, Billy May, creator of the new sound in records is a long time pro. He's scored for Charlie Barnet, Alvino Rey, the late Glen Miller. Previous activities with Capitol Records has been as a composer in the kiddie field. Aren't talented people talented? . . . Decca Records has hired Frank Kurleman to handle record promotion in the south. He will make his headquarters in Cincinnati. . . . Debbie Ishlon, pretty publicity pusher at Columbia Records, knows a diskery where you can buy 2,000,000 copies of "The Dodger Victory March" cheap.

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• • • TRY THESE ON YOUR TURN TABLES—"Solitaire" Tony Bennett (Columbia). A very nice ballad with a real mellow Tony. . . . "A Lovers Waltz" Gizelle MacKenzie and Gordon MacRae (Capitol). A nice romantic ballad beautifully sung. . . . "Blue Velvet" Bill Farrell (MGM). Bill really does things for this tune, with a voice that has muscles. . . . "They Call The Wind Maria" Voices of Walter Schumann (Capitol). Very dramatic arrangement. . . . "With All My Heart And Soul" Ray Anthony (Capitol). Another good record of this tune.

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