

HEAVY SPOT CAMPAIGN FOR K-F CARS

General Foods Radio-TV Budgets Increased

Mortimer Reports Heavier Skeds During 1950

'Across the board' increases for advertising and agency switches involving four products by General Foods in 1950 were announced yesterday by Charles G. Mortimer, vice-president in charge of marketing and H. M. Chapin, director of advertising for the company. Expenditures for (Continued on Page 5)

NAB Balloting Elects Association Directors

Washington Bureau of RADIO DAILY Washington—NAB last night announced the results of the recent election to its board of directors. Eight directors were chosen to represent eight even-numbered districts of the NAB's 17, and the small, medium and large stations, FM and television classifications. The new directors will take their seats after the NAB convention, April 12-19. (Continued on Page 6)

Stafford Signed For "Club 15" Program

Stafford has been signed to replace Evelyn Knight on Campbell's "Club 15" as the Tuesday and Wednesday vocalist on the program, it (Continued on Page 2)

For Crippled Kiddies

CBS will air a special half-hour variety show on behalf of the Easter Seal campaign of the National Society for Crippled Children and Adults on Sunday, March 12 from 2 to 2:30 p.m. (EST). It was announced yesterday. Talent includes Garry Moore as emcee, and features Bing Crosby, Jane Wyman, Jo Stafford and Dick Haymes.

Stanton Gives Word-Picture Of CBS Progress

Hollywood—Frank Stanton, president of CBS, yesterday presided at a press conference at which all of Hollywood's radio writers were present. Stanton told the newsmen of progress which CBS had made during 1949. He discussed television at length and in response to direct questions regarding CBS color indicated that he didn't care whose system was used so long as it was the best. He promised that CBS will support the system selected. Stanton pointed out that according to recent Nielsen ratings, CBS had 17 out of the 20 top shows on the air, that "Life with Luigi," only recently sponsored, now has a rating of 16.4 and is in the top 20. He concluded by saying that CBS was delivering more "circulation" per thousand for less money than last year. The CBS executive will go to San Francisco and will make several stops enroute east before returning to New York.

Record Earnings For Westinghouse

Record earnings of \$67,268,555 in 1949 by Westinghouse Electric Corporation were revealed yesterday by Gwilym A. Price, president. At the same time, Price said sales dropped nearly \$25-million. Reasons given for the higher net despite reduced sales were better manufacturing facilities, economies (Continued on Page 5)

Hotpoint Buys Full Hour On CBS For Easter Sunday

A full-hour time segment has been purchased on the CBS radio network by Hotpoint, Inc. for the presentation of a special holiday program on Easter Sunday, April 9, it was announced yesterday. Details of the (Continued on Page 2)

Big Jumps Revealed In Video Home-Sets

Television set installations in U.S. homes reached a total of 4,374,000 on February 1, Hugh M. Beville, Jr., NBC director of Plans and Research, announced yesterday. This is an increase of 424,000 since January 1 when sets totalled 3,950,000. Beville pointed out that January is the fourth consecutive month the TV (Continued on Page 2)

Soresi Takes New Post With WHOM In New York

Carl D. Soresi, executive editor of World Press in Washington, has been named assistant general manager and program director for WHOM, the station announced yesterday. Soresi was previously with the New York Daily News and AP (Continued on Page 2)

Nielsen Acquires Hooper National Rating Services

The long-rumored sale of National Network Radio, Pacific Radio and Network Television services by C. E. Hooper, Inc. to A. C. Nielsen Company was confirmed yesterday in a joint release. According to the statement, "City Hooperating," "City Teleratings," "Area Coverage Indexes," "Sales Impact Ratings," and a variety of broadcasting and other research services will be continued by the Hooper firm. Hooper, according to the terms of the sale, will no longer publish national Network Radio "Program Hooperatings" after the publication of the Hooper Pocket Pieces for February, 1952. The National Nielsen-Rating Reports, however, will be (Continued on Page 8)

Both Radio And TV Used To Launch New Models

The introduction by Kaiser-Fraser of their latest model automobiles into the New York market is being heavily heralded via a special radio and TV spot campaign over metropolitan network flag stations and indies. The campaign, which opened Monday, ends this coming Saturday; (Continued on Page 6)

Expansion Of RRN Announced By Hanna

Expansion of the Rural Radio Network to an 11-station operation was announced yesterday by Michael R. Hanna, RRN general manager and general manager for WHCU, the Cornell University FM station. The RRN was formed in 1948 as a farmer-owned, radio-relay network of six FM stations across upstate New York. The basic RRN owned and operated (Continued on Page 8)

Stromberg-Carlson Shows Net Loss During 1949

A net loss of \$478,000 in 1949 was reported by Stromberg-Carlson Co., R. C. Tait, president, said in a message to stockholders. The loss was attributed to the unfavorable market (Continued on Page 2)

About Power Cut

The request of the Illinois Commerce Commission that all radio and TV stations in the state cut power by 25 per cent as a coal conservation measure has not been duplicated by any authority in New York, it was learned yesterday. If put into effect across the nation, one broadcaster said, coal savings would amount to LESS than 8,000 tons.

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WASHINGTON BUREAU
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Phone: Wisconsin 3271

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

SOUTHWEST BUREAU
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Dallas, Texas
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FINANCIAL

(February 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	9 1/4	8 3/4	9	1/8
Admiral Corp.	25 5/8	24 3/4	25 3/8	1/4
Am. Tel. & Tel.	150 1/4	150 1/8	150 1/8	1/8
CBS A	29 3/8	29	29 3/8	3/8
CBS B	29 3/8	29 3/8	29 3/8	1/2
Philco	37 3/8	37 3/8	37 3/8	3/8
RCA Common	15	14 3/4	14 3/4	1/4
RCA 1st pfd.	75 1/2	75	75	3/8
Stewart-Warner	16 3/8	16	16 1/4	1/4
Westinghouse	33 3/8	33 1/2	33 3/8	3/8
Zenith Radio	47 1/4	46 3/4	47 1/4	1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	19 1/4	19 1/4	19 1/4	
Nat. Union Radio	3 7/8	3 5/8	3 5/8	1/8
OVER THE COUNTER				
DuMont Lab.		18 1/4	19 1/4	
Stromberg-Carlson		15 1/4	16 3/4	

Broker Buys Time

Hartford — William H. Putnam, senior partner of Putnam & Co., investment brokers of Hartford, Conn. signed a 52-week contract with Radio Station WCCC. News-casts and spot announcements will be used. This is the first time in Putnam & Co.'s 40-year history that radio has been used as an advertising medium.

IRE Ballot On Policy

A poll of the American Institute of Electrical Engineers' membership revealed that a large majority "favor carrying on basic policies as a technical society," James F. Fairman, president, reported last week. Some 7,000 favored the proposal to stick to the technical field while 2,000 favored a motion to expand activities into the non-technical field.

Testimonial

Norwich, Conn.—A testimonial dinner for WICH and its staff was announced yesterday by the network. Stafford starts piping for Campbell on March 28.

Soresi Takes New Post With WHOM In New York

(Continued from Page 1) and served with Patton's army in Sicily to organize and manage Radio in Palermo.

The station also announced that Charles Ballin, who has been with WHOM for ten years in various executive capacities, will head a newly-created department to develop sponsor-agency service and intensify sales promotion campaigns.

Stromberg-Carlson Shows Net Loss During 1949

(Continued from Page 1) for radio and television receivers existing during the Spring and Summer.

Company earnings for 1948 were \$877,602, equal to \$2.74 a share.

Tait said the outlook for the first six months of 1950 was good, but beyond that he said it was hazardous to predict.

Plan Salvation Army Prog.

A special half-hour broadcast featuring the Hall Johnson Choir will be presented by ABC in conjunction with the Salvation Army on Sunday, March 5 at 4:30 p.m. (EST). The program will also feature a brief talk by a national figure in behalf of the Army's current drive for \$1,292,000 to support 60 welfare institutions in the metropolitan area. The Salvation Army is currently celebrating its 70th anniversary.

Will Honor Corelli

Corelli Nite will be celebrated at the Hotel Astor on March 28 when scores of leaders in motion pictures, legitimate stage, vaudeville, radio, and television will honor Alan Corelli, national executive secretary of Theater Authority, Inc., at a special gala function sponsored by Cinema Lodge, B'nai Brith.

Opera Support Indicated

Mail response to ABC's "Metropolitan Opera On The Air" broadcasts indicate "a definite awakening of the American public to the cultural and entertainment value of the opera," according to George A. Sloan, chairman of the board of the Metropolitan Opera Association, Inc. Sloan pointed to mail reports on the opera from all parts of the nation as proof of his contention.

Jo Stafford Signed For "Club 15" Program

(Continued from Page 1) was announced yesterday by the network. Stafford starts piping for Campbell on March 28.

The addition of Stafford to the show's roster on the 28th will mark the second major personnel switch on the show that week since Bob Crosby will return to the nightly "Club 15" stanza replacing Dick Haymes on March 27.

The program, through Ward Wheelock, also features the Andrews Sisters on Mondays, Wednesdays and Fridays; and the Modernaires on Tuesdays and Thursdays.

Big Jumps Revealed In Video Home-Sets

(Continued from Page 1) set sales have totalled more than 400,000.

"Average weekly production for January was the highest to date in spite of low production during the first week, when manufacturers were retooling for new models," Beville said. "The after-Christmas drop in demand, which has characterized radio and television sales in the past, has thus far shown no signs of materializing."

Hotpoint Buys Full Hour On CBS For Easter Sunday

(Continued from Page 1) hour-long special dramatic program which will fill the 5 to 6 p.m. time slot on that day will be announced shortly. Agency is Maxon, Inc., Detroit.

Gambling Anniversary Set For March 8 On WOR

Three generations of the Gambling family will get together over WOR on Wednesday, March 8 when John B. Gambling marks his 25th anniversary on the station. Gambling's broadcast from 7:15 to 8 a.m. will come from the stage of the Longacre Theater.

The elder Gambling will travel from Cambridge, England, to be at the WOR microphone with his son and grandson. Governor Driscoll and other guests will participate.

WJR Declares Dividend

Chairman of the board George A. Richards announced yesterday that the directors of WJR, The Goodwill Station, Inc., have voted a dividend of 10 cents per share to be paid March 15, 1950, to shareholders of record at the close of business March 8, 1950.

'Prince Charming' Shifts

Prince Charming, a half-hour audience participation program formerly heard on WOR, is now being carried over WMGM from the Hotel Victoria. First of the new Monday through Friday series was heard on February 27.



Bored to tears

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

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

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

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

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

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

The
PAUL H. RAYMER COMPANY
proudly
announces the appointment
of
REYNOLD R. KRAFT
as Vice President and Manager of Television

For over 18 years Ren Kraft has been a leader in the sales and advertising field — 13 of these years being spent as a specialist in Radio and Television.

•
During the past 5 years — as Sales Manager of NBC's network and local television sales — Mr. Kraft played a pioneering role in the development of the basic sales policies, rate structures, program approaches and other problems during Television's tender, formative years.

•
Today the Paul H. Raymer Company is proud to make his services . . . and his outstanding experience freely available to television stations . . . advertising agencies . . . and television advertisers.

•
We are happy to welcome Mr. Kraft to our organization. And we pledge that our Television Department will give to Television the same practical, efficient service that, for the past 17 years, has made the Paul H. Raymer Company a leader in radio station representation.



PAUL H. RAYMER COMPANY, Inc.

Radio and Television Advertising

New York Boston Detroit Chicago Hollywood San Francisco

CHICAGO

By HERB KRAUS

BUNTE BROTHERS begin sponsorship of a half-hour program of Western movies called "Cactus Jim" from 5:00 to 5:30 p.m. over WNBQ starting today. Schoenfeld, Huber and Green are handling the account.

Dee Carlstrom, the petite, blonde radio actress, begins a new afternoon television show over WGN-TV. Title of the program is "Helping Hand," during which Dee tries to get her guests the things they most desire.

Dorothy Wendel of the ABC continuity department in Chicago was guest speaker at the Career Conference Tuesday, February 28, held at the University of Wisconsin.

Arthur C. Nielsen, Jr., has been appointed administrative vice-president of the Arthur C. Nielsen marketing research organization. He has been assistant to the president.

Midwest television viewers are anxiously awaiting the debut of Jim Moran, heretofore seen principally as TV's fast-talking impresario of his own variety show—Jim Moran's Courtesy Hour which bows over WENR-TV at 10 p.m. this Friday. He'll probably find his live models a little harder to handle.

Bob Atcher's new show over WLS proving that a cowboy can do something besides sing on Barn Dance programs. Bob is going over very well as a variety show emcee at 4:00 p.m. Monday through Friday.

Norm Kraeft, the popular early morning announcer on WGN, has been assigned as master of ceremonies on the new Judy Talbot show which began Monday on WGN-TV. Judy will sing the pop songs of the past, accompanied by John Galichio at the piano.

Ken Griffen, the Rondo Record organ star whose recordings have gotten a thorough workout from the local disc jockeys, opens for a week's personal appearance at the Oriental Theater here.

Cliff Norton, the comedy star of NBC-TV's Garroway-at-Large, nursing a broken nose sustained when one of the dancers in his College Inn show did an extra adagio on the darkened stage.

Eddie Diamond, veteran theatrical stage manager, and Tom Lauer, TV production manager, have joined the NBC Chicago television staff. Jack Ryan, NBC Chicago press chief, has been elected treasurer of the Headline Club, local professional chapter of Sigma Delta Chi.

Will Address Lions Clubs

Robert Button, NBC account executive in the national spot sales department will address the Lions Club of Bogota, N. J. on March 7; on March 14, he will speak before the Lions Club of Red Bank, N. J.

Isabel Mason, NBC's uptown TV studio office supervisor, will address the League Juniors of Flushing, on March 6.



By SID WHITE

Man About Manhattan. . . !

● ● ● **BIGTOWN SMALL TALK:** Bing Crosby's now eligible for radio's flufffraternity. Der Bingle, dutifully reminding his Hooper-makers that his mug was on the cover of Look mag, casually mentioned it on his stanza—only he called it Life. . . . That deal for Bob Hope to do a recorded ayem show for Borden's fell through. . . . One packaging outfit that we know is going into the manufacturing end of television to help pay the bills. . . . Aside to Ted Husing: So you won't call, hey? . . . Love Herb Stein's crack that the Serutan people are trying to buy radio time on Friday nites from 9 p.m. to 8:30 p.m. . . . Davidson Taylor leaving March 16th with his family for a four-month sojourn in Italy. Sez he won't announce his future plans until he returns. . . . Stan Kenton's new 40-piece concert combo set for Carnegie Hall April 8th and 9th. . . . Bob Monroe, producer of "High Adventure," negotiating with Marlene Dietrich for a new series. . . . "If Peter Donald hasn't already pointed it out," postcards Claude Barrere, "the Oklahoma City thing only proves that when a leopard changes his spot—that's news." . . . There are so many whodunits on television that Kate Murtah sez she just bought herself a large scream set.

★ ★ ★ ★

● ● ● If Russ Hodges hadn't broken his ankle in his junior year at the U. of Kentucky, the chances are that he wouldn't be hypo'ing up the various sports events today. When he was injured during a football game, he was invited to become a "spotter" for the sportscaster reporting the game. This so stimulated his radio appetite that he quit school the following year and grabbed off an announcer's job with the local station. (If the rest isn't history, blame it on his press agent).

★ ★ ★ ★

● ● ● **ONCE OVER LIGHTLY:** Greatest production job we've seen on TV in a long while was Mario Lewis and Ed Sullivan's presentation of Gordon Jenkins' "Manhattan Tower" on "Toast of the Town" Sunday nite, climaxed by Mayor O'Dwyer's congratulatory speech to the composer. (Latter was so overcome by the sheer emotional impact of it all that he bawled like a baby right there in your living room). . . . NBC spending a load of dough promoting Bob Hope's appearance at the Paramount—the first time they've ever supported a performer's theater date. . . . WMGM's gen'l manager, Frank J. Roehrenbeck mighty proud of his son, Frank J., Jr., who received his Navy wings this week and is skedded to report to the Jet Training Unit at the Naval Auxillary Air Station, Milton, Fla., for further training. . . . The Bert Bacharach-Hy Gardner series, "Next Week in N. Y.," this Sunday will offer such choice names as Bob Hope, Lisa Kirk, Sam Levinson, Josh White and Ed (Strangler) Lewis. . . . Aside to Earl Wilson: Mighty smooth job you turned in on your WINS show Monday nite, fella, mighty smooth.

★ ★ ★ ★

● ● ● Alan Courtney, down in Miami, scored the beat of his young life the other nite by presenting on his show Mark Fisher-Galati, the young EAL attendant who fell out of the airplane and hung on to live to tell the story. An ironic touch to the whole story is this: The fellow is one of Alan's most avid followers and only a few nites prior to the accident had called to ask him to do what he could to help him with his landlord who had served him with an eviction notice. Seems his wife had just given birth to a baby and the landlord claimed the lease does not call for any children! Needless to add, the interview was the highlight of the season down there and if "We the People" want a crack at the lad they can contact him through Courtney down at WGBS in Miami.

SAN FRANCISCO

By NOEL CORBETT

THE Mercury Television and Radio Corporation, now sponsoring "Crusade In Europe" on KGO-TV, threw a cocktail party just before the kickoff show February 24. J. Beneron, president of Mercury, and Mel Schlank, v-p in charge of sales, are using "Crusade" to introduce their line of sets to the Bay Area.

Nikki Kaye has joined the staff of Benson M. Sherman Advertising Agency as director of radio and TV. The former Chicago radio-TV writer's first show is "Penny Purcell" which debuts on KRON-TV this week.

Bill Thompson of the Fibber McGee and Molly show and Mary M. Benson were married on Tuesday (21) at the Swedenborgian Church. She is the daughter of Clifford M. Benson, creator of the Napoleon comic strip. The Thompsons are honeymooning in the Bay Area.

Nindy Carson, RCA Recording artist and NBC sustaining star will do her program from KNBC which is here for three weeks at the Venetian Room.

Katherine Carey is back from her trip around the world. The former KCBS woman's commentator has several shows lined up.

Jimmy Eakins or Wally Kirk should grab off the spot Bill Baldwin vacated on the Sunday ranch show and Rudy Hunter do each summer from the Pleasanton Ranch over KSFO.

KSFO will broadcast all the Seals baseball games during the 1950 Pacific Coast League season. Sportscaster Don Klein will be at the mill for Games from Oakland, as well as the home games from the Seals Stadium which will be aired direct. Those played in other Coast cities will be recreated. Regal Amber Brewing Company is sponsoring.

In a recent lecture at Stanford University, Philip G. Lasky, v-p of KPIX predicted the "freeze" on TV station construction will end by the end of this year, and there will be no less than 7,000,000 TV sets in operation.

Wilt Gunzendorfer, new sales manager for KYA, and recently resigned general manager of KRO in Oakland, started out as an orchestra leader. With a tenor sax and hep group (or did they call the hep in those days?) Wilt held swag at the Whitcomb Hotel during the winter and at Russian River during the summer.

Israel Program On WLL

Today in Israel, a new Monday through Friday series, will be broadcast nightly from 6:15 to 6:25 p.m. on WLLB beginning March 6 from the office of the Israel Consulate General in New York. Daily news items from the Holy Land, interviews with officials arriving in this country and letters sent to the consulate from the United States and abroad will be carried.

G. F. Budgets Upped, Mortimer Reports

(Continued from Page 1)

radio, television and other media which hit \$29-million in 1948 and were larger in 1949, will be the greatest ever in 1950, Mortimer said. The four products to be transferred on September 1 are: Post Toasties from Benton & Bowles to Foote, Cone & Belding, Inc. and Calumet Baking Powder, La France and Satina from Young & Rubicam, Inc. to F. C. & B. Mortimer said the changes were being made because of substantially increased sales, new products now being distributed and promotional requirements of older products. All agencies will have higher billings in 1950, he added.

Some Handled From Chicago

Foote, Cone & Belding will handle Postum, Post Toasties and Rice Krinkles from their Chicago office which is closer to the Battle Creek offices of General Foods than New York. Calumet Baking Powder, La France and Satina accounts will be in New York.

More than 36 account executives and many others are involved in the changes and many others in the agencies.

Radio and television shows will not be affected by the changes, a spokesman for Y & R reported, since the products have no programs of their own, but merely share shows with other General Foods products.

TV Increase Indicated

Mortimer said television will be used more heavily during the year though it "is still a minor percentage of General Food's total billing." Some success with video however, has been obtained, he said.

Additions to Y & R billings will come from such products as Birds Eye and Birds Eye Frozen Orange Concentrate, new Swans Down mixes and Minute Rice, Mortimer continued. Benton and Bowles will expand on Post's Sugar Crisp and Walter Baker's 4-in-1 Cocoa mix.

Y & R has worked with G-F for 25 years while Benton & Bowles was added in 1929 and Foote, Cone and Belding in 1946.

Mortimer attributed increased sales on advertising and he said there was a specific connection. "We depend heavily upon advertising to support the growth of brands."

★ AGENCY NEWSCAST ★

VARIOUS clinics of the Advertising and Selling Course, conducted by the Advertising Club of New York, tomorrow will have the following speakers: Sales Promotion—George Bennayan of American Weekly, "Media Production"; Better Selling: James J. Jacobson, marketing consultant, James J. Jacobson Associates, "Building a Sales Story"; Copy: Alfred Eichler, copy executive, The Biow Company Inc., "Continuity Advertising and Five Basics of Mass Selling"; Radio & Television: C. E. Midgley, sales service manager, CBS, "Time Buying"; Production: Richard Matheis, production manager, Fuller & Smith & Ross Inc., "The Mechanics of Advertising Agency Production," and Research: V. H. Pelz, managing director, Traffic Audit Bureau Inc., "Research in Outdoor Advertising."

MONARCH WINE CO., producer and distributor of Manischewitz Wines, to Donahue & Co., Inc., effective March 1.

HI-V CORPORATION, citrus fruit concentrate manufacturer, to Franklin Bruck Advertising Corporation. Television and newspapers will be used.

LEE FONDREN, KLZ national sales manager, has been elected to the board of directors of the Denver Advertising Club. Fondren has also been appointed publications chairman of the Central City opera group for the coming year.

HARRY BLUESTONE, production manager of Standard Radio Transcription Services, has transferred his headquarters to the New York City office of Standard at 665 Fifth Avenue, New York 22, as of February 15th. For the 15 years which Standard Radio has been in the transcription library field, production has been handled out of Hollywood—with occasional recordings in New York and Chicago.

Resigns KECA-TV Post

Hollywood—Miss Carol Howard, program operations manager of KECA-TV since the station went on the air last September, has resigned from the station to become the bride of James M. Valentine, supervisor of television engineering for ABC's central division in Chicago. Miss Howard has previously served as program operations manager for WMAL-TV in Washington and WENR-TV, Chicago. She will be married in Washington on April 22.

Meck Production Up

Plymouth, Ind. — An estimated 250,000 television sets will be produced by John Meck Industries, Inc. in 1950, the company reports. Dealer orders have jumped in recent weeks and the company expects to double its 1949 figures.

NEIL GALLAGHER has joined Charles R. Rumrill & Co. of Rochester as an account executive. He was formerly with Casler, Hempstead & Hanford, Inc.

ROBERT M. CLARK has joined the media department of the Detroit Division of Brooke, Smith, French & Dorrance, Inc., Detroit and New York advertising agency.

C. DANIELE & CO., INC., distributor of Mirafiore Chianti Wines, to Admiral Advertising Agency, Inc.

LEONA LANDY has been named assistant public relations director of Edward Einhorn, Inc., advertising and public relations counseling agency. Miss Landy formerly was with Roger Brown, Inc. and The Earle Ferris Company, Inc., public relations, and in her new position will handle product publicity.

WIRT M. MITCHELL has joined Lennen & Mitchell, Inc., as copy supervisor. He was formerly with Compton Agency.

JAMES F. RYAN has joined Donahue & Coe, Inc., in an executive capacity. He was formerly copy writer and account rep for Leo McGivena.

Record Earnings For Westinghouse

(Continued from Page 1)

in operation and teamwork of employees. Price also said that the supply of steel made it possible for the company to schedule its purchases in line with production requirements.

Nineteen-fifty will be another good year, Price predicted, though it may not be as good as 1949. So far in the first quarter, sales have been moving at the high rate of the last quarter of 1949, he reported.

The backlog of new orders fell from more than \$648-million at the end of 1948 to \$533,606,888 at the end of 1949, the president also said.

Will Broadcast Choir

Hollywood—The 42-voice choir of Arizona State College of Tempe, has been invited to make a coast-to-coast broadcast over the Mutual-Don Lee web May 21, it was announced here by J. Carlton Adair, program director of the network. The group, directed by Ambrose Holford, will make a tape recording of the presentation at the new Mutual Don Lee network studios in Hollywood February 25, during a Southern California tour. The tape will be held until playback time next Spring, when the web's college concert series gets in full swing.

99% Pure

Pure KDKA, that is! According to new BMB figures, KDKA's listenership is 99 percent in the towns of Aliquippa, Butler, and Greensburg. And that's only a start. Altogether, there are 42 counties, cities, and towns where KDKA rates 90 percent or better! For really intensive penetration of this rich tri-state market, KDKA is far and away your best bet. 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

MUSIC DEPARTMENT W V N J

Offers unusual opportunity for man with at least 5 years' experience in music programming. Excellent opportunity for future for talented hard worker. Write WVNJ, 45 Central Ave., Newark, N. J., or telephone Mitchell 3-7600 for appointment.

Big Spot Campaign For Kaiser-Frazer

(Continued from Page 1)

according to a spokesman for William Weintraub & Company, New York, the agency handling the Kaiser-Frazer account, 118 radio spots and 29 TV spots will be aired over the facilities of seven AM stations in New York and three TV outlets. Later the campaign will be extended to other key center cities when the new car goes on display.

While the agency was mum on the cost of the spot campaign, it did reveal that time for the presentation of electrical transcriptions ballyhooing the new Kaisers and Frasers was purchased on WNBC, WCBS, WJZ, WOR, WNEW, WMCA and WMGM, all New York. Video outlets for the Kaiser-Frazer message include WNBT, WJZ-TV and WOR-TV.

Meanwhile, on the West Coast, Buick has purchased time through the Kudner Agency over KECA-TV for a nine-weeks schedule of one-minute announcements lauding the new Buick.

Several Auto Advertisers

The recent activity by Kaiser-Frazer and Buick continues the trend started late last year when numerous car manufacturers built interest in their 1950 models with heavy splurges in radio and TV time. Manufacturers who thus used radio advertising included Ford, Chevrolet, Plymouth, and others. Ford and Chevrolet were the heaviest spenders, each buying both spot campaigns and high-rated sustaining programs.

Naturalization Series Launched On WHOM

Summaries of "Operation Naturalization" classroom work is being broadcast weekly by WHOM. It began Sunday, February 26 at 7:30 p.m. More than 90 persons seeking to attain American citizenship have already enrolled in the classes conducted by the station and the reviews will be run to assist the students.

WHOM is holding 12 weekly sessions in the operation and is providing materials free. Instructors for the courses are: Dr. Maurice Richman, curriculum consultant for the Board of Education and Charles Baltin of WHOM. The series is a special feature of the foreign language station.

RUBY EDITORIAL SERVICE, INC.

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NEW DIRECTORS FOR NAB

Below is a complete tabulation of the results of NAB's election to its board of directors. List includes the elected director's name, station and location. In the tied category, names of both candidates are shown. Re-elected directors are indicated by an (*) before the name.

District

- | | |
|----|--|
| 2 | William B. Fay, WHAM, Rochester, N. Y. |
| 4 | Harold Essex, WSJS, Winston-Salem, N. C. |
| 6 | Harold Wheelahan, WSMB, New Orleans. |
| 8 | George J. Higgins, WISH, Indianapolis. |
| 10 | * William B. Quarton, WMT, Cedar Rapids, Ia. |
| 12 | Jack Todd, KAKE, Wichita, Kans. |
| 14 | William C. Grove, KFBC, Cheyenne, Wyo. |
| 16 | * Calvin J. Smith, KFAC, Los Angeles. |

SMALL STATIONS

- Patt McDonald, WHHM, Memphis, Tenn. (two-year term.)
Edgar Kobak, WTW, Thomson, Ga. (one-year term.)

MEDIUM STATIONS

- A. D. Willard, Jr., WGAC, Augusta, Ga. (two-year term.)
John Esau, KTUL, Tulsa, Okla. (one-year term.)

LARGE STATIONS

- * James D. Shouse, WLS, Cincinnati. (two-year term.)
William B. Ryan, KFI, Los Angeles. (one-year term.)

FM

- * Frank U. Fletcher, WARL-FM, Arlington, Va. (two-year term.)
Craig Lawrence, WCOP-FM, Boston. (one-year term.)
Ben Strouse, WWDC-FM, Washington, D. C. (one-year term.)

TV

- * Eugene S. Thomas, WOIC, Washington, D. C. (two-year term.)

Commission Reopens Easton-Allentown Case

Washington Bureau of RADIO DAILY

Washington—The FCC has decided to throw open the complicated Easton-Allentown controversy again, setting aside its 1947 order awarding a new station to Allentown. Further hearing has been ordered, with WHOL, Allentown, to be permitted to continue operation pending the further hearing. WHOL is on the 1230 band with 250 watts—facilities originally asked also by the Easton Publishing Company and WEST, which operates with the same power on the 1400 band.

Easton Had Appealed

The case came back to the Commission last spring after Easton Publishing had appealed to the U. S. Court of Appeals. The court sent the case back to the Commission and directed that the matter of comparative need for new radio facilities in Easton and Allentown—and the ability of the competing applicants to meet these needs—be restudied.

Dr. Frigon Recovering

Montreal—Dr. Augustin Frigon, CBC general manager, who has been ill since December is reported "making a good recovery." The Canadian Broadcasting Corporation general manager, who is 62, underwent an operation in hospital for a circulatory ailment. It is expected he will take several weeks' rest before returning to his duties.

Takes WCSI Post

Columbus—Richard L. Pyles has succeeded Graeme Zimmer as manager of radio station WCSI, Columbus, Indiana. Pyles was formerly manager of WWNI.

Collegiate Radio System Marks 10th Anniversary

The Intercollegiate Broadcasting System which now includes 73 stations from coast to coast marked its tenth anniversary last week. IBS was founded at a convention of 12 colleges at Brown University in February, 1940.

Services offered by the net include maintenance of transcription and script libraries, engineering research and technical information and various publications. Stations limit their broadcasting to campus buildings of the colleges.

WMGM Staff Report

Three WMGM staff members had occasion to celebrate recently. Mel Kaiser, an engineer, became the father of a daughter on February 19 at Physicians Hospital. Al Ferres of the maintenance staff, announced that he will be married on March 11 to Elizabeth Taylor Horton. Leonard Feather, conductor of the Jazz At Its Best program, was discharged from the hospital after more than three months. He was in an auto accident in November.

WAAF Names Com. Mgr.

Chicago—Thomas L. Davis has been appointed commercial manager of WAAF, Chicago. Davis, who succeeds Bradley R. Eidmann, will have charge of sales for both WAAF and WAAF-FM. He will be assisted by Harold R. Wettersten and Ben V. Kirk. WAAF-FM is soon to begin operation on 93.9 mc (Channel 230) from studios and antenna at the La-Salle-Wacker Building. Del Hester, program director of WAAF, will supervise programming for both outlets.

NAB Balloting Elects Association Directors

(Continued from Page 1)

dates were nominated in January without opposition, but election ballots were sent to all NAB member stations in those districts also. A run-off for FM director will have to be held, because of a tie. Frank Fletcher of WARL, Arlington, Va., was elected with the tie between Ben Strouse of WWDC-FM, Washington, and Craig Lawrence of WCOP-FM, Boston, for the second spots.

Tabulation of the election results is shown in the adjoining columns on this page.

Town Meeting Tour Includes Midwest Cities

Kicking off its Spring Tour, ABC's "America's Town Meeting" moves from Town Hall to the ballroom of New York's Ritz-Carlton Hotel for the 9 to 9:30 p.m. (EST) broadcast of March 7. Following this show, the program personnel move on to Cincinnati for the March 14 broadcast, and follows the Cincinnati origination with others in Bloomington, Ill., Peoria, Ill., Washington, D. C., and Boston. The Spring Tour ends May 30.

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TELEVISION DAILY

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CBS BALKS AT JOINING N. T. S. C.

TELE TOPICS

GORDON JENKINS' rendition of his own composition, "Manhattan Towers" on CBS' Toast of the Town Sunday night was one of the musical highlights of the winter season and certainly one of the best entertainment features ever offered by the Ed Sullivan show. Unusual instrumentation, a fine arrangement, choral backgrounds and excellent production made "Manhattan Towers" a musical study of life in New York City. Surprise feature of the occasion was the appearance of Mayor William O'Dwyer who paid glowing tribute to the composer and his work. The Mayor said Jenkins had captured the spirit of Manhattan and the composition would be an enduring memory to his artistry.

BOB EMERY'S appearance in Gilchrist's department store in Boston last weekend was really one for the books. The Small Fry maestro was on stage for seven hours at a stretch and saw 30,000 young 'uns. Store traffic was so heavy that elevators had to be stopped and stairs roped off. Emery was there to plug his DuMont show and marionettes of Small Fry characters. By 12:30 the store's supply of the dolls was sold out and before the day was over stocks of wholesalers in Boston and Providence were also gone. . . . Editorial ulcers dept.: A two-column bank in yesterday's edition reversed the affiliations of Dr. E. W. Engstrom, of RCA, and Adrian Murphy, of CBS. Ouch!

THE CBS Ken Murray show, which reportedly shelled out \$7,500 for the "Death Of A Salesman" scene on its debut, is spending close to that amount for Kirk Douglas and a scene from "Champion," which will be aired this Saturday. . . . In case you are interested "Hat Pin Mary," the TV wrestling fan, turned up on the Dennis James telecast Tuesday night over WABD wearing a false mustachio a la "The Terrible Turk." . . . World Video board of directors has re-elected Henry S. White as president; John Steinbeck and Richard H. Gordon, Jr., as vice-presidents. Irving G. Oppenheimer was elected secretary-treasurer.

A SPECIAL four-hour variety show will be aired by WPIX Saturday nite for the New York Heart Fund drive. The usual battery of telephones will be set up to handle pledges from viewers, but as an added gimmick, the Beverage Industry has mobilized 5,000 volunteers to cover every bar in the city while the show is on the air to separate the elbow-benders from their coin. Ed Sullivan, who will emcee the marathon, is lining up an all-star talent roster. . . . Title of "Actor's Studio" show changes to "The Play's The Thing" this week.

Murphy Says Net Is Unable To Get Clear Idea Of The Purpose Of The Standards Committee; Coy Asks Color-Networking Info Of RCA, CTI

Washington Bureau of RADIO DAILY
Washington—CBS will not join the National Television Standards Committee until it is convinced the body is something more than "a device for delaying color TV," vice-president Adrian Murphy told the FCC yesterday. Murphy, appearing during the hearings on color video, was questioned by Edward Wheeler, counsel to RMA, on the reasons CBS has not joined NTSC.

Murphy also spoke at some length of the prospects for incorporating the tri-color tube RCA is soon to demonstrate in the CBS system. CBS president Frank Stanton had declared last week that such a tube will work better in the CBS system than in competing color systems, and Murphy repeated that assertion yesterday. He said it would eliminate present objections to the CBS color system, in that it would mean more brightness, larger screen size and other advantages CBS now lacks because of the need for the color wheel and other equipment a single tube would render unnecessary.

The question of use of this tube in CBS color was discussed at some length last week following the comparative demonstrations by the RCA chairman, General David Sarnoff, and Stanton.

FCC Chairman Wayne Coy asked that RCA and CTI prepare to submit plans regarding networking of color, and means whereby colorcasting by non-connected stations might be speeded. Stanton will discuss this subject for CBS.

Coy also asked for tests of oscillator radiation, asking for accurate information on the susceptibility of each of the systems by March 15. He seeks a comparison of susceptibility of oscillator radiation of the various color systems and also with black and white.

For CBS Jay Wright, engineer, assured the Commission that the interference problems met in color video

are so similar to those in black and white that adoption of the CBS color standards would in no way affect the allocation of VHF channels, with regard to co-channel and adjacent channel interference.

Murphy said CBS has not definitely refused to join NTSC, but that thus far the net has been unable to get a clear idea of the purpose of the committee. To his request for a statement of objectives, he said, "All we get is a general reply that the purposes are similar to those of the last committee of this type. But we know that the last such committee had FCC blessing, whereas the Commission has refused to participate or sponsor the new body."

He said the committee can hold up color until there are as many as eight million sets in the hands of the public, which would make the conversion problem ever more difficult.

A third CBS witness, Dr. Jack W. Dunlap, an independent research expert, reported on the reaction of doctors to color TV for teaching surgical and medical skills. Dunlap reported on a polling of medicos who watched the broadcast of operations during the American Medical Association convention here in December. His report pointed out:

Over 94 per cent thought the "overall quality" of the pictures was "excellent," "very good" or "good."

Three out of four believed the "brightness" of the color pictures was "just about right"; 23 per cent felt the pictures were too bright, but most qualified their rating by the remark, "a little too bright."

Sixty-nine per cent of those who either owned a black-and-white set or had recently seen a regularly broadcast program reported there was greater "clearness of detail" in color video than in black-and-white. Of those who had not seen TV previously, 80.3 per cent considered the definition of detail in color television "excellent" or "very good."

New Coax Cable Link Stretches To Memphis

Memphis—The St. Louis-Memphis leg of the coaxial cable network will be opened today to bring to this city's only station, WMCT, programs from all four webs. WMCT has been plugging the opening in a steady crescendo for the past month, with the result that the event is causing almost as much excitement locally as a returning hero.

Event Widely Promoted

Newspaper promotion began Feb. 1 with teaser ads growing in size from one-column, two inches, to three-column six inches, with a full page slated to run today. All appeared in the Commercial Appeal and Memphis Press Scimitar. A special 28-page network TV section was run by the Commercial Appeal Feb. 16.

Theme of the drive, "The Cable Is Coming," was incorporated into spots on WMC and WMCT, and was brought to a climax last week when set distributors and the station held a parade down Main Street with 28 trucks and floats taking part.

New WPTZ Rate Policy

Philadelphia—A new strip program price has been established by WPTZ, Alexander W. Dannenbaum, commercial manager, announced. All local programs of five minutes or more in length which are aired five times per week on consecutive days will be available at the new rate of four fifths the regular card rate for the five programs per week. Under the new structure a sponsor using a Monday through Friday program now receives across-the-board coverage for the former Monday through Thursday cost. Frequency discounts are accrued at a rate of 5 per cent for 26 consecutive weeks and 10 per cent for 52 consecutive weeks.

Press-Time Paragraph

WCAU-TV, WOIC To Test New CBS Series

Philadelphia—A six-week test run of a new CBS daytimer will be originated by WCAU-TV beginning today and fed to WOIC, Washington. Developed by Lamb & Keen, Philadelphia agency, program promotes national brands through local department store sponsorship. John Wanamaker will sponsor the weekly show over WCAU-TV, and Woodward and Lothrop over WOIC. Manufacturers participating in the test are GE, Literary Guild and Morgan Jones. Program stars Robin Chaudler, former fashion editor.

Nielsen's Top Ten

(New York, Jan.-Feb.)

Texaco Theater.....	NBC	74.0
Toast Of Town.....	CBS	58.5
Talent Sdouts.....	CBS	57.5
Philco Playhouse.....	NBC	40.1
Lights Out.....	NBC	39.8
The Goldbergs.....	CBS	39.3
Studio One.....	CBS	38.5
Godfrey Friends.....	CBS	38.4
Lone Ranger.....	ABC	36.4
Fireside Theater.....	NBC	36.1

Expansion Of RRN Announced By Hanna

(Continued from Page 1)

ted stations—WFNF, Wethersfield; WVBT, Bristol Center; WVCN, De-Ruyter; and WVCV, Cherry Valley, and the 40 kw WHCU-FM at Ithaca —have been augmented by the addition of WHLD-FM, Niagara Falls; WWNY-FM, Watertown; WWHG-FM, Hornell, WFLY, Troy; and WRUN-FM, Rome.

Plans for extending the RRN broadcasting services and related web problems were recently discussed at a meeting in Ithaca which was attended by reps of the new affiliates and Elliott Sanger of WQXR, New York.

Hanna presided over the sessions, as did R. Bruce Gervan, secretary of the Rural Radio Foundation, and Donald K. Neff, RRN ass't manager.

Representing the affiliates were Robert C. Goodrich, manager, and Don Girard, program director, of WFLY; Searle Rudd, program director, WRUN-FM; Glen Spague, manager, and Sheffield Davis, sales manager, WWHG-FM, and Earl C. Hull, Niagara Falls Gazette, vice-president in charge WHLD and WHLD-FM.

Louis Saiff, manager of The Watertown Times' station, WWNY-FM, was prevented by the season's first heavy snowstorm from attending the Ithaca meeting.

Covering a 40-county upstate New York area with an estimated population of more than a million persons, the web now broadcasts a solid 13 hours of programming per day, six days a week consisting of farm-service programs, music, and special events of general interest.

Founding organizations include the Farm Bureau Federation, State Grange, Poultry Council, Federation of Home Bureaus, GLF Exchange, Dairymen's League, Horticultural Society, Vegetable Growers Association, Empire Live Stock and the Artificial Breeders Association.

RRN is closely tied-in with the economies of New York State's agriculture since five out of every six New York State farm families are members of two or more of the Foundation organizations.

Lipreading On TV

Hollywood—Honors for the quietest 45-minutes of television may soon be given to the Wheeler & Rourke show on KTTV, Tuesdays and Thursdays from 10:15 to 11 p.m. One of the stars of the show is Geraldine Gallagher, a professional teacher of lipreading. Latest reports show that the audience can tell what she is saying—without sound.

New RCA Catalogue

First of RCA-Victor's catalog of LP records will be available on March 15, Paul A. Barkmeier, v-p in charge of the RCA-Victor record department announced yesterday. A total of 35 classical compositions will be released at that time.

COAST-TO-COAST

Anniversary Week

Orlando, Fla.—There was an epidemic of anniversaries at WORZ between February 6th and 10th. Not only was it National Boy Scout Week, National Peanut Week and National Dental Health Week; it was also the third anniversary of the station's first broadcast in 1947; the fifth wedding anniversary of Sammy and Marcia Roen, Mr. & Mrs. team (6th); the 30th birthday of continuity writer Bob Kuhnert (8th); the 34th birthday of Lou Kennedy, announcer (9th), and the 23rd birthday of Gordon Towne, emcee of the 740 Club (10th).

WCCO Staff Changes

Minneapolis, Minn. — Carl Ward has been named general sales manager of WCCO, it was announced by WCCO general manager Gene Wilkey. Wilkey also announced that Armin Furch has been added to the WCCO sales staff.

Mark Roberts Joins KFDA

Amarillo, Tex.—Mark Roberts, announcer, has joined KFDA as program director. Mark was formerly chief announcer of KAMQ.

Old-Time Records Featured

Boston, Mass. — Terry Cowling, originator and emcee of the WCOP "Wax Museum" show, heard Sundays at 1:45 p.m., has developed something unique in the way of a record show. The records themselves are cylinders, such as were used years ago on the original gramophones, from which Terry makes transcriptions. The programs came about as a result of his finding about 250 of these old records in a farmhouse in New Hampshire.

WPFB Has Stumpus Club

Middletown, O. — The Stumpus Club is a new WPFB feature, heard Monday through Friday afternoons at 5:30. Listeners are invited to try to stump The Whippoorwill by sending in a song they can't play. Those who are able to stump the musicians receive valuable prizes.

Interior Decorating Series On WSTC

Stamford, Conn.—Nell Daugherty, former secretary of the Association of Women Broadcasters, will present a new series of programs on interior decorating over WSTC and WSTC-FM every Tuesday and Thursday at 12:45. Ernest Hartman will be featured on the program with Miss Daugherty, and both will tell listeners how to use fabrics, wall paper, rugs and pictures to best advantage in their homes.

Joins WNAX Announcing Staff

Yankton, S. D.—Jeff Nagle has joined the announcing staff of WNAX. His previous radio experience includes announcing chores at KFVD, Los Angeles; WNFR, High Point, N. C.; and WLEC, Sandusky, Ohio.

New Series For WISN

Milwaukee, Wis.—WISN presents a new series entitled "This Is The Story" each Tuesday, Friday and Sunday at 9:30 p.m. Ed Prentiss, veteran personality of the air waves and dramatic editor, will be the narrator on the program.

Returns To Radio

Rochester, N. Y.—Jerry Flynn, former athletic publicity director of the United States Naval Academy, has returned to the radio field after an absence of some eight years. Flynn opened a new variety show on WRNY and WRNY-FM, composed of music, interviews and general chit chat concerning the news locally and nationally, with the accent on the humorous side of happenings in the local area.

WTIC Interviews Broadway Cast

Hartford, Conn.—WTIC announcer Ross Miller and engineer Fred Edwards were guests of the New Haven Railroad recently on a trip to New York to record interviews with the stars of the musical production, "Texas L'il Darling." The interviews, made backstage at the Mark Hellinger Theater, were featured on Miller's "Juke Box Jingles" broadcast on Saturday, February 11. Music from the show was also played on the program.

WPFB Airing Hockey Games

Middletown, O.—WPFB's veteran sportscaster, Warren Johnson, broadcasts all home games of the local ice hockey team, the "Mohawks," direct from Cincinnati Gardens. Johnson aired Mohawks versus Indianapolis on February 15 at 8:30.

Nielsen Purchases Hooper's Services

(Continued from Page 1)

made available immediately to Hoopering subscribers. The same procedure will be followed with regard to Pacific ratings.

The Network Television service will continue in the "form of 'TV' Network Hooperatings" but the service will be owned, sold and serviced by Nielsen. Coincidental phone calls will continue to be made for this service by Hooper's firm but under the terms of an operating contract with Nielsen.

Spokesmen for the two companies said that arrangements had been made for "a smooth transition to Nielsen network services" for Hooper clients.


The sale of the Hooper services should result in the elimination of duplicated services and the necessarily duplicated costs, and the elimination of "confusion resulting from use of two different yardsticks," according to the joint statement by the companies.

In effect, the sale by Hooper of some of his services to Nielsen removes Hooper from the national rating field, leaving Nielsen a clear field in across-the-nation rating. Hooper's activities will pretty much be confined to the local or regional level, it was generally understood.

Spokesmen for both the Hooper and Nielsen firms refused to estimate the amount of money which changed hands in the transaction.


McCanns' Add Saturday

Saturday has been added to the schedule of the McCanns At Home, WOR Monday-through-Friday feature from 9:30 to 10 a.m., in order to accommodate sponsors desiring to participate in the program.



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<div style="display: flex; flex-direction: column; align-items: center;"> <div style="background-color: #ccc; padding: 5px; margin-bottom: 5px;">MONDAY</div> <div style="background-color: #ccc; padding: 5px; margin-bottom: 5px;">TUESDAY</div> <div style="background-color: #ccc; padding: 5px; margin-bottom: 5px;">WEDNESDAY</div> <div style="background-color: #ccc; padding: 5px; margin-bottom: 5px;">THURSDAY</div> <div style="background-color: #ccc; padding: 5px; margin-bottom: 5px;">FRIDAY</div> <div style="background-color: #ccc; padding: 5px;">SATURDAY</div> </div>	<ul style="list-style-type: none"> LOBSTER CUTLETS, lobster sauce, green peas, mashed potatoes\$1.75 BOILED BEEF MENAGERIE, cabbage, carrots, turnips, onions, horseradish sauce.....\$1.65 FRIED LONG ISLAND SCALLOPS, tartare sauce, green peas, mashed potatoes.....\$1.75 TRIPES A LA MODE de Caen, boiled potato, green peas\$1.65 BRAISED BEEF PARISIENNE, small vegetables, mashed potatoes\$1.75 CREAMED HALIBUT au gratin, creamed onions and carrots, mashed potatoes.....\$1.65 BEEF AND KIDNEY STEW, buttered noodles, French fried potatoes.....\$1.75 SALMON HOLLANDAISE, creamed onions and peas, mashed potatoes.....\$1.65 BOUILLABAISSE MARSEILLAISE, boiled potato.\$1.75 CHEESE OMELETTE, creamed spinach, mashed potatoes\$1.65 CHOPPED SIRLOIN OF BEEF, smothered onions, celery and eggplant creole.....\$1.75 SWEETBREAD AND MUSHROOMS PATTY, green peas, French fried potatoes.....\$1.75
--	---

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 50, NO. 41

NEW YORK, THURSDAY, MARCH 2, 1950

TEN CENTS

U. N. SETS HEAVY '50 RADIO SCHEDULE

Color-TV Here To Stay, Goldmark Tells FCC

Reveals Advances Made In Co-op With Navy

Washington Bureau of RADIO DAILY
Washington—Peter C. Goldmark, CBS research chief, told the FCC yesterday that the sooner the Commission gets used to the fact that color is here and acts accordingly, the better it will be for all concerned." He testified briefly on the development of a new technic whereby,
(Continued on Page 4)

Craney Backs FCC On CP Trafficking

Washington — Support for the FCC's proposed new rules to halt trafficking in licenses has been voiced by Ed Craney, who is a controlling stockholder in KXL, Portland; KXLY, Spokane, and the following Montana stations: KXL, Butte; KXLJ, Elena; KXLL, Missoula, and KXLQ, Bozeman.
Craney said the trafficking at
(Continued on Page 3)

Hershfield Asks, Obtains Release From TV Show

Harry Hershfield has asked to be relieved of his television show titled "Harry Hershfield Talent Search Program" on WNBC due to
(Continued on Page 5)

Zoo Keeper Thanks Radio

Oklahoma City—Radio and television stations have been given a vote of thanks by Zoo Director Julian Frazier for the part they played in the three-day hunt for Oklahoma City's escaped leopard. The chase ended on Tuesday morning when the animal, which ate doped meat, returned peacefully to his cage. Later, the leopard died.
When the leopard escaped on Saturday, February 25, KOMA broadcast the first bulletin and warned residents in the north-east section of the city to keep children indoors. All other stations then followed KOMA in airing warning messages. WKY-TV used a mobile unit for film cameramen while KOMA, WKY and KTOK all did remotes from the scene.
Messages asking amateur hunters to stay at home were aired on Sunday and whenever the leopard was seen, progress reports were broadcast.

Radio-TV Coverage Planned For Forum

Sessions of the Herald Tribune Fifth Annual Forum for High Schools at which Senator Brian McMahon, Carlos P. Romulo and Fred Allen among others are to be heard, will be broadcast by NBC, CBS, WNYC and WCBS-TV on Saturday, March 4.
McMahon, chairman of the Joint Congressional Committee on Atomic
(Continued on Page 3)

'Auction-Aire' Program Renewed For 13 Weeks

"Auction-Aire," ABC-TV video show starring Jack Gregson, has been renewed for another 13-week period by its sponsor, Libby, McNeill & Libby, makers of Libby's food products. The signing marks the second renewal by Libby's of
(Continued on Page 2)

New California Web Of AM Stations Set

West Coast Bureau of RADIO DAILY
Hollywood—Formation of a new California network of AM stations to be linked by FM transmitters was announced yesterday by Cliff Gill, general manager of KFMV and the new Pacific Regional Network. Eleven stations have requested affiliation thus far and the total in
(Continued on Page 5)

BAB's 'Feminine Touch' Lavish Promotional Piece

Radio's Feminine Touch, an elaborate new sales presentation of BAB, is now being placed in the hands of more than 300 member stations which placed advance orders. The production, first in a series designed to drive home the value of particular types of radio programs.
(Continued on Page 5)

4 Networks Sked Documentaries, Cohen Reveals

Ambitious plans for radio and TV programming by United Nations during 1950 were revealed by Benjamin Cohen, assistant secretary general; Norman Corwin, chief of special projects and Peter Aulen, director of radio, at a press luncheon yesterday at the Waldorf-Astoria Hotel in
(Continued on Page 4)

Amer. Tobacco Ups Earnings For 1949

Earnings of \$45,675,154 in 1949 by The American Tobacco Company set a new record, the annual report released to stockholders yesterday revealed. At the same time it was reported that net sales were lower during the year, but due to the maintenance of higher prices
(Continued on Page 2)

AP Editors Protest Interview Restrictions

Galveston, Texas—The Southwest Athletic Conference proposal to restrict interviews of football coaches and players has brought a protest from the AP Managing Editors Association. A resolution by the writ-
(Continued on Page 5)

Future Of Rating Service In TV Field, Hooper Says

The rapid development of the TV viewing audience in video serviced cities now renders national radio audience measurements obsolete. C. E. Hooper, president of the Hooper rating firm, yesterday told a trade press conference. Hooper said the sale of certain of his services to Nielsen Co. by no means puts Hooper out of the audience measurement business.
Hooper said that henceforth he will service all Hooper subscribers with individual local measurements in more than 100 cities, and that the shift in emphasis of Hooper ratings will result mostly in a difference in
(Continued on Page 7)

20th Anniversary

Mobile, Ala.—WALA observed its 20th anniversary with a special program dubbed "The Voice of Experience." Before the mike, with Al Treadway, original program director, as master of ceremonies, some of the first entertainers including the Crescent City Orchestra, blind pianist George Tremer and Comedy Actor Douglas Mitchell.

Compliance

Chicago—Complying with an order from the Illinois Interstate Commerce Commission, WBBM announced a 25 per cent reduction in the use of electrical power as a result of the coal shortage in the midwest area. The reduction of power was announced by H. Leslie Atlass, CBS vice-president in charge of the Central division.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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

SOUTHWEST BUREAU

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

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FINANCIAL

(March 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, Zenith Radio.

OVER THE COUNTER

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

FM Expansion Planned

Round-the-clock operation on Fridays, Saturdays and Sundays will be started by WNYC-FM on March 3. The New York City station has been experimenting with all-night broadcasts on Saturdays since January 1 and has decided to expand the FM programs further. Symphonic requests will be included on the new hours.



RCA INSTITUTES, INC.

A Service of Radio Corporation of America

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

Our graduates have 1st Class Telephone License.

Address Inquiries to Placement Director RCA INSTITUTES, INC. 350 W. 4th St., New York 14, N. Y.

COMING AND GOING

JACKIE ROBINSON, American network luminary who also does a bit of second basing for the Brooklyn Dodgers, today will leave Hollywood for Vero Beach to go into Spring training with the ball tossers. Jackie has just completed shooting of a film based on his life.

BILL DOWNS, Berlin correspondent for CBS, has returned to the German metropolis after having covered the elections held last week in Great Britain.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, is leaving for Chicago to attend next week's National Television Conference.

H. L. KRUEGER, commercial manager of WTAG, Columbia network outlet in Worcester, Mass., is spending a few days in New York on business.

SIDNEY ASCHER, publicist, is expected back tomorrow from Bermuda.

NICHOLAS R. CARRANO, president of Admiral Records, and BOBBY COLT, singer, are en route to Chicago, where Bobby will make several disc-jockey appearances.

'Auction-Aire' Program Renewed For 13 Weeks

(Continued from Page 1)

the program, which is currently carried by eight Eastern and Mid-Western stations Fridays at 9 p.m. (EST).

Sponsors wish to extend coverage of the show, and efforts are being made to clear time on seven additional ABC stations.

'Auction-Aire' features weekly auctions of valuable merchandise for labels taken from Libby food products, with home viewers placing their bids via telephone through local phone rooms connected directly with Ritz Theater stage in New York, from where the program emanates. A staff of 88 special operators handle the calls.

Gregson, as mc, conducts the auctions, assisted by Rebel Randall and eight on-stage operators through whom bids from various cities are relayed. 'Auction-Aire' is packaged by Masterson, Reddy and Nelson. J. Walter Thompson is the agency. Charles B. Brown produces, Eddie Nugent directs, and Don Ross writes the show.

Press Radio Group Elects

Montgomery, Ala. - The Montgomery Press and Radio Club, Inc. has elected five radio station reps to serve in 1950. Ed Brown of WJXX was named treasurer; John Allen Wolf of WSFA, Dave Manners of WAPX and Billy Smith of WSFA were named directors; and Lou Benton of WMGY was chosen chairman of the membership and house rules committee.

Polo Games On TV

Hollywood—Polo games between top teams of the United States and Mexico will be telecast by KNBH from the Beverly Hills Polo Grounds at Riviera beginning Sunday, March 5. A series of 12 matches will be covered by KNBH under the sponsorship of the Packard-Bell Co.

DAVE DRISCOLL, director of news and special features, is back in town following a Winter vacation.

JOHN BOSMAN, Mutual network commentator, is leaving for San Juan, Puerto Rico, where he will participate in, and report, the Navy's Caribbean maneuvers.

M. E. MAGARGEE, president of WGBI, Scranton, Pa., and GEORGE COLEMAN, general manager of the station, were visitors this week at the offices of CBS, with which WGBI is affiliated.

SEYMOUR N. SIEGEL, director of WNYC, tomorrow will leave for a two-week tour of Naval duty, starting at New Orleans.

RAY LINTON, national sales expeditor for WIRK, West Palm Beach, Fla., is on a business trip to Chicago and New York.

FRED BERNSTEIN, assistant general manager of WTTM, affiliate of NBC in Trenton, N. J., has returned from a visit with his family in Charleston, S. C.

WORTH KRAMER, assistant general manager of WJR, Detroit outlet of CBS, was welcomed yesterday at the New York headquarters of the network.

FRANCIS H. BRINKLEY, managing director of WENE, Binghamton, N. Y., was a visitor on Tuesday of this week at the New York headquarters of BAB.

CATHY MASTICE, vocalist, has returned to New York by plane from Cleveland, where she entertained at Veteran Hospitals.

JACK BENNY is back in Hollywood following a week-end trip to Washington, where he was emcee at the White House Photographers Dinner for President Truman.

Amer. Tobacco Ups Earnings For 1949

(Continued from Page 1) throughout the year, the earnings were above 1948.

Declines And Increases Shown Several shifts in volume of brands sold were noted by Vincent Riggs, president. Lucky Strike Cigarettes showed a decline while Pall Mall and Herbert Tareyton Cigarettes increased.

Leonard Welling

Leonard Welling, sales manager of Electromatic Manufacturing Corporation, died at the age of 59 in New York home February 28. Before joining Electromatic in 1941, Welling had been one of the principal owners of Sonora Radio Paris and president of the K. W. Radio Company.

Radio Aids Red Cross

Syracuse, N. Y.—The local radio and television teams reached a quota of 105 per cent in the drive for funds even before the first report meeting was held. The drive was headed by Captain Channing Scott of WFBL includes the following stations: WAGE, WSYR, WNYC, WOLF, WHEN and WFBL.

Home Menagerie



At first the cat was the only pet in this home. Then a stray dog was added. And finally a baby duck. They all became great friends.

W-I-T-H has a way of making great friends, too—by producing the lowest-cost sales of any station in Baltimore. W-I-T-H, you see, delivers more home listeners-per-dollar than any other station in town. And in addition to this biggest home audience, a recent survey, made under the supervision of the Johns Hopkins University, showed that of all radios playing in drug stores, 34.6% were tuned to W-I-T-H.

That means that even small investments on W-I-T-H produce big results. If you'd like the whole, exciting story about W-I-T-H, call in your Headley-Reed man.



WITH

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

Radio-TV Coverage Planned For Forum

(Continued from Page 1)

Energy, will be heard on CBS from 1:15 to 4:30 p.m. NBC will follow at 4:30 with a panel on The World We Want. Speakers from India, Israel, Malaya, Pakistan, the Philippines and the United States will be heard.

An earlier session which includes Fred Allen will be recorded by NBC and rebroadcast from 5:30 to 5:45 p.m.

WNYC will carry the panels from 1 to 5 p.m. while WCBS-TV will televise from 2:30 to 3:00 p.m. The latter will feature a discussion by six members of a visiting group of foreign students.

Radio Drama Contest For University Students

Vermillion, S. D.—A radio drama contest for college students in South Dakota is now being run by the state DAR in cooperation with the University of South Dakota, KUSD. Fifteen-minute scripts on the history of South Dakota are requested with cash prizes being offered to the winners. Judges for the contest include: Herb Howard, program director of WNAX, Yankton; Jack Stahl, publisher in Madison, and Mrs. J. A. Eckrich, DAR radio writer.

★ AGENCY NEWSCAST ★

A UNIQUE luncheon of frozen foods from orange juice to dessert will be served by the Advertising Club on March 8 when it plays host to leading members of the frozen foods industry. Chairman for the occasion will be E. W. Williams, publisher of Quick Frozen Foods.

SANI PINE CORPORATION, deodorant and disinfectant manufacturer, to Admiral Advertising Agency, Inc.

HIRSHON-GARFIELD, INC. announces the appointment of Ray Ovington as its radio and television director. He was formerly radio and television director of Birmingham, Castleman & Pierce, and was formerly associated with CBS in its radio and television departments.

CLARK BROTHERS CHEWING GUM COMPANY of Pittsburgh, Pennsylvania, announces the appointment of McCann-Erickson, Inc. as advertising counsel for its Teaberry and Tendermint Chewing Gums. The account will be serviced by the New York and Cleveland offices of the agency.

ASSOCIATION OF AMERICAN SOAP AND GLYCERINE PRODUCTS, INC. to G. M. Basford Company, as public relations council.

METROPOLITAN AGENTS of Allstate Insurance Company (auto insurance) has appointed William Warren, Jackson & Delaney to direct its advertising.

THE RADIO NEWS CLUB of Southern California has announced judges for its first annual radio news awards. They include Leonard Riblett, chairman of the Greater Los Angeles Press Club, Arthur Engel, assistant to publisher of the Hollywood Reporter, and Gladwyn Hill, Southern California representative of the New York Times.

MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY to J. Walter Thompson Company for their 100th anniversary advertising and publicity plans.

LINTON'S FRIENDLY RESTAURANTS of Philadelphia to W. Wallace Orr, Inc.

JACKSON TAYLOR has joined Lennen & Mitchell, Inc. as account group supervisor. He was formerly with McCann-Erickson.

ADAM J. YOUNG, JR., INC. has been appointed as national representative for WINX, William A. Banks, general manager, has announced.

Craney Backs FCC On CP Trafficking

(Continued from Page 1)

tempted in recent years, successful or not, "has been a genuine menace," and that adoption of the proposed new rules would aid in combatting the practice. He claimed personal knowledge of instances where holders of construction permits "made no serious efforts to construct a station, but very strenuous efforts to sell the permits."

He observed that "the salability of construction permits can even be used as a club over existing broadcasters. A construction permit may be sought and obtained with the thought in mind that, if no other buyers develop it can at least be offered for sale to the existing broadcasters. The possibility that the permit holder may construct or sell to a third person can be held over the head of an existing broadcaster as an economic reason why he should buy off potential competition."

Craney thinks present Commission powers are not strong enough to cope with the problem.

Will Have Own Show

Juanita Hall, featured in the Broadway musical South Pacific, will have her own show on WNEW each Sunday from one to 1:15 p.m. beginning March 5.

he has the fans in his fist

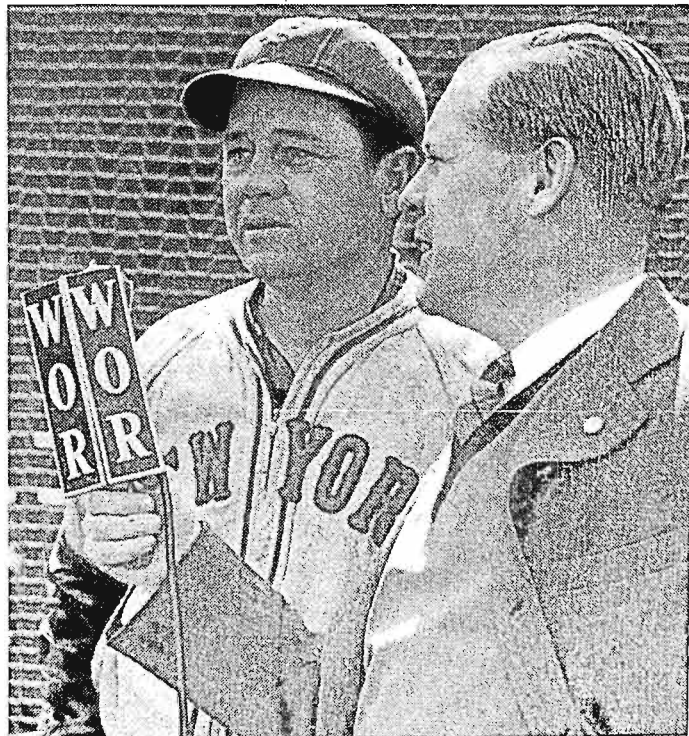
WHEN WOR's Henry Stanley Lomax, famous to millions as "Stan", throws his eye on sports every weekday night at 6:45 PM, 239,702 people a minute are punch, puck or pigskin conscious. Why? Because for over 19 years Stan Lomax has made the sporting world more alive than a 3-ring circus . . . more colorful than a baseball diamond . . . more human, less humdrum.

A sportscaster who's always at the scene of the sport. He's relayed headline sports events and sampled the hooks and jabs of Joe Louis so WOR listeners in 14 states could know what it felt like to trade blows with the Brown Bomber.

Given a dispatch, Lomax can make it a story. Given a product he can make it sell. His WOR fans have bought everything from beer to banking service. On a recent survey a sponsor found that men listening to Stan Lomax showed a 4½ to 1 preference over non-listeners for his product. You or your client can grab Stan to reach 130,273 Metropolitan New York homes a minute for 1/12th of 1¢ per listener. That, gentlemen, is a buy! Our address is

WOR

that power-full station at 1440 Broadway, in New York



Big Radio Schedule For U.N. During 1950

(Continued from Page 1)
New York; plans for participation by the four major networks and a possible pool arrangement for the TV pickup of the next General Assembly in the late fall were among the announcements. The prospect of commercial sponsorship of some of the U.N. programming was referred to and emphasis was placed on the special Ford TV series on CBS as a fine example of institutional advertising.

Corwin Reveals Plans

Corwin revealed plans for six hour-long documentaries on Mutual which will begin on Sunday, March 26th. The series presented on Sundays from 9 to 10 p.m., will have the group title of "The Pursuit of Peace" and each program will cover a different phase of U.N. activities. The first of the series will originate in Hollywood and will be a dramatization of the World Bill of Rights.

The second of the series will be heard Sunday, April 16, and will be titled, "Land, Sea and Air." It will celebrate the anniversary of the founding of the International Civic Aviation Organization.

Two Series On NBC

Two series of documentaries are planned by NBC. One group will be known as the "America United" series and the other will be called "The Pursuit of Peace" series. To be heard on the 'America United' series will be "Three Big Words," March 19; "Narcotics," April 9; "Your Health Sir" on May 7; "E Equals Mc2-Formula for Peace" on June 18th and "Pay As You Go," a documentary on the International Bank on July 9.

The second NBC series, on "The Pursuit of Peace" will include "Human Rights," March 26; ICAO, April 16th; V. E. Day, May 7; Trusteeship, June 18th; UNESCO, July 16 and Technical Assistance on Sept. 10th.

CBS Has Daily Sked

Plans for CBS' series of programs were also outlined by Mr. Cohen. CBS will present "U.N. Today," Monday through Friday over 150 stations coast to coast. The network will also originate "Memo From Lake Success," Saturdays at 6:15 p.m., EST. A third program titled, "U.N. Story" will also be heard over 400 stations of the CBS network.

ABC will also do a series of special documentaries for United Nations this year. These plans are still in the formative stage and will be announced at a later date, Cohen said.

ANIMATION HOUSE, Inc.

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N.R. 2-8184 New York
Foremost Television Spot Commercials
Appearing Currently
RONSON VICEROY
PHILCO LEE HATS
WONDER BREAD KOOLS
PALMOLIVE



By SID WHITE

Man About Manhattan. . . !

● ● ● WELL, FOR TYPING OUT LOUD: Groucho Marx's gentle art of insulting the quiz contestants (instead of glorifying them and falling into a trance once their home town is mentioned) lends itself to some of the best comedy on the air. When Groucho interviews 'em, they become human beings rather than vocal mannikins. . . "Life With Snarky Parker" is one of the best of the kiddie stanzas because it is actually adult. . . Maurice Zolotow is the new chief writer for "We the People." Selection of Dan Seymour as supervisor of the show was a ten-strike. Seymour has experience, poise, a knowledge of showbiz and editorial acumen to bring to the job. Besides, he's in the upper echelon as an emcee. . . Would it be possible to present an annual Oscar for the best television performance of the year, male and female? An impartial jury could judge the finals on the basis of kinescopes. The whole industry might get behind this one—there could be a big presentation at the end of the year and smoke up plenty of national interest. . . In a medium where the caliber of shows vary from week to week like the convolutions of a roller coaster, Mr. I. Magination deserves applause for consistently fine programs. . . Add life's little contradictions: Folks who know their way around buy seats for wrestling matches with their backs to the television camera. They know that the wrestlers play primarily to the camera. Boxing fans, on the other hand, buy seats facing the cameras because they want home folks to see them.

☆ ☆ ☆ ☆

● ● ● At a recent program's TV debut, a critic kept yawning throughout the show. "What's the matter," asked comic Jack Gilford. "Having trouble keeping your eyes open?" "No," was the snapper, "closed!"

☆ ☆ ☆ ☆

● ● ● AROUND TOWN: Bob Hope and Lever Bros. definitely parting company this time. . . "Black Robe" fading from NBC-TV by the end of this month. . . BBD&O looking for a television show for Emerson Drug, which may serve as a replacement for "Inner Sanctum." . . A Kansas City, Mo., radio station has banned Margaret Phelan's MGM disc, "I Like A Man Around The House" as being "too suggestive." . . Roscoe Karns wants to produce an independent film based on his TV series, "Rocky King, Inside Detective." . . Employment Note: Dave Alber is looking for an experienced flack for his expanding television dep't. Must have considerable television background. . . Paul Gardner, our favorite magazine scribe, leaves Sat. for the Southern training camps to pound out a few mag articles as well as line up radio and TV interviews. . . Candy Jones readying a daily TV show on advice to teen-agers. . . Rob't Q. Lewis tees off a heavy sked of guest appearances with "Celebrity Quiz Time" Sunday. . . Carl King's selling job on New York Tech (via DuMont's Sat. nite wrestling stanza) swamped the local trade school. They now have a waiting list. . . Nite clubs going in big these days for disc jock shows, sez Leo De Lyon, so the customers won't be the only things spinning.

☆ ☆ ☆ ☆

● ● ● Bing Crosby is helping CBS herald the return of brother Bob to the "Club 15" show on March 27th with a series of special announcements—proving that blood is thicker than Hooperatings because Bob's program last year topped the Groaner's on more than one occasion. Bob, incidentally, was given a healthy increase by the sponsor (Campbell Soups) to re-sign for the show, despite the fact that he'll continue to broadcast Sundays on NBC for another product (Pet Milk). He'll be commuting between H'wood and New York almost every week to fulfill both assignments.

Dr. Goldmark Heard At Color-TV Session

(Continued from Page 1)

through the use of film, color programs can be telecast over non-interconnected stations, and repeat last week's claim by CBS president Frank Stanton that the tri-color tube RCA will demonstrate 11 month will work better in the color receiver than in any other.

Goldmark held that it will be year or two before such a tube can go into mass production. In the meantime, he said, the use of mechanical color disc affords cheap and efficient way of getting good color television and offers means of speeding the bringing of color to the public. His comment came in response to questions Commissioner George Sterling, who had earlier taken Dr. Jack Dunlap to task for failing to ask specific questions about the color disc when questioning doctors who had seen receive CBS medical color programs. I Dunlap is an independent researcher who polled the medics and testified this week for CBS.

The Commission was told Goldmark and Lt. Cmdr. Fraser of the Navy Department of Navy-developed equipment to make TV recordings in color for CBS transmissions. The film, which can be used for color sending of network programs by non-interconnected stations, will be shown when the hearing resumes March 15. In addition, Goldmark said CBS will show recordings of CBS color programs taken on black and white film to illustrate how out-of-town affiliate stations could continue to receive black and white program service even though the original studio production was picked up in color.

Another witness yesterday was Col. Donald Lippincott of Col. Television, Inc., who spoke of C tests since the conclusion of the hearings last fall.

WEVD

5000 WATTS 1330 K.C.

PROGRAMS OF
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THE NEW YORK
METROPOLITAN AREA

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Among Advertisers on WEVD

WEVD
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HENRY GREENFIELD, Mg. Director N.Y. 19

Citizens Music Group Buys Time In Chicago

Chicago—The newly-formed Citizens Committee for Better Music in Chicago has already contracted for two classical music shows totaling 13½ hours weekly over FM station WXRT, Bob Miller, station manager, announced Friday.

The group, which was organized to promote good music in general, chose WXRT, FM affiliate of WSBC, as its first "project" at an open meeting attended by more than 500 Chicago music-lovers. During the past week more than \$3,000 has been pledged.

Opera On Sunday

Programs to be sponsored for a 52-week period include Evening Symphony, 7:30 p.m. to 9 p.m., seven nights a week, and the Opera, from 8:00 p.m. to 11:00 p.m. on Sunday. Miller is selling the time at the lowest card rate, which is somewhat less than \$75 per hour.

Sidney Harris, Daily News columnist who spearheaded the drive and who has been elected chairman, declared the WXRT will be given support for a year, after which it will be expected to become self-sufficient through commercial time sales. Memberships in the group sell for a minimum of \$10 per year, with a special one dollar rate for students. The organization hopes to raise at least \$50,000 for various musical activities during the year. Miller said that since the Committee has purchased time, interest in the station by several potential sponsors has been rekindled.

AP Editors Protest Interview Restrictions

(Continued from Page 1)

ers said they "deplored any tendency on the part of the Southwest Athletic Conference, or any other organization, to hinder the free flow of news."

The proposal that coaches and players at games not be interviewed until an hour after the game was over was made to the Texas Sports Writers Association last January. Reason given was that someone might say something in the heat of the occasion reflecting on the game or his opponent.

Another Exclusive!

Ross Report

Complete Data On
EVERY TV PROGRAM
all credits, format, costs

\$5 per copy or FREE with a 3-Month trial of our complete weekly service at \$15.

ROSS REPORTS on television
551 Fifth Ave., N.Y.C. MU. 2-5910

Hershfield Asks, Obtains Release From TV Show

(Continued from Page 1)

a conflict of time with his "Can You Top This" on the same night several hours earlier. The sponsors have agreed to the request upon Hershfield's promise to return to the program when the time conflicts have been worked out. Leon Mesnik, on behalf of Vim Electric Co., Inc., and Gerald O. Kaye, vice-president of Bruno of New York, Inc., representing RCA Victor products, issued a statement in which they said:

"When we contracted for the services of Mr. Harry Hershfield for our NBC television show Wednesday night at 10:30, he advised us of his outstanding commitment to 'Can You Top This' program, which appeared on radio the same evening at 8 o'clock. He did not know whether he would be able to carry both programs, particularly since camera rehearsal periods were necessary prior to our NBC television program. It has turned out that the only time for rehearsal on the stage is during the very time that Mr. Hershfield must appear on the air in his other program the same evening. . . . He has earnestly requested us to relieve him of his contract unless and until an hour can be found which will not directly conflict with his other radio commitment. While we have indulged in large advertising commitments and otherwise made preparations for fully exploiting the fame and talent of Harry Hershfield, we did not feel it was just to him to refuse his request. We have, therefore, in accordance with his wish, released him on the express understanding that when another time will be made available, he will return as star of our show."

Statement By Schafer

Similar regrets were expressed by Kermit Schafer, producer of the program, who said:

"It is a great blow to us to have to give up the name and talent of Harry Hershfield. We had built the show around him but I, too, have seen the impossibility of Harry's running from one show to the other without opportunity for rehearsal or a moment's rest. We have no grievance against Mr. Hershfield, since we knew of this conflict when we contracted with him. It simply has worked out so as to virtually affect his health and we reluctantly agree to his request. We hope that very soon other time will be made available so that we can resume the program with him."

Half Million Expansion Program Set By WAYS

Charlotte, N. C.—A half-million dollar expansion program to provide facilities for radio and television broadcasting has been started by WAYS, manager Walter H. Goan has announced. The new transmitter will be located near Gastonia and includes a tower to serve for television. WAYS is affiliated with ABC and Mutual.

BAB's 'Feminine Touch' Lavish Promotional Piece

(Continued from Page 1)

will eventually be distributed to some 1,000 national advertisers and agencies.

The 32-page, 11 by 14 inch brochure, has been prepared so that it can be used as a promotion piece by stations and agencies. Pages are doubled, gate-fold style, and contain case histories and documentary evidence to support various points.

Directory Included

A directory listing facts on more than 700 women's programs will be supplied with it. Space has also been provided at the end for stations to insert specialized promotion for their own programs.

Copies of the piece will cost stations \$7.50, in order to defray BAB's expenses in connection with the project. Copy was handled by Lee Hart, retail specialist now on leave from BAB. Supervision was handled by BAB director Maurice Mitchell.

A new brochure will be released next by BAB with sports, farm and transcribed shows scheduled to be written later.

Will Discuss New Book

George Fielding Elliot and Tex McCrary will take part in a discussion of Marshall Andrews' book, Disaster Through Air Power, on the WMGM program, Books on Trial, on March 7 from 8:00 to 8:30 p.m.

New California Web Of AM Stations Set

(Continued from Page 1)

web is expected to exceed 30, Gill reports.

Key relay station for the network will be KFMV with a 58,000 watt FM transmitter atop Mt. Wilson. Economy of operation without the use of telephone lines will place the network in a strong competitive position, Gill said.

Named as sales manager of the Pacific Regional Network is Ted MacMurray, who was previously with ABC, CBS and NBC in New York, Chicago and Los Angeles. Recently, he was manager of Radio Features, Inc.

Web Must Have FCC Okay

Other personnel include: Dan Russell, program director, formerly with networks in New York; Samuel Margolin, chief engineer, previously with Mutual in Hollywood; and Bill Kenneally, special events director, formerly of NBC, New York, KMPC and KLAC.

The network will handle commercial broadcasts primarily, Gill said. It will not offer regular sustaining programs, but will make available public service programs and special events, he added. Affiliates will need only a standard FM receiver to pick up FM relay stations. The proposed network is subject to FCC approval.

The stars of today and tomorrow are

Yours for more Sales

... with the new era in

Thesaurus

Here's June Christy

WITH THE JOHNNY GUARNIERI QUINTET



The new Thesaurus brings you bigger and better programming packages with top sponsor-appeal... top name artists! You get comprehensive programming, promotion, publicity... a steady flow of current tunes and material... network-quality production. Wire or write today for full details!



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program
services

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RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

RADIO DAILY

PLUG TUNES

a hit — A Hit — A HIT
"TWO-FACED HEART"
 Recorded by Eddie (Piano) Miller
 ON RAINBOW RECORDS
MICHAEL MUSIC CO., INC.
 1619 Broadway New York City Jerry Johnson Gen. Mgr.

getting BIG!
IT'S THE LITTLE THINGS
REGENT MUSIC CORP.
 1619 BROADWAY N. Y. C.

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

Revival of a Million Copy Hit!
"AM I WASTING MY TIME ON YOU"
STASNY MUSIC CORP.
 1619 Broadway New York City

My Heart Goes With You
 by Thomas G. Meschan

— ◆ — ◆ —

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

FAIRY TALES

recorded and featured by
OWEN BRADLEY & QUINTET
 Coral
SALLY & MARVIN CLARK
 London
ELLA FITZGERALD & MILLS BROS.
 Decca
FONTANE SISTERS
 RCA Victor
RED KIRK & JUDY PERKINS
 Mercury
RUSTY WELLINGTON
 Belle
P. WESTON-JUD CONLON SINGERS
 Capitol
CECIL BAILEY
 Bullet

MILLER MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—With the rapid growth and expansion of television, old-timers and some newer clefters (who can write novelty and comedy songs) will come into their own. . . . Where, in radio, a crooner or singer may stand at or hold onto the microphone (yoo hoo Frankie) and render a number that may 'send' or leave one cold, according to one's age, sex and musical leaning, a warbler seen and heard via TV, will seek songs and material which will call for movement or animation. . . . thus many songs that may be allright for radio may not prove as suitable on TV and there will be a tremendous need for material songs, novelty songs and comedy numbers. . . . TV will use fewer songs per program than radio BUT a performance on TV will unquestionably prove a better plug for a song because of staging, delivery and comparatively longer rendition use. . . . So if you publishers and tunesters are wise, you'll go through your files and bring out the old songs, material and patter that we once thought had passed into oblivion with the demise of vaudeville.

★ ★ ★ ★

● ● ● Scotty Wiseman's "Have I Told You Lately That I Love You" is making great strides. . . . publisher is Duchess Music. . . . ● James B. Dolan, music librarian for Toscanini, is the husband of radioite Helen Gerald, heard on "Cavalcade" and "Suspense" programs. . . . ● Danny Richman, former music and radio ed for the Post succeeds Bernie Woods as music editor of Variety. . . . Bernie is now manager of Ralph Flanagan Ork. . . . ● No wonder so many radio and ad agency biggies dine at Jack Crotti's Epicure Restaurant on E. 52nd St. . . . the cuisine is excellent. . . . ● Quality Music Co. has taken over publication rights to Albert Reilly's fine waltz, "Pretty Girl." . . . ● Al Hoffman, Leo Corday and Leon Carr, writers of the hit, "There's No Tomorrow," have placed another commercial ditty, "If You Smile At The Sun," with Ben Bloom Music. . . . ● A new 15-minute TVehicle, "Art Ford On Broadway," will ABCommence April 5 and will be slotted Wed. Fri. and Sat. at 7:15 p.m. . . . ● Aside to Dorothy Kilgallen: we loved your "air profile" Tuesdayem of Lady Astor. . . . ● TV Programs have a 15-minute musical package that's a honey. . . . produced by John Newman and scripted by Michael H. Cleary, the series is titled, "Musical Prescriptions" and stars Chantootsie Carol Bruce. . . . ● R. D. Wilbur, musical director of WJNS, and Scriptor Irwin Lewis have penned a tune titled "A Simple-Minded Guy." . . . ● F. Fred Coots, writer of "Santa Claus Is Comin' To Town," will be one of the judges in an amateur song contest conducted by Bill Bertolotti.

★ ★ ★ ★

● ● ● **WE SALUTE:** DeeJay Walt Kay of WJW, Cleveland who had the courage to decry the fact that his station carried racing results immediately following his program which closed with a recording of "The Lord's Prayer."

★ ★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Vaughn Monroe fans will go for his latest Victor which pairs a waltz, "Over and Over" with "It's Easter Time." . . . background support by the Moon Maids and Ork. . . . ● Vocalovely Patsy Garrett will start her own disk jockey series Monday on WLEE, Richmond, her home town. . . . ● Joe Carlton's personal contact with publishers, songwriters and musicians and savvy of Recordings, makes him a great asset to Mercury Records. . . . ● Billie Holliday's Decca waxing of "Crazy He Calls Me" is pushing this Bob Russell-Carl Sigman composition to the top. . . . number is published by Massey Music. . . . ● Chalk up a winner for Decca in the pancake of "Diddywadiddy" flipped with "Prince's Boogie Woogie," by Harry Dial and his Ork. . . . top side features warbling by Harry, with a trumpet solo that definitely is true New Orleans style. . . . "Boogie" side is toe-tapping instrumental.

PLUG TUNES

Our Latest HIT
"ECHOES"
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 1619 BROADWAY NEW YORK CITY

THE WEDDING SAMBA
DUCHESS MUSIC CORPORATION

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

Another BMI Pin-Up Hit!
CHATTANOOGIE SHOE SHINE BOY
 Published by Acuff-Rose
 Recorded by
 B. Crosby (Dec) R. Foley (Dec)
 F. Sinatra (Col) B. Darnel (Coral)
 T. Duncan (Cap) T. Tyler (4-Star)
 T. Romano (Vic) S. Henderson (Cap)
 G. Towne (Lon) T. Baker (Mer)
 Exclusively Licensed by
BROADCAST MUSIC, INC.

IT ISN'T FAIR
 recorded by

BILL FARRELL	M-G-M
BENNY GOODMAN	Capitol
BILL HARRINGTON	Coral
SAMMY KAYE	Victor
FRED WARING	Decca

Words & Music, Inc.
 1619 Broadway N. Y. C.

TELEVISION DAILY

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

TV-RATING EXPANSION FORECAST

TELE TOPICS

WHAT THE ABC-TV press department describes as "the first live Western drama of motion picture magnitude" ever to be produced on a television stage will undergo a kinescope midwest and eastern premiere Sunday in the 6:30 to 7 p.m. (EST) time slot. Featuring Russell (Lucky) Hayden in the lead role, the show was produced on a 3,000 square foot TV stage allowing for "realistic sets and roaring cowboys." . . . Canada Dry Ginger Ale will expand its sponsorship of "Super Circus" to a total of 21 video stations between March 5 and 19 with the addition of KGO-TV, San Francisco; KECA-TV, Hollywood; KFMB-TV, San Diego; KING-TV, Seattle, and WTJV, Miami.

NBC IS NEGOTIATING with Robert Merrill to become a regular on the web's Saturday night two and one-half hour variety show following the critical raves Merrill received following his appearance on the initial stanza last week. . . . Elaine Malbin, the 19-year-old lyric soprano, has been signed for the Violetta role in the CBS-TV version of "La Traviata" on March 12. . . . Robert Montgomery, the stage-screen-radio and TV impresario and commentator, will deliver himself of some off-the-cuff remarks apropos the new medium before the American Television Society luncheon at the Roosevelt tomorrow.

CBS CORRESPONDENT Ned Calmer's new best selling novel, "The Strange Land," will get the "Author Meets The Critics" treatment on the ABC-TV literary stanza this evening. . . . and, speaking of newsmen, it should come as a surprise to no one that Ernest K. Lindley, moderator of Du Mont's "Newsweek Views The News," will receive the first TV award from the Overseas Press Club at the Waldorf on Friday. . . . "Request Performance," an "all-star variety show," bows in over WGN-TV Sunday night under the direction of Chicago newspaper columnist Irv Kupcinet. Guests on the first show include Victor Borge, Doodles Weaver, of the Spike Jones aggregation, and crooner Art Lund.

THE HOOPERATING for NBC's two-and-one-half-hour variety show, just in, gives the New York and Chicago originated package a big, fat 38.4 for the premiere performance. Hooper's survey on the show involved 3,000 phone calls in New York, Washington, Chicago and Cleveland. By half-hours, the program was rated, starting at 8 p.m., 35.5, 37.0, 39.6, 40.2, and 39.8.

RCA Color Sets Best, FCC Engineers Say

Washington Bureau of RADIO DAILY
Washington—Both the vertical and horizontal picture resolution of RCA color and black and white receivers were far superior to anything provided by CBS or CTI receivers during last week's comparative demonstration, according to FCC engineers. The Commission put into the record of the color hearings a score sheet on each of the sets shown, with the scoring done by three of its technicians. The ratings were on test patterns.

Average horizontal resolution recorded for CBS black and white pictures was 160, compared with CTI's 150 and RCA's 230. Average CBS vertical resolution was 315, compared with CTI's 170 and RCA's 315. On color patterns, CBS scored 170 on the horizontal and 320 on the vertical, compared with 145 and 165 for CTI and 235 and 320 for RCA.

There was sharp variation from set to set, and equally sharp variation in the scoring by the three observers.

Admiral Renews On KTTV

Los Angeles—Admiral Television and local dealers in Southern California have renewed "Hollywood in Three Dimensions" on KTTV. The Mal Boyd-Robert Joseph package stars Alan Mowbray as emcee. Boyd's interest in show has been added to PRB, Inc., the firm he owns with Mary Pickford and Buddy Rogers.

Telenews Adds Five

Five additional tele stations have signed for INS-Telenews TV newsreels, the company announced on Friday. Added to the schedule are the following: KSL-TV, Salt Lake City; WNHC-TV, New Haven; WSYR-TV, Syracuse; KTSL, Los Angeles; and WEWS, Cleveland.

Chicago Doctors View Surgery On Color TV

CBS has been demonstrating its color TV system this week to some 4,000 members of the Chicago Medical Society during meetings at the Palmer House. Slated for viewing are surgical operations in progress at Chicago's St. Lukes Hospital, a couple of miles away.

The color demonstrations started on Tuesday and will continue through Friday, commissioned by Smith, Kline & French Pharmaceutical House. Surgery in color was previously demonstrated by CBS-TV to the plaudits of viewing critics and physicians, who declared that the method might retire into oblivion the surgical amputheater.

Micro-wave radio will carry the color signals to the roof of the Franklin Building on W. Washington from whence they will be carried by coaxial cable to the viewing room. Transmissions will be limited to this "closed circuit" and cannot be picked up by outside sets.

Color Tests Aid Audience For New WNBW Program

Washington—The color TV tests of NBC in Washington during recent weeks have built up an audience in advance for the new Hecht Company afternoon shoppers show, it was learned here last week. The new show takes to the air early afternoon three days a week, at an hour well in advance of the earliest time WNBW has been on the air for regular broadcasts until now.

Even before the new show was launched last week, in the time usually used for color sending, it was known at the station from telephone inquiries from the public that there was an audience. The proof came with the volume of calls in response to the first two Hecht shows.

Gambling Going Guesting

John B. Gambling, emcee of the oldest continuous radio show (sez WOR) in the history of the medium, will round out his 25th Radio Anniversary with appearances on television programs over WOR-TV—two of them, and back-to-back, at that. In company with his 80-year old father, Gambling will guest on the "Dinner At Sardi's" program from 7:30 to 8 p.m. (EST), followed by a guest shot on WOR-TV's "Talent Parade" in the 8 to 9 p.m. time segment. Gambling, who has been dubbed "the human alarm clock," is heard Mondays through Fridays over WOR from 6 to 7 a.m. on "Rambling With Gambling," and from 7:15 to 8 a.m. on "Gambling's Musical Clock." He was recently the subject of a two-piece profile by the New York Herald-Tribune's radio and TV critic, John Crosby, a rare honor.

Hooper Envisions Broader Usage In TV Field

(Continued from Page 1)

packaging. He will continue, he said, to rate individual programs with their competition after March 15 but orders for such samplings will have to be placed through Nielsen.

Future press releases of the Hooper firm will continue to list the first fifteen and the top ten programs in New York, Chicago and Los Angeles. These press releases, according to Hooper, will be broken-down three ways: radio vs. TV, radio vs. radio, and TV vs. TV.

Radio vs. TV Tops

The most important of these, Hooper said, will be the radio vs. TV rating, which will show an actual share-of-audience measurement in the three major markets.

Hooper said that two-thirds of the current business in the Hooper shop was now on a local market basis, and said that the move by which he disposed of national ratings was hastened by the heavy increase TV has made in viewers over the past year. Charts on display at the press conference showed that, a year ago, TV listening totaled about 19 per cent of the total radio and TV audience in New York and about 10.5 per cent in Los Angeles, as compared with a current 44.5 per cent in New York and 22.5 per cent in L. A. now. He said these figures were following a trend in all TV cities with Los Angeles about five months behind New York today.

Lists Today's Ratings

He said that a comparative radio and TV rating in New York today would show the following ratings: Milton Berle, 21.5; Jack Benny, 17.6 "Radio Theater," 17.5; "Toast Of The Town," 15.6; "Talent Scouts (TV)," 14.6; "Talent Scouts (Radio)," 13.7; "The Goldbergs (TV)," 13; Arthur Godfrey and His Friends, (TV)," 12.2; Winchell, 12; Bing Crosby, 11.6.

FCC Okays WTMJ-TV

Washington—The FCC Tuesday okayed regular license renewal for WTMJ-TV, Milwaukee, on receipt of an explanation from President Walter Damm that his station had not agreed to accept the NBC order for two and one half hours of Saturday night time, with program details to come later. The Commission, had last week ordered WTMJ to go on temporary license pending determination of the propriety of the NBC action.

COAST-TO-COAST

Anniversary Gift

Davey Tyson and his wife will celebrate their 24th wedding anniversary on March 4th with a trip to New York City. Coincident with the celebration, WCAE has gained two new sponsored afternoon shows for Davey. Besides his early morning disc jockey show, Davey will now be heard on WCAE each Tuesday and Thursday afternoon from 12:50-1 p.m., and also on Monday, Wednesday and Friday from 2:05-2:15 p.m.

Social Security On WHAY

New Britain, Conn.—Each Friday WHAY presents "Your Social Security" on "Talk of the Town" program starring Leo Borin. This special presentation is given to inform the public about the working of the Social Security Administration benefit program.

Shopping Tips Aired

Worcester, Mass.—Denholm & McKay, local department store, has signed a new contract with WTAG (and FM) for twice-a-day "Dorothy Denholm" shopping tips show. The program will be aired Monday through Friday at 9:10 a.m. and 4:55 p.m. A telephone bell is the show's trade mark in order to build up the store's telephone shopping system.

New Staff Member

Worcester, Mass.—Latest addition to the WTAG (and FM) staff is Sally Pratt, formerly director of women's activities at WKOX, Framingham. Sally is currently being featured twice daily on the new Monday through Friday "Dorothy Denholm" shopping tips show.

Special Red Cross Show

Phoenix, Ariz. — The 1950 Red Cross Fund Campaign was launched in style when President Truman and Gen. George C. Marshall addressed the nation in a special 30-minute broadcast. Also on the program was the dramatic sketch, "Across the Street, Across the Nation," narrated by Henry Fonda, the naval officer of "Mr. Roberts." The broadcast was carried by KOOL starting at 8:30.

New Program For Vocalist

Boston, Mass.—Gloria Carroll, featured vocalist on WEEI's "Beantown Varieties" (8:30-9:30 a.m., Monday through Friday) now has a new program. "Music and Fashions," broadcast on Wednesday at 10:30 p.m.

WSTC To Air Education Scripts

Stamford, Conn. — WSTC and WSTC-FM have announced a plan to present radio plays produced from scripts written for the CCNY Adult Education Division course in radio script writing. Scripts to be dramatized and broadcast will be selected by Leonard Weinles, the Adult Education Division's instructor of radio script writing, and a member of the WSTC staff.

Joins WCCO Production Staff

Minneapolis, Minn.—Ed Viehman, member of the WCCO announcing staff since 1944, has joined the production staff of the station, it was announced by WCCO program director Bob Sutton. Viehman originated the prize-winning "Let's Listen to the Classics," which he has conducted each Monday through Saturday for the past two years. He has also been heard as quizmaster on "Quiz of the Twin Cities" and "Quiz-down," both over WCCO.

"Ole Opry" Flying To Alaska

Nashville, Tenn. — The WSM Grand Ole Opry is flying again for the U.S. Air Force. This time they are heading for Alaska, where they will entertain Air Force men at seven bases, and also play for one Army ground forces outfit. This marks the second time the WSM Grand Ole Opry entertainers have been chosen to entertain troops outside the States. The European tour made just before Christmas was termed a great success.

WERE Broadcasts Circus

Cleveland, O.—The entire Grotto Circus was broadcast over WERE, with the Grotto turning over all proceeds to the Cancer Society. Three hours of a Sunday afternoon schedule were moved to make way for the program. Pepsi-Cola sponsored the show, which used four announcers presenting a play-by-play description. Bob Wass, station's special events man, coordinated the activities, Bill Nesbit gave general coverage, Gil Gibbons handled background information and Ed Stevens presented the children's angle.

New Vocational Series On WCAE

Pittsburgh, Pa.—"How to build a career" will be the theme of WCAE's new vocational series "The American Artist Speaks," heard every Sunday from 3:30 to 3:45 p.m. The programs will feature interviews with some of the most celebrated artists of our day through the Division of Education of Carnegie Institute, which will sponsor the series. The moderator will be Robert R. Young, supervisor of the guild activities.

Rejoins WCCO Announcing Staff

Minneapolis, Minn.—Bill Wigginton has rejoined the announcing staff at WCCO, it has been announced by program director Bob Sutton. Wigginton, who first joined WCCO in 1938, has now established a reputation as a top Northwest disc jockey.

Stork News

Columbus, Ind.—Richard L. Pyles, general manager of WCSI, Columbus, is the father of a daughter, Miriam Jean, born February 17th at General Hospital, Ironton, Ohio.

WANTED

Man with 10 years' experience
in Radio Sales and some programming knowledge.

Live - wire foreign language
station has room for commercial manager who has
the above qualifications.

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closed, we want a salesman
and not an order taker.

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 42

NEW YORK, FRIDAY, MARCH 3, 1950

TEN CENTS

NAB WITHDRAWS REP AT NARBA MEET

U. S. Customs Criticized For Taped News Delays

Cecil Brown Tells Of Customs Tieup Of Tape Reels

Charging United States Customs with being "the greatest barrier to our communications system," Cecil Brown, Mutual commentator just returned from a three months European trip, recounted his experiences with tape recordings at a press luncheon at the Astor Hotel yesterday; (Continued on Page 4)

TV Sets In 50 Areas At 3,182,351—RMA

Washington Bureau of RADIO DAILY Washington—Latest RMA figures show a total of 3,182,351 video sets sent distributors in 50 areas by the end of 1949. Total shipments by RMA members during 1949 aggregated 2,227,973, compared with 808,25 sets in 1948. A total of 972,627 (Continued on Page 8)

News Of The World" Renewed By Miles Lab.

"News Of The World," NBC's nightly news roundup, has been renewed for an additional 52 weeks by Miles Laboratories, it has been announced. The program, which is edited by Morgan Beatty, is heard at 7:15 p.m. (EST). Renewal is effective April 3, through Wade Advertising.

3 R's Via FM

Chicago — The extreme cold wave which has struck this city has resulted in the closing of all grammar schools. Instructions will be broadcast over the city's FM station until the buildings are reopened, it was announced last night by Elizabeth Marshall, of the Chicago Board of Education Radio Council in a talk aired on ABC's "Headline Edition."

New Spot Campaigns Set

Pilot Radio Corporation will use radio to sell radio receivers through a 13-week contract for five spots a week on two WJZ programs in New York. Test series of spots were placed through Alfred Paul Berger, Inc., of New York. WJZ also announced the return of the Gotham Hosiery Company to radio with participation spots in two programs. Sterling Advertising Agency, New York, placed the business.

Web Gross Billings For Jan. Announced

Radio network gross time charges amounted to \$17,084,200 for the month of January just passed as compared with gross time charges in January, 1949, of \$17,704,086, according to figures just released by the Publishers Information Bureau. According to PIB computations, CBS was the only major web to show an increase in January, 1950, in gross billings over the same 1949 figures.

CBS took in \$6,133,624 this past January compared with \$5,883,824 (Continued on Page 3)

Wingate Going Abroad For Holy Yr. Documentary

To cover the story of the Holy Year abroad, WOR will send John Wingate on an extensive tour of Europe to the major shrines of the Roman Catholic Church. Wingate will leave on March 9 to gather material and in the early Spring, WOR (Continued on Page 2)

Foreign Bids Included For U. N. Equipment

Bids for radio and television equipment at the new United Nations headquarters on the East River will be sought from countries throughout the world as well as U.S. manufacturers, Benjamin Cohen, assistant Secretary General disclosed yesterday. Listings of equipment to be used have been prepared, but no release for estimates has been made as yet.

Envisaged in the radio and communications plans for the site are integrated systems of teletype, fac- (Continued on Page 3)

Peter Paul Account Goes To Maxon Agency

Peter Paul, Inc., makers of Mounds, Walnettos and other candies, have named Maxon, Inc., effective April 1, George Shamlian, president, has announced. Increases in advertising budgets for all media made necessary the consolidation of the account with one agency, he reports.

Three TV Sponsors Signed For NBC 'Sateve' Program

Three sponsors—United Fruit Co., RCA, and Swift & Co.— will participate in tomorrow night's two-and-one-half-hour variety extravaganza over NBC-TV, it has been announced by the network. All three, each of whom will have a one-minute spot, will get their plugs in the 9:30 to 10:00 p.m. (EST) time slot. NBC several weeks ago announced its plan to sell time on a rotating basis to 15 sponsors, each of

whom would receive a one-minute commercial as a sponsoring participant. At that time, plans were for each sponsor's commercial to be telecast at a different time each week in order that all might have the advantage of prime commercial time. When NBC announced the participating plan, a \$6,020 maximum price tag per minute was set for (Continued on Page 7)

Won't Okay Added Concessions To Cuba

Washington Bureau of RADIO DAILY Washington — Refusing to go along with any of the proposed concessions to Cuba at the NARBA sessions, NAB yesterday recalled to Washington its director of engineering, Neal McNaughten, from the Havana conference now in session. At the same time, NAB announced it has notified (Continued on Page 3)

Networks Give Time To Religious Series

Documentary dramatizations in behalf of the annual overseas relief fund appeal of Church World Service are being presented by the major networks. First of the shows, Akira, a story of a returning Japanese POW, was broadcast by Mutual last night from 9:30 to 10 p.m. E. Stanley Jones, noted missionary. (Continued on Page 8)

Block Program Plan Pays Off At WPAT

Paterson, N. J.—WPAT's sales formula of block programming has paid off to the amount of \$286,000 in new business since the station inaugurated twenty-four-hour, round the clock programming on December (Continued on Page 2)

Hardy Placed

Appointment of Ralph Hardy to head the NAB government relations department was announced yesterday. Hardy was chief of the radio division, which the NAB board abolished at its Arizona meeting last month. He succeeds Forney A. Rankin, who recently returned to a State Department post. Hardy came to NAB from KSL, Salt Lake City.

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188 West Randolph St.
Phone: ANdover 3-6050

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

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FINANCIAL

(March 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	9	8 7/8	8 7/8	— 1/8
Admiral Corp.	25 3/4	25 1/8	25 1/2	— 1/4
Am. Tel. & Tel.	150 5/8	150 3/8	150 5/8	+ 1/4
CBS A	29 1/8	29	29	— 1/2
CBS B	29	29	29	— 1/2
Philco	38 1/4	37 3/4	38	— 1/4
RCA Common	14 7/8	14 1/2	14 5/8	— 1/4
RCA 1st pfd.	75 1/2	75 1/2	75 1/2	— 1/2
Stewart-Warner	16 1/8	16	16 1/8	— 1/8
Westinghouse	34	33 3/4	33 3/4	— 1/4
Westinghouse pfd.	104 7/8	104 1/4	104 1/4	— 1/2
Zenith Radio	47 3/4	46 5/4	46 5/4	— 1/2

NEW YORK CURB EXCHANGE

Not. Union Radio	3 7/8	3 5/4	3 7/8
OVER THE COUNTER				
DuMont Lab.	18 1/4	Bid 19 1/4
Stromberg-Carlson	14	15 1/2

Named To Alumni Board

Francis X. Zuzulo, assistant director of press for MBS, has been named a member of the board of directors of the University of Missouri Alumni Association, R. A. Graham Jr., president of the New York chapter announced yesterday. Zuzulo, a graduate of the school of journalism at Missouri in 1937, has served as corresponding secretary for the association.

Sign Disc Jockey Show

Phoenix — The Valley Lumber Company of Phoenix has inked a 26-week contract to present a disc jockey show on KTAR. Stars of the show, Valley Varieties, are Carl Kent and Emily Noble. Kent is a staff announcer at KTAR while Miss Noble formerly took part in the Vass family series and other shows.

Recognition

Hollywood—Sara Berner, the Mabel Flapsaddle on the Jack Benny program, is scheduled to become star of her own NBC show, Sara's Private Eye. The new program will give Miss Berner a chance to put over her multi-dialect antics in a comedy-mystery situation. She also appears as Ingrid Mataratza, an Italian-voiced housekeeper, on the Jimmy Durante program.

Wingate Going Abroad For Holy Yr. Documentary

(Continued from Page 1) will broadcast the documentary program.

Francis Cardinal Spellman will introduce the program when he tells of the meaning of the Holy Year. A special prayer by His Eminence will conclude the documentary.

Wingate will carry portable recording equipment and will cover Rome, the Vatican, Paris, Lourdes and Tarbes. He will tour the four basilicas of the Vatican and will record the changing of the Swiss guard.

Choir To Be Recorded

Voices of the Les Petits Chanteurs, famed boys choir, will be recorded in Paris in addition to the Palm Sunday Mass in the Madeleine Cathedral.

The Cathedral of Lourdes services and voices of the ill and crippled will be recorded at the shrine. Wingate will return in April.

Graustein Returning To Lever

Archibald R. Graustein, Jr., is re-joining Lever Brothers Company as director of market research, it was announced yesterday. Graustein joined Levers in 1937 and in 1942 accepted a commission in the United States Naval reserve. Upon his release from active duty, he was appointed director of market research of Thomas J. Lipton, Jr., and leaves this post to rejoin the Lever staff.

Block Program Plan Pays Off At WPAT

(Continued from Page 1)

ber 24, Herman Bess revealed yesterday.

In setting up the block programming plan Bess engaged a number of new radio personalities including Milo Boulton, Emery Deutsch, Joe Cuminsky, Dave Miller, Don Kerr and John Henry Faulk.

Sponsors Listed

Among the lineup of national accounts that have bought time are: Perfect Foods, Inc., Oldsmobile Motors, Packard Motors, Sheffield Farms, Western Biscuit Co., Nehi Corp. (Royal Crown Cola), Lackawanna Railroad, Hudson Paper, Calo Dog Food, American Stores (Acme Div.), Bond, Richman & Co. Investments, Capehart TV, Muntz TV, and Canadian Fur Corp.

Rebecca West Airs Spy Trial Report On NBC

Rebecca West, crack British reporter and frequent contributor to The New Yorker and other American periodicals and a writer of note on the British literary scene, will be heard tomorrow afternoon in a special NBC broadcast originating in London during the course of which she will report and discuss the recent Fuchs spy trial. Miss West, who rarely broadcasts, will be heard in the 5 to 5:15 p.m. (EST) time slot.

ABC Will Again Air Academy Movie Awards

Hollywood—For the sixth consecutive year, ABC will air the Annual Academy Awards presentations of the Academy of Motion Picture Arts and Sciences on Thursday, March 23, it was announced Friday by Frank Samuels, ABC western division vice-president. Program will be aired to the East Coast at 8 p.m. (PST). Paul Douglas will emcee.



"Just watching my weight..."

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

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

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

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

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

FM WITH ALL

WITH

Baltimore 3, Maryland

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50,000 watts at 800kc.

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

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CKLW

Detroit and Windsor

J. E. Campeau, President

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

NAB Withdraws Rep At NARBA Meeting

(Continued from Page 1)

The chairman of the U. S. delegation to the Cuban conference, FCC Commissioner Rosel H. Hyde, that NAB cannot concede or agree with any of the points involving concessions to the Cuban delegation on regional, clear or local channels over and beyond that condition which existed as of March 28, 1949."

Notification was in the form of a letter transmitted under date of March 2, 1950 by McNaughten, before his departure for Washington. In reaffirming the NAB's position on the continuing NARBA conferences, the NAB President, Justin Miller, said, "During the course of negotiations at the NARBA conference in Montreal (September 13-December 8, 1949) all United States stations occupying frequencies then affected by proposed agreements, were notified.

"In the present instance, there is equal reason for notifying affected stations before negotiations have opened into agreement. Accordingly, NAB is, today, notifying all member stations whose frequencies are involved."

Here is the complete text of McNaughten's letter to Hydes:

"In confirmation of our telephone conversation early today, I must advise you that I have been called by my Washington headquarters for consultation on the matter of station listings and comments appearing in the document dated February 22, 1950, as a memorandum from the delegation of the United States.

"As I advised you yesterday I must reaffirm NAB's position with respect to the above list and comments, namely: That NAB cannot concede or agree with any of points involving concessions to the Cuban delegation on regional, clear or local channels over and beyond that condition which existed as of March 2, 1949."

Sugarman Takes New Post

With the appointment of Elias E. Sugarman to the new post of director of sales, Vocational Guidance Manuals, Inc., N. Y., has launched a nationwide program involving sales and promotion coverage of key territories throughout the country.

In making the announcement of Mr. Sugarman's appointment, Murray Shelby, general manager of WGM, explained that the expansion move is a result of the increased interest in the firm's publications as well as the tremendous strides being made in the field of vocational guidance.

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

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Columbus 5-4922

Foreign Bids Included In U. N. Equipment Plans

(Continued from Page 1)

simile, cable, telegraph, television, radio and film facilities. They will be installed in the Secretariat building now nearing completion and in other buildings to be erected.

The top floor of the Secretariat building has been left vacant for possible installation of a television and an FM transmitter. On the lower floors of the building, the bureaux of the world's press agencies, radio systems and newspapers will be linked to their central offices by a battery of teletype installations and cable facilities. Facsimile and teletype communications, as well as electric conveyers and pneumatic tubes will speed the handling of documents and mail within the building.

Provision For Networks Made

Most of the radio and television facilities will be installed in the adjoining conference building where provisions will be made for networks to televise the proceedings of important UN sessions, according to Arthur E. Barrett, senior broadcasting engineer.

Special lines will be installed to enable both video and sound programs to be transmitted by American and international broadcasting organizations. Plans call for kinescope recordings to be made of major UN sessions and distributed to the Soviet Union, the United Kingdom, France and other countries where television stations operate.

Around each of the council chambers and meeting halls will be booths for on-the-spot broadcasts, television cameras and equipment, newsreel and still-cameras. In addition, each of the chambers will be equipped with facilities for simultaneous interpretation in the five of-

Sports For All Renewed On Mutual Network

For the fourth consecutive year, the Mail Pouch Tobacco Company has renewed sponsorship of "Sports For All" over MBS, it was announced yesterday by Adolf N. Hult, network vee-pee in charge of sales. The program was formerly known as "The Hunting and Fishing Club Of The Air."

Charles W. Hoyt & Co. was the agency.

Freiert Named Sales Mgr. Of WBAL-TV, Baltimore

Baltimore—Willis K. Freiert, AM and TV program manager at WBAL, assumed the duties of sales manager for WBAL-TV effective Feb. 27 in line with the station's realignment of the TV outlet's sales and program departments, it was announced yesterday. Victor F. Campbell, currently WBAL-TV's production chief, became program manager at the same time.

ficial languages, and nearby, a master recording room will record the speeches of delegates.

Five radio studios will be constructed in the basement of the conference building. Each will have a control room and a combined recording and dubbing room. These suites will make it possible to produce in one unit, the numerous UN broadcasts and documentaries which utilize the recorded voices of delegates and the actual proceedings of meetings.

The news and feature programs broadcast in 26 languages by the UN Radio Division, Barrett reports, are intended primarily for relay or re-broadcast by national facilities in the UN member states. Special channels will be set up between the new UN site and American networks and independent stations as well as the Voice of America, the CBC and other international broadcasting services which carry UN programs.

UN Headquarters may soon become a major world dateline and with its information and communication facilities, it is hoped to make possible a wider dissemination of the work.

Web Gross Billings For Jan. Announced

(Continued from Page 1)

with the previous January. Other networks showed the following comparisons: NBC, in January, 1950, \$5,733,893 compared with, in January, 1949, gross billings of \$5,876,213; ABC, in January, 1950, \$3,537,795 as against \$4,067,921 for the same 1949 period; and Mutual, in January, 1950, \$1,678,888 compared with 1949 similar period gross billings of \$1,876,124.

Sightmaster Stock Issue

Sightmaster Corp. announced the issuance of a \$250,000 preferred stock issue. The issue consists of 50,000 shares of cumulative preferred stock at the offering price of \$5.00 per share, bearing a rate of interest of 25 cents per annum. Each share of preferred stock purchased will receive six shares of the common stock. The common shares issued will come directly from the personal holdings of Michael L. Kaplan, president of the company.

Plans call for an expansion of the Sightmaster operation. The sales organization is being organized to cover the country on a selected dealer basis, exclusively franchised by Sightmaster.

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WINS offers top year-round news coverage with

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(12 NOON TO 12:15 PM)

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CARROLL ALCOTT
(6:30 TO 6:45 PM)

FOR ONLY

\$1.15

PER 1000 RADIO HOMES

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50KW NEW YORK

PROSEY BROADCASTING CORPORATION

U. S. Customs Blasted For Tape-News Delay

(Continued from Page 1)

Brown, who tape recorded interviews with scores of persons in European countries on 46 15-minute reels, revealed the delays encountered at La Guardia field as the taped programs were flown back for Mutual presentation. These delays, he explained, were due entirely to Customs being unable to appraise the plastic reels and the statements of officers that such news reels were not covered in their regulations.

The delays were confirmed by John Bosman, Mutual newsroom executive, who said that on several instances the tape recorded shows were held up for a period of days while Customs officials pondered their appraisal problem. Bosman added that it was necessary for Abe Schechter, v-p, in charge of news, to take the protest to the Customs department in Washington and later the State Department entered the case.

In his tour of Europe, Brown found the tape recorder called "mini-tape" easy to operate and most convenient for informal interviews with people in all walks of life. These recordings made in the European capitals were flown back to the United States from time to time with Brown putting a valuation of \$10 on each reel. The valuation apparently was the stumbling block for Customs officials in making their appraisals. They were reported to have said no official appraisal standards have been set and therefore they were not qualified to place a duty value on taped news.

With the growing use of tape recorders by traveling newsmen, the networks, and correspondents moving in international circles, Brown believes the time has come for U.S. Customs to clarify the situation by placing an appraisal value on the plastic reels. He points out that the Customs office has a fixed duty charge on motion picture films coming into this country and that taped reels should come in the same category.

During his tour of Europe Brown asked persons in high and low places to record a message for America. This series was edited in the Mutual newsroom while he was away and presented under his name as network broadcasts.

The flexibility of the tape recorder which weighs around 15 pounds and operates on dry cell batteries was explained by the Mutual correspondent. He said the instrument was fool-proof and the recording results obtained were uniformly good. He predicts that tape recorders will eventually be the accepted form of recordings in all radio

Stork News

Columbus, Ga.—Walter M. Windsor, general manager of WGBA and WGBA-FM, is the father of a son born to Mrs. Windsor at the City Hospital.



By SID WHITE

Man About Manhattan...!

● ● ● FRIDAY-DREAMING: Other TV stations around the country following Milwaukee's lead in squawking about mystery shows being aired while the kiddies are still up. WKY-TV, Oklahoma City, now won't accept any mystery series before 9:30 p.m. . . . MCA hiring people in their television dept'. . . . If you're a good actor, handsome and a better-than-bad magician, contact producer Cyril Armbrister. He's looking for a "Chandu the Magician" television series hero. . . . Alka-Seltzer considering a plunge into TV. . . . Mutual cut a show this week with Lee Tracy as a theatrical commentator. . . . Negotiations between NBC and Barry-Enright Productions on the Joe DiMaggio show have fallen through because of difficulties regarding television. Show is open for sponsorship after March 11th. (Incidentally, ex-President Hoover will guest on that stanza). . . . Fibber McGee (video versions) now being filmed. . . . Aside to Ben Gross and Jack Perlis: We're still blushing from that tremendo plug you handed us on the Ed Weiner interview from the Hickory House. . . . Asked by an interviewer whether or not he really played the trumpet in "Young Man With A Horn," Kirk Douglas cracked: "I play the trumpet every bit as good as Larry Parks sings." . . . Was a thrill to hear Ted Husing's voice back in sports again.

☆ ☆ ☆ ☆

● ● ● At Monte's Belmont Plaza restaurant, Earl Wilson confronted Bob Hope with Bing Crosby's comment on the news that Hope had been officially proclaimed No. 1 at the Box Office. "That means," yawned the Groaner, "that if one of his own pictures is opening, you'll always find Bob No. 1 at the Box Office line." Earl's show from the restaurant, incidentally, has attracted the top-drawer names to the eatery. In addition to Hope, we spotted Kirk Douglas, Geo. Raft, Judy Holliday, Jane Russell, Peter Lind Hayes, Monica Lewis and a flock of other celebs there the other p.m.

☆ ☆ ☆ ☆

● ● ● AROUND TOWN: Opening rating on NBC's new Sat. nite lineup (taken in N. Y., Chicago, Washington and Cleveland) was 38.4 average for the five half-hours. 3 sponsors have already been lined up for the series. . . . The irrepressible Henry Morgan lost one of his brand new sponsors (within a week) due to his clowning with the product. Hank, old chum, haven't you learned yet that a sponsor with a sense of humor is rarer than a hen with a tooth-ache? . . . Understand that Garbo has received a fabulous offer from CBS to do a one-shot TV appearance. . . . Rave notices on Lisa Kirk's return to the Persian Room has agencies re-studying Lisa's own package, "A Letter From Lisa." . . . Kraft Television Theater hits its 150th performance March 22nd—the oldest regularly sponsored show in TV. . . . Bill Johnston (son of the late and fabulous James J.) making quite a name for himself as a sportscaster these days with his wrestling spiels via CBS. Bill oughta be able to call them with authority. He's been a wrestling promoter for years, owns 3 clubs and handles all wrestling promotion at the Garden. . . . Skitch Henderson breaking up his band to take over as gen'l musical director for Frank Sinatra.

☆ ☆ ☆ ☆

● ● ● APPLAUSE DEPT': Hazel Scott's zingy new TV series via DuMont Friday nites. . . . The Mariners' vocalizing on Godfrey's Wed. nite stanza. . . . John Wyatt, Sr.'s meaty WOR Sunday noontime talks. . . . Jack Gilford's riotines at the Cafe Society. . . . Irving Fields' sessions from the Park Sheraton's Mermaid Room. . . . Bob Poole's daily Mutual stanzas (but not aired locally). New York deserves the show. . . . The "Lone Ranger" TV'er, consistently good.

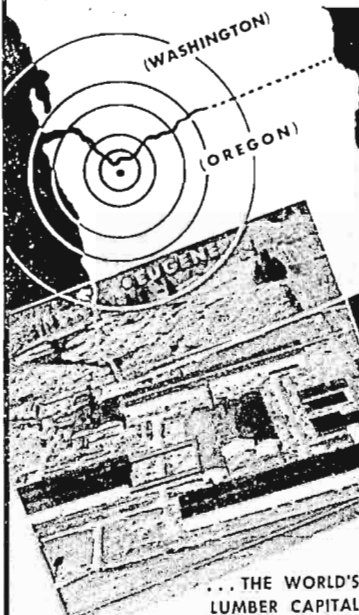
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KGW

PORTLAND OREGON



AFILIATE AFFILIATED WITH NBC REPRESENTED NATIONALLY BY EDWARD PETRY CO., INC.

AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, March 3, 1950

Philips High On List Of U. S. Patent Grants

Among the top companies to whom U.S. patents were issued during 1949, many of which cover refinements and new developments in the radio-TV field, the American Philips companies, and the Hartford National Bank and Trust Company as Trustee, received a total of about 225 patents.

Most of the inventions represented by these patents, many of which are concerned with the defense industry, originated in the American Philips Laboratories at Irvington-on-Hudson, N. Y., in the Dutch Philips companies' extensive laboratories at Eindhoven, Holland, and in the research laboratories of the English and Australian Philips companies.

Patents Listed

Among patents covering radio and TV are the Protelgram TV projection system, made by North American Philips Co., Inc.; improved life and light output of cathode-ray tubes; circuits for insuring flickerless TV reception; FM; radio direction finding and UHF waves. In addition to the 1949 patents, Philips Laboratories, Inc. has licensing rights under a large number of previously issued patents including some seven or eight hundred in the radio-TV fields only, some of which have already been made available to numerous North American companies.

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No Diathermy TVI On New G. E. Sets

Syracuse, N. Y.—According to a letter mailed to General Electric distributors from the G. E. receiver division, radiation from FCC approved diathermy and industrial equipment, and international short-wave stations, does not affect either the image or the audio of the company's current line of TV receivers. According to the company, they are one of the few manufacturers of video sets that offer this advantage, due to the fact that their sets operate in the "relatively quiet" 40-45 mc. band, distributors have been informed. Operation of sets in the 40-45 mc. region also means that the company's sets do not create interference in other nearby receivers, it is said. In its report to distributors, G. E. enclosed a letter from the Liebel-Flarshein Company of Cincinnati congratulating G. E. "on being the first major producer of television receivers to adopt an intermediate frequency that is not sensitive to the 27.12 megacycle signals generated by FCC approved industrial, medical and scientific apparatus." The Cincinnati Company explained that it had placed one of G. E.'s receivers alongside its short-wave diathermy unit and "after prolonged tests there was no sign of TVI," it said.

Master Antenna System For Brooklyn TV Project

A contract calling for the installation of all Master Television Antennas in a new 2,000 apartment house project in Brooklyn has been granted Harmonic Television Salon, Brooklyn, according to an announcement by Joseph Schwartz, president.

The new project in which the installations will be made is known as the Fred Trump Beach Haven Apartment house and is located on the Belt Parkway and Ocean Parkway, Brooklyn. The Harmonic TV Salon, which specializes in Master Antenna work, has made similar installation in other Brooklyn housing projects such as the Shorehaven Apartments.

Motorola Net \$5,280,196; Car Radio Sales Jump

Motorola's consolidated net sales for 1949 totaled \$81,803,357, according to an announcement by Paul V. Galvin, president. Net earnings for the period totaled \$5,280,196, equivalent to \$6.60 per share. Comparative figures for the year 1948 are not available since all financial information for prior years was reported for the parent company, Motorola, Inc., alone. Galvin revealed that sales for the first quarter of 1950 will more than double sales volume of \$15,200,000 obtained during the corresponding period last year. According to present market indications, Motorola car radio sales should be 50 per cent greater than last year.

PRODUCTION PARADE

Sylvania Beam Power Amplifier

A high-perveance beam power amplifier designed for use as a horizontal deflection amplifier in high efficiency deflection circuits for TV receivers has been announced by the radio tube division of Sylvania Electric Products, Inc. Features of type 6AU6GT make the tube particularly suitable for use in efficient horizontal deflection circuits operating from a plate supply of 250 volts or less in which tube plate voltage is supplied partly by the circuit and partly by the low-voltage d-c receiver supply.

Code Calculator

A new capacitor code indicator has been announced by Sprague Products Co., North Adams, Mass. Consisting of a pocket size plastic device with rotating dials printed in full and accurate colors, the Sprague capacitor indicator makes it easy to decipher molded, paper, tubular capacitor color codings. When flicked to the proper color bands, the dials indicate capacitance, tolerance and rated working voltage.

New Voltmeter

Electronics Measurement Corp., New York, N. Y., announces its new model 104 Voltmeter which is a rugged and flexible 20,000-ohms-per-volt meter with a 4½-inch square case, 50-microampere movements and Alnico magnet. The new model weighs less than 3 pounds and is housed in a high-impact, round-cornered Bakelite case with carrying strap. It measures 5¼ x 6¾ x 7⅞-inches.

Challenger Model Antenna

A new low-cost, four-bay, stacked array, known as the Challenger model HL Series has been announced by La Pointe Plascomold Corp., Unionville, Conn. Designed to meet the requirements of viewers in areas where both high and low-channel reception is desired, the new antenna affords twice as much gain on the high channels as on the low.

The antenna comes custom-cut to favor any particular high-channel desired. It is furnished with a 9-foot mast and will fit all rotators without special adaptors.

RCA Opens Fourth TV Tube Plant In Ind.

RCA's fourth Indiana plant, making a total of thirteen in operation throughout the United States, was officially opened at dedication ceremonies on Wednesday at Marion. The new plant, devoted almost exclusively to the manufacture of TV picture tubes has been holding "Open House" since Wednesday and today, employees, their friends and relatives will make inspection tours of the factory area, view a number of special exhibits and see themselves on TV in a special closed-circuit demonstration.

With the opening of the new Marion plant, RCA Victor now employs nearly one-third of their entire personnel in the state of Indiana.

Prominent Guests Attended

Dedication ceremonies attended by Governor Henry F. Schricker of Indiana, locally prominent civic and business people and a delegation of RCA Victor officials headed by W. A. Buck, operating vice-president of RCA Victor; L. W. Teegarden, vice-president in charge of technical products; John S. Carter, vice-president in charge of finance; and Richard T. Orth, vice-president and general manager of the RCA tube department, marked the installation of basic machinery and conveyor-belt systems which will eventually make the plant one of the largest mass-producers of TV picture tubes in the world.

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AGENCIES

FRED B. MANCHEE has been named executive vice-president in charge of merchandising and marketing for Batten, Barton, Durstine & Osborn, Inc. The agency also named Jack Denove, account executive, and Chet Oehler, research director of the western branch, vice-presidents.

CHARLES PATRICK, for the past 14 years a vice-president and account executive with Birmingham, Castleman & Pierce, has joined the executive staff of Donahue & Coe. Patrick has a broad background in food and liquor advertising.

JACK C. GRIFFIN has been named advertising and sales promotion coordinator for the Consolidated Grocers Corporation. He was formerly account executive at Sherman & Marquette, Chicago.

DAVID T. DUMONT, formerly general sales manager for the Communications Measurements Laboratory, has joined the technical staff of Picard Advertising Company.

MELDRUM & FEWSMITH, INC. of Cleveland and Detroit have announced the promotion of five of their executives. Joseph Fewsmith, former president, was named chairman of the board; Harry Guest was chosen president; E. Theodore Morris and Raymond Simmons, executive vice-presidents; and R. J. Wagner, secretary.

PHILIP LIEBMAN, formerly director of advertising and public relations for Rheingold Beer, has been elected president of the firm, succeeding his father, Alfred Liebman, who will become chairman of the executive committee.

WFIL, Philadelphia, has negotiated a package purchase consisting of 234 half-hour transcribed program units of mystery features and musical shows from Charles Michelson, Inc., New York transcription producer.

FCC Nixes Richards Plea For Hearing's Particulars

Washington Bureau of RADIO DAILY
Washington—The FCC this week turned down a motion by attorney Hugh Fulton for G. A. Richards that it provide a bill of particulars detailing the charges against Richards to be presented at the hearing in Los Angeles March 13 on renewal of KMPC, Los Angeles; WJR, Detroit, and WGAR, Cleveland. The Commission also rejected the contention that Richards, who controls the three stations, should be permitted to "demonstrate or achieve compliance with all lawful requirements" under the terms of the administrative procedures act.

California Commentary

By ALLEN KUSHNER

● ● ● Al Jarvis, KLAC Disc Jockey, has been named "Mr. Los Angeles" by County Supervisor Darby of Los Angeles County. Jarvis received the recognition because of his multitudinous services on behalf of community welfare. . . . Larry Finley is now in New York working on a secret deal that will "revolutionize" the recording business. . . . The Crosby twins, Denny and Phil, will appear with Pappy Bing on his show of March 15. This leaves only Lindsay, the youngest boy, to make a radio debut. Gary had his moment some months back and was solid enough to cause columnists to predict a great future for him in the entertainment world. . . . Glenn Hardy celebrates his 16th year as the voice of Mutual-Don Lee's "Alka-Seltzer Newspaper of the Air" during the month of March, 1950—a record for continuous sponsorship for any Pacific Coast newscaster. . . . Brenda Joyce, Gale Robbins and Marjorie Reynolds were signed last week by Jerry Fairbanks Productions for appearances in a series of TV commercials now being filmed for Oldsmobile. Actresses are three of 10 well-known stage and screen personalities to be packed for series. . . . KTLA's Doye O'Bell cut four more platters for Mercury Records this week.

Hollywood

☆ ☆ ☆ Victor Young, who has guided the musical destinies of many a top-drawer radio show, is working with a group of associates on a "Television Music Academy." . . . Latest cowboy star to hit the airways is Rex Allen, who will be heard over CBS in a half-hour variety show beginning March 17th. . . . Joe Graydon, baritone heart throb of Hollywood television, gets a new time on his "Joe Graydon Show" beginning this Saturday when the show will be televised at 8:30 p.m. over KLAC-TV instead of 7 p.m.

● ● ● Many of radio and TV's top stars, including Jack Benny, Eddie Cantor, Dinah Shore, Hopalong Cassidy, Art Linkletter and many others, will lend their talents March 3rd through 9th for the American Guild of Variety Artists gala benefit show at the Hollywood Guild Theater. The week-long show will raise money for the AGVA's fund for needy members and will feature different celebrities each night. Other radio and TV personalities who are scheduled to appear are: Gordon MacRae, Veloz and Yolanda, Rudy Vallee, Abbott and Costello, Senator Murphy, Dick Lane, Cowboy Slim, Tex Williams, Spade Cooley, Jack Smith, The Modernaires, Dennis Day, "Rochester," Pinkey Lee, Marie Wilson, Dick Powell, George Murphy, Red Skelton, Jimmy Durante, Ralph Edwards, and the Andrews Sisters.

● ● ● A lesson in Brotherhood—The Hollywood First Methodist Church Choir of 80 voices will broadcast over KFWB Thursday, March 2nd, a Jewish Program in tribute to Jewish Music Month. . . . General Motors Corp. has ordered a series of 27 one-minute film announcements on Don Lee TV, which started Feb. 27th and concludes April 27th. Schedule calls for participations in "Lee's Lair," "Famous Jury Trials," and "Hands of Murder" series, Mondays and Thursdays. Kudner Agency, Inc., placed. . . . Walter Bunker, VP in charge of Young & Rubicam Hollywood office, is in New York for several weeks' stay, where, among other things, he'll discuss TV film originations from Hollywood. . . . Bromo Seltzer will be plugged by Emerson Drugs in a one-minute spot announcement during KTLA's "Magazine of the Week," for 52 weeks. It started February 19. BBD&O handled the account. . . . Canada Dry Ginger Ale, Inc., New York, through the J. M. Mathes, Inc., Agency, will sponsor "Super Circus" over KECA-TV, Los Angeles, from 5:00 to 5:30 p.m., PST, starting March 12th, it was disclosed today by Bob Laws, western division sales manager of ABC. . . . Robert Mountain, Y&R account executive, and George Plass, assistant advertising manager for General Foods, arrives in Hollywood today, for a five-day stay.

BEHIND THE MIKE

GUY LOMBARDO looking for a 2nd restaurant to add to the one he already owns in Freeport, L. I. County Fair's lovely production assistant, Vivian Kennedy, will be photo featured in next issue of Radio West.

Tony Charmoli, choreographer for the TV "Stop the Music," prepping the Beachcombers in dance numbers in anticipation of their return guest shot on Godfrey's video show.

Ralph Paul renewed for another 26 weeks on "Eloise Meets the Stars."

Tommy Morton signed by Trans-Films to produce a series of film shorts for television release.

"Chapel in Your Heart," a tune we credited to Big Joe Rosenfeld, actually was penned by Fay Tishman. Joe wrote the lyrics.

Herb Jeffries opening at the Apollo Theater today.

Allied Radio Associates have begun production on the first of a series of 13 half-hour Latin-American variety shows at Mannon Sound Stages with Geo. Orth as technical director.

Big deal brewing for WHOM's "Afterhour Swing Session," with Willie Bryant and Ray Carroll.

Joe Zarella's 49th St. Towncrest getting a big play from NBC's gourmets.

Two ABC personalities will serve on the board of judges for the National Book Awards—Elmer Davis and John Kieran.

"Hands of Murder," noted for its stark reality, is again basing a story on the headlines. Next week's "The Giant Cat" was suggested by the leopard hunt in Oklahoma City.

An unusual program in the serious music fields is the "American Arts Orchestra" Monday nites via ABC. Producer Joe Graham and conductor Karl Krueger experimenting to find the "American" sound in orchestral combinations.

New Gimmick Introduced As Audience Getter

In radio, a gimmick's a gimmick and sometimes gimmicks pay off. At least, a gimmick is now paying off for the Azrael Advertising, Baltimore, who are the owners of a show entitled "Social Security — Lucky Numbers."

The gimmick is heard in Baltimore, Washington, Richmond and Cleveland aired, respectively over WBMD, WWDC, WLEE, and WSRB. Every hour on the hour the announcer reads a social security number over the air. If someone in the listening audience has a social security card that matches the number that is read, he notifies the station and the station gives him a \$100 bill.

The advertiser pays only for the air time at a fee based on population with a pay-as-you-go plan until the station is completely sold out of time when the maximum rate is charged.

TELEVISION DAILY

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

NBC-TV INKS SAT. EVE SPONSORS

TELE TOPICS

TED HUSING brought his sports commentary talents to television Wednesday night on CBS-TV and was welcomed back to his old alma mater in a telegram from Frank Stanton, president of the network. Husing took over the fight telecast from St. Nicholas Arena with Pabst Blue Ribbon Beer as his sponsor. The veteran sports caster was in a nostalgic mood as he spoke of St. Nick's and fighters of yesteryear. As a matter of fact, he was a bit too wordy and his running commentary took the experting out of the hands of televiewers, many of whom are fight fans. Husing, past master of the art of sports commentary, will no doubt pace his delivery in subsequent fight telecasts and should become tops in TV sports casting.

VIC RATNER'S fine hand is distinguishable in the newspaper ads for Macy's TV department. The showmanship of bringing guest radio, TV and musical personalities to the department will pay off in receiver sales. . . . Jack Carson, radio and movie comedian, has been signed for his TV debut on the "Ford-Theater-TV." He bows March 10 in a video adaptation of "Room Service." . . . WCAU-TV is the first tele station in the Philadelphia area to stay on the air until midnight from Monday through Friday. WCAU-TV will rebroadcast the "Ghost Rider" western stanza at 11 p.m. so that parents can see what type of entertainment the kids are getting during the afternoon video sessions.

HANK LADD, with Pearl Bailey as guest, will substitute for Milton Berle on the March 7 show, while the latter is doing a personal appearance at Miami's Copa City. . . . Kay Kyser and family are getting the double spread photo treatment in the current issue of LOOK. . . . The American Television Society kicks off its membership drive today with a luncheon at the Hotel Roosevelt; they'll ask each of their 300 current members to bring in two new ones. . . . Jerry Lester bows as regular emcee of the "Calvalcade of Stars" tomorrow over DuMont. . . . Johnny Olsen's "Rumpus Room" has been renewed over WABD for another 13 weeks. Renewal was eight weeks in advance of current contract's expiration.

THE CHICAGO TRIBUNE last Monday began carrying a dai'y TV news column under the title, "The Televiewer," written by Larry Wolters, radio and TV editor. With Wolters covering TV, Anton Reminich will take over the radio chores for the paper.

RCA Enters Theater TV Arena

As if RCA didn't have enough on its hands with the present hearings before the FCC on color television, the company yesterday filed notice that it intends to appear and testify at a Washington FCC hearing on theater television. Reason for RCA's appearance, according to the company spokesman, is the fact that RCA pioneered in developing and producing instantaneous theater TV projection equipment and shares a "vital interest" in the growth and advancement of the new mass entertainment and service medium along with exhibitors, producers and other industry groups. Hearing is being held to explore requirements set forth in 28 petitions from theater groups seeking frequency channel allocations, and calling for a set of rules and regulations for a theater TV service.

Kaiser-Frazer Will Present Special Show

Following its pattern of dropping heavy promotional coin in radio and TV to hypo interest in the introduction of their latest new model automobiles, Kaiser-Frazer yesterday announced that they would sponsor a one-shot half-hour special show over WOR-TV tonight.

Originates At Showroom

Entitled the "All American Automobile Show," the program will emanate from the Kaiser-Frazer showrooms on Broadway at 54th Street in New York in the 7:30 to 8 p.m. time slot. Time segment is ordinarily reserved for the first half of the "Olnick Music Hall."

Kaiser earlier this week announced heavy investments in a week-long promotional campaign in the New York market to introduce their new cars. Through the William Weintraub agency, K-F announced spots on seven New York radio stations and on TV stations WNBZ, WJZ-TV and WOR-TV.

Educators TV Seminar To Be Held By WBAL

An Educators Television Clinic, a day-long educational seminar, will be held in Baltimore March 8 from 10 a.m. to 4 p.m., under the sponsorship of WBAL-TV, it has been announced.

The seminar will be conducted in WBAL's-TV studios. Among those expected to attend are: Dr. Franklin Dunham, Sr., Division of Audio-Visual Education, U.S. Office of Education; Dr. Edwin W. Adams, Associate Superintendent of Schools, Philadelphia; Dr. Roy K. Marshall, Director Morehead Planetarium, University of North Carolina; Mrs. Gertrude G. Broderick, Audio-Visual Education, U.S. Office of Education; Miss Martha A. Gable, School Community Office, Board of Education, Philadelphia; Dr. Armand L. Hunter, Radio Station WFIL, Philadelphia; Dr. Frederick Gruber, University of Pennsylvania, Philadelphia; Mr. Richard Ives, Television Broadcasters Association, Inc.

January TV Time Sales Up According To PIB Report

Contrary to network radio's sales trend over the past year which has followed a slight but noticeable downward curve, TV sales have boomed, according to figures recently released by Publishers Information Bureau. According to these figures, network TV time sales have increased several hundred per cent over the past year.

NBC Make Good Showing

Using January, 1950, TV time sales as compared with time sales on TV in the same 1949 period, PIB reports that NBC has climbed from \$260,693 in January, 1949, gross sales to \$1,042,153 for the same period in

the month just ended. And, while NBC was the leader in increasing gross TV figures, the other webs were not too far behind.

CBS shows \$625,072 in gross sales during the month just past as compared with \$104,989 in the same 1949 period. ABC, which only sold \$6,273 of time in January, 1949, shows a \$234,069 for the comparable 1950 period.

These figures, coupled with such statements as those issued by C. E. Hooper of Hooperatings Wednesday, show a sustained pattern of increasing time sales and greater listenership.

United Fruit, RCA And Swift & Co., Sign Pacts

(Continued from Page 1)

sponsors. This price was based on a full-network telecasting of the program.

Following last week's sock roster of talent, NBC has lined up the following for an appearance tomorrow night.

From Chicago, Jack Carter will again emcee; his guests include Don Ameche, Gertrude Niessen, Donald Richards, Dorothy Claire, Benny Baker and the Stepp Brothers. From New York, the show will be headlined by Sid Caesar and guest emcee Burgess Meredith; guests will include Imogene Coca, Mischa Elman, Marguerite Piazza, Robert Merrill, the Acromaniacs, the Hamilton Dancers and Bill Hayes.

Network Quotes Report

NBC reported late Thursday night that a Schwerin Report had given last week's show the highest rating of any TV show ever. According to a web spokesman, the program was rated in the "upper eighties," with 70 per cent of the test audience rating the program "the best variety show ever seen on television."

"Another Chance" Asked For City Of Jacksonville

Washington Bureau of RADIO DAILY

Washington — The FCC general counsel has urged that the Commission reverse hearing examiner Jack P. Blume and affirm its earlier action denying the City of Jacksonville, Fla., an extension of the completion date for its municipally-owned TV station. Blume has proposed in a decision issued Feb. 1 that the city be permitted to complete its construction on the ground that the delay had been inadvertent and on the assurance of extreme diligence hereafter.

Two Join WLW-C

Columbus — Bernie Barron and Robert Hutchinson have joined the staff of WLW-C as announcer and salesman respectively, according to James Leonard, general manager. Barron, a senior at Ohio State University, was featured on WVKO. Columbus, as disc jockey and announcer for remote broadcasts before joining the staff of WLW-C. Hutchinson previously was associated with the display advertising department of the Ohio State Journal for eight years, leaving to become advertising director of the Jack Kelly advertising agency.

TV Sets In 50 Areas At 3,182,351—RMA

(Continued from Page 1)
sets were shipped in the final quarter of last year.

The New York area has absorbed well over a million sets by now, it appears. RMA reported fourth-quarter shipments of 135,981 and 58,260 sets to New York and Newark, N. J., bringing the totals for those cities for the past three years to 641,684 and 255,606 sets, respectively. The combined total is 897,290—with sets made by manufacturers who are not RMA members believed to push the figure well above the one million set mark.

Next came Philadelphia, with an RMA total of 335,312, and Chicago, with a count of 310,261. Los Angeles follows with 273,866 sets, Boston with 182,616, and Detroit with 135,643. Cleveland, Baltimore, Washington and Cincinnati were all near the 90,000 mark.

RMA this morning reported a continued high rate of picture tube sales for January, with radio tubes also well above the January, 1949, totals.

Tube Sales Rise

Picture tube sales exceeded December shipments and showed a further trend toward larger screens.

Reports to the RMA tube division revealed that 455,279 receiver-type cathode-ray tubes were shipped in January, compared with 442,153 in December. January sales to equipment manufacturers totalled 436,252 tubes, valued at \$11,454,186, as against 418,491 tubes, valued at \$11,055,483, in December.

TV picture tubes 12 inches or larger constituted over 90 per cent of the January shipments, with tubes 12 to 13.9 inches accounting for more than 61 per cent.

January tube shipments other than to equipment manufacturers, included 19,023 to users and distributors for renewals.

Sales of radio receiving tubes in January rose 8.7 million to 22,272,024 units compared with 13,508,906 in January, 1949.

January tube sales were slightly below the 23,807,281 total for December. A breakdown of the January sales shows 17,649,387 tubes sold for new receivers, 3,897,903 for replacements, 628,726 for export and 96,008 to Government agencies.

Wolff Joining WWDC

Washington — Sports caster Bob Wolff of WINX joined the staff of WWDC on February 20, Ben Strouse, v-p and general manager of the broadcasting company announced yesterday. Wolff will do a Monday through Saturday evening program and when the baseball season begins, he will share the play-by-play broadcasts of the Washington Senators ball games over WWDC with Arch McDonald. The 20th will also mark the day when WWDC switches to 5000 watts on 1260 kc. WOL's old spot on the dial.

COAST-TO-COAST

All-Night Listening On WIBC
Indianapolis, Ind.—All-night radio entertainment, featuring music and news bulletins, is now being offered by WIBC, with the introduction of their new program schedule presenting Burt Sherwood's "Midnight Jamboree," a five-hour program covering their former sign-off period, from midnight until 5 a.m. The new schedule is in effect Monday through Friday, with the regular sign-off time being observed on Saturdays and Sundays.

Staff Appointments Made At WXGI

Richmond, Va. — New general manager Graeme Zimmer of WXGI has announced staff appointments effective immediately. John Sinclair now is program director. He succeeds Bob Jenkins, who now heads promotion and production. Richard Schneider, Jr. has been appointed sales manager. Other appointments include Bill Newman, chief announcer; Harry Curran, sports director; Charles Spears, news director.

Dillard Can Tell It And Do It

Cleveland, O.—Harrison Dillard, WERE sports announcer, who is heard each Wednesday evening at 10:15, makes week-end treks to various track meets across the country. Recently Dillard competed in a national meet at Madison Square Garden and won the 60-yard high hurdles. The sports commentator, who already holds the world's record for that event, came within one tenth of a second of tying his own mark.

WKKW Adding New Program

Albany, N. Y.—Bob Ellsworth, WKKW announcer and disc-jockey, is now conducting a second "Wax Works Laboratory of American Jazz" from 9 to 9:30 on Monday evenings. The new show is in addition to the original "Wax Works," which continues to be heard at 10:00 p.m. on Thursdays. The Thursday show is now devoted exclusively to collector's items of the '20's and '30's, while the Monday stanza features new jazz, the "Dixieland of Today."

Announcer Joins WERE

Cleveland, O.—The latest addition to WERE's announcing staff, Jerry Sperling, made his initial appearance on this station's airwaves Wednesday, March 1st. Jerry's announcing experience in radio includes KFRO in Texas, KALB, Louisiana, and WSRS, Cleveland.

H-Bomb Speaker On WDRC

Hartford, Conn.—U. S. Senator Brien McMahon, chairman of the Joint Congressional Atomic Energy Committee, will speak over WDRC, March 4th, at 6:15 p.m. on "The Age of the Hydrogen Bomb." His talk will originate at the Herald Tribune Forum in New York City.

WTIC Offers Hollywood Weekends
Hartford, Conn.—A contest to determine the trip winners to a weekend in Hollywood, is now under way on WTIC's "Juke Box Jingles" and "Cinderella Weekend" programs. Entrants, who must be over 21 years of age, are asked to write letters of 50 words or less stating why they would "like to go to Hollywood and be introduced to Walter O'Keefe."

Wedding Bells

Montgomery, Ala.—Romance is busting out all over this springtime at WSFA. Two staffers getting married and a third has announced his engagement. Charles Zeanah, sports announcer, was the first to join the benedicts, tying the marriage knot with the daughter of Tom Martin, president of WPAX. Billie Smith, newscaster, joined up for life with Jane Dreher, and Knox Holman, newscaster and disc jockey, announced his engagement to Mary Lou Benson.

Stork News

New Orleans, La. — Engineer Maurice J. Wynn, WWL, made history when he became the father of a little girl. It was the 50th child to be born to members of the station's engineering staff.

WCCO Honored For "Dimes" Aid

Minneapolis, Minn.—WCCO general manager Gene Wilkey, in behalf of the station, accepted a plaque for outstanding public service in sponsoring the "Iron Lung Baby" contest from the National Foundation for Infantile Paralysis in a special broadcast at 9:30 p.m. February 21. Presentation was made by Cy Plattes, chairman of the Hennepin County March of Dimes Committee, who stated that entries in the 1950 contest, which raised \$168,618.48 for the polio fund exceeded last year's total by some \$12,000.

To Air Installation Of Bishop

Worcester, Mass. — When Most Rev. John J. Wright is installed as Bishop of the new Roman Catholic Diocese here on March 7, WTAG and FM will bring listeners an hour-and-a-half delayed broadcast consisting of virtually all audible portions of the proceedings, that evening at 9:30. This will be the second WTAG broadcast on which Bishop Wright was heard.

WBT Aids Newspaper Promotion

Charlotte, N. C.—Grady Cole of WBT is assisting the Charlotte News in the latter's promotion of its series "The Greatest Story Ever Told" by Fulton Oursler. Cole, on his WBT morning programs, awards a \$25 war bond and 10 copies of the book, autographed by Oursler, to writers of the best letters telling what has impressed them most about the series as read daily in the News.

Networks Give Time To Religious Series

(Continued from Page 1)
gave a special appeal on the program.

NBC on its Living 1950 series tomorrow from 4 to 4:30 p.m. will carry a documentary on the work called "The Golden Door." Charles Taft, member of the American Committee of the World Council of Churches will speak.

"Who Goes There?" will be presented by ABC on Thursday, March 9 from 10:30 to 11 p.m. (EST). General Lucius D. Clay will be heard.

"I Stand Here and Listen" is the title of the CBS drama for Church World Service to be heard on March 11 from 6:30 to 7:00 p.m. Harold Stassen, president of the University of Pennsylvania, will speak.

WNBC during the week of March 6 to 11 will air a series of shows on the work. The presentation, "Operation—Good Samaritan," will be aired from 9:45 to 10 a.m., March 6 through 10, and from 5 to 5:15 p.m. on March 11.

On Sunday, March 12, an estimated 25-million churchgoers will be asked to contribute to the drive in their churches.

To Address College Group

Ruth Trexler, an alumna of Wheaton College, will be one of the alumnae speakers at the March 8 Vocational Conference at the college, it was announced yesterday. Miss Trexler is manager of Religious and Educational Activities for the public affairs department of ABC.

Send Birthday Greetings To—

March 3

Henry Gladstone Kenny Sargent
J. Frank Burke

March 4

Lucy Gilman Jerry Marlowe
Madge Morley George Shelton
Dominic Bruno Herman Fields
Edward J. Fitzgerald

March 5

Sam Hearn Chic Johnson
Ben Selvin Tod Swalm
Sam Serota

March 6

Rosario Bourdon Bob Dunn
M. E. Thompkins Jack Stern
Gordon Windham John B. Conly

March 7

Sidney Flamm Dick Pettit
George Schackley Ted Jewett

March 8

Victor Arden Tex Fletcher
Clair Trevor
Franklyn MacCormack

March 9

Sydney Moseley

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 50, NO. 43

NEW YORK, MONDAY, MARCH 6, 1950

TEN CENTS

WIRE CONVENTION OPENING IN NEW YORK

N. M. State Courts Kill KOB 'Occupation Tax'

Albuquerque, N. M. — Holding that all the broadcasting of KOB, in his city, is interstate commerce, the New Mexico Supreme Court on Friday affirmed a lower court ruling that the station is not subject to a two per cent state occupation tax. The ruling was hailed as a major industry victory, but it was not immediately clear whether other New Mexico stations would have to go to court to be relieved of the tax liability. In some quarters it was believed that the upholding of the KOB position automatically exempted other broadcasters.

Labor-Management Series Set On ABC

Production of ABC's regular labor-management series on Tuesdays (10:30 to 11 p.m. EST) will be assumed by the AFL and the U. S. Chamber of Commerce for eight weeks, beginning March 7. The first 5-minute portion under the C of C will feature dramatized stories from industrial centers with brief messages from C of C reps. The AFL segment will consist of two inter-

Theater Tele Systems Purchased By Century

Camden, N. J.—Purchase of two large-screen theatre television systems of the instantaneous-projection type from RCA by Century Circuit, Inc., Metropolitan New York theater operator, was announced by the RCA Theatre Equipment Department.

One of the systems will be in-

Crosby's Coliseum
Front Royal, Virginia (1940 population, 3,831) will have a gala weekend on April 1 when it dedicates its new Bing Crosby Coliseum and plays host to the premiere of Riding High, Crosby's new picture. The groaner and other radio celebrities will come to town for the occasion.

Golden Gloves Finals Sponsored On TV Net

Finals of the Golden Gloves amateur boxing bouts in Chicago on Wednesday, March 29, will be televised over a 31-station network hookup by ABC under the sponsorship of General Mills, Inc.

Twenty-five stations will carry the fights on a connected network basis while six others will televise a kinescope version on Saturday, April 1. The pickup from the Chicago Stadium is set for 9:30 p.m. EST., on Wednesday, March 29th.

Television stations which will

Coin Machine Operators Meeting In Chicago

Chicago — The annual coin machine operators show will open today at the Palmer House with Spike Jones, Eddy Arnold and other recording artists scheduled to appear. One of the show's highlights will be RCA-Victor's Here Come the Dance Bands Again record display. RCA-Victor to restore national popularity of dance bands is making special offer to coin machine firms.

Major Parties Considering Use Of Radio In Campaigns

Washington Bureau of RADIO DAILY
Washington—Neither the Democratic nor the Republican national committee has any clear plans set yet for their use of radio during the Congressional elections this year. A very tentative budget for Democratic spending is currently circulating in committee offices, but it is described as "very general and very tentative." As yet there has been no approval.

16,000 Engineers Expected To Attend Annual National Conference—253 Exhibitors Ready

CBS Advisory Board Re-elects Members

Three members of the CBS Affiliates Advisory Board have been reelected for another term of two years, William A. Schudt, Jr., director of station relations, announced Friday.

A fourth man, Clyde Rembert of KRLD, Dallas, Texas, was elected to succeed Kenyon Brown of KWFT,

Benny, "Radio Theater," Godfrey Top Hooperating

Jack Benny, 25.9; "Radio Theater," 24.5 and "Talent Scouts," 21.6 continue to lead the Hooperating sweepstakes, according to the latest Hooper report dated February 28. "My Friend Irma," 21, and Groucho Marx, 19.9 finished in that order

AM-TV To Celebrate Girl Scouts' Birthday

Radio and television will mark the 38th anniversary of the Girl Scouts of America with special programs, participations and spots next week.

One of the top events of the birth-

More than 16,000 members of the Institute of Radio Engineers are expected to attend the 1950 National Convention opening at the Hotel Commodore and Grand Central Palace today. First session will be a membership meeting this morning at 10:30 in the hotel's grand ballroom. Technical dis-

WQQW Quits NAB; Says It Aids Biggies

Washington Bureau of RADIO DAILY
Washington—Finding that NAB no longer represents small broadcasters, WQQW and WQQW-FM, Washington, last week resigned from the association. The immediate cause of the resignation was the raise in NAB dues, although the new schedule meant no change in WQQW payments. In his letter to NAB President Justin Miller,

SMPTE Convention Set For April In Chicago

The Society of Motion Picture and Television Engineers (SMPTE) will hold its 66th annual convention at the Drake Hotel in Chicago, April 24 to 28, William C. Kunzmann, convention vice-president of the society, announced Friday. The Spring

Film Preview
The revised edition of the BAB's sales-hypo film, "Lightning That Talks" will be premiered next Thursday at the Radio Executives Club luncheon at the Hotel Roosevelt. Lunch starts at 12:30 p.m. and the screening of the new film will take the place of the REC's usual policy of presenting a guest speaker at each luncheon.

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MARVIN KIRSCH : Business Manager

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John Perdicari

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

FINANCIAL

(March 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	9	8 7/8	8 7/8	+
Admiral Corp.	25 5/8	25 1/4	25 5/8	+ 1/8
Am. Tel. & Tel.	150 5/8	150 1/2	150 1/2	- 1/8
CBS A	29 1/2	29 1/2	29 1/2	+ 1/2
CBS B	29 1/2	29 1/2	29 1/2	+ 3/4
Philco	38	37 1/4	37 1/4	- 1/2
RCA Common	14 3/4	14 1/2	14 5/8	+ 1/8
RCA 1st pfd.	75 1/2	75 1/2	75 1/2	+ 1/8
Stewart-Werner	16 1/2	16	16	- 1/8
Westinghouse	33 3/8	33 1/8	33 3/8	+ 3/8
Zenith Radio	47 1/4	47	47 1/4	+ 5/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	18 3/4	18 3/4	18 3/4	- 3/4
Nat. Union Radio	4	4 1/4	4	+ 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	18 1/4	19 1/4
Stromberg-Carlson	14	15 1/2

Theater Tele Systems Purchased By Century

(Continued from Page 1)
stalled at a new 2200-seat theater at Fresh Meadows, Long Island, and the other at the 2500-seat Albermarle Theater in Brooklyn, according to Albert A. Hovell, president of the circuit. Both will be placed in operation this summer.

WEAV
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AMERICAN BROADCASTING CO.
CONSTANTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET
JOSEPH HERSHEY MCGILLVRA, Nat. Rep.

AM-TV To Celebrate Girl Scouts' Birthday

(Continued from Page 1)

day celebration will be a party from the Shrine Auditorium in Los Angeles at which Dick Powell, June Allison, Martha Tilton, Gordon MacRae and the Sportsmen's Quartet will take part. A special message from General Carlos Romulo, president of the UN General Assembly, will be heard on the NBC show, Saturday, March 11, 1:30 to 2 p.m. (EST).

Premiere on March 10 of a special motion picture on the Girl Scouts, Women of Tomorrow, in New Bedford, Massachusetts, will be supported by two local stations, WNBH and WBSM, and by Nancy Craig, ABC woman gabber. Miss Craig will record portions of the ceremony for rebroadcast over WJZ on Monday, March 13 from 1:15 to 1:45 p.m. (EST) and on ABC, March 14 from 1:15 to 1:30 p.m. (EST).

Other Programs Planned

Other programs featuring the Girl Scout birthday include: the Corliss Archer Show of Sunday, March 12 (CBS, 9 to 9:30 p.m.) when the script will be built around the senior scouts; the Joe DiMaggio Show on Saturday March 11 over CBS from 10:30 to 11 a.m. when a scout will receive a special award; the March 15 Howdy Doody Show over NBC-TV from 5:30 to 6:00 p.m.; and the March 12 Celebrity Time show over ABC-TV from 10 to 10:30 p.m.

Girl Scouts will make guest appearances on other programs and announcements will be carried on the anniversary over the major networks.

Labor-Management Series Set On ABC

(Continued from Page 1)

views. The March 7 broadcasts, will have Philip Pearl, union public relations director, interviewing a member of Congress and Senator Wayne Morse interviewed by George Meeney, AFL secretary-treasurer.

New Public Service Prog.

Radio station KFMV and KWIK in cooperation with KFOX are launching a new kind of public service program aimed at giving students of journalism an opportunity of obtaining practical experience "under combat conditions" in the difficult field of interviewing. Once a week students from all senior high schools, colleges and universities will interview Robert Arden "Your Foreign Correspondent" during his commentary, "America looks Abroad." The first program started Friday, March 3rd, 9 to 9:15 p.m. with representatives from Los Angeles High School, Hollywood High and Bellgardens Senior High Schools. Friday, March 10th, graduate students from U.C.A.A. will take over.

Golden Gloves Finals Sponsored On TV Web

(Continued from Page 1)

carry the finals on a connected basis include WJZ-TV, New York and WXYZ-TV, Detroit, both owned and operated ABC-TV stations, as well as WAAM, Baltimore; WCPO-TV, Cincinnati; WEWS, Cleveland; WTVN, Columbus; WHIO-TV, Dayton; WFIL-TV, Philadelphia; WDTV, Pittsburgh; WTTG, Washington, D. C.; WGAL-TV, Lancaster, Pa.; WNHC-TV, New Haven; WJAR-TV, Providence; WSPQ-TV, Toledo; WBEN-TV, Buffalo; WICU, Erie; WHAM-TV, Rochester; WNAC-TV, Boston; WRGB, Schenectady; WKTV, Utica; WHEN, Syracuse; KSD-TV, St. Louis; WTVR, Richmond; WTAR-TV, Norfolk and WMCT in Memphis. Chicago's WGN-TV will make the pick-up for the ABC-TV network from the ringside.

Two additional ABC-TV owned and operated television stations—KGO-TV, San Francisco and KECA-TV, Los Angeles—will carry this program on a non-connected basis on April 1 along with WTCN-TV, Minneapolis; WBAP-TV, Fort Worth, WDAF-TV, Kansas City and WAVE-TV in Louisville.

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 1/2 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, 1950. The dividend is payable April 1, 1950, to holders of record at the close of business March 13, 1950.

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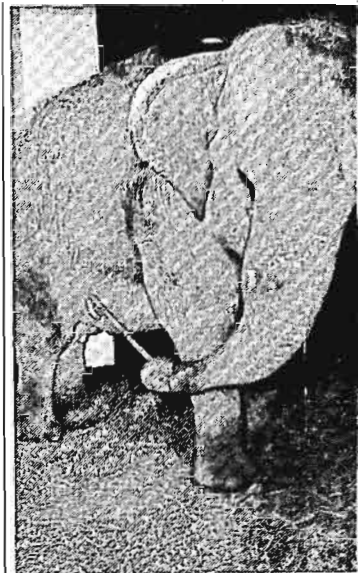
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TELEVISION DAILY

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MIDWEST CONFAB OPENS TODAY

Record Crowd To Attend Chicago Gathering

Five Hundred May Register For 3-Day Clinic

Chicago — The advance guard of over 150 out-of-town TV personalities who will attend the three day Television conference began arriving over the weekend at the Palmer House and with the local registration it is expected that the attendance will pass the 500 mark, R. De Quinlan, (Continued on Page 8)

NBC-TV Snares Easter Show Starring Hope

NBC-TV has snared the General Motors Frigidare Division's Easter Sunday one-and-a-half hour variety extravaganza over the competition of all other TV networks, it was announced Friday by George Fry, director of NBC-TV sales. Show, which marks the network TV debut of Bob Hope, was reported as "being (Continued on Page 8)

Radio Producers Get Recognition

With Chicago originated television programs becoming more and more an important part of the national television picture, greater emphasis than ever is being placed upon the role of the independent production agency. Many advertising agencies and even the stations themselves, in many cases, are turning to the in- (Continued on Page 4)

Governor Sends Greetings

... Salutes TV Industry

By GOVERNOR ADLAI E. STEVENSON of the State of Illinois

I WOULD LIKE to extend warmest greetings to the men and women of the television industry all over the country who have come to Chicago to participate in the Second National Television Conference, and to the conference's sponsors, the Chicago Television Council.

THE AMERICAN PEOPLE are looking hopefully to you in the industry for new and better forms of low-cost entertainment and for more widespread information of the world in which we live.

THAT WORLD, today, sometimes is not a very pleasant place. We are faced with problems, unremitting and profound, that tax all our physical, mental and emotional strength. We need information—more and more information—to help us solve these problems intelligently. We need entertainment—more and better entertainment—to help us momentarily escape from these problems when the strain becomes too great.

THE TELEVISION INDUSTRY is making vast strides in serving both these needs. It has joined the ranks of those other great public servants—the papers, radio and motion pictures—which have so enriched our national life and made up perhaps the best informed people on the face of the globe.

I AM TOLD the industry has some perplexing problems of its own, technical and otherwise—"bugs," I believe they are called in the trade. We've already been shown, however, that that commodity we hear so much about—American ingenuity—is by no means lacking in the television field. Through meetings such as this, solutions in the best public interest can surely be reached.

Film Producers Turn Activities To TV Field

Chicago film producers, who up until two years ago had concentrated almost exclusively on industrial and educational films, are now providing the television industry with hundreds of commercial and specialty films. Among the leaders in this rapidly (Continued on Page 9)

NBC-TV Changes Announced In Chi.

Chicago—Ted Mills, program manager of WNBQ, has been promoted to executive producer of NBC-TV in Chicago, effective immediately, according to I. E. Showerman, vice-president of NBC's central division. Other promotions announced at the same time include the upgrad- (Continued on Page 9)

Chicago Gains Stature As Television Center

By FRANK BURKE Editor, RADIO DAILY

Chicago looms big in the nation's television picture and today's Television Conference attests the growing importance of the TV industry in the midwest area.

Just a few short years ago television was practically unknown to the Windy City audience. Today nearly a half million receivers are in use in the Chicago area and the TV broadcasters are fast gaining national recognition for their creativeness in sales and programming.

Standouts in the programming field are the contributions of Kukla, Fran and Ollie, the Dave Garroway show and the (Continued on Page 4)

NBC Prexy Speaks At Opening Of Today's Session

Chicago — NBC president Joseph M. McConnell will give one of two keynote addresses at the opening session of the Chicago Television Conference today at the Palmer House. The second talk will be delivered by John McLaughlin, advertising manager for Kraft Foods. Both speeches will follow (Continued on Page 4)

DuMont Will Show Industrial Color TV

A color television system designed specifically for industry will be introduced this morning by the Allen B. Du Mont Laboratories, Inc. at the opening session of the IRE convention in New York. The system supposedly is "directly fitted" to the needs of the medical world, branches of industry and multiple fields of merchandising. According to Dr. Du Mont, the (Continued on Page 4)

Gridiron Dinner Calls For TV Lamprooning

Chicago—Tonight's gridiron dinner lamprooning the boisterous and fast-growing television industry promises to be one of the most memorable satires to come out of Chicago since "The Front Page." Advance talk about the skits, the stars, and the subjects of this tra- (Continued on Page 9)

Seek Sports On TV

London (By Cable)—Film industry toppers will press for the availability of major sports events for theaters via large-screen television at a meeting to be held here today with the country's principal sports promoters. Discussion will center upon transmission rights. CEA members tomorrow will see a demonstration of large-screen theater video.

Resolution

A resolution to permit radio and TV stations to broadcast meetings of the Chicago city council was introduced into that body Thursday (2) by Alderman Nicholas Bohling, long a champion of full coverage of government affairs. The resolution is expected to be offered for a vote at the next regular session early in April.

Indie Producers Get Recognition

(Continued from Page 3)

dependent producer for the planning and production of some of the town's most important video programs. Both the agency account executives and the station managers are discovering that on those programs which entail a great deal of close supervision and audience participation, they save themselves a lot of headaches, time, and money by utilizing the services of the television production companies.

One of the first production companies to devote its energies exclusively to television was the Herbert S. Laufman company, which began almost three years ago when WBKB was the only station then functioning. This agency produces the popular "Woman's Magazine of The Air," which is now going into its second year with the same sponsor over WGN-TV. Laufman produces a number of other shows on WGN-TV, as well as commercial film clips on the three other television stations.

Another of the better known independent producers in Larry Kurtze, who is responsible for the very successful "Shopping Is Fun" series on WGN-TV. Kurtze is one of the many producers who had previously devoted his time exclusively to radio. He is now active in both.

Other Veterans Listed

Another veteran of radio who has established herself as an independent producer is Rose Dunn. Together with Stan Joel, Miss Dunn created "Stop the Record," one of Chicago's leading afternoon programs which has been sponsored since its inception this fall by the local Du Mont distributors. Syndication of the show is now pending in eight other major television centers. In addition to writing and producing "Stop the Record," Miss Dunn also acts in it together with disc-jockey Fran Weigle.

Among the many big names of radio production who have also become independent television producers are Lou Cowan, producers of the "Quiz Kids" both on radio and TV; James Saphier, the west coast producer who developed the highly popular "Uncle Mistletoe" here through his Chicago representative, Steve Hatos; Les Lear, the producer of "Welcome Travelers;" and W. Biggie Levin, who is also personal manager for Dave Garroway and a number of other television stars.

Tom Moore, Jim Ameche, Omar Malamed, Claude Kirchner, Jack Brand, and Stu Dawson are some of the other prominent radio producers who are now handling television shows as well.

Whether the fortunes of the independent producers in Chicago will continue to rise depends to a large extent on how rapidly the advertising agencies themselves develop their own television departments. With only four television stations now operating, and with the com-

CTC Confab Features Talks By McConnell, McLaughlin

(Continued from Page 3)

low a welcome address by CTC president, George Harvey.

Agenda for the conference calls for many sessions on video plus a special Gridiron Dinner on the first day. Toastmaster for the occasion will be Herb Graffis of the Chicago Sun-Times. Taking part in the show in which tele will satirize itself are such stars as Dave Garroway, Al Morgan and his show, Fran Allison with Kukla, Fran and Ollie, Burr Tillstrom and Ernie Simon.

Another opening day meeting will be a general panel giving three viewpoints. James Stirton, ABC general manager in Chicago will moderate. For the broadcasters, Robert Swezey, general manager of WDSU, New Orleans, Harry Bannister, general manager of WWJ-TV in Detroit and Alexander Stronach, national director of television program direction for ABC will take part. A speaker for the agency which buys television is yet to be named while the client's viewpoint will be represented by Seymour Mintz, advertising manager of the Admiral Corporation.

Will Discuss Writing

One of two morning meetings on March 7 will be on New Slants on Creating, Writing, Directing." Fred Killian, director of television programming for ABC in Chicago, will be moderator. Agency side will be taken by Beulah Zachary, Kukla, Fran & Ollie producer. Station viewpoint will be given by Ted Mills, assistant program manager for NBC in Chicago. Production company opinion will be given by a speaker to be named later. Fred Bolton, J. Walter Thompson art director in Chicago will speak with special attention to art problems.

The other panel in the morning of the second day will be on the "1950 Approach in Station Sales and Management." Included on the panel which will be moderated by John H. Mitchell, general manager of WBKB in Chicago, are: E. Y. Flanigan, general manager of WSPD, Toledo; Gene Thomas, general manager of WOIC in Washington; P. A. Sugg, general manager of WKY, Oklahoma City; F. Van Konynenberg, general manager of WTCN, Minneapolis; and Sarkes Tarzian, general manager of WTTV, Bloomington, Indiana.

Color TV on Agenda

"Color Now or Later" will be the topic at a Tuesday luncheon to be emceed by NBC's Clifton Utley. Martin Codel, editor of Television Digest will give a talk following which a panel consisting of Richard Graver, v-p for Admiral, John Mitchell of WBKB and Carl Meyer,

paratively small number of sponsors now available compared to what they might expect a few years from now, most of them are still finding it advantageous to use independent producers.

chief engineer of WGN-TV, will take over.

The afternoon session on March 7 will have as its topic, "TV Pays Off . . . Or Does It?" Presiding over the panel meeting will be P. Holman Faust, Schwimmer & Scott account executive. Speaking for children's shows will be A. L. Johnson, advertising manager for International Shoe Company, and Bud Gore, advertising manager for Marshall Field of Chicago. Phil Creedon of Hines Lumber Company in Chicago will speak for service shows. Network programs' viewpoint will be aired by L. E. Waddington of Alka Seltzer and Reed Wight of Canada Dry. William Fisher of O'Ceard Company in Chicago will take up the spot announcements. Participating shows spokesman will be A. G. Whitmer, advertising and sales promotion manager for Kelvinator.

Final day, March 8, will open with a panel on "What Research Can Contribute to Television in 1950." Moderator is Robert Salk of Katz Agency. Hooper, Nielsen, Pulse, Videodex and American Research Bureau reps will be heard in addition to Melvin Beville, NBC research director, and Dr. Charles Allen, research director for Northwestern University.

Also on the Wednesday morning schedule is a panel on theater television. Robert H. O'Brien, secretary-treasurer of United Paramount Theaters, will present the theater owner's viewpoint; H. C. Bonfig, v-p of Zenith Corporation, will speak on Phonovision; and Russ Johnston of Jerry Fairbanks Films, will look to future trends in films. Moderator for the three addresses will be Ralph Liddle of Commonwealth Edison.

Loewi to be Heard

Mortimer Loewi, director of the DuMont Network, will talk on television's place in the broadcast industry at Wednesday's luncheon.

The final meeting will be on "Stations, Agencies Solve Program Problems," to be heard on Wednesday afternoon. Arthur Holland, president of Malcolm-Howard agency in Chicago will preside. Monte Fassnacht, production supervisor for WENR-TV in Chicago and Norm Haynie of Ruthrauff & Ryan agency in Chicago will take up studio problems. Remote Event Problems will have Don Cook, director of field operations for WGN-TV, and Arthur Fielden, of Campbell-Ewald agency in Detroit speaking. Video commercials will be represented by Jo Betzler of Sarra Films, Jerry Campbell of Campbell-Cahill Films, Norman Lindquist of Atlas Films, and the BMI president, Carl Haverlin, will talk on Music in Television. Public Service in video will be discussed by Westley I. Nunn, Standard Oil Company of Chicago advertising manager.

Chicago Gains Stature As Television Center

(Continued from Page 3)

new Jack Carter program. These shows, topflight, are the forerunner of many more to come, for Chicago possesses some of the best production minds and has the technical know how to present first rate TV programming.

In commenting on the Chicago TV scene one must pay tribute to the foresight and courage of the Balaban & Katz organization for their early experimenting in the televising field. It was the experimental work of WBKB that set the pattern for TV broadcasting development and today the station ranks high among the national TV operations.

Sees Good Year Ahead

The year 1950 should be a great year for TV in Chicago. It should be great, for the coaxial cable networks are growing and the demand for programming from the midwest will increase as the time allotment on the co-ax become more complex. After all, everything that is good in TV programming is not necessarily a New York origination. As a matter of fact the emphasis on Manhattan production is not as great as it was a year ago. The reason? Kukla, Fran & Ollie, Dave Garroway and other Chicago TV shows that spell originality and have the stamp national acceptance.

DuMont Will Exhibit Industrial Color-Television

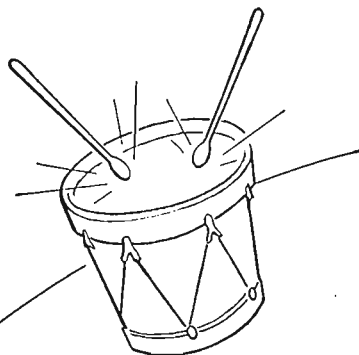
(Continued from Page 3)

system which his organization has developed is a high fidelity, high resolution, wide-band TV system which will be specifically used for non-broadcast, closed circuit industrial application.

Du Mont says that, in the field of medicine, color TV to date has been experimental in nature and not available commercially. He says his new system provides full color, high definition pictures at costs in keeping with rigid budgets, and that it has a definite application in many industrial fields.

The Du Mont Industrial system consists of a camera head which includes the Du Mont Electronic Viewfinder, a revolving lens turret with position for four lenses and focusing control in the camera panhandle which makes remote focusing possible; Camera Control Equipment including facilities for monitoring in operation of the camera up to 1,000 feet from the monitoring equipment; Color Mixing Equipment which provides facilities for individual adjustment of each of the system's three basic colors; necessary power supplies in individual high intensity 12½" cathode ray tube color receiver monitor. TV monitor receivers may be installed in any quantity for individual display.

Du Mont Daytime Television



Sells!

Let us show you the actual case histories of daytime selling programs, on a wide variety of products, that have paid their cost many times over in direct phone and mail sales.

- ★ *low time costs!*
- ★ *low talent costs!*
- ★ *big sales results!*



America's Window on the World

515 Madison Avenue, New York 22, N.Y.

Copyright 1950, Allen B. Du Mont Laboratories, Inc.

To: **YOU**

From:

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Transparencies for Television

Rear Screen Projection

Still and Moving

A DIVISION OF TELESCRIPTIIONS

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Culver City, Calif.

Vermont 9-7415

Texas 0-3943

WINDY CITY WORDAGE

By HERB KRAUS

● ● ● WGN-TV has been filling up its afternoon time with sponsored programs so fast that rehearsal time is now definitely at a premium. With most of the new facilities still under construction, Studio 6A is beginning to look like Grand Central Station. . . . Richard Von Albrecht, who left here a month ago to take over as program manager of WKRC-TV, Cincinnati, was back in town last week with glowing reports of his new operation. . . . Ed Roberts has talked himself into a new Hudson, the result of his Sunday night telecasts from the Sheraton Hotel garage for a local dealer. . . . Cliff Norton, the Garroway comic, brings down the house each night at the College Inn with his own special impersonation of the boss.

☆ ☆ ☆ ☆

● ● ● Lois Fisher, the girl who draws those wonderful cartoons for a number of WENR-TV shows, is off on another lecture tour. Miss Fisher is a one-gal crusade for brotherhood and understanding. A dramatization of her new book, "Bill and His Neighbors," is now being readied for TV. . . . "Cavalcade of Bands" moves to WGN-TV Tuesday. Eddie Duchin stars on the premiere. . . . Foster Johnson, who did an eleventh-hour stint on the opening Jack Carter show, is now planning a show of his own. Johnson is one of the "Johnson Bros." of the Chicago cast of "Kiss Me Kate." . . . Claude Kirchner is doing so many TV shows around town now, he has trouble getting from one telecast to another. Claude's latest offer is a network show for Jay's Potato Chips—if he can get back from one of his used car remotes on time.

☆ ☆ ☆ ☆

● ● ● The average age of last week's Quiz Kid quintette was 5.4 years, which, according to the experts who worry about those things, was the youngest average in the history of the show. . . . Pat Flanagan, one of Chicago's favorite baseball announcers fifteen years back, is making a real comeback as WENR-TV's authority on sports. . . . Irv Kupcinet receiving congratulations from his many friends after the successful debut of "Request Performance" over WGN-TV last night.

☆ ☆ ☆ ☆

● ● ● John Meck, the Indiana TV set manufacturer, conducting a one-man advertising campaign to give the retail dealers a better break. He feels that their discounts are too low at present. . . . Paul Damai, one of the country's best radio and television critics, getting into the act himself by helping out on Rose Dunn's "Stop the Record." . . . Folger Decker, the Gordon Best account executive huddling with Florence Bourke Ellis, the popular book reviewer, on future program possibilities.

☆ ☆ ☆ ☆

● ● ● Karl Krueger, producer of "Golden Gloves Story," being guested throughout the week on WGN-TV, naturally. . . . Jim Moran, the Courtesy Motors man, has graduated from selling used cars over television to his own one-hour variety show via WENR-TV. Moran is now rivalling Georgeous George as the town's number one TV personality.

Changing Title

One of Chicago's most popular TV mystery shows, "Chicagoland Mystery Players," which has been a weekly feature on WGN-TV and the DuMont net for almost two years each Sunday 7-7:30 p.m., has changed its title and format. Known henceforth as "Chicagoland Players," the telecasts will now feature all types of dramatic presentations. Ernest Lukas continues to direct.

New Audience Shows

Four audience-admitted shows are now originating from the new WGN-TV studios at Tribune Square. They include "Request Performance" starring Irv Kupcinet, Sunday, 6-6:30 p.m.; "Stars of Tomorrow," Sunday, 9-9:30 p.m.; "Holland's Happiness House," Wednesday 9-9:30 p.m.; and the "Fairteen Club," which is scheduled for Friday, 5:30-6:00 p.m.

Advance CTC Reservations

—A—
Ed Abbott, Foote, Cone & Belding.

—B—
Frank Baker, Reincke, Meyer & Inn, Inc.; Russell Baker, WOW, Inc.; Kenneth C. Banes, Wade Advertising Co.; James F. Brown, WBBM-CBS; R. J. Burton, BMI.

—C—
Clair Callihan, Leo Burnett Co.; Peter A. Cavallo, Walter Thompson Co.; William B. Condon, Wade Advertising Co.; Kenneth Craig, CBS.

—D—
Jane Daly, Earle Ludgin & Co.; Eyle DeMoss, WOW; H. F. Dieter, Foote, Cone & Belding; Sam Cook Higgins, CBS Radio Sales-Television; Mildred B. Dudley, Levally, Inc.

—F—
Monte Fassnache, WENR-TV; W. Arthur Fielden, Campbell-Ewald Co.; Dale Fisher, Earle Ludgin & Co.; Chris Ford, Needham, Louis & Brorby, Inc.; C. Gibson Franks, Electric Ass'n; Frank Furbush, Merlith Pub. Co.

—G—
Mel Galliat, Jos. W. Hicks Organization; Chuck Gay, Kircher, Helton & Collett, Inc.; W. V. George, Canadian Marconi Co.; L. M. Goodwin, United Film Service, Inc.; Edward Gorman, Standard Rate & Data; Johnny Graff, WBKB; Edgar Krenebaum, TV Shares Management Co.; Lloyd Griffin, Free & Peters, Inc.

—H—
S. Payson Hall, Meredith Publishing Co.; George W. Harvey, WGN-TV; Carl Haverlin, Broadcast Music, Inc.; Sherman Headley, WTCN-TV; George P. Herro, MBS; Ivan Hill, Ivan Hill, Inc.; Walter N. Hiller, The Toni Co.; L. P. Hillyer, United Film Service, Inc.; James Hoel, The Katz Agency, Inc.; Arthur M. Holland, Malcolm-Howard; Alfred C. Houser, Agency Service Corp.; John R. Howland, Zenith Radio Corp.; W. G. T. Hyer, Wiggie Levin Agency.

—J—
A. R. Jones III, Douglas Prod.

—K—
Kay Kennelly, Olian Advertising Co.; Fred Kilian, ABC.

—L—
George L. Lahodny, The Detroit Edison Co.; Genevieve Lemper, Foote, Cone & Belding; Norman C. Lindquist, Malcolm-Howard; C. Ross Wittig, J. Walter Thompson Co.

—Mc—
MacCormick McEndree, Standard Rate & Data; W. J. McNally, WTCN; James McTighe, Olmsted & Foley.

—M—
Stephen A. Macheinski, Jr., Adam Young, TV, Inc.; Carroll Marts, BS; J. Marty, Jr., Admiral Corp.; Edward B. Meyers, NBC; Charles Michels, Gardner Advertising Co.; Ted Mills, NBC; Jean Minetz, E. Long Co.; Maid Marion Montgomery, Stubbs-Montgomery; Mary Innavey Moore, American Institute of Banking; John Moser; Richard S. Mulford, Roche, Williams

& Cleary; Merle K. Myers, Russell M. Seeds Co.

—N—
A. C. Nielsen, A. C. Nielsen Co.; Gordon A. Norberg, Wade Agency.

—O—
Irwin A. Olian, Olian Adv. Co.

—P—
Garfield C. Packard, Paul H. Raymer Co.; C. B. Peterson, The Branham Co.; Barbara Porter, Wade Adv. Agency; William R. Preston, WRVA.

—Q—
Sterling Quinlan, WBKB.

—R—
J. Leonard Reinsch, WSB-TV; Robert B. Ridder, WTCN-TV; Hal Rorke, J. Walter Thompson Co.; T. L. Rowe, WLS; Wilson Royer, Eastman Kodak Co.; Jack Russell, Mutual Entertainment Agency, Inc.

—S—
Robert H. Salk, The Katz Agency; E. Sherwood, Admiral Corp.; Larry Sherwood, The Calvin Co.; Harry B. Smart, Blair TV, Inc.; Floyd Smith, Campbell-Ewald Co.; Burt Squires, BMI; Hy M. Steed, WLAV; Robert Stone, SESAC, Inc.

—T—
Lois M. Thompson, Robert Meeker Associates; Russ Tolg, BBD&O; W. J. Tynan, Free & Peters, Inc.

—V—
Evelyn R. Vanderploeg, Schwimmer & Scott; F. Van Konynenburg, WTCN; Gerald A. Vernon, ABC; Leonard A. Versluis, WLAV, WLAV-FM, WLAV-TV; Lester Vihon, Television Forecast.

—W—
L. E. Waddington, Miles Laboratories; I. J. Wagner, I. J. Wagner Co.; Allen Wallace, Needham, Louis & Brorby; Tom Wallace, Ivan Hill, Inc.; R. W. Welpott, G. E.; R. Werenrath, WNBQ; H. R. Williams, Stubbs-Montgomery, Inc.

—Z—
Beulah Zachary, NBC; A. G. Zink, G. E.

Also — Gilbert Berry, DuMont Television; Hal Davis, Foote, Cone & Belding; Mary Dooling, Radio Talent, Inc.; Holman Faust, Schwimmer & Scott; Benedict Gimbel, Jr., WIP; Charles C. Greene, Doremus & Co.; Wm. Hocker, United Videogram; Marilan Jones, Dallas Jones Productions; Arthur Kane, Kane Advertising; S. Laufman, H. S. Laufman & Co.; John McPartlin, WNBQ; Ralph Radetsky, Denver Television; John T. Ralph, Motorola, Inc.; Laurence H. Rhers II, WSAZ-TV; Lester Shalty, Maxon, Inc.; I. E. Showerman, NBC; H. A. Spaulth, Film Studios of Chicago; J. S. Stolzoff, Cramer Krasselt Co.; L. E. Tilden, Sherman & Marquette; Carl W. Tillmanns, Jr., C. E. Hooper, Inc.; Mrs. L. S. Schwartz, Advertising Council; Gordon Kinney, Advertising Council; Bert Mitchell, WFAA; Mark Taber, Mason Werner; Jones D. Farris, The Caples Co.; Jerry Campbell-Cahill Studios; Philip G. Bowman, Young & Rubicam; Wm. D. Fisher, Robert E. Buchanan; Marion E. Reuter, Y&R; Wm. C. Phelps, Newsweek.

WGN-TV IS TOPS IN CHICAGO

...IN TECHNICAL EQUIPMENT
WGN-TV leads all other Chicago stations in Technical Equipment with more mobile units (2), more studios devoted exclusively to television (4), more cameras (14) and associated equipment, plus a complete projection room to handle both 35 mm and 16 mm films and slides, and the most modern transmitter in the area—all for your service when you advertise on WGN-TV.

...IN LOCAL PROGRAMMING
WGN-TV originates more local programming than any other Chicago station... has more local time sold... and also originates many programs each week—studio and remote—for the Dumont network. WGN-TV is the only Chicago station with its own newsreel department for full news-in-action coverage.

...IN SPORTS COVERAGE
Channel 9 in Chicago is the station to turn to for sports—no need to hunt... because WGN-TV telecasts more special and regular events and has more sponsored sports shows than any other station.

... for the TOP value for your Chicago television dollar, contact Chicago's TOP television station

WGN-TV CHANNEL 9 - CHICAGO
DUMONT

The Chicago Tribune Television Station

TV Biggies Converge On Chicago For Meet

(Continued from Page 3)
publicity chairman, announced yesterday.

Among the topics which will get wide discussion will be the color versus black and white fight; the crusade to lift the TV construction freeze and the phonovision plan for wired TV. These and the problems of sales, production, and employment will be subjects for clinical analysis during the three-day period.

Commander Mortimer Loewi, director of the Du Mont TV network, was one of the early arrivals. Commander Loewi feels strongly on the subject of lifting the TV freeze and will ask the support of the Chicago television crowd in protesting against further deals to official Washington.



LOEWI

"We of Du Mont think that the TV freeze has been in effect far too long and that we must unshackle the industry in the interest of TV progress in 1950," he said.

The Disk Jockey Show Comes to TV

via

STOP THE RECORD

"Recorded Music Made Visual"
Daytime or Late Evening
Programming

Paced Right · Priced Right

Now On

WGN-TV

Daily 3-4 p.m.

Sponsored by

DUMONT

Receiver Sales

Syndication pending in eight
other cities.

Inquire your local TV station
or contact

ROSE DUNN PRODUCTIONS

Phones: Mi. 2-6939 or 8618

GREETINGS FROM CTC PREXY

By GEORGE HARVEY

President, Chicago Television Council

WE TAKE GREAT PRIDE in being host to the nation's television leaders during this, our SECOND NATIONAL TELEVISION CONFERENCE. During the past year television has made great strides. Chicago has contributed not a little to advances in programming techniques, advertising and set manufacture. Chicago therefore is a quite natural site for a national conference of this kind.

THIS IS THE ONLY CONFERENCE of its kind in the country today. The Chicago Television Conference is a non-profit body composed of executives of stations, agencies and clients from Chicago and the Midwest. The Council elects new officers every year and no officer may succeed himself. Any profits derived from this conference will be used to conduct twice monthly meetings throughout the year to come. The Chicago Television Council takes no stand on controversial matters. It has no axe to grind. Its sole aim is to promote better television throughout the country and in Chicago.

WE'RE HONORED that so many of you came to Chicago this week. We hope you find the meetings productive and stimulating. Anything we can do to make your stay more enjoyable will most certainly be done.

Sponsored-Show Upturn Reported By ABC-TV

Chicago—Six new commercially-sponsored shows and a new sponsor for the seventh were announced for ABC-TV this week, by John Norton, midwest ABC vee-pec. They include four film presentations, one variety show, one interview show, and one audience participation program.

Jim Moran's Courtesy Hour preemed Friday from 10:00 to 11:00 p.m. with live talent. Courtesy Motors is sponsoring the variety hour for 52 weeks. It is presented before a live audience at the ABC-Civic Theater.

Top Views In Sports

Top Views in Sports, sponsored by Loeber Pontiac Company also bowed Friday from 7:00 to 7:15 p.m. Placed for 26 weeks through the Marman Agency, it is a film show giving sport highlights.

Square Dance Time, sponsored by Aldens, Inc., a Chicago Mail Order House, took to the screen Saturday from 8:00 to 8:30 p.m. for an eight week series of audience participation square dancing for the ABC-Civic Theater. The George Koehnke Agency handles the account.

Our Gal Toni, successful interview-type show, picked up another sponsor last Friday for the first 30-minute segment. New bankroller is the Lewis Miller Motor Sales Co., (Chrysler - Plymouth). Present sponsor, Krilee Insurance Service, moves over to the last half of the show.

New Films

Other new film shows include: Women in the News, sponsored by Home Containers Corporation (Fresherator) through Guild, Bascom, and Bonfigli, which debuts next Sunday (12) from 6:30 to 6:45 p.m. for 13 weeks.

Masterpiece Film Series, sponsored by Slavin Motors (Kaiser Frazer) from 8:00 p.m. to conclusion each Monday beginning March 13, through Ray Freedman and Associates for 26 weeks. It will feature

Swift & Co. Signs For Additional Time On ABC

Swift & Co. has ordered an additional schedule on ABC-TV's "TV Telephone Game" on behalf of its line of canned meats, it has been announced. Swift had previously been using that show to plug its line of Peanut Butter.

Participating Commercials

New deal with Swift, in addition to continuing the Peanut Butter plugs, calls for participating commercials on the canned meats four days a week—Wednesday through Saturday, and was effective February 22, 1950.

Other products which have been using "TV Telephone Game" include Aero-Wax, Wizard Wick, and "Yes" tissues. Swift's contract was signed through McCann-Erickson, Inc., Chicago.

New Models Announced

Five new TV models and an expanded line of table model radios will be introduced by Travler Radio Corporation at a distributor preview February 11 at its offices here.

New TV features will include the new rectangular tube and a reduced number of controls. Prices will be disclosed at the meeting. President Joe Friedman has announced that January sales were 300 per cent greater than January of 1949.

Stork News

Bill Garden, supervisor of NBC's mobile TV unit, is the father of a baby boy, Rory William, born March 1 at Lawrence Hospital, Bronxville, N. Y. Mrs. Garden is the former Teresa Gurbach, who was Garden's secretary at NBC prior to their marriage.

films of artistic merit previously unreleased to television.

Film Serial begins Monday March 27, from 6:40 to 6:45 p.m. for 26 weeks sponsored by Central Ice Cream Company. The agency is Presba, Fellers, and Presba.

NBC-TV Snares Easter Show Starring Hope

(Continued from Page 3)
in the bag" for CBS-TV a couple of days ago.

According to Fry, NBC-TV got the nod from the Frigidare people through Foote, Cone and Belding because of their "superior facilities."

Program plans call for a large scale variety show emceed by Hope in the 5:30 to 7 p.m. (EST) time slot. The names of other performers who will appear have not yet been announced.

Starting 14th Year

Chicago—One of Chicago's oldest radio institutions, The 400 Hour with Norman Ross, will roll into its fourteenth year for the Chicago and Northwestern Railroad over WMAQ beginning March 13. The Northwestern signed its first contract in February, 1937, for the popular morning session of classical music. It has signed a 52-week renewal each year since then.

MARALEITA DUTTON ASSOCIATES

Publicity

Radio — Television
Shows and Personalities

Award-Winning

"IT'S YOUR LIFE"

19 East Pearson Street

Chicago

WH. 4-1927

Greetings

from

ERNE SIMON

The Curbstone Cutup

Second Year Sponsored

TELE TOPICS

SOMETHING A BIT DIFFERENT in a panel quiz show has been introduced on CBS-TV under the title, "What's My Line?" The guest experts are asked to identify the business or profession of a person who is introduced to them by name only written on a black board. On last Thursday's half hour session John Daly, the emcee, presented a housewife, an exterminator and a house detective. Artie Shaw, as the mystery guest was identified by voice only. The guest experts through questioning were able to come up with a pretty good batting average. Louis Untermeyer and Dorothy Killgallen were the best among the experts. Untermeyer picked two and Dorothy one. Show has potentialities of commercial sponsorship and should build with the TV audience as the weeks go by.

ONE OF THE BEST comedy shows in television—with a yock a minute guaranteed—has never been telecast. This is the show the audience puts on daily in their frenetic attempts to get into DuMont's New York studios to watch the Dennis James "OK Mother" program. The ethics which generally prevail among the 200 or so mothers and kids competing for the studios' 100 seats closely resemble the confusion during a bargain basement sale of nylon stockings for a quarter a pair—anything goes!

THE "FIRST FULL-SCALE dramatic program" to be attempted by New England video debuts on Sunday, March 19 when WBZ-TV televises the Brattle Theater Company in a domestic comedy series, "That Young Couple." Programs will be sponsored by the Boston Gas Company. . . . Sidney Franklin, the bull fighter from Brooklyn, will guest tonight on the "Manhattan Spotlight" over WABD in full matador costume. . . . The WFIL-TV version of the "TV Telephone Game" recently set a record of some kind with 1,453 phone calls in a single day.

WPIX PUT ON A four-hour variety show Saturday night on behalf of the New York Heart Fund drive. Emceed by Ed Sullivan, the program featured appearances by Hedy LaMarr, Bob Hope, George Raft, Kirk Douglas, Faye Emerson, Kenny Delmar and Kyle McDonnell. . . . The Joyce Mathews Show, starring the estranged wife of comedian Milton Berle, which was to have premiered March 22 has been postponed till April 5 in the 11 to 11:30 p.m. time segment over CBS-TV. . . . Dick Burger, former director of the Perry Como NBC-TV show has been upped to producer-director. . . . Mel Diamond, who used to write Jack Carter's comedy material, is now scripting for Joey Faye's "Fifty-Fourth Street Revue" over CBS-TV. . . . Also at CBS-TV, the word is passed on that Abe Burrows Almanac becomes an alternate-week presentation, starting April 5. Time slot was purchased for another show on an alternate-week basis by Toni Co. . . . Congrats to WMAR-TV, Baltimore, for scoring with the largest average evening broadcast audience, according to Hooperatings for December and January. . . . Owens-Corning Fibre Glass Company planning to plug its Coronized Fibre Glass Curtains on 201 stations in 24 cities during March, April and May.

Mayor Extends Welcome

AS mayor, and on behalf of the people of Chicago, I am happy to extend a warm welcome to our city to the many hundreds of delegates who will be here on March 6, 7 and 8 for the National Television Conference.

Chicago is proud of the outstanding position in the field of television which her leadership in television manufacturing, production, and programming has given to our city.

Chicago is also famed for its hospitality and unexcelled convention facilities and I am sure that delegates to the National Television Conference can look forward to a very profitable and enjoyable time during their stay here as the guests of our city and of the Chicago Television Council.

My sincere best wishes for a most successful convention.
MARTIN H. KENNELLY, Mayor.

Gridiron Dinner Calls For TV Lampooning

(Continued from Page 3)

vesty or television indicate that the affair will be unanimously chosen an annual institution with the National Television Conference.

The show will be emceed by Everyclown himself, Kukla, assisted by Fran and Ollie (Eve and the Serpent of this new creation) with a whole host of Chicago celebrities on deck for the lampooning.

Ernie Simon will portray "Solid Deal Sol," who's had a remarkable success as an auto salesman since entering video. Jack Brickhouse will demonstrate wrestling technique to a brace of female wrestlers. Cliff Norton will represent Dave "Peace" Garroway who will be called away by—you should excuse the expression)—an AM show. Other mimes and mummies of the evening will include Claude Kirschner and Mary Hartline of "Super Circus," ad Cliff Soubier, who is even older than Marconi, radiowise.

Kukla's crew for the evening will include "Slick Chick" Showerman, "Freckles" Schreiber, "Curly" Mitchell, and "Stinky" Norton.

Film Producers Turn Activities To TV Field

(Continued from Page 3)

expanding field are the Kling Studios, Sarra, Inc., which also has units in New York, and Wilding Picture Productions. Others who are producing films in the area are Chicago Film Studios, Atlas Film Corp., Bowman Films, Inc., and the Filmack Co.

In addition to the local producers of television film, such prominent national organizations as Jerry Fairbanks, Frederic Ziv, and Jam Handy are represented here by local offices.

NBC-TV Changes Announced In Chicago

(Continued from Page 3)

ing of Arthur Jacobson, program manager of WMAQ, to Mill's former positions at WNBQ; and Homer Heck, production manager of WMAQ to Jacobson's job of program manager.

In the sales department, Edward C. Cunningham has been named WMAQ sales manager. He will be assisted by John H. Schneider.

Montgomery Calls For High Video Programming Levels

Subscribing to the "old Hollywood myth" that the average American audience has the intellectual level of a 12-year-old child is the "classic mistake" that television must avoid making, executive NBC-TV producer Robert Montgomery told the American Television Society on Friday. Montgomery said that one of the major duties which the TV medium must assume is the constant improvement of programming.

Citing the story of Jesse Bonsted's theatrical experience in Detroit, Montgomery said that TV must constantly keep ahead of the audience in the matter of intelligent programming. He said that radio and moving picture producers have constantly been behind the audiences.

Montgomery stated that an audience's reaction is one of emotion and instinct, and that they resented being talked down to. He said that the tremendous potential of video as a social, entertainment and political force necessitated constant programming improvement lest the medium lose audience interest.

Opening himself to questions from the floor, Montgomery sparred with several of the people present on the matter of TV criticism. He said the audience was, generally speaking, much more tolerant of the medium's shortcomings. He said that his statements regarding TV criticism should not be misunderstood since he was all for a "high level of TV criticism."

SERVICES RENDERED

In the 20 short months since our organization we are proud to have prepared and/or produced television advertising for those sponsors:

- Beloit Dairy Co.
- Bromner Bros. Biscuit Co.
- Cain's English Muffins Co.
- The Cycloid Corp.
- M. B. Duffy Co.
- The Fair Store
- R. Gerber & Co.
- Hudson-On-Broadway
- J. B. Inderricden & Co.
- Karsten & Sons
- Kroger Co. (Chicago Branch)
- Logan Square Hudson, Inc.
- McCormick & Co.
- Midwest Groceries, Inc.
- Modern Arts Foods Co.
- North American Mushroom Co.
- Pepsi-Cola Co. of Chicago
- Swift & Co.
- Thomas J. Webb Coffee Co.
- Wilson & Co., Inc.
- Earl Witt, Inc.

In so doing, it has been our privilege to work hand in hand with personnel from these agencies:

- Ewell & Thurber, Inc.
- Phil Gordon, Inc.
- Ivan Hill, Inc.
- Abbott Kimball Co.
- Harry J. Lazarus & Co.
- Needham, Louis & Brorby, Inc.
- Newby & Peron, Inc.
- Petesht, Hecht & O'Connor, Inc.
- Presba, Fellers & Presba, Inc.
- Ross Roy-Fogarty, Inc.
- Schwimmer & Scott, Inc.
- Sullivan, Stauffer, Colwell & Bayles, Inc.
- J. Walter Thompson Co.

AWARD

Top spot for television spots in the 1949 CFAC Competition (Made for the Cycloid Corp. through Petesch, Hecht & O'Connor, Inc.).

RATING

"Your Second Cup" with Linn Burton, heard mornings over WBKB, garnered highest J&G Videodex rating of any local daytime show.

CURRENTLY PRODUCING

- "Shopping Is Fun" —WGN-TV, Fri. 1:30 P.M.
- "Fairteens On Television" —WGN-TV, Fri. 5:30 P.M.

MORE AND MORE

Advertising managers, account executives, and TV department heads seeking audience building vehicles that offer logical springboards for their advertising, promotional, and merchandising campaigns are looking to

SERVICE UNLIMITED

Charles O. Dabney Larry Kurtze
 360 North Michigan Avenue
 RAndolph 6-5246
 Chicago, Illinois

The electron tube that rivals the human eye

Invention of the iconoscope—
TV's first all-electronic "eye"—led to
supersensitive RCA image orthicon
television cameras

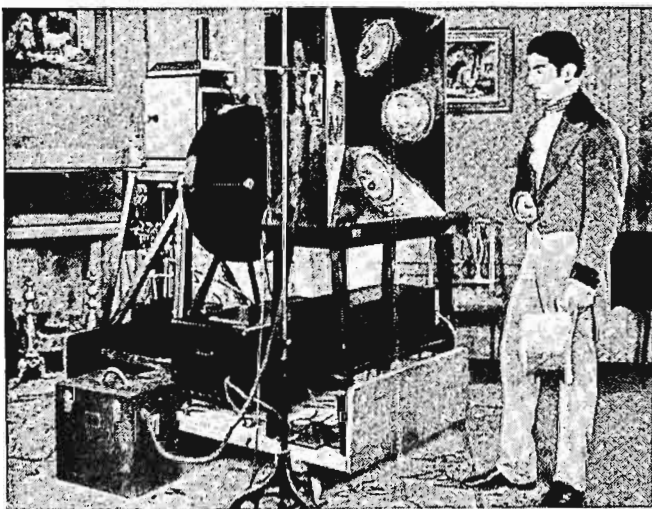
No. 3 in a series outlining high
points in television history

Photos from the historical collection of RCA

● Had you attempted to invent a television camera from scratch, odds are you'd have followed the same path as early experimenters—and tried to develop it on mechanical principles.

Illogical? Yes, in the light of what we now know about electronics. But electronics was young in television's infancy. At that time the best way to take television pictures was with a mechanical scanning disk, invented in 1884.

Revolutionary was the invention of the *iconoscope* by Dr. V. K. Zworykin, now of RCA Laboratories. Here was an all-electronic "eye" for the television camera... no moving parts, no chance of mechanical failure!



Mechanical scanning equipment, used at RCA-NBC experimental television station W2XBS in 1928, long before the present RCA image orthicon camera came into existence.



Dr. V. K. Zworykin of RCA Laboratories with his iconoscope tube. Its successor, the image orthicon, has been developed by RCA scientists to have up to 1000 times greater sensitivity.

Carrying forward the development of television pickup tubes, RCA scientists have developed the image orthicon—eye of today's supersensitive RCA image orthicon television camera. So keen is this instrument's vision that it sees by candlelight or by the faint flicker of a match.

Despite its simplicity of operation, the RCA image orthicon tube is a highly complex electronic device. Integrated, within its slim 14-inch length, are the essentials of 3 tubes—a phototube, a cathode ray tube, and an electron multiplier!

The phototube converts a light image into an electron image which is transferred to a glass target, and scanned by an electron beam to create a radio signal. The electron multiplier then takes the signal, and greatly amplifies its strength so that it can travel over the circuits which lead to the broadcast transmitter.

Inside the tube itself, more than 200 parts are assembled with watchmaker precision. For example, a piece of polished nickel is pierced with a hole one-tenth the thickness of a human hair... a copper mesh with 250,000 holes to a square inch is used... and the glass target is bubble-thin! Yet all are assembled and made to work—at RCA's Lancaster Tube Plant—with precision.

Actually 100 to 1000 times as sensitive as its parent the *iconoscope*, RCA's image orthicon pickup tube literally rivals the human eye. And when an outdoor telecast may start in daylight and wind up in the dim light of dusk—that's a necessity!



Radio Corporation of America

WORLD LEADER IN RADIO—FIRST IN TELEVISION

Major Parties Plan For Use Of Radio

(Continued from Page 1)
national network time. "But maybe the President will get some time which the broadcasters will recognize as political, and we'll be given time to reply."

Both camps are waiting for Congressional adjournment before they get active in radio. "We've got to see what Congress does," both Frye and Ingle said. "Certainly there won't be much doing until after the primaries get rolling."

Many Congressmen from both parties are today getting free time locally for platters. There is no way of telling when the local broadcasters will decide that the presentation of such platters passes from the category of public interest to that of politics. Equal time requests from aspirants to the Congressional seats are already being reported in some areas, with the Congressional platters branded as political in nature. Broadcasters react differently to these requests—but it is reported here that several such have been ignored in recent weeks.

Most broadcasters withdraw free time when primary campaigns get under way—but some continue to grant incumbent Congressmen and Senators free time and try to keep them from using their platters for political speeches.

WQQW Quits NAB; Says It Aids Biggies

(Continued from Page 1)
WQQW General Manager M. Robert Rogers wrote that the letter "selectively raising the dues of your smaller members for the benefit of your larger ones" was the factor which made the station reconsider its decision of a short time ago to retain its membership. The new dues slate, Rogers wrote, "almost smacks of taxation without representation."

"This principle of taxing your smaller members for the benefit of your larger ones has already been apparent in other ways, such as the assessment plan for the regrettably unsuccessful all-radio film presentation. At that time we raised our objections to a sliding tax scale, peculiarly un-American, in that the surtax principle is applied to the poor and the tax reduction features to the rich."

"Naturally, we are not resigning only over a matter of principle. We have made a pretty careful assessment of the dollars and cents value of the NAB to our operations. It adds up something like this over the past twelve months:

- (1.) Program department benefits—0.
- (2.) Technical department benefits—0.
- (3.) FM benefits—0.
- (4.) Labor relations benefits—Excellent.
- (5.) Legal department benefits—



By SID WHITE

Man About Manhattan. . . !

● ● ● WEEK-END CUFF NOTES: NBC going all-out on Bob Hope's current stand at the Paramount Theatre to the tune of some \$50,000 allotted to newspaper ads plus requesting every one of their network and local shows to plug his appearance. In other words, if Hope doesn't shatter every existing record at the theater it ain't gonna be the web's fault. . . . It's no longer just a rumor about Phillips H. Lord selling out his radio properties to CBS. The deal's on the fire right now. . . . Aside to Arturo Godfrey: You're not the only one who was misquoted in that weekly mag's piece on you. Fred Allen never said some of those words credited to him either. . . . Harold Lloyd nixed a fat offer for use of some of his films for TV. . . . Ted Lewis, tuning up for his own TV series, appears on "We the People" March 24th and "This is Show Biz" on the 26th. . . . Mrs. Oscar Bradley, who took over the complicated musical chores on "We the People" when her husband died, leaves tomorrow for a 9-day vacation in Florida. . . . Guy Lebow, who's happily married, by the way, received 9 proposals of marriage last week from his femme wrestling fans. . . . John Derr becomes the voice of CBS' Sat. Sports Review starting on the 18th. . . . Calkins & Holden joining forces with Carlock, McClinton and Smith. (When Jess Barnes and Walter Lurie left Mutual months ago to join Calkins & Holden, we knew things were gonna pop, but we never expected it so soon).



● ● ● WINDOW WATCHING: Mary Healy's cavorting on "Inside U.S.A." indicates she's ready for a B'way musical. Hubby Peter Lind Hayes, who underplays broad comedy, is one of the best behaved funnymen. He puts you at ease at the same time he obtains a laugh. . . . "Escape" is a great mood capturer. Solid dramatricks. . . . Add similes: As hard to get as an answer on Kay Kyser's video quiz. . . . Ted Mack's deft, charming manner of handling the sight version of "The Original Amateur Hour" comes off as big time even on a seven-inch screen. . . . One of the more attractive TV actresses, also a tip-top singer—Marilyn Lowe, now a full-grown Rainbow House grad.

Minuscule.

(6.) Sales department benefits—Less than 0.

"Your labor relations operation is good and a model. However, since our contract problems come up only once a year, it will cost us less to have our own labor relations lawyer."

"Your legal department, on request from us, did give us some information once. It was helpful but our own law firm can handle it just as well."

"Your sales organization—BAB—sends us a lot of material promoting BAB, but the one specific time when we asked for help with a problem our query was brushed off by a functionary."

"We regret to observe NAB rapidly moving toward becoming the NABB—The National Association of Big Broadcasters. Certainly there is room and a need in the United States for a trade organization in the broadcasting industry that treats all members on democratic levels."

SMPTE Convention Set For April In Chicago

(Continued from Page 1)
convention will be the first since the Society's name and by-laws were changed to include television technicians.

Included on the agenda is a television symposium, covering production techniques and variations required by video.

Heart Fund Show

A four-hour "marathon variety program" will be telecast over WPIX, New York, on behalf of the New York Heart Fund starting at 10:30 p.m. tomorrow night, it has been announced. Originating from the Carnival night club, the program will be emceed by Ed Sullivan, and guests will include Hedy Lamarr, Bob Hope, Kirk Douglas, Faye Emerson, Kenny Delmar, Vic Damone and Kyle McDonnell.

IRE Confab Opening Today In New York

(Continued from Page 1)

Discussions will follow this afternoon with symposiums on Industrial Design, Nuclear Science and the Radio Engineer, Communication Theory, Applications of Semi-Conductors and Quality Controls scheduled. Altogether the engineers will have a total of 36 sessions at which 169 papers will be presented. Symposiums on television will be tomorrow and Wednesday.

More than 253 exhibits have been set up at the Palace and the show there will also open today. Exhibitors include: RCA, Westinghouse, General Electric, Collins, Philco, Bendix, Fairchild, Presto, Magnavox, Du Mont, Motorola, Sylvania and the Armed Services.

Presidents luncheon honoring Raymond F. Guy will be held at the Commodore tomorrow while the Institute's annual dinner will take place Wednesday. Citations will be given in addition to thirty fellowship awards at that occasion.

Benny, "Radio Theater," Godfrey Top Hooperating

(Continued from Page 1)

in the first five programs reported. Other shows which placed in the first fifteen are: "Fibber McGee and Molly," 19.8; Walter Winchell, 19.6; Charlie McCarthy, 17.4; Bing Crosby, 17.3; Bob Hope, 17.0.

Also, "Mr. Chameleon," 16.5; "Fat Man," 16.4; "Mystery Theater," 16.4; "Big Town," 16.0, and "Mr. Keen," 16.0.

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Common Carrier**

TRANSOCEAN AIR LINES

LOS ANGELES

By ALLEN KUSHNER

MAX POLLOCK'S new television producing company: Pollock, Rogers and Raisbeck, has gotten started in a big way with first productions be shown on KTTV, CBS-Times TV Station in Hollywood. Idea for use of permanent dramatic stock company with outstanding stage players as nucleus gives new company an excellent foundation for presenting live theater to vast audiences. Shows will be kinescoped and sent to all parts of the country and available to independent stations for sale to local sponsors.

Mr. and Mrs. Jack McElroy, of "Welcome to Hollywood" have "welcomed to Hollywood" a new daughter, Marilyn Lucille. It's the third edition at the McElroy household. Congratulations!

Now they're naming streets after teevee stars. Harrise Avenue in Terrell, Texas has been named after Harrise Brin, co-host of KECA-TV's "I'll Buy That."

Cameras will roll on the "Queen for a Day" movie version of the Mutual network airtel July 15, according to schedule set here yesterday by Robert Stillman who purchased the film rights recently from Raymond R. Morgan, owner of the show package. Arthur Lubin will direct the film version of "Queen." Show is televised in a lavish live version on KTSL every Thursday nite.

June Preisser, former Hollywood film favorite and now emcee of her own Duluth, Minn. airshow over station WBEC, accompanied two "Double or Nothing" contestants to Hollywood on March 3rd from Duluth to be weekend guests of quizmaster Walter O'Keefe as well as appear on his NBC broadcast.

★ THE WEEK IN RADIO ★

FCC Okays Stations

By BILL SILAG

THE FCC approved four new stations, granted three power boosts, and okayed the sale of a New Jersey station to start off what for them was a busy week. The color TV hearings continued through most of the week and the Commission reaffirmed its band and kilowatt authorization to WLAP, Lexington.

General Foods announced that its 1950 ad budget had been increased in both radio and TV media. . . . Kaiser-Frazer splurged heavily in radio spots to hypo interest in the metropolitan New York market for the introduction of its latest model automobiles. . . . and Motorola forecast heavy receiver sales for 1950.

Jack Benny was renewed by American Tobacco through June of 1952. . . . NBC held a one-day seminar for Ivy League college station personnel in New York. . . . and all the webs experienced difficulty in reception of reports on the British

elections. NBC scored a beat over the other nets and the wire services with the first flash of Labor's precarious victory in England.

RCA's annual report for 1949 showed an increase in revenue over the previous year and NBC, an RCA subsidiary, coined two per cent more in 1949 than in 1948. . . . Hooper sold his national rating service to the Nielsen company and announced that his organization would concentrate on local samplings. . . . and Westinghouse joined the parade of receiver manufacturers who reported record earnings for 1949.

Storecast entered the metropolitan New York market and announced the signing of eleven new sponsors in other cities. . . . the Nielsen Co. elected two new directors, and the NAB elected eight new directors to represent even-numbered association districts.

Named To Sales Posts With WNBC-WNBT In N.Y.

James C. Hirsch and Francis F. Sanford have been appointed account executives at WNBC-WNBT, New York, it was announced Tuesday. Their appointments are in line with an expansion in the stations' sales department.

Hirsch A Chicago Man
Hirsch is from Chicago, where he freelanced in advertising and sales promotional work, and where he was an associate editor of Apparel Arts, a men's ready-to-wear trade magazine.

Sanford has been with Fortune and the New York Herald-Tribune, and, for a time was associated with Benton & Bowles.

CBS Advisory Board Re-Elects Members

(Continued from Page 1)

Wichita Falls, Texas as representative from District No. 8.

The reelected members, all representing even-numbered districts in line with the Board's policy of electing even-numbered representatives in even years and odd-numbered representatives in odd years, are:

I. R. Lounsbury, WGR, Buffalo, N. Y., Chairman, representing District No. 2; Glenn Marshall, Jr., WMBR, Jacksonville, Fla., District No. 4, and Richard Borel, WBNS, Columbus, O., District No. 6.

Odd-numbered district representatives are E. E. Hill, WTAG, Worcester, Mass., secretary, District No. 1; C. T. Lucy, WRVA, Richmond, Va., District No. 3; Howard Sumerville, WWL, New Orleans, District No. 5; William Quarton, WMT, Cedar Rapids, Iowa, District No. 7, and Clyde Coombs, KROY, Sacramento, Calif., District No. 9.

Election of the CAAB chairman and secretary will take place at the next meeting.

Herbst Named By DuMont

John F. Herbst has been named western regional manager for the receiver sales division of the Allen B. DuMont Laboratories, Inc., it was announced by Walter L. Stickle, national sales manager. Herbst was previously with W&J Sloane in Beverly Hills.

To Record For MGM

Monica Lewis and bassist Bob Haggard have been signed by MGM records to new exclusive recording contracts. Haggard will specialize in Dixieland music while Miss Lewis has been signed to strengthen MGM's roster of vocal talent.

AGENCIES

WEEED AND COMPANY, radio and tele reps, and National-American Wholesale Lumber Ass'n., to O'Brien & Dorrance, Inc.

THEODORE C. FISHER, vice-president of Pedlar & Ryan, Inc., has been named account executive for Camay and other Procter & Gamble interests.

PHILIP E. PENBERTHY has joined the research department of Geyer, Newell & Ganger, Inc.

RUTHRAUFF & RYAN, INC. has signed a two-year agreement for National Nielsen Radio Index Class A Service.



more delicious than on any other airline!

"the Hollywood"

— fly —

UNITED

DC-6 Mainliner 300s,
11½ hrs. onestop to

LOS ANGELES

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

A BIT OF PARIS IN NEW YORK SINCE 1906

HENRI'S LUNCHEON SPECIALTIES

LOBSTER CUTLETS, lobster sauce, green peas, mashed potatoes.....	\$1.75
BOILED BEEF MENAGERE, cabbage, carrots, turnips, onions, horseradish sauce.....	\$1.65
FRIED LONG ISLAND SCALLOPS, tartare sauce, green peas, mashed potatoes.....	\$1.75
TRIPES A LA MODE de Caen, boiled potato, green peas.....	\$1.65
BRAISED BEEF PARISIENNE, small vegetables, mashed potatoes.....	\$1.75
CREAMED HALIBUT au gratin, creamed onions and carrots, mashed potatoes.....	\$1.65
BEEF AND KIDNEY STEW, buttered noodles, French fried potatoes.....	\$1.75
SALMON HOLLANDAISE, creamed onions and peas, mashed potatoes.....	\$1.65
BOUILLABAISSSE MARSEILLAISE, boiled potato.....	\$1.75
CHEESE OMELETTE, creamed spinach, mashed potatoes.....	\$1.65
CHOPPED SIRLOIN OF BEEF, smothered onions, celery and eggplant creole.....	\$1.75
SWEETBREAD AND MUSHROOMS PATTY, green peas, French fried potatoes.....	\$1.75

Complete LUNCHEON \$2.00

from Superb Wines & Liqueurs

Complete DINNER \$3.00

from

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 44

NEW YORK, TUESDAY, MARCH 7, 1950

TEN CENTS

GROWTH OF TELEVISION EMPHASIZED

Hearings On Communications Act Postponed

Sadowski Illness Causes Delay In Hearing

Washington Bureau of RADIO DAILY
Washington — Hearings scheduled for next Monday on several bills pending to revise the Communications Act have been called off indefinitely, it was said, with the rate of recovery of Rep. George Sadowski of Michigan probably the factor to determine when they will be held;

(Continued on Page 3)

Town Meeting's List Of Sponsors Grows

Amalgamated Clothing Workers of America will sponsor broadcasts of America's Town Meeting of the Air for 13 weeks over WJZ on Tuesdays at 9 p.m. beginning today. Fifty-eight ABC stations now carry the Town Meeting on a cooperative sponsorship basis. Altogether

(Continued on Page 5)

Canadian Receiver Sales Show Slight Increase

Montreal — with the exception of automobile and other battery types, two out of three radio receiving sets sold in Canada during January had a manufacturer's price tag below \$40, the Radio Manufac-

(Continued on Page 2)

All-Embracing

Joseph A. McDonald, ABC's vice-president and general counsel, will have an all-embracing subject when he appears before the Radio Executives Club of Boston tomorrow at the Hotel Touraine. Genial Joe who bears the battle scars of many network contract disputes will speak on "Life's Little Problems As They Apply to Radio and TV."

Commends Radio For Support

"There is always a danger that those who enjoy favors may take them for granted," Msgr. Fulton J. Sheen said last Sunday night during the 20th Anniversary broadcast of the "Catholic Hour" over NBC. "Broadcasting companies have never been thanked enough, for they do something that no other industry in the history of the world has done from the beginning of its industry. They have given religion a 'free ride.' The National Broadcasting Company has given to the Jews, the Protestants and the Catholics millions of dollars of wholehearted and gratuitous service ever since it was formed," he said.

Stanton Stresses 'Frisco As Market

West Coast Bureau of RADIO DAILY
San Francisco — "CBS considers San Francisco and the Bay Area one of the fifth most important markets in the country," was the statement made by Frank Stanton when the CBS president visited San Francisco and talked at a press conference in the KCBS studios, the past weekend.

For that reason, Stanton pointed out, the network has gone all out to

(Continued on Page 2)

Watson Will Handle Tape Recorder Line

Appointment of Loren L. Watson, formerly a radio station representative, as a special representative in charge of sales for the newly introduced Reelest Tape Recorder has been announced by the Universal Moulded Products Corporation of

(Continued on Page 5)

Four A's Convention To Hear Sec'y Sawyer

Secretary of Commerce Charles Sawyer, will be guest of honor at the 1950 annual meeting of the American Association of Advertising Agencies to be held at the Greenbrier, White Sulphur Springs, West Va. on Friday and Saturday, March 31 and April 1. Theme of the meeting is "Advertising's Responsibility in an Expanding Economy."

A business session on Friday morning will open the meeting with

(Continued on Page 6)

WOV Officials Support Criticism Of U. S. Customs

Commending Cecil Brown, Mutual commentator, for his criticism of U. S. Customs' handling of tape recordings, Arnold Hartley, program director, and Ralph Weil, general manager of WOV, New York, yesterday urged corrective action on

(Continued on Page 6)

McConnell Reports On TV Expansion At Chi. Clinic

(By Staff Correspondent, R. D.)

Chicago — Stressing the growth of television and its contribution toward strengthening the American economic system, Joseph H. McConnell, president of NBC, yesterday told the Second National Television Conference at the Palmer House, that Chicago had contributed much to the grow-

(Continued on Page 7)

Engineers Open 1950 IRE Convention

The 1950 national convention of the Institute of Radio Engineers which opened yesterday at Grand Central Palace and the Hotel Commodore will move into high gear today with 53 papers pertaining to problems encountered by the radio-electronics industry in the fields of television, communications and

(Continued on Page 5)

Oil Company Sponsoring Pre-season Ball Games

Boston—Twenty pre-season games of the Boston Braves and Red Sox will be covered by WHDH and its New England baseball network under the sponsorship of the Atlantic Refining Company, Narragansett

(Continued on Page 3)

Rural Listening Habits Revealed In N. W. Survey

Radio has been given a vote of confidence by a three to one majority in a rural survey taken recently under the supervision of E. W. Ziebarth, chairman of the University of Minnesota Department of Speech and CBS consultant.

The study covered 1,000 rural farm and non-farm residents in a limited rural area in Minnesota served by four major networks. Of the social institutions appraised in

general terms, only the church was ranked as doing a better job in its area than radio. Ziebarth reports that three times as many interviews ranked radio favorably as ranked it unfavorably.

The investigation showed, Ziebarth continued, that there is "sufficiently varied fare" to meet the recognized needs of the rural farm and rural non-farm residents. In the

(Continued on Page 6)

Observance

The observance of the Jewish Festival of Purim aboard a new Israel ship was broadcast by WLIB from 6 to 6:30 p.m. Friday. Highlight of ceremonies was the transfer of an ancient Jewish Scroll of Law to the Master of the Ship. The scroll will be taken to Israel and placed in a reception camp for orphan children set up by Hadassah.



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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Paul Girard, Manager Tower Petroleum Bldg., Dallas, Texas

ROME BUREAU

John Perdicali Ludovisi 16

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

FINANCIAL

(March 6)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Hazeltine Corp., Nat. Union Radio, DuMont Lab., Stromberg-Carlson.

Mrs. Lillian Kirsch

Mrs. Lillian Kirsch, mother of Marvin Kirsch, vice-president and business manager of RADIO DAILY, died last Saturday at the Flatbush Convalescent and Nursing home in Brooklyn. Private funeral services were held Sunday at 2:30 from the I. J. Morris Funeral Home in Brooklyn. Interment was in New Montefiore Memetary, Pine Lawn, L. I.

COMING AND GOING

ANDREW L. HAMMERSCHMIDT, technical-operations superintendent of WNBK, video outlet of NBC in Cleveland, is in New York to attend the current meetings of the IRE.

HARRY WISMER, American network sportscaster, is here from Detroit. Made a very interesting and impromptu appearance on the stage of the Paramount Sunday as the ad-libbing guest of Bob Hope and Jane Russell.

J. L. VAN VOLKENBURG, Columbia vice-president and director of network sales, will return today from a business trip to Chicago.

EDMUND CHESTER, director of CBS news, is back from Havana, where he spent three weeks attending and reporting the NARBA conference.

DONALD COOPER, in charge of engineering for NBC in Washington, is here for the IRE meetings.

MERLE JONES, general manager of KNX, Los Angeles, has left for the West Coast after having visited New York and Chicago on business.

KEN MURRAY, television star on CBS, has left with MRS. MURRAY for a week of leisure in Key West, Fla.

WILLIAM HINKS, managing director of J. Walter Thompson Co., Ltd., London, England, is expected in New York tomorrow. He plans to remain in the States for four or five weeks.

A. E. JOSCELYN, director of operations for CBS in Hollywood, is spending two weeks in New York on business.

EDDIE CANTOR, whose "Take It or Leave It" is heard on NBC, will lecture at Carnegie Hall in New York March 21.

NED BROOKS, news commentator heard on "Sunoco 3-Star Extra" over NBC, next Tuesday will go to College Park, Md., where he will deliver an address at the national fraternity dinner of Phi Kappa Tau, University of Maryland.

LEO LEVINE, producer; JOHN PEYSER, director, and ART MILLER, publicity head, of "People's Platform" on CBS-TV, went to Washington late last week for a special program with Sen. Robert Taft and Sen. John Sparkman on political issues of 1950.

PRISCILLA CAMPBELL, staff writer on "Duffy's Tavern" and other NBC programs, left Saturday for a vacation of one week in Daytona Beach, Fla.

JANE C. RYDSTROM, producer of "Kitty Dierken Shops for You" on WAAM-TV, Baltimore, is back at the station following a visit to New Orleans for the Mardi Gras celebration.

Canadian Receiver Sales Show Slight Increase

(Continued from Page 1)

turers' Association of Canada announced today in a statistical summary.

January sales this year (37,937 units) compared with 40,794 in January, 1949; 39,406 in January, 1948; the peak of 66,046 in January, 1947, and 10,287 in January, 1939.

January sales of 28,872 standard units included 11,122 sets under \$30 and 8,272 receivers priced at the factory between \$30 and \$40.

Prices of 9,065 battery sets were substantially higher with 6,600 automobile receivers priced between \$100 and \$125. Manufacturer's valuation of the whole 37,937 units of all types sold in January was \$2,-831,088.

January is traditionally a month in which the industry builds up inventory and total inventory for the industry was 123,256 sets.

Night Club Origination

WHOM's nightly feature, "After-hour Swing Session," with Willie Bryant and Ray Carroll, broadcast from 11 p.m. to 2 a.m., is originating from the Club Baby Grand in New York City. It began Monday, March 6. The present disc-jockey format will be retained—with prominent showbusiness personalities interviewed nightly between 1 and 2 a.m.

Sorry Mr. Swezey

The name of Robert D. Swezey, WDSU-TV, New Orleans, was inadvertently left out in RADIO DAILY's recent report of the NAB board elections. Mr. Swezey was re-elected to the board to serve as a television station representative along with Eugene S. Thomas, WOIC (TV) Washington.

Opens Own Law Office

David H. Brown, who for many years was a partner in the legal firm representing WOR, the Metropolitan Opera Association and Mutual Broadcasting, has opened his own office for the general practice of law at 70 Pine Street, New York.

Stanton Stresses 'Frisco As Market

(Continued from Page 1) expand facilities under the guidance of Arthur Hull Hayes, CBS vice president, and raise the wattage KCBS. The station will probably to 50,000 watts in sixty days. (It now's a 5,000 watt).

As to TV, Stanton said, in addition to New York and Los Angeles, the network wants it in San Francisco, Chicago and Boston as soon as possible.

Reiterates Los Angeles Statement Regarding CBS color, Stanton reiterated his statement made at the Los Angeles press conference. It does not care whose system is used so long as it is the best, and the CBS will support the system selected.

Agencies Merge

Merger of Calkins & Holden and Carlock, McClinton and Smith advertising agencies was announced yesterday by J. Sherwood Smith, chairman of the board of the new agency. Partners in the new organization to be known as Calkins & Holden, Carlock, McClinton and Smith, Inc., are: Z. C. Barnes, M. Carlock, J. A. Clarke, R. P. Claiburger, H. L. McClinton, J. Sherwood Smith and Paul Smith.

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



One word from his partner and this cat-nipper is going to work. Might be the biggest haul of the year for the alley brigade up around Fulton Fish Market in New York.

And speaking of big hauls, (legitimate variety) you time-buyers ought to see what W-I-T-H can do for you in Baltimore. For just a little money, you can produce big results.

W-I-T-H is the big bargain buy in Baltimore. It regularly provides more listeners-per-dollar than any other station in town. W-I-T-H has a BIG audience, too—it covers 92.3% of all the radio homes in the Baltimore trading area.

Call in your Headley-Reed man and get the full story today.

Advertisement for W-I-T-H Baltimore, Maryland, featuring a stylized logo and the name Tom Tinsley, President, Represented by Headley-Reed.

Massce-Barnett Co. Inc.

Established 1887

723 - 7th Ave., N.Y.C. Tel.: Cl. 5-6080

INTERNATIONAL FILM FORWARDERS AND CUSTOMS BROKERS FOR THE TELEVISION AND MOTION PICTURE INDUSTRIES.

Agents in all parts of the world.

Communications Act Hearings Postponed

(Continued from Page 1)

Sadowski, acting chairman of the Interstate Subcommittee on Communications, suffered a heart attack while in Detroit a few weeks ago. He is back in Washington, but not back at his office.

His illness might rule out all chance for new radio legislation by his Congress. Pending before the committee is the McFarland bill passed by the Senate last year—a measure with wide industry support. Sadowski's own bill to write into law the FCC Port Huron decision on political libel and to provide suspensions and fines for violation of the Commission regulations, and two measures by Rep. Harry Sheppard, California Democrat.

The first Sheppard bill would rule out the licensing of stations to manufacturers of radio equipment and otherwise curb network operations by setting a top limit on the consecutive hours a station may give over to network programming. The second would force the licensing of networks, making them responsive to all the regulations governing individual stations.

Sheppard Makes Change

Sheppard recently expelled from his office "an ambassador from the radio industry in New York" who threatened political reprisals against him for his anti-network stand, he said yesterday. Refusing to identify the caller, Sheppard said he was spokesman for radio interests in New York, and that he got abusive and threatening. Result was that Sheppard handed him his hat and walked him to the office door. The incident has served only to make Sheppard more anxious for action on his two bills, he said.

Oil Company Sponsoring Pre-season Ball Games

(Continued from Page 1)

Drewing Company and the Boston Herald-Traveler, the station announced yesterday. Jim Britt will play the play-by-play with the first game scheduled to be heard on March 11 when the Dodgers meet the Braves at Miami.

Honored By Hometown

Snooky Lanson, WSM singing star known throughout the country for his NBC programs and records, has been honored by his hometown, Nashville, Tenn. The city council passed a resolution praising him for his "generous and public spirited work" and the document was read over the Lion network by Ben West, vice-mayor.

Rosenfield Gagwriters' Guest

Joe Rosenfield, emcee of the Happiness Exchange program on WJOM, will be guest of honor today at the Gagwriters Luncheon, to be held at the Headquarters Restaurant starting at 12:30 p.m.

TV Detective

Baltimore — Television didn't prove to be a boon to Boxer Holly Mims when he appeared on the regularly scheduled Monday night boxing matches from Turner's Arona soon each week over WMAL-TV. Boxer Mims was spotted as a deserter from the Army, went to the Fort Belvoir stockade to face a court marshal, shortly after a Pentagon worker saw him on television.

Sustaining Stations Sought For Religious Radio Hour

In an effort to gain more radio station coverage on a sustaining basis as a supplement to their present commercial program on the ABC network, Dupre Jordan, assistant director of the Southern Baptist Radio Commission, Atlanta, has been offering free transcriptions to stations East and South.

"We now have 154 stations carrying the Baptist Hour every Sunday afternoon, Jordan wrote. The additional two dozen stations are carrying the program by transcription on a sustaining basis. They asked for the privilege of airing the Baptist Hour as a public service. We merely agreed to send them without cost the records they have requested. Some take discs, some tape. We have both.

"We are presenting these facts merely as a matter of information. We are not asking you to take our Baptist Hour broadcasts. Because we are not in a position to pay you for them at the present time."

We hope sometime soon we can afford blanket coverage of our Southern Baptist convention. But our budget will not allow that at the present time. However, if you would like to have the Baptist Hour we shall be glad to send it to you each week without cost.

Mr. Jordan's suggestion that the Baptist Hour is a good sustaining program has been followed up in several communities by Baptist ministers calling on the radio stations in support of the program. In some instances, broadcasters have declined to accept the program on a sustaining basis because the ABC network obtains commercial rates for Sunday broadcasts.

1950 Savings Bond Drive To Get Underway May 15

Radio and other media will be called upon to give help to the 1950 Savings Bond campaign, to be known as the Independence Drive, which will get under way on May 15 and run through July 4, Treasury Secretary Snyder announced last week. Symbol of the drive will be the Liberty Bell and "Save for your Independence," the slogan, Snyder said.

The staff of the Treasury's savings bond division will meet with volunteer committees in the near future to organize the campaign.

AMERICA'S MOST MERCHANDISABLE RADIO PROGRAM



PICK-A-DATE WITH BUDDY ROGERS!

ABC Network, Coast-to-Coast, 3:30-4 P. M., EST

Critics and the public alike are hailing the new Buddy Rogers Radio Show. No other daytime program has the emotional impact of *Pick-A-Date*. Find out how economically the one and only Buddy Rogers can be added to your sales team.

"Buddy Rogers has charm as an emcee. He is unfailingly—and despite great provocation—good humored, and he is, by emcee standards, enormously polite."

John Crosby, N. Y. Herald Tribune

"Buddy Rogers has charm and graciousness in handling guests on his exciting *Pick A Date* stanzas. He'll be another Tom Breneman if he doesn't watch out."

Sid White, Radio Daily

"Rogers impresses as being an affable gent, capable of handling the ladies and getting them to talk freely of their experiences. Good entertainment for the daytime sessions."

Jose, Variety

"Daytime shows have shown marked improvement. Such items as the current Buddy Rogers' sessions adds to the pleasure of the pre-six P. M. listeners."

Ben Gross, N. Y. Daily News
in his Radio Review of the Year

Personal Management: MAL BOYD, P.R.B., Inc.
The Penthouse, 745 Fifth Avenue Phone: MUrray Hill 8-1067

AND... IN TV.....

... Buddy Rogers has just been cited in the industry-wide poll conducted by Ross Reports on Television Programming as one of the big four stars "soaring to the top in TV in 1950." (Others: Dave Garroway, Ed Wynn, Hopalong Cassidy.)

LOS ANGELES

By ALLEN KUSHNER

"SPRAYS OF IVY" on NBC's "Halls of Ivy" starring Mr. & Mrs. Ronald Coleman, is offering many real live goodies. It is rumored that all of the Hollywood radio script writers make it a must to listen, as some of the gags are "precious."

KLAC and KLAC-TV will carry the pre-season baseball games, beginning Sunday March 12 at 2:15 p.m. The initial game between Hollywood and the Major League All Stars, is a benefit for the Kiwanis Club.

Earl Withrow of KOOL, Phoenix, takes over as co-ordinator of program and sales departments, with heavy emphasis on other executive duties. Earl, formerly program director of WJJD, Chicago, and general manager of WAIT, Chicago, knows his way around.

Allan Jones is meeting with network executives in New York this week to set a radio release for his five-times-weekly European programs which will be taped for re-broadcast in the U. S. following his Transatlantic hop the latter part of May. Allan and his actress wife Irene Hervey starred in a similar series for the ABC Network last year.

Jo Stafford has just been signed by Campbell Soups to star on Bob Crosby's "Club 15" program over CBS on Tuesday and Thursday nights beginning with the March 28th broadcast, one night after Bob Crosby returns as headman of the five-times-weekly airshow.

Ned Connor, manager of KRKD, has received a special award from the Greater Los Angeles Chapter, National Safety Council for his station's weekly program on home safety during the past 26 weeks.

Daniel F. Galehouse has been appointed director of television sales, covering TV program production and distribution nationally, according to an announcement made by Frank G. King, KTTV sales manager.

Opera star Dorothy Kirsten, her singing chore in Paramount's "Mr. Music" with Bing Crosby completed, planes out for New York to re-join the Metropolitan. During her stay in New York Lucky Strike will again move its nightly Frank Sinatra airtel to Manhattan so Miss Kirsten may continue her stint on the show.

Ken Carson, fast rising young balladeer, is making a guest appearance on "The Lassie Show," Saturday March 11th, over the coast-to-coast NBC Network. . . . This boy is getting around.

TOP "NAME" DISK JOCKEY and M.C.

with well established shows on major New York City station is seeking a good personal manager and representative with the proper push, interest and connections that get results.

Write Box 114 — RADIO DAILY
1501 Broadway N. Y. C.



By SID WHITE

Man About Manhattan. . . !

● ● ● BIGTOWN SMALL TALK: Fred Vandeventer left Sat. nite right after his "20 Questions" session to visit his seriously ailing mother in Indiana. (The Penn. R.R. held up its 8:30 train until 8:45 to accommodate Van). . . . Adelaide Hawley is the new Betty Crocker—a change made with an eye toward television. . . . Howcum NBC-TV cut off Mischa Elman Sat. nite right in the middle of his 2nd number on "Show of Shows" for a station break and spot announcement? . . . Crosley, which dropped CBS' "This is Showbiz," may soon pick up the tab on another TV-er. . . . Martin Goodman expanding again. His new offices are in the Hotel Warwick. . . . Radie Harris got off to a fast start with her new Mutual series. First four guests she lined up were Jack Benny, Mary Martin, Bob Hope and Greer Garson. . . . Monica Lewis never looked or sounded better in her life than she did on "Toast of the Town" Sunday p.m. . . . Bill Corrigan assigned to do the Herbert Marshall TV series, "Mr. X," on NBC. . . . Lee Sands, scripter of the Morey Amsterdam series, preparing a new whodunit with Fred Keating as emcee. . . . Earl Wilsonnet, by Eleanor Flournoy: Wilson's a sock, as a disc jock.



● ● ● AMemos: Has anybody referred to a radio tightwad as "Benny pincher?" . . . The disc jocks can't make these ears unhappy by spinning Dinah's waxing of "It's So Nice To Have A Man Around The House." . . . Rudy Vallee's platter show is too gabby. The erstwhile Vagabond Lover thinks he's still emceeing the old Fleischman Hour. . . . Last time we heard 'em, it was "GLum and Abner." . . . "Backstage Wife" is one of the better soap ops, in case anyone cares.



● ● ● WELL, FOR TYPING OUT LOUD: You'd think Milton Berle would be busy enuf as it is—but the perpetual motion man is shopping for a B'way play and it maybe Proser-produced. . . . Joe Franklin, the WJZ disc jock, is one guy that believes it's best to remain a myth to his public. Keeps turning down fabulous television deals. . . . The press agents amazed at the encouragement their new organization is getting from the top newsmen and columnists. . . . Noro Morales thawt he hit his peak when he drew over \$3000 per nite in Venezuela. He's hitting almost double that on his Mexican one-nite stands. . . . Come to think of it, television so far has produced more co-makers than star-makers. . . . Kate Smith, who's getting a citation from the Yiddish Theatrical Alliance tomorrow nite for her helping hand to performers of all faiths, was being taught a Yiddish song by Jos. Rumshinsky and Molly Picon. Rumshinsky had Kate in her home running up and down the scales in Yiddish to acclimate her to new pronunciations. "My gosh," exclaimed Kate, suddenly. "I better close the doors. After 20 years, the neighbors will think I'm taking singing lessons."



● ● ● Frankie Laine was telling Leo Fuld that he was crazy about the latter's hit record, "Where Can I Go"—but accused Leo of imitating him in several vocal phrases. "Don't be silly," chided Fuld. "I heard Louis Armstrong before you did!"



● ● ● IN ONE EAR: Faye Emerson, Abe Burrows and Robert Q. Lewis among those who'll appear at the Bock Beer Festival at the 71st Regiment Armory on March 15th. Festival, sponsored by N. Y. and N. J. Brewers hopes to double the \$40,000 that they raised last year for the American Red Cross. . . . Howard Lane, Ronson Lighter advtg. manager, sustained a leg injury (while skiing up in Canada) that'll keep him off his pins for a few weeks.

SAN FRANCISCO

By NOEL CORBETT

BEN ALEXANDER and Lesley Spurgeon were married her February 26. Ben, erstwhile movie moppet, whose pleasing voice an easy manner put him up there in radio and TV, and Lesley met in Hollywood when he was emceeing "Hearts Desire" and she was writer on "Queen for a Day." Ben has the Acme Hop on KFRC and "Spelling Bee" and "Open House" on KPIX (latter two TV shows). He also commutes to Hollywood for a program he still has on there. The new Mrs. Alexander will become full time housewife.

Canada Dry Ginger Ale, Inc through the J. M. Mathes, Inc Agency, New York, will sponsor "Super Circus" on KGO-TV beginning March 18. This is an extension of Canada Dry's Eastern ABC-TV network lineup. Also on the extension list is KECA-TV, Los Angeles; KFMB-TV, San Diego and KING TV, Seattle.

John W. Elwood, general manager of KNBC, has been re-elected president of the Down Town Association.

Admiral Dealers and McCormack and Company, Admiral distributor for Northern California, will sponsor the "Admiral Magic Mirror Revue," hour-long TV show which will bow on KGO-TV March 13. Rub Hunter will be the mistress of ceremonies. Program will feature top entertainers and is said to be the heaviest budgeted TV production in Bay Area history. Phil Bovero will provide the music and the script will be written by Dave Allen. Tor Paxton will announce. The contract negotiations were conducted by Albert J. Lindholm, v-p for McCormack and Company and Vincent Francis, KGO-television sales manager.

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

Engineers Open 1950 IRE Convention

(Continued from Page 1)

electron tube design and application scheduled to be delivered. A round-table discussion on video at 8 p.m. this evening will conclude the day's activities.

Following registration and a general membership meeting yesterday, the engineers held a limited number of technical symposiums. Major attraction for an estimated 16,000 persons attending the four-day session was the exhibit in the Palace. Included in the 253 shows of major manufacturers were displays on color television, military devices, transmitters and other electronic equipment.

One symposium on video, Engineering for Quality on Television, will be held this morning. Panel speakers include: Allen B. DuMont, E. B. Ferrel, A. E. Martin, and J. Manuele.

A second tele session this afternoon includes talks by P. Breen, L. Pollack, E. Bradburd, I. Krause, P. K. Weimer, S. V. Forgue, R. R. Goodrich, R. C. Webb and J. M. Morgan.

Current television developments will be discussed by leaders in the field in a special evening meeting. J. D. Reid of the Crosley Division of Aveco, T. T. Goldsmith, Jr. of DuMont, D. B. Judd of the National Bureau of Standards, E. W. Engstrom of RCA Labs, P. C. Goldmark of CBS, D. K. Lippincott of Color Television, Inc., and A. G. Jensen of Bell Labs will take part. RCA, CBS and CTI color systems, black and white versus color, UHF allocations and other video topics will be included.

Yankee Net Opens Office To Sell O&O Station Time

Boston—The Yankee Network yesterday announced that it has opened a sales office in Boston, the function of which will be to sell broadcast time outside of Boston. They are: WEAN, Providence; WONS, Hartford, Conn., and WICC, Bridgeport, Conn.

Joseph Lopez, manager of WEAN, will be in charge of the new sales office. During his absence from Providence, Mowry Lowe, who has been in the sales department of WEAN for many years, will act as manager of the station and be responsible for all phases of its operation.

Lopez' office will be at 21 Brookline Avenue, Boston, in the Yankee Network Building.

Convalescing

Hollywood—Wilbur Hatch, musical director, KNX, is resting at home for two weeks under doctor's orders while recovering from nervous exhaustion. Replacement assignments during Hatch's absence will be named by Lud Gluskin.

Miss Honnock, Guest Of IRE, Likes Color-TV

The FCC is very anxious to facilitate the establishment of color television. It was stressed yesterday by Florida Honnock, member of the Commission, at a press conference which was held during the meeting of the IRE. Speaking "only for myself," Miss Honnock expressed a desire to see 2,000 video stations in operation; a roster of only 100 stations, she said, is quite inadequate, and emphasized her enthusiasm for color even if the system be short of perfect.

Hearings on color television will be resumed March 15, Miss Honnock revealed, saying the presence at this time of several FCC members at the IRE sessions, made the postponement necessary. The IRE, she added, is making a "great contribution" to the scientific advancement of the industry.

Town Meeting's List Of Sponsors Growing

(Continued from Page 1)

on the network, 271 of 273 outlets broadcast the program.

The spring tour of the Town Meeting will begin tonight when the broadcast originates from the Ritz-Carlton Hotel. Cities throughout the country will be visited in the coming weeks.

Commenting on the sponsorship of the meeting, Jacob S. Polofsky, president of the union said: "The Town Meeting is easily the most outstanding public service feature on the air."

Many of the sponsors of the meeting are institutional firms such as banks and newspapers. Following is a list of ABC stations carrying Town Meeting on a cooperative sponsorship:

KADA, Ada, Okla.; WRTA, Altoona, Pa.; WHBU, Anderson, Ind.; WHRV, Ann Arbor, Mich.; WHMA, Anniston, Ala.; KNEW, Austin, Tex.; WLCS, Baton Rouge, La.; KVOS, Bellingham, Wash.; KBST, Big Spring, Tex.; WJBC, Bloomington, Ill.; WNAB, Bridgeport, Conn.; WJOY, Burlington, Va.; WCHV, Charlottesville, Va.; WCOB, Columbia, S. C.; WFAA, Dallas, Tex.; KRNT, Des Moines, Iowa; WKBB, Dubuque, Iowa.

WDSM, Duluth-Superior; KELD, El Dorado, Ark.; KUGN, Eugene, Ore.; WFDF, Flint, Mich.; WMRC, Greenville, S. C.; WGCM, Gulfport, Miss.; WSZA, Huntington, W. Va.; KIFI, Idaho Falls, Idaho; WIBM, Jackson, Mich.; WSLI, Jackson, Miss.; WTJS, Jackson, Tenn.; WPDQ, Jacksonville, Fla.; WJTN, Jamestown, N. Y.; WJHL, Johnson City, Tenn.; WCRO, Johnston, Pa.; WFOR, Lincoln, Neb.; WLVA, Lynchburg, Va.; WKLO, Louisville, Ky.; WISC, Madison, Wisc.; WMSA, Massena, N. Y.; WQAM, Miami, Fla.

WTCN, Minneapolis, Minn.; WABB, Mobile, Ala.; KMLB, Monroe, La.; WAPX, Montgomery, Ala.; WJZ, New York, N. Y.; KPHO, Phoenix, Ariz.; WPOR, Portland, Me.; WKIP, Poughkeepsie, N. Y.; KGHF, Pueblo, Colo.; WSIS, Roanoke, Va.; KITO, San Bernardino, Cal.; KRMD, Shreveport, La.; WORD, Spartanburg, S. C.; Spokane, Wash.; KWTO, Springfield, Mo.; WSTC, Stamford, Conn.; WTNT, Tallahassee, Fla.; KPQ, Wenatchee, Wash.; WFMJ, Youngstown, Ohio.

Dedicate Educational Sta.

Tuscaloosa, Ala.—Dedication ceremonies for WUOA-FM, University of Alabama radio station, and the state's first non-commercial education station, were aired with prominent broadcasters, educators, civic leaders and university officials participating. A program beginning at 7 p.m. featured music, drama, and the dedication ceremonies with President John M. Gallalee and Trustee Gordon D. Palmer in charge. Graydon Ausmus, director of the Radio Broadcasting Services of the University Extension Division, is station manager.

Hams Report Receiving Russian Stations In U. S.

Penetration of the "Iron Curtain" by radio hams occurs almost every day, according to the owner-operator of an amateur station and chief engineer of the AP, Harold Carlson. A checkup by Carlson showed the passage of wireless greetings or acknowledgment cards taking place constantly.

Carlson says the "talk" between amateurs is in English, but is confined to exchange of information about each other's equipment. Some 50 of the "QSL" cards from Russian hams have been collected by Carlson. They have come from Moscow, Kirov and Corky as well as Eastern Siberia, he reports.

American amateurs usually make up their own cards, Carlson said, but the Russians use one which seems to be supplied from a central source. They are practically all identical and contain blanks for insertion of the amateur's name, type of station, location and data about reception. The forms are sent from a central radio club in Moscow and bear the same return address, "Post Box 88, Moscow."

All Russian cards are sent to the American Radio Relay League in West Hartford, Conn. for distribution. Americans however, send their cards direct.

Radio Specialists Needed For Army Mobile AM Unit

About 125 additional enlisted men are needed to bring the 406th Mobile Radio Broadcasting Company, the Army Reserve unit, to full strength, according to Capt. William B. Buschgen, SCR, commanding officer of the 406th. The unit was originally sponsored by NBC in November of 1946 with an over-all propaganda and counter-propaganda mission.

Specialists currently needed to bring the unit to its full TO strength include editors, propaganda analysts, announcers, radio repairmen, script writers, stenographers, translators, photoradio operators, riggers, powermen, cryptographic technicians, message center clerks, photolithographers and printers.

Training sessions are held once weekly at NBC's New York offices, and interested applicants are requested to write Capt. Buschgen at NBC, where he is an account executive with the web's national spot sales department.

Watson To Handle Tape Recorder Line

(Continued from Page 1)

Bristol, Virginia, owner of sales rights to the recorder.

Watson, who retired as a rep in 1946 and was previously associated with the Victor Talking Machine Company, Associated Music Publishers and International Radio Sales, will use the firm name of Spot Sales, Inc. The new recorder will be offered to radio stations and agencies through Spot Sales.



WATSON

Macy's has already introduced Reelst and is serving as exclusive distributor in the Metropolitan area, Watson revealed. The recorder which is designed for both home and commercial purposes, has already been used by Ted Malone and other broadcasters and artists, he added.

Reelst transcribes a full hour on tape and features high-fidelity recording.

Watson is also the inventor and distributor of the Penetron Contaxx Speaker, which uses glass or other surfaces as a resonator.

Hammond Heads Comm. To Aid N. Y. Hospital

Charles P. Hammond, vice-president of NBC, has been named chairman of the radio committee for the Roosevelt Hospital's annual Commerce and Industry campaign for Maintenance Fund contributions, Gayer G. Dominick, president of the hospital announced. Under Hammond a group of radio executives will solicit contributions from the radio industry located in the Roosevelt Hospital's ambulance district, an area which includes the greater part of midtown Manhattan between Lexington Avenue and the Hudson River.

Leonard T. Bush, vice-president and director of the Compton Agency will head the advertising committee and Willis M. Kimball of Cecil and Presbrey will head a special committee soliciting from business firms in the district.

Get Page 1 Awards

WMGM's Books on Trial program has been voted a Page One Award for outstanding achievement on radio by the New York Newspaper Guild. Also, a citation has been given to WQXR for outstanding music programs. Other awards were given for achievement in fields of public activity and they will be presented at the Guild's fifteenth annual ball at the Hotel Astor on April 14.

Rural Listener-Trend Revealed In Survey

(Continued from Page 1)
area 94.1 per cent of the population reported sets in working order.

Other facts revealed were that movie-goers tended to listen to the radio more than those who were non-attenders or infrequent attenders; that women were greatest number of daytime listeners; and that among the non-farm residents the middle educational groups provide the greatest numbers of "heavy" listeners.

Approximately half of the sample appears to be perfectly satisfied with the numbers and kinds of available programs, Ziebarth said. Only about one-third of the sample report not listening as a result of dissatisfaction with program fare, he added. Two-thirds not listening gave such reasons as weariness, desire to visit others and desire to read without being disturbed.

News broadcasts were reported most popular among all groups studied, while farm men tended to favor market reports, etc. Classical music was high on the dislike list for all groups surveyed, Ziebarth said. Even the high educational groups placed it high on the dislike list. Daytime serials led the disliked list for rural people, regardless of sex, age, educational status or residence, he declared.

WOV Officials Support Criticism Of U. S. Customs

(Continued from Page 1)

regulations which were legalized prior to the advent of wire and tape recordings.

"Prohibitive high duty—20 per cent of the cost of production—is sharp and shocking contrast to the nominal and reasonable duty on film imports," Hartley said. "For example, a feature film costing in the vicinity of a million dollars may be imported into the U. S. with a duty of approximately \$40. For his \$40 the radio station importer of tape or wire recorded news material and features may import material costing a mere \$200."

In April, 1949, Weil was instrumental in getting NAB to adopt a resolution urging legislation which would bring about a clarification of the customs' duty charges on tape recordings. Don Petty, general counsel for NAB, contacted Congressman Arthur G. Klein who authored a bill H. R. 5239 which was later amended to read that the customs charge on tape recordings should be at the rate of ten cents per minute of running time.

Plan Art Contest

The second annual Juvenile Jury art contest to be run in cooperation with Parents Institute will begin on March 12 over WOR-Mutual. Norman Rockwell, John Groth and Earl Oliver Hurst will serve as judges.

NETWORK SONG FAVORITES

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

Survey Week of February 24-March 2, 1950

TITLE	PUBLISHER
A Dream Is A Wish Your Heart Makes.....	Walt Disney
Bibbidi Bobbidi Boo.....	Walt Disney
Bye Bye Baby.....	J. J. Robbins & Sons
Candy And Cake.....	Oxford
Chattanooga Shoe Shine Boy.....	Acuff & Rose
Copper Canyon.....	Famous
Daddy's Little Girl.....	Beacon
Dear Hearts And Gentle People.....	E. H. Morris
Enjoy Yourself.....	E. H. Morris
Happy Times.....	Harms
Have I Told You Lately That I Love You.....	Duchess
I Don't Know Whether To Laugh Or Cry Over You.....	Porgie
I Gotta Have My Baby Back.....	Peer
I Said My Pajamas.....	Leeds
I've Got A Lovely Bunch Of Cocomnuts.....	Cornell
Johnson Rag.....	Miller
Leave It To Love.....	BMI
Marta.....	E. B. Marks
Music Music Musc.....	Cromwell
Old Master Painter.....	Robbins
Quicksilver.....	E. H. Morris
Rag Mop.....	Hill & Range
Scarlet Ribbons.....	Mills
Sitting By The Window.....	Shapiro-Bernstein
Stay Well.....	Chappell
That's A Plenty.....	George Simon
There's No Tomorrow.....	Paxton
With My Eyes Wide Open.....	Crawford
You Missed The Boat.....	Advanced
You're Always There.....	Bregman-Vocco-Conn

Second Group

TITLE	PUBLISHER
All The Bees Are Buzzin' 'Round My Honey.....	Santly-Joy
As We Are Today.....	Remick
Charley My Boy.....	Bourne
Cry Of The Wild Goose.....	American
Dearie.....	Laurel
Don't Do Something To Someone Else.....	Fisher
Echoes.....	Laurel
Festival of Roses.....	Witmark
God's Country.....	Robbins
Half A Heart.....	Hill & Range, Pemora
Home Town Band.....	Duchess
I Can Dream Can't I.....	Chappell
If I Knew You Were Coming.....	Mellin
It Isn't Fair.....	Words & Music
Let's Bake A Sunshine Cake.....	Burke & VanHeusen
Little Grey House.....	Chappell
Lost In A Dream.....	Triangle
My Foolish Heart.....	Santly-Joy
Rain.....	Miller
Sweetest Words I Know.....	Life Music
Sorry.....	Henry Spitzer
Third Man Home.....	Chappell
You're Wonderful.....	Famous

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Four A's Convention To Hear Sec'y Sawyer

(Continued from Page 1)

Clarence B. Goshorn of Benton and Bowles and Chairman of the Board of AAAA presiding. Sawyer will speak at the annual dinner of Friday evening. Stuart Peabody of the Borden Company will introduce the secretary.

Fairfax M. Cone of Foote, Cone and Belding will preside over the Saturday morning business session which will be followed by a luncheon at which the newly elected chairman of AAAA will preside. Goshorn will be featured speaker.

Granted Power Increases

Two ABC AM affiliates have been granted power increase authorizations from the FCC, it was announced yesterday. Stations affected are WARM, Scranton, Pa., whose power will be increased from 250 to 5,000 watts full time on 590 kcs.; and WJMX, Florence, S. C., whose current strength is 5,000 watts daytime only, and who will now increase to 5,000 watts daytime and 1,000 watts nighttime on 970 kcs.

Swan Heads Kellogg

The board of directors of the Kellogg Sales Company recently elected E. T. Swan president. He was formerly a vice-president. He continues in the position of sales manager of the Kellogg Company, which he has held since 1948. Swan's 36 years of business life have been spent with the Kellogg Company—most of them in the sales department. Prior to his appointment as sales manager, he was sales supervisor.

For NEW YORK Agencies and Clients—

it's just a LOCAL CALL for up-to-the-minute AVAILABILITIES

WNAC-TV BOSTON

Call CANal 6-3811 (Local New York Call) Direct to WNAC-TV Boston CBS • ABC • Dumont

TELEVISION DAILY

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

TV BIG FACTOR IN U. S. ECONOMICS

TELE TOPICS

A SURVEY reported by Jack Gould, radio and TV editor of the New York Times, shows that 78 per cent of the students at Stamford, Conn., junior high school spend almost as much time viewing video as they spend in school. Gould's report of a broad survey of kid listening and viewing habits, also shows that 74 per cent of the kids with sets in their own homes choose their own programs, and that the "favorite program" of the majority of kids questioned (they ranged in age, incidentally, from 11 to 15 years) was Milton Berle with Ed Sullivan's "Toast of the Town" and the "Six Gun Playhouse" finishing in that order. Fifty per cent of the students at the school had sets in their homes and 29 per cent regularly viewed TV in the homes of friends and neighbors. The students, according to Gould, spend 27 hours and 5 minutes each week in class, and 27 hours a week viewing TV.

THE SPECIAL Easter Sunday Frigidaire show over NBC-TV is reportedly going to cost the sponsor \$35,000 in time charges plus a talent nut of \$65,000. Show, which marks the network TV debut of Bob Hope, will be carried live over 28 stations and, in addition, will be kinescoped on 35 more. . . . CBS-radio's semantics show "We Take Your Word" with Norman Bryson, Abe Burrows and John M. McCaffery and weekly guest star is getting a closed circuit video audition on March 18 with an eye toward making a regular TV series of it. . . . CBS, incidentally, has just added WHAS-TV, Louisville, to the web's TV net, effective March 20, replacing WAVE-TV which served as a secondary affiliate pending completion of WHAS-TV.

WDAF-TV, Kansas City, and WTAR-TV, Norfolk, have been added to ABC's video web bringing ABC's total of affiliates to 46 stations. . . . WSYR-TV, Syracuse, N. Y., was formally dedicated Sunday afternoon and messages from viewers indicate that the station's transmission was received in 18 upstate counties. . . . WJZ-TV's "Easter Shopper" demonstrator program has picked up a couple of new sponsors. . . . WBKB, Chicago, has added four new local shows to its schedule. . . . A report from KPHO-TV, Phoenix, now hikes the sets-in-use figure in the Phoenix area up to 4,328 sets as compared with the previously tabulated 3,000. . . . WJIM-TV, Lansing, Mich., expects to go on the air shortly with a test pattern and announces commercial operation by June. . . . WEWS, Cleveland, has upped the rate card 20 per cent based on a 104 per cent audience increase and WABD, New York, announces a rate card increase to \$2,000 per hour for Class "A" time, effective April 1, compared with its present \$1,600.

SONGS WITH THE LARGEST TV AUDIENCE Survey Week Of Feb. 24-March 2, 1950 THE TOP 5 SONGS OF THE WEEK

Chattanooga Shoe Shine Boy.....	Acuff & Rose
Huckle Buck.....	United
I Can Dream Can't I.....	Chappell
Makin' Love Ukelele Style.....	Mayfair
Music Music Music.....	Cromwell

THE 5 FAVORITE STANDARDS OF THE WEEK

Ballin' The Jack.....	E. B. Marks
I Can't Give You Anything But Love Baby.....	Mills
It's A Good Day.....	Capitol
Sabre Dance.....	Leeds
Sidewalks Of New York.....	Pioneer

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DuMont Exhibits Industrial Color TV

DuMont Laboratories yesterday publicly demonstrated for the first time its industrial color TV system at the opening of the IRE convention at New York's Grand Central Palace. The DuMont transmission, which travels over wire and is therefore not subject to the FCC's color-TV decision, is commercially available at the present time and, according to company spokesmen, one set (price, \$20,000) has already been sold. DuMont's demonstration was marred somewhat by Diesel power plants which were supplying the Palace with electricity, but differences between the DuMont system and other color-TV systems and largely restricted to bandwidth. DuMont has a bandwidth of 18 megacycles as compared with a six megacycle band for the CBS, RCA and CTI systems. DuMont's color mixing equipment

CBC Assigned Three Telecast Channels

Montreal—The Canadian Broadcasting Corporation has been assigned three channels for its forthcoming television service from Montreal and Toronto, Donald Manson, acting general manager announced yesterday. CBC expects to start its telecasts in the fall of next year and expects to operate two outlets in this city, one in French and one in English, in addition to one outlet in Toronto, Mr. Manson announced. The Channels assigned are 2 and 5 for operations in Montreal and Channel 9 in Toronto. In addition to these channels, the CBC will use microwave frequencies in still higher bands to establish direct links from studio to transmitter and from mobile units to studio or transmitter or both. is basically similar to the CBS mechanical system.

Non-TV-Set Owners Increase Washington Viewing By 25%

A large "outside" TV audience adds 25 per cent to video's audience in the nation's capital with a total of 13 per cent non-TV receiver owners viewing regularly each week for a time average of 3.4 hours per person per week, according to a recently completed Washington, D. C. survey just completed by the American Research Bureau. The survey was conducted in 1,000 capital-city homes. The survey was conducted in the area over the period January 15 through February 5, 1950 via diaries covering the total radio listening and video viewing of individuals for

one week. Interviewers noted whether or not the homes studied had a TV receiver. Completed diaries from TV set owners showed 18.8 hours of viewing per person per week. Surprising aspect of the study when tabulated was the amount of TV viewing recorded by persons not owning video sets. The diaries provided for listings of where viewing took place with final tabulations showing that, outside the home, the most popular viewing places were, in this order, neighbor's homes, restaurants, clubs and dealer's showrooms following.

Will Be Important As Enterprise Stimulus

(Continued from Page 1)

ing new art. Mr. McConnell's speech was read by Charles R. Denny, executive vice-president of the network, due to the illness of the NBC president.

Emphasizing television's amazing growth, McConnell pointed out that in the past three years the area served by television has broadened to include 60 per cent of the nation's population, accounting for two-thirds of the country's retail sales; television families have increased from 16,500 to almost 4,000,000, and the number of television advertisers has jumped from 43 to over 2,300. There are now 98 television stations in operation compared with six at the beginning of 1947, he pointed out, and there are 346 applications awaiting action by the Federal Communications Commission while the UHF band, which may provide a thousand more stations, is being explored.

Discusses Sales Impact

In discussing television as a selling medium, McConnell said: "With sight and motion, television attracts and holds attention. It dramatizes services. It not only shows products, but shows them in use, and makes you want to get your hands on them. It brings these demonstrations into the homes of consumers when they are gathered together in the family purchasing unit, giving the advertiser's message their undivided attention. "Compare the concentration and interest in a sixty-second television commercial, which is visible, mobile and audible, with the five-second average readership of the best read magazine ads and you have one measure of television's advertising power. And then compare costs—not in terms of gross dollar expenditure—but in net cost per sale, remembering that television is not only an advertising medium, but a selling medium which in many cases does the whole sales job alone."

Lauds Chicago

McConnell paid tribute to Chicago for the talent and showmanship which it has already given to television as exemplified in such critically acclaimed programs as "Kukula, Fran and Ollie" and the Dave Garroway show. He described as miraculous the programming achievements of the creative talent in television. Television has become part of the nation's social fabric, he said.

SOUTHWEST

THE "Miss and Mr. Television" contest conducted by WOAI-TV, San Antonio, during the test period prior to taking the air, has paid off in a real talent find and a program designed for easy viewing and listening. "Sunday Serenade," aired at 6:15 p.m., in a live studio production, features Deborah Alden and Robert Carver, both runners-up in the opening test pattern contest. Melvin Winters is at the organ in the accompaniment slot to round out the musical quarter-hour, which has become a must on Sunday evening.

"Tempos and Topics," heard each Wednesday on KCMC, Texarkana, is one sustainer that not only has the public service angle, but has paid off as a real audience builder, according to Frank O. Meyers, general manager of the ABC outlet. Program features Shirley Jean Sullivan, editor of the local Red River Arsenal publication titled "The Bombshell."

"Weather Tele-Facts," which modestly started down the public service road on WBAP-TV, Fort Worth, has received so much viewer response that the five-minute sign-off feature has moved to the commercial side of the program ledger. Fair Department Store, through Glenn Advertising, has signed for the program on a seven-nite-a-week basis. "Weather and Tele-Facts" closes each day's schedule with the latest weather information, presenting U.S. Weather Bureau employees who brighten up the telecast with a showman use of a large weather map.

The better mousetrap, of fame and fable, if not being built by WBAP-TV commercial film production department, is at least being sold through use of their celluloid. The Fort Worth TV outlet for NBC and ABC television features has just completed the commercial film for Fisher Manufacturing, to promote their new plastic mouse catcher, which the rodents are reported to find irresistible, and additional prints will be made for use on other TV stations throughout the country. WBAP-TV staff is particularly pleased with their assignment in view of the sponsor's location on the west coast.

Seek Time Extension

Washington — WKSX, Pulaski, Tenn., asked the FCC at the week-end to grant it a hearing in which it will seek to justify its claim to unlimited time on the 730 kc band. The station claimed that although conferences are now in progress to renegotiate NARBA, there is currently no agreement within the force of law. Operation of the station on that frequency would interfere with no existing U. S. or Mexican station, it was maintained.

The station is currently on the 730 band with 250 watts daytime only, but it seeks operation with 100 watts at night.

COAST-TO-COAST

WSTC Plugging Clean-Up Month

Stamford, Conn. — WSTC and WSTC-FM, in co-operating with city and state officials, have designated the month beginning March 20th as Clean-up, Paint-up, Fix-up Month. WSTC and its guests will call on listeners to brighten up town and countryside as well as homes. Joining in 20 ten-minute broadcasts during Clean-Up Month will be Mayor George T. Barrett, Health Commissioner Paul Brown, Boy Scout, Red Cross and other city and state government officials. The programs will be aired from 4:05 to 4:15 p.m. daily.

DAV Cites KDKA's Schaughency

Pittsburgh, Pa. — The Disabled American Veterans presented a Certificate of Merit to Ed Schaughency of KDKA's Ed and Rainbow Show Wednesday, March 1, during Janet Ross' Shopping Circle program at 9:30. Attorney Anthony McGrath, national committeeman of the DAV, and Victor June, past national deputy chief of staff, made the presentation. Recognition is being made for the contributions Schaughency has made to the cause of the disabled veteran during his years at KDKA.

Joins WWDC Commercial Staff

Washington, D. C.—Bert Libin, formerly with WOL, has joined the commercial staff of WWDC as an account executive. Libin was with WOL's commercial department for two years. Prior to that time he was radio and TV director of the Bert Sarazen advertising and public relations firm, New York and Washington.

Named Football-Champ Chairman

Detroit, Mich. — Norman White, WJR production director, has been named general chairman of the annual Goodfellow football championship game for 1950. White has been an active member of the executive board. As football chairman, White will supervise arrangements for the annual high school football championship game played each year near Thanksgiving time between the local public and parochial school champions.

KXOK Saves Coal

St. Louis, Mo.—In an effort to conserve electricity produced by coal-consuming electric plants, KXOK reduced its hours of operation and used its own auxiliary power-producing plant approximately four hours each day. In this way, the station reduced its kilowatt-hour consumption of electricity from the Illinois Power and Light Company by 25 per cent. Chet Thomas, general manager, said that the station will sign off at 11:30 p.m. for the duration of the coal emergency.

WXXW Premieres Music Show

Albany, N. Y.—WXXW premiered a new program of classical and semi-classical music on Monday, February 27th. "Rhapsody, Rhyme and Rhythm," as it is called, will be heard every Monday evening from 9:30 to 10 with announcer Bob Ellsworth doing the chores.

New Account Executive At WGY

Schenectady, N. Y.—John Schmulback joined the staff at WGY on February 27th as account executive, according to an announcement by Robert B. Hanna, Jr., manager for WGY, WGFM, and WRGB. Schmulback was formerly a member of the sales staff of WABY in Albany.

New Hussey Sport Show On WHDH

Boston, Mass.—Starting this week, sportscaster Tom Hussey has been signed by WHDH to broadcast each weekday at 6:10 p.m. Hussey will tell the 'inside stories' of little known events in sports history and the lives of sports personalities.

WGBA Will Air Baseball Games

Columbus, Ga. — Play-by-play broadcasts of night baseball games played by the local Cardinals of the South Atlantic League will be aired this coming season on WGBA under the sponsorship of Falstaff Brewing Co. of St. Louis, Mo. This will be the fourth consecutive year of broadcasting Cardinal games by WGBA. Sunday games are also included in the WGBA purchase of rights from the Cardinals (St. Louis Cards Farm Club) but plans have not yet been decided for Sunday games. Complete games will be carried on FM, with AM picking up part way through the game after network commercials are over each evening. Walter Windsor will do the broadcasting.

Morency Attending Maneuvers

Hartford, Conn.—Paul W. Morency, vice-president and general manager of WTIC, is attending the joint Army, Navy and Marine spring maneuvers in the Caribbean. As a member of the Army Advisory Committee, Morency was invited to witness the mock invasion of Vieques Island in the West Indies in Operation Portrex. A task force, including five carriers, the battleship Missouri, three cruisers and eight destroyers, will participate in the maneuvers.

WLAW Off At Midnight

Lawrence, Mass. — WLAW-AM and FM is now signing off the air at midnight every night, Sunday through Saturday. For several years the stations have featured the Bob Moore Show from midnight to 2:00 a.m., every night, Monday through Saturday, later advancing the starting time of the Moore Show to 11:30 p.m. With the new broadcasting schedule, the Bob Moore Show has been cancelled.

AGENCIES

G. DOUGLAS MORRIS, formerly of Pedlar and Ryan, will join Ted Bates and Co. on March 15 as account executive in the Colgate Palmolive-Peet division.

BATES HALSEY and **ROBERT FEIHEL** have been named to the sales staff of The Taylor Company Inc. Halsey is formerly of Weed Co. and Feihel was associated with Edward Petry & Co.

CHARLES J. O'MALLEY has joined Olian Advertising Co. of Chicago, as vice-president. Previously he was sales manager of the Paul I. Beich Company.

BESTE'S PROVISION CO. of Wilmington has named Kates-Hae Advertising for an extensive statewide campaign. Radio and other media will be used.

STROHMEIER ASSOCIATES and **DAVIS - PARSONS, INC.** have merged. Malcolm Davis, president of the latter agency has announced William D. Strohmeier has been named v-p of Davis-Parsons, Inc.

SAWDON ADVERTISING COMPANY, New York, is expanding and will henceforth be known as Frank B. Sawdon, Inc. Officers of the new corporation are Frank B. Sawdon, president and treasurer; Jerry Bes, vice-president in charge of radio and Victor Sawdon, secretary.

RICHARD F. REYNOLDS has been appointed director of films, radio and television at Fuller & Smith & Ross, Inc., Cleveland advertising agency.

RICHARD S. BEAN has been named director of media at Pedlar & Ryan, Inc., succeeding Theodore Fisher, who is now v-p on the Procter and Gamble account.

DONALD MURPHY has been named a vice-president of G. I. Basford Co.

HERBERT GRUBER has joined Cecil & Presbrey, Inc. in the medical department. He was formerly a tire buyer at Biow Co.

STEPHEN P. LEWIS has joined Moore & Hamm, Inc. as an account executive.

JOHN E. PEARSON COMPANY has been named station reps for WOV in New York, effective March 8.

On Location

Hollywood — Jody Gilbert, featured as "Rosa" on the CBS "Let's With Luigi" series, was in Las Vegas last week for shooting of comedy bit in "My Friend Irma Goes West," starring Marie Wilson.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 45

NEW YORK, WEDNESDAY, MARCH 8, 1950

TEN CENTS

COMMISSION OK'S 13 NEW AM STATIONS

Parliament Will Investigate Canada Radio-TV

25-Man Committee To Take Action This Session

Montreal — Television and radio are going to be investigated by the current session of Parliament. Hon. J. A. McCann, revenue minister, yesterday placed on the Commons Notice a paper for establishment of a 25-man Commons Committee on Broadcasting, first radio committee of the

(Continued on Page 5)

'Game Of The Day' Offered As Co-op

Mutual's "Game of The Day" baseball broadcasts will be made available on a co-operative basis to some 350 web affiliates in 31 states from Florida to Oregon on a daily basis, it was announced yesterday by Frank M. White, Mutual's rexy.

According to White, the decision to sell the show as a co-op feature

(Continued on Page 4)

Cleveland Showing Set For Lightning That Talks

Cleveland—Lightning That Talks, an all-industry film, will get a wide showing at a luncheon on March 20 at the Hotel Cleveland. Guests expected include NAB prexy

(Continued on Page 2)

KBTB Sale Okayed

The FCC yesterday okayed the sale of KBTB, Dallas, for \$575,000. A. H. Belo Corporation, licensee of WFAA and WFAA-FM, Dallas, is the buyer, with dismissal of its pending TV application for Dallas a condition. Seller is Tom Potter, a half owner of KDET, Center, Texas. WFAA is an affiliate of NBC, ABC and the Texas Quality Network.

Happy Anniversary, John!

WOR will mark the 25th anniversary of broadcasting by John B. Gambling today with guest appearances of Governor Driscoll, station personalities and other officials. Gambling's regular show will originate from the Longacre Theater at 7:15 a.m. and on hand to celebrate John B. Gambling Day will be Martha Deane, Dan McCullough, Bruce Elliot, Barbara Welles, Joe Bier, Dorothy Kigallen, Dora and Alfred McCann, Roger Bower, Dean Cameron and Manhattan Borough President Robert F. Wagner, Jr.

Jack R. Poppele, WOR vice-president, who hired Gambling in 1925 will also join with the audience at the theater in marking the occasion. Gambling will visit on other WOR programs during the day and on the Luncheon at Sardi's show, he will be interviewed by Bill Slater. Gambling's father who came from Cambridge, England for the anniversary will be with his son at Sardi's.

ABC To Air Loyalty Probes Documentary

Another in their series of hour-long documentaries will be presented by ABC on Monday, May 1, it was announced yesterday by Robert Saudek, network vee-pee, who will produce the program. Entitled "Clear And Present Danger," the program will deal with the present international situation in relation to

(Continued on Page 5)

Connolly Heads Sales In CBS-TV Department

Thomas D. Connolly has been appointed manager of CBS-TV program sales effective immediately it was announced yesterday by J. L. Van Volkenburg, vice-president in

(Continued on Page 2)

Army Has Developed New Transmission

What purports to be a "revolutionary telephone and TV transmission system" with many industrial and military uses was announced yesterday by the U. S. Army Signal Corps at the IRE convention in New York. The line was invented by Dr. George Goubou of the Signal Corps Engineering Laboratories.

The line, according to a paper

(Continued on Page 7)

Hearing-Postponement Protested By Cottone

Washington—FCC General Counsel Benedict P. Cottone yesterday called upon the Commission to refuse to delay further the hearings

(Continued on Page 4)

Power, Frequency Changes Also Approved

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday announced grants of 13 new AM stations, power and frequency changes for four and the transfer of another half dozen. Included among the new grants are two stations for the Hawaiian Islands—one to operate with one kilowatt unlimited on the

(Continued on Page 5)

Television Interest Indicated By Sears

Sears, Roebuck and Co., indicating for the first time that it is considering sponsoring a TV daytime program aimed at a women's audience in the New York area, last week mailed a survey questionnaire to Sears customers in the metropolitan area. The Sears letter gave no indication as to the amount of money the company had budgeted for TV advertising nor did it specify

(Continued on Page 7)

WLIB Defends Position On Radio Editorializing

Replying to FCC's request for information on the editorial broadcasts of WLIB, New York, as it related to the support of the National

(Continued on Page 2)

Popularity Of Programs Varies In Different Areas

Striking differences of opinion of the top evening programs are revealed in the Pulse survey for the first week in February conducted in New York, Philadelphia, Cincinnati, Los Angeles and San Francisco. Bob Hope, Jack Benny and Fibber McGee and Molly were the only shows placing in the top ten in all five areas.

A clear-cut division is noted be-

tween the two Western cities and the three from the East. For example, Louella Parsons placed fifth in Frisco and eighth in Los Angeles while not appearing on the Eastern cities ratings. Other shows in the San Francisco top ten and on no other list were Red Skelton, Horace Heidt, Life of Riley and Truth or Consequences. People Are Funny

(Continued on Page 6)

Will Read Paper

Frederick W. Smith today will read before the IRE convention in New York, a paper he co-authored with the IRE president, Raymond F. Guy. Entitled "The Construction And Operation Of An Experimental UHF TV Station," the paper will describe the construction and operation of NBC's new experimental UHF station at Stratford, Conn.

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John Perdicari
Ludovisi 16

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

FINANCIAL

(March 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 7/8	8 5/8	8 3/4	— 1/4
Admiral Corp.	24 1/2	24 1/8	24 1/2	— 1/4
Am. Tel. & Tel.	151	150 1/2	150 3/4	— 1/4
CBS A	29 1/2	29	29 3/8	— 3/8
CBS B	29	29	29	— 1/2
Philco	37 1/4	36 3/4	37	— 1/8
RCA Common	14 3/4	14 1/4	14 1/2	— 3/8
RCA 1st pfd.	76 1/2	76 3/8	76 1/2	+ 7/8
Stewart-Warner	16 1/4	15 3/8	15 3/4	— 3/8
Westinghouse	33 3/4	33 1/8	33 1/4	— 3/8
Westinghouse pfd.	104 1/2	104 3/8	104 1/2	— 1/8
Zenith Radio	46 3/8	44 1/2	45 1/2	— 1 1/8

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

DuMont Lab.	Bid 18 1/8	Asked 19 1/8
Stromberg-Carlson	Bid 14	Asked 15 1/2

Connolly Heads Sales In CBS-TV Department

(Continued from Page 1)

charge of network programs for the network. Connolly formerly held a similar title with CBS radio since July, 1948.

TOP "NAME" DISK JOCKEY and M.C.

with well established shows on major New York City station is seeking a good personal manager and representative with the proper push, interest and connections that get results.

Write Box 114 — RADIO DAILY
1501 Broadway N. Y. C.

★ COMING AND GOING ★

ARTHUR BARRIAULT, commentator and analyst for NBC, is participating in the Caribbean maneuvers of the Navy.

HENRY J. TAYLOR, American network commentator, yesterday was in Palm Beach, Fla., where he addressed the Society of the Four Arts on the subject, "Looking Ahead At Home and Abroad."

CHARLES OPPENHEIM, director of program promotion for CBS, has returned safely from two weeks of skiing in Canada.

FRED WARING and his Pennsylvanians, heard on NBC, are making a tour of eight cities. Today they will be heard in a two-hour concert in Rochester, N. Y.

CLIFF HARRIS, technical supervisor of WIP, Philadelphia, is in New York for the meetings of the IRE.

TED NELSON, general manager of WIKK, Erie, Pa., is in town for conferences with his national representatives.

RUTH TREXLER, manager of religious and educational activities in the public affairs department of ABC, is in Norton, Mass., where she will be one of the speakers at the Vocation Conference now being conducted by Wheaton College.

JOHN KAROL, Columbia network sales manager, and LOU HAUSMAN, director of advertising and sales promotion, are back from Hollywood, where they attended the meeting of District 9, Columbia Affiliates Advisory Board.

FRANK SAMUELS, vice-president of ABC in charge of the western division, is in New York for conferences at the headquarters of the network.

FRANK JARMON, general manager of WDNC, Columbia network affiliate in Durham, N. C., is in town on business.

HOWARD LUTTGENS, assistant director of engineering for NBC in Chicago, is in New York for the IRE meetings.

G. L. CARRINGTON, president of the Altco companies, has arrived from the West Coast on a business trip.

RICHMAN G. LEWIN is in town. He's the general manager of KTRE, Lufkin, Tex. Was welcomed yesterday by executives of the station's national reps.

EDWARD R. MURROW, Columbia network news analyst, has returned from London, where he covered and reported for the web the recent British elections.

WLIB Defends Position On Radio Editorializing

(Continued from Page 1)

Fair Employment Practices Commission, Morris S. Novik, president of the station, yesterday filed an answer with T. J. Slowie, secretary of the commission.

"The broadcasts relating to FEPC during the three days were entirely sustaining," Novik wrote. "We regarded this as part of our contribution to the community and definitely in the public interest.

"The station will continue its policy of affording time to responsible persons who differ with the station on subjects of a controversial nature. In addition, the station will continue to adhere to its policy of affirmatively seeking out and presenting all points of view on matters which, in our community, would be controversial in nature."

Miami Area Has 20,000 TV Receivers Installed

There are an estimated 20,000 TV receivers in operation in the WTJV Miami, coverage area as of March 1, according to Lee Ruwitch, the station's general manager. Of these, says Ruwitch, 3,700 are located in public places. Ruwitch got his figures, he pointed out, from continuing distributor surveys conducted by the radio and television departments of the University of Miami, and from adjusted estimates for communities beyond the survey limit which lie in WTJV's coverage area.

Menjous' On WJBK

Detroit—Meet the Menjous will be heard over WJBK for the next three years in the Detroit area under the sponsorship of the Awry Bakery Chain, the Frederic W. Ziv Co., producer of the show has announced. Ralph W. Sharpe is the agency for the bakery.

Cleveland Showing Set For Lightning That Talks

(Continued from Page 1)

Justin Miller and Maurice Mitchell, secretary of the all-radio committee planning the show.

More than 500 advertising and radio persons have been invited to the luncheon. Chairman of the planning committee for the occasion is John Patt of WGAR. Serving with him are: John McCormack of WTAM, Larry Webb of WJW, K. K. Hackathorn of WHK, R. Morris Pierce of WDOK, Dave Baylor of WJMO and Sam Segue of WSRB.

Complete BMB Reports Going To 4A Agencies

Complete sets of station audience reports of subscribers are now being distributed to AAAA agencies and to members of the radio and television group of the ANA. BMB's acting president Kenneth H. Baker announced yesterday. Baker also revealed that the millions of punched cards which entered into the tabulation will be made available for special tabulations, analyses and integration with market data from other sources.

Tabulations of any combination of stations are also being made available provided only that the bureau does not reveal the identity of non-subscribing stations, Baker said.

Renew Godfrey Show

Lever Brothers Company (Thomas J. Lipton Division) has renewed its sponsorship of "Arthur Godfrey's Talent Scouts" over the CBS for another 52 weeks effective April 3, it was announced yesterday. The popular radio and TV simulcast is presented Monday evenings, 8:30-9:00 p.m., EST. It has been sponsored by Lipton since July, 1947. Agency is Young & Rubicam, Inc.



"Say! Whose nest is this?"

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

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

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

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

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



WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed



The First High Fidelity, Real Quality Tape Recorder-Reproducer at
the Low Price of

\$219 — —

Introduced by Macy's in Metropolitan New York Area
February 20th, 1950

Now Available to

RADIO STATIONS — ADVERTISING AGENCIES
and ADVERTISERS

Plays a Full Hour Without Changing Reels or Rewinding.
High Fidelity Recording-Reproduction, Compact, Portable, and
Simple to Operate.

Ideal for Interviews, Special Events, Auditions, Off-the-Air
Recordings and Many Other Uses . . .

Full Details on Request

SPOT SALES, INC.

LOREN L. WATSON, *Pres.*

400 MADISON AVENUE

NEW YORK 17, N. Y.

"Game Of The Day" Offered As Co-op

(Continued from Page 1)
was made following "an overwhelming response by Mutual affiliates to offer these broadcasts to local advertisers.

The web plans to sell the show under two co-operative arrangements. The first calls for sponsorship of a complete game by one advertiser; the second allows for purchase of 30-second announcements at the end of every half-inning, and one 60-second announcement at the end of the game by various advertisers.

"Game Of The Day" will be aired Mondays through Saturdays and will be described by Al Helfer, assisted by Art Gleeson. All games will originate from the various parks of the American Baseball League.

All broadcasts are planned as "live" play-by-plays, but in the event of last-minute postponement of the scheduled game, MBS will substitute a game from another area to be presented on a "recreation" basis.

On the few days that no game is scheduled, Mutual will air a sports program on baseball. First broadcast of the "Game Of The Day" coincides with the start of the baseball season on April 18 and will continue throughout the regular season.

Hearing-Postponement Protested By Cottone

(Continued from Page 1)

slated for next Monday on the license renewal of KMPC, Los Angeles, WJR, Detroit, and WGAR, Cleveland. A 30-day delay was asked last week by Counsel Hugh Fulton for G. A. Richards, who controls the three stations.

A major ground for the petition for delay is the fact that Fulton has only recently come to the case, but Cottone pointed out that this is the third time in 15 months that the case has been set for hearing. Previous postponements have been at the behest of previous counsel for Richards.

Plan Market Week

San Francisco—Western Summer Market will be held at the Western Merchandise Mart July 24 through 28, Frank K. Runyan, Mart president has announced. The Mart which has year-round displays of radio and television appliances and other home goods, will hold trade meetings for the occasion.

IF YOU HAVE AN IDEA

Put that idea into visual form and sell it. Slick, handy presentations worked up from your basic material by artist-writer.

Box No. 115, RADIO DAILY
1501 Broadway, New York 18, N. Y.



By SID WHITE

Man About Manhattan. . . !

● ● ● **BIGTOWN SMALL TALK:** Tin Pan Alley is buzzing about the revelation that one of the all-time crooning greats has come to mean absolutely nothing in the platter field. All of his discs this year were colossal flops as compared to the past. . . . Some television dealers are now offering sets of dishes to purchasers of video sets. (Next week—Screeno!) . . . Here's a switch: Milton Berle now has talent scouts in H'wood digging up actors for his TV show. . . . Inside on so many theatrical agencies merging, here and on the coast, is that they got tired of exchanging clients and splitting commissions for jobs that came through after the performers had left. . . . Aside to Jack Benny: Are you planning a personal appearance tour this Spring a la Hope? . . . A local dep't store (A & S in B'klyn) is readying a program for TV to be tagged "Shopper's Paradise." They'll offer items right on TV and shoppers can order the merchandise by 'phone.

★ ★ ★ ★

● ● ● **H'wood T-Men** (Talent Scouts to youse) can't even get near Californeyes-ful Jane Harvey, currently thrushing at the Shelburne Lounge. Besides her big new MGM disc contract, she can have her pick of six B'way and five TV shows. Incidentally, Jane was officially tagged "Queen of Television" back in '47. . . . Billy Eckstine's "Sitting By The Window" is his greatest hit to date. MGM is pressing another half-million. . . . Jane Barton, who gave up her own publicity biz to become program director for New York State's Radio Bureau, has been made president of the Commerce Department's Civil Service Employees' Ass'n Chapter. (From the capitalist to the labor front?) . . . Al Kelly, the double-talk specialist, in great demand these days for after-dinner dates. . . . The Mariners planning another concert here after their click in Baltimore last week.

★ ★ ★ ★

● ● ● **Ben Gross' article** on NBC's "American Forum of the Air" tagged "It's A Radio Program For Democracy" will appear in the April 1st issue of Collier's. . . . According to ad agency insiders, the vaudeville type TV show is now considered poison. Sponsors won't buy or even hear about them unless they're emcee'd by a top-flight comic personality. . . . A top bandleader is so broke his entire salary for the coming year has been attached to pay back income taxes. . . . Geo. Shearing's newest composition, dedicated to Jack Benny and his fiddle: "I've Got You Under My Chin." . . . Macy's planning to test out effectiveness of certain video commercials via WOR-TV. . . . It's a girl, Patricia, at the Allen Funt's, of "Candid Camera" fame. . . . And Ed Evans, film program director of WPIX, is the proud poppa of a boy. . . . Sheila Graham close to a sponsored network radio stanza. . . . Bermudians excited about the possibility of setting up a TV station on the Islands. Principal shows would be kine'd from the States.

★ ★ ★ ★

● ● ● **Alfred Hitchcock**, the great film producer-director, a master of screen suspense, thinks most drama on TV should be handled with one camera. The lens would be roving and would follow all the actors' movements much the same as the master mystery man did in his spectacular picture, "Rope." Though he favors filmed versions of drama, the pictures to be made especially for video, he sees a real step in the right direction in the manner used on the Wm. Gargan "Martin Kane, Private Eye" series, whereby good live action, continuity commercials and specially integrated movie sequences are combined to give a whodunit a nicely tailored effect.

KSL Awarded Eight Ad Club Citations

Salt Lake City—KSL and KSL-TV were recently named winners of six Salt Lake City Ad Club Awards, and a gold award for outstanding outdoor advertising and an honorable mention for their 1949 trade paper campaign, it has been announced. The programming awards were evenly divided into three gold medals and three honorable mentions.

Programs which won gold awards include: "This Business of Farming," sponsored by Kennecott Copper Corporation; "Land of Make Believe," sponsored by Z.C.M.I., and the TV presentations of the "U. of Utah Home Basketball Games," jointly sponsored by Z.C.M.I. and the Union Pacific Railroad.

Honorable mentions were received by the "Utah Symphony Program," a Z.C.M.I. presentation; the "Concert Hall," sponsored by Phillips 66, and the animated TV spots advertising Brainard Cottonwood Dairy.

C. Richard Evans, general manager of KSL, accepted the awards on behalf of the stations. Later, he announced the appointment of John S. Lugt as a video producer for KSL-TV.

"Bobby Benson" Day Draws 20,000 Kids

Twenty thousand persons, mostly excited kids, turned out last Saturday at R. H. Macy and Co., New York, to attend "Bobby Benson Day," a promotional stunt arranged by MBS, which airs the "Bobby Benson" show, and Macy's to introduce the new line of Benson franchised western clothes. Accordingly to a Macy exec, crowd was the largest turnout ever at a Macy promotion.

Only spot announcements and a series of bulletins prepared by the New Jersey Central Railroad built interest in the day's affair. The Central distributed a release in its commuter trains throughout the week preceding last Saturday which announced that a special twelve-car train would carry kids to the festivities free of charge. The train was jammed on Saturday.

High point of the day's activities was a personal appearance by Benson and other members of the show's cast. Jerry Sanford & Co. was recently granted a license to franchise the merchandise bearing the "Bobby Benson" label. It was the first time that Mutual granted such a license.

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

on "RADIO BALTIMORE"

Contact
EDWARD
PETRY CO.

WBAL

Parliament To Probe Canadian Radio-TV

(Continued from Page 1)

1st Parliament, to report "observations and opinions" on the annual reports of the CBC. It also will review the aims of the corporation and the impact of its regulations as well as its future development, revenues and expenditures.

The majority of the committee—about 17—will be Liberals, with representation from the other parties, too, Dr. McCann said. Five of the committee will be Progressive Conservatives, two C.C.F. and one Social Credit.

Establishment of the committee is expected to bring a revival of private broadcasting protests against the CBC rule and to raise the whole question of television development in Canada.

High Frequency Method Demonstrated In Canada

Montreal—How a number of telephone calls can be transmitted simultaneously over a single pair of wires by means of high frequency carrier waves" was demonstrated here by Dr. J. O. Perrine, assistant vice-president of the American Telephone & Telegraph Co., New York City.

Employing an array of carrier apparatus, microwave radio equipment and a cathode-ray oscilloscope, Dr. Perrine gave his lecture-demonstration to a joint meeting of Montreal engineering societies and Bell Telephone and Northern Electric engineering personnel in attendance.

Dr. Perrine explained that different telephone conversations can be transmitted at the same time over a single pair of wires because each carried "piggy-back" on a separate band or group of current frequencies. The various bands are far enough apart in wave length so that they do not interfere with one another. Each message to be carried on the pair of wires is transported to the frequencies of its particular carrier lane before starting on its journey; arrived at its destination the message is re-transmitted to the original voice frequencies. Thus the persons called—they say number 3, 12 or 15 or even 600, depending on the type of carrier system—hear the voice almost exactly as it began its trip.

The carrier wave technique, Dr. Perrine noted, is used not only for telephone calling but also in telephony, television and telephoto transmission.

WANTED

Salesman, for animated television shorts. State background and contacts, if any.

Write Box No. 113, RADIO DAILY 1501 Broadway, New York 18, N.Y.

FCC Grants 13 New Stations, Also Okays Transfer Of Six

(Continued from Page 1)

850 band on the island of Hilo, and the other on the 860 band with 250 watts unlimited on Honolulu. Permittee of the first is the Island Broadcasting Company, with Royal V. Howard, consulting engineer and former NAB engineering head, as permittee.

The Howard grant was made earlier, then delayed. Call letters for his stations have been announced as KIKI.

Also to operate with one kilowatt were the North Dakota Broadcasting Company, in Minot, N. D., which was granted unlimited hours on the 910 band, and the Carroll, (Iowa,) Broadcasting Company, to operate on the 1380 band with unlimited hours. Daytime operation with one kilowatt was voted the Chanutte Broadcasting Company, Chanutte, Kansas, for the 1460 band; the Springfield Broadcasting Company, Springfield, Tenn., for the 1430 band; Eurith Dickinson Rivers, Jr., son of the former Governor of Georgia and owner of two stations in the state, for operation on the 900 band in Savannah, and Jack Cecil, Midland, Texas, for operation on the 1150 band.

Daytime operation on the 1250 band with 500 watts daytime was permitted Lamar County Broadcasting Company, Paris, Texas. Unlimited hours with 250 watts were okayed for the Aroostock Broadcasting Corporation, Houlton, Me., on the 1340 band; for the Umpqua Broadcasters, Inc., Roseburg, Oregon, on the 1240 band, also for Howard M. Loeb, Phoenix, Arizona, to operate on the 1230 band when KPHO has moved from that band. Carl F. Knierin, Grand Coulee, Wash., was granted permission to operate on the 1400 band with 250 watts from 7 a.m. to 7 p.m.

WVEC, Hampton, Va., was granted permission to change its frequency from 1050 to 1490 kc, increasing its hours from daytime to unlimited with 250 watts. A change from the 1450 band with 250 watts unlimited to the 1310 band with 500 watts night and one kilowatt limited was okayed for KTYL, Mesa, Arizona.

WKYB, Paducah, Ky., was given the nod to stretch its hours on the 570 band from day to unlimited, with 500 watts night and one kilowatt daytime. WEIM, Fitchburg, Mass., won the right to shift from the 1340 to the 1280 band, increasing its power from 250 watts to one kilowatt, both with unlimited time. A similar increase in power, with

full-time operation unaffected, was granted KENO, Las Vegas, Nev., which goes from the 1400 to the 1460 band, upping its power from 250 watts to one kilowatt.

Sale of WERI, Westerly, R. I., from W. Paul Oury to Radio Westerly, Inc., of which Richard G. Moore is president, for \$71,000 was okayed, as was the sale of 67.5 per cent of the stock of WSHB, Stillwater, Minn., for \$58,000 from Nicholas, Victor and Albert Tedesco to William F. Johns, Sr. A \$12,500 price tag was placed on the 50 per cent interest in WITA, San Juan, P. R., sold to Antonio Valdivieso by Virgile H. and Gloria Meador, with control passing to Valdivieso.

Licensees of WLIV-FM, Providence, turned over their station to AM station WDEM, Providence, in return for 17.09 per cent of the stock in the latter station.

The Commission also approved the transfer of control of KRDU, Dinuba, Calif., from John and Troy Banks and Donnelly Reeves to Egon and David Hofer, as well as the relinquishment of control of KPHO, Phoenix, Ariz., by Rex Shepp to the Citizen Publishing Company, Erskine Caldwell and George W. Chambers.

ABC To Air Loyalty Probes Documentary

(Continued from Page 1)

the loyalty probes in this country.

The seventh in the series, "Clear and Present Danger" will be written by Morton Wishengrad who also penned the Peabody prize winner from the same series, "Communism—U.S. Brand."

ABC's public affairs department has been working on the May 1 presentation since early last year. Purpose of the program, according to a web spokesman, will be to analyze the problem of loyalty probes "through a straightforward, factual approach."

In addition to presenting the facts of the loyalty situation, ABC through Wishengrad, will go on to make specific recommendations on the issues.

Resigns WMOR Post

Chicago — Restaurateur Dario L. Toffenetti has resigned as chairman of the board of WMOR, independent FM operation, and has severed all connections with the group as a result of policy differences. Toffenetti is reported to have objected to a documentary program last November giving accounts of local racial disturbances and criticism of the police force. Resignation came when board refused to revise policy.

Girdle Hurdle

Recently, on its 9 AM show on KEX, Portland's Bedell Company plugged a special sale of ladies' foundations. By 2 PM, the entire stock was *sold out!* That's typical of the results that Bedell... and scores of other Pacific Northwest advertisers... are getting *regularly* with KEX. Make this 50,000-watt station the foundation of *your* promotion in this rich market! For availabilities, check KEX or Free & Peters.

P.S.—According to new BMB figures, KEX now delivers approximately 25% more radio families than in 1946.

PORTLAND, ORE. 50,000 WATTS KEX ABC AFFILIATE



WESTINGHOUSE RADIO STATIONS Inc

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

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

Stork News

Jack de Russy, manager of NBC national Spot Sales, is the father of a baby girl, born Wednesday, March 1 at Passaic General Hospital, Passaic, N. J. Mrs. de Russy is the former Francis Armstrong, an NBC secretary.

Programs' Popularity Varies, Study Shows

(Continued from Page 1)

and Big Town placed only on the Los Angeles listing.

Other lone appearances were Suspense, Stop the Music, and You Bet Your Life in New York. Dr. Christian and Mr. Keen in Philadelphia, and Mystery Theater, Break the Bank, Mr. and Mrs. North and The Great Gildersleeve in Cincinnati.

Benny placed first in all but the Cincinnati market where he was eighth. Tops there was Lux Radio Theater, which was second in Philadelphia and New York, third in Los Angeles and not on the Frisco rating. Winchell was third in Philadelphia, San Francisco and New York, fifth in Los Angeles and did not place in Cincinnati.

Hope came in sixth in New York, Los Angeles and San Francisco, fourth in Cincinnati and seventh in Philadelphia. Fibber McGee was in the seven spot in New York, fourth in Philadelphia, Los Angeles and San Francisco and second in Cincinnati.

Godfrey 'Nought' in L. A.

Godfrey's Talent Scouts which held down fifth place in Philadelphia and New York and third in Cincinnati, did not show in L.A. or San Francisco. Amos 'n' Andy did not come into the top ten in the West but held fourth in New York and ninth in Philly.

CBS continued to dominate the surveys holding 27 of the 51 positions in five markets (one tie). NBC held 17 places while ABC had seven. Most of the CBS positions were held in the three Eastern areas, however. In L.A., both NBC and CBS had four programs in the top ten while ABC had two. In San Francisco, five NBC shows were in the top brackets to three for CBS and two for ABC.

Bus Line Buys Spots

Florida Greyhound Lines has signed a new 13-week contract for sponsorship of Elmer Davis over four ABC affiliates in Florida. The news commentary will continue to be heard over WPDQ in Jacksonville, WSUN, in St. Petersburg. WHOO in Orlando and WMFJ in Daytona Beach.

STUDIO FOR RENT

RITZ TOWER HOTEL

"ONE OF NEW YORK'S BEST COMMERCIAL CORNERS"

Park Ave. and 57th St.

2500 sq. ft. of choice air-conditioned space on one floor. Suitable for A.M., P.M., T.V., or sound recording studio. Has control room and studios with soundproof ceiling and walls. Newest modern fluorescent lighting. Excellent maintenance. MODERATE RENTAL. Entrance from East 57th Street. Various means of transportation right at door. For further information call Mr. R. T. Chase, PLaza 5-5000.

Royal Commission Controls Future Of TV In Canada

By R. T. SNELGROVE

(President, Canadian Association of Broadcasters)

THE years 1949 and 1950 mark the second great milestone of Canadian radio history. In 1949 the Federal Government appointed a special five-man Royal Commission, charged with the duty of recommending, after complete investigation, a policy to set the broadcasting framework of Canada.

Mindful of the last Royal Commission on radio, which seventeen years ago recommended complete nationalization of broadcasting, the Canadian Association of Broadcasters immediately mobilized all its resources to see that the case of independent (non-government) broadcasting was fully and fairly presented.

In September of 1949 the Canadian Association of Broadcasters presented two comprehensive briefs to the Royal Commission at its first, or Ottawa, hearings. These detailed the community service and other important work performed by the independent stations, outlined the history of broadcasting in Canada, showed the inequities and anomalies of the present radio structure, and urged the necessity for placing regulatory power in the hands of the Canadian Broadcasting Corporation which competes with the 119 non-government stations for audience and business.

Subsequently, officials of the CAB followed the Royal Commission on its tour of cities in Western Canada, Ontario, and Quebec. During these hearings on tour, greater and more complete detail of the broadcasting picture was presented in briefs submitted by individual member stations. The same policy will be followed in connection with the Royal Commission's tour of cities in the Atlantic provinces during January of 1950.

Thereafter the Canadian Association of Broadcasters will present a final summary brief to the Royal Commission at special sittings in Ottawa during April, 1950. This brief will outline a suggested pattern for Canadian broadcasting of the future. Special speaking tours by officials of the Association brought the subject matter of the Commission's investigation to the attention of key clubs and groups and organizations in various areas of Canada.

During most of the time that the Royal Commission was sitting during 1949, the Association was also confronted with the problem of the

North American Regional Broadcasting Conference in Montreal. For the first time, the Association was permitted to have an observer present at this Conference. The Technical Committee, under chairmanship of Mr. George Chandler, of Vancouver, engaged the services for this purpose of Mr. W. J. Bain, O.B.E., formerly of the Department of Transport. Mr. Chandler was also in attendance as a registered observer during key portions of the Conference. At the time the NARBAC recessed in December, no private station interest in Canada had been adversely affected.

The new Sales Department of the Canadian Association of Broadcasters was organized in 1949, with Mr. A. P. Freeman in charge. The case for radio advertising is now being presented forcibly and consistently to agencies, advertisers, and government departments by all available media.

Regional meetings were curtailed in 1949 and will be reduced again in 1950, due to the pressures of the Royal Commission and NARBAC bearing simultaneously upon the staff and resources of the Association. These will, however, be resumed according to plan in 1951, and meantime direct contact is being maintained through one or two informal meetings and by means of meetings between station personnel and CAB officers while the latter are on speaking tours or accompanying the Royal Commission.

During the year Association membership increased from 87 to 95 stations. Service to membership was expanded, especially in the fields of sales material, program material, and information interchange.

Several planned fields of expansion were temporarily halted to permit almost complete concentration on the problems posed by NARBAC and the investigations of the Royal Commission. A usual number of regulatory and legislative problems also engaged the attention of the Association during the year 1949.

The biggest news in Canadian radio in 1950 will be the issue of the Royal Commission's report, probably in mid-year or later. Whether or not that report is implemented immediately by the Government, it will have a profound bearing on the future pattern of Canadian broadcasting, both in the sound and television fields. The Royal Commission investigation remains the biggest and most important job of the Canadian Association of Broadcasters; and its members are satisfied that their interests are being efficiently and fully protected.

Stork News

It's a boy for the Ed Evanses. The 8-pound, 1-ounce offspring arrived Saturday, March 4, at the Lenox Hill Hospital. Evans is film program director of WPIX, New York.

Celomat To Testify On Color Conversion

Washington Bureau of RADIO DAILY

Washington—The FCC announced yesterday that it will receive testimony from the Celomat Corporation, New York, in the color hearings with regard to a converter to bring in color video with a system adapted to the CBS color system. The company claims it can make the converter for about \$9.95 a unit. At the same time, the Commission turned down requested appearances by Wells-Gardner, Chicago, and Communications Measurement Laboratory, Inc., New York.

Comment On VHF 'Freeze'

The Celomat story is one the Commission feels properly before in the hearing at this point, it is explained. Wells-Gardner, however, sought to offer testimony regarding public reaction to large-size video pictures in the home and "probable public reaction to certain features of the three color TV systems which have been proposed." Also offered was a statement on "the effect of continuation of the VHF freeze and failure to proceed with a VHF-UHF allocation plan upon such small business enterprises as Wells-Gardner."

Wanted Immediate Assignment

Communications Measurement Lab had asked immediate assignment of "the best compatible color system for use on the VHF channels," with compatibility ruled as an important requirement for color in the UHF. The company proposes a continuous dot sequential color system calling for an 8 mc cycle band—a system still in the theoretical stage.

For NEW YORK Agencies and Clients-

it's just a

LOCAL CALL

for up-to-the-minute

AVAILABILITIES

WNAC-TV

BOSTON

Call

CA nAl 6-3811

(Local New York call)

Direct to

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CBS · ABC · Dumont

TELEVISION DAILY

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WARN ON SPEEDING COLOR-TELE

TELE TOPICS

WASHBUCKLING ARTHUR GODFREY of the "Talent Scouts" and Chesterfield programs turned out to be a mild-mannered gent making a friendly call on neighbor when he visited Gertrude Berg and "The Goldbergs" on CBS-TV on Monday night. Arthur, famed for his mugging and informal asides on his own TV shows, might have been a drop-in caller in anybody's home. Theme of the Goldberg script was the auditioning of young talent for the "Talent Scouts" show. As a matter of fact, the domestic Goldberg format became a Junior Talent Scout audition for the half-hour period.

CRITICS OF TV who claim the sight and sound media has hurt the sports box office should take a gander at the wrestling match gross at Madison Square Garden Monday. A total of 16,979 persons paid over \$50,000 to witness two TV wrestling favorites in action. The camera-conscious grapplers who drew the big gate were Antonio Rocca, the Argentine, and Gene Stanlee who modestly bills himself "Mr. America." . . . And, speaking of buck, E. H. Vogel, GE marketing manager, predicted the other day that TV advertising would amount to a cool billion dollars by 1955, without making serious roads on other media. Vogel also predicted that five years from now would be 513 stations in operation serving 28,000,000 sets-in-use. . . . Also on the subject of big figures, NBC-TV has leased 5,000 sq. ft. of TV prop storage space, three full floors, in west mid-town New York to serve their uptown studios. Layout has facilities for carpentry and paint shops, scenic storage rooms and furniture lifts. There's also room for rehearsal studios on the top floor.

INTERNATIONAL SILVER has renewed the "Silver Theater" over CBS-TV largely, it is understood, as a result of the moves Frank Telford got following his recent production from the Coast which utilized the Fairbanks three-camera technic. Renewal, which is effective April 3, calls for all shows in the new series to originate from Hollywood under Telford's supervision. . . . The Madison Ave. story is that Lucky Strike has bought the 7:30 to 8 p.m. Sunday night time segment over CBS-TV now occupied by "This Is Show Business." Feeling is that Lucky Strike will keep the show biz show on the air provided principals can get together on price. . . . Nat Hiken, who scripted for Fred Allen before he moved in with Milton Berle, has been signed to write the Bert Lahr show which soon preems on CBS-TV. . . . And WDTV, Pittsburgh, is the latest video station to join the parade of rate card increasers (that word's in Webster's Unabridged, son).

RCA Introduces New Industrial TV System

Right on the heels of the introduction by DuMont of an industrial closed circuit color-TV system at the IRE convention, RCA yesterday announced the development of a black and white industrial video system, adaptable to color transmission, which features the smallest most compact TV camera to date.

Developed by RCA's research department, the camera is approximately the size of a personal 16 millimeter camera and features a master control monitor "as easy to carry as a suitcase."

Dr. V. K. Zworykin, RCA vee-pee and technical consultant who directed development of the system, said yesterday that the development of the smaller, simpler and less expensive camera and monitor set will hasten the coming of age of industrial video. "Closed circuit television can be a powerful instrument," he said. "No man . . . can foresee all of its uses."

Carson's Father Dies

Jack Carson's rehearsals for his TV debut on the Ford Theater's "Room Service" dramatic airer this week-end were interrupted by the word that his father was dying. Carson dropped the rehearsals to hasten to the Coast to be at his bedside. Unfortunately, the elder Carson, a retired insurance man of 69 who often played feature roles on Carson's radio show, passed away as Carson was boarding the plane.

New Phone-TV Transmission Announced By Signal Corps

(Continued from Page 1)

read yesterday at the convention by Dr. Goubou, is simple, highly efficient and costs little to manufacture, and promises to open up "wholly new possibilities in microwaves and home television." It is a single wire with special insulation and funnel shaped terminals.

Signal Corps experts, who have dubbed the invention the "G-string" after the inventor's initials, say that it will bring improvements to radar operation and may also replace coaxial cable for many applications.

One of the uses of the "G-string" is as an inexpensive means of distributing TV programs to city homes on a "wired wireless" basis

Big Heart

The WPIX-New York Heart Fund Marathon Show last Saturday night collected a total of \$175,000 for the Heart Fund during the course of a four-hour telecast which featured appearances by 55 stage, screen, sports and TV stars. Emceed by Ed Sullivan, the show went off the air at 2:30 a.m.

Television Interest Indicated By Sears

(Continued from Page 1)

specify a starting date for a Sears-sponsored video program.

Several general merchandise and department store outlets, notably Saks 34th Street, in the New York market are now using TV to hypo sales.

The Sears letter, which was signed by M. Z. Kissileff, sales manager, started by saying "We are thinking of sponsoring a television program of interest to women in the New York area. You can be as assistance to us in making our decision, by jotting down on this letter your answers to the following questions."

There followed six questions which asked "Do you have a television set in your home?", "If not, do you ever watch television?", "If you prefer a particular stations, which station?", "Do you watch television in the daytime?", "Indicate the daytime hours you prefer to watch television", "What kind of daytime show would you prefer?"

Go - Slow Appeals Voiced In N. Y. And Chicago

The battle of color television was waged on two fronts yesterday as top experts made presentations before the 1950 annual convention of the Institute of Radio Engineers in New York's Hotel Commodore and at the second national television conference in Chicago.

Before some 1,600 radio engineers and members of the FCC, conflicting viewpoints were presented. Thomas T. Goldsmith, Jr. of the Allen B. DuMont Labs touched the situation off by saying: "Come along with color later." He urged that more cities have black and white first and that no decision on color be made "hastily."

Peter C. Goldmark of CBS reported later: "Color television is here. Let the people choose between black and white and color. Let the transmission of smell come later."

E. W. Engstrom of RCA Labs admitted that perfections were yet to be made in the new medium but that the objectives of compatibility and quality could be accomplished. Donald K. Lippincott of Color Television, Inc. also admitted that certain "bugaboos" in their system were yet to be ironed out.

Other panel speakers included: J. D. Reid of the Crosley Division of Avco, speaking on UHF Allocation; D. B. Judd of the National Bureau of Standards, on the color problems in general; David B. Smith, v-p of Philco on the Dot Systems of Television in general, and A. G. Jensen of the Bell Labs on the Compromises Necessary for a Color System to Fit a Six-Megacycle Band.

Moderator for the occasion was Donald G. Fink of the McGraw-Hill Publishing Company.

Stanton At Chicago Confab

In Chicago yesterday television broadcasters were warned against rushing the acceptance of color because of its present incompatibility with video sets now in use. Caution was urged by Martin Codel, editor of "Television Digest." He spoke before a luncheon meeting at the second annual national television conference in the Palmer House.

"Actually, only a handful of people are sold on color," he said. Senator Johnson, Colorado Democrat and a strong advocate of "color now" as chairman of the Interstate Commerce Commission, stated: "color television is a commercial reality today." He was supported by CBS president Frank Stanton, who declared: "color television is already an accomplished fact."

COAST-TO-COAST

WHBC Celebrates Anniversary
Canton, O.—Highlighting the 25th anniversary of WHBC on March 9th, will be the showing of the BAB's all-industry film, "Lightning That Talks," at a luncheon meeting on that day at the Onesto Hotel in this city. One hundred industrialists, retailers, wholesalers, and agency men have been invited. A number of activities have been planned by the station, including a special dedicatory broadcast from 8:00 to 8:30 p.m. highlighting the development of WHBC's facilities during the past 25 years. During this week special series dedicated to the State and surrounding cities will be broadcast.

Named WMOU Chief Announcer
Berlin, N. H.—James Hinchey of this city has been named chief announcer at Boston University's radio station, WBUR, which opened the first of this month. Hinchey is majoring in radio at the university, and has worked with WMOU during the summer.

Memorial Show On WCOP
Boston, Mass.—When WCOP program manager Gene King heard of the death of Sir Harry Lauder on Monday, he immediately arranged a special "Harry Lauder Memorial Show" which was aired that night from 9:00 to 9:35 p.m. the program was supplemented by his own collection of Harry Lauder recordings, which he rushed home to get in time for the WCOP tribute to the famous Scot. Script for the program was written by Ed Sullivan, WCOP continuity director.

Jewish Music Month Tribute
Hollywood, Calif.—In tribute to Jewish Music Month, the First Methodist Church Choir of 80 voices broadcast over KFVB on March 2nd at 8 p.m. Two extended choral works by the composer-conductor, Maurice Goldman, were featured. Other composers whose works were included were Eric Zeisl and Mario Castelnuovo-Tedesco. Soloists heard were pianists Eda Schlatted and soprano Phyllis Brenneman.

Aids N. Y. Water Shortage
San Antonio, Tex.—This is one of the 16 cities in the U. S. participating in a plan originated by radio's "Great Gildersleeve," water commissioner of the mythical town of Summerfield, to remind residents and visitors in New York of the acute water shortage in the metropolis. Each of the cities is adding an ounce of local H₂O to a canteen "Gildersleeve" is sending to Steven J. Carney, water commissioner of New York City.

Stork News
St. Louis, Mo.—Marvin Doering, transmitter engineer for KWK, St. Louis, is the proud father of a second son, born February 21st.

PICTURE OF THE WEEK



Network executives joined with O. Parker McComas, president of Philip Morris & Co., in cutting a birthday cake in celebration of the opening of the tobacco company's new quarters in the skyscraper building at 100 Park Avenue. Left to right in the picture are Niles Trammell, NBC; McComas; William Paley, CBS; Frank White, Mutual and Robert Kintner, ABC.

Forty-Eight Stations Renew Deals With WBS

Forty - eight radio stations throughout the country have just renewed and extended their contracts, for the continued use of the World Broadcasting System's Transcribed library service. Stations are: WCFM, Washington, D. C.; WHIS, Bluefield, West Va.; WBT, Charlotte, N. C.; WBCM, Bay City, Mich.; WBAT, Marion, Ind.; KPAS, Banning, Calif.; WLOG, Logan, West Va.; WAJR, Morgantown, West Va.; WAUD, Auburn, Ala.; WKLF, Clanton, Alabama; WKJF, Pittsburgh, Pa.; WEMP, Milwaukee, Wisc.; KEPW, Fort Smith, Ark.; WBNU-FM, Aurora, Ill.; WCVS, Springfield, Ill.; WOCB, West Yarmouth, Mass.; KFBB, Great Falls, Montana; WADC, Akron, Ohio; WSRS, Cleveland Heights, Ohio; KGW, Portland, Oregon; WKRZ, Oil City, Pa.; WBRE, Wilkes-Barre; WLAC, Nashville, Tenn.; KTBC, Austin, Texas; WDBJ, Roanoke, Virginia; CFOS, Owen Sound, Canada; CKLW, Windsor, Ont., Canada; KMJ, Fresno, Calif.

Other stations extending contracts are: KGLU, Safford, Arizona; WAIM, Anderson, Indiana; KTBI, Tacoma, Washington; KSLM, Salem, Oregon; KGRI, Henderson, Texas; WCSI, Columbus, Ohio; KCIL, Houma, Louisiana, and WGBF, Evansville, Indiana; WROL, Knoxville, Tenn.; KGHF, Pueblo, Colorado; KEYS, Corpus Christi, Texas; WASK, Lafayette, Indiana; WLAP, Lexington, Kentucky; KIXL, Dallas, Texas; WLBG, Lau-

Intensive Promotion Set By Helbros For NBC Show

The Helbros Watch Co., sponsors of NBC's "Richard Diamond, Private Detective" show starting March 19, will inaugurate one of the most intensive promotion and merchandising programs in the 35 year history of the company, it was announced yesterday by William Helbein, Helbros president. Program, as planned, will include tie-ins with distributors, retailers, NBC, NBC affiliates, and theater chains.

According to Helbein, the proposed promotional program and cross-plugging campaign "will rival those used by many cigarette and major food companies."

Hundreds On NBC

NBC has arranged for hundreds of on-the-air plugs to be aired for two weeks prior to the start of the show, as well as after the show goes on the air. In addition, some NBC network programs will plug the "Diamond" series.

Included in the Helbros-Diamond campaign are trade paper ads; weekly postcards to dealers announcing watches to be featured on programs; window stickers; a letter from Powell to all dealers; especially constructed window displays for dealers; publicity clips to dealers and distributors; new ad mats for dealers; and autographed pics of Powell to dealers.

rens, S. C.; K SVC, Richfield, Utah; WTAG, Worcester, Mass.; KWAL, Wallace, Idaho, and WNDH, New Bedford, Mass.

AGENCIES

WALTER KANER ASSOCIATES
Have been named to handle publicity and promotion for the Jewish War Veterans 1950 All Star Show to be held at Madison Square Garden, May 17, under the auspices of the Departments of New York J. W. V.

MARFREE ADVERTISING CORP. is now handling the account of American Limoge (dinnerware) United Enterprises, Inc. (Eve Golden Flatware) and Eljay Novelty Co. (Table Lighter Sets).

ROGER L. WENSLEY has been moved up from president of The G. M. Basford Company to chairman of the board. Henry C. Silldorff succeeds Wensley as president and E. Scott Pattison has been named executive vice-president.

MORRIS L. HITE has been named president of Tracy-Locke Co., Inc. succeeding Raymond P. Locke who is retiring. Clay W. Stephenson has been elected a director and will serve as executive vice-president. John H. Wellenkamp, v-p and treasurer, will become general manager of service operations. Philip McHugh has joined the agency as head of the radio and television department and Herbert Lehman has been named an account executive.

STROMBERG - CARLSON to Charles L. Rumrill & Co., Inc. of Rochester for its telephone, sound system and carillon divisions, effective April 3.

CRONOW WATCH COMPANY to Hickory Associates.

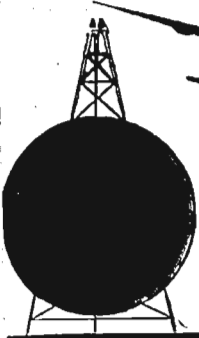
JAMES J. BOOTH has been named director of advertising and merchandising for the Tea Bureau Inc. Booth was previously with WITH in Baltimore and has been advertising and promotion manager for the bureau for two years.

CARL E. ROGERS has been named director of marketing and public relations by the Waxed Paper Institute, Inc. He was formerly with Foote, Cone and Belding in Chicago.

SAWDON ADVERTISING COMPANY has changed its name to Frank B. Sawdon, Inc.

A WOMAN'S packaged products division has been set up by L. H. Hartman Co., Inc., and will be headed by Ruth Ross, formerly of Duane Jones Company, L. H. Hartman announced yesterday. She will take the following accounts with her to the agency: Nestle Colorins and Colortint, Mavis Talc and Dawnwood Farm products.

KPHO-TV, Phoenix, Ariz., has engaged Edward Petry & Co., Inc., as its national representative.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 46

NEW YORK, THURSDAY, MARCH 9, 1950

TEN CENTS

RECORD TV RECEIVER SALES REPORTED

Authorize Four New FM Stations For N. Y. Area

Class B Outlets To Cost About \$330,000

The FCC yesterday okayed four new class B FM stations for the New York metropolitan area, with construction costs to exceed \$330,000. Most expensive of the stations, from the standpoint of construction costs, will be that licensed to WEVD, with the estimated cost \$166,564. Other grants

(Continued on Page 3)

IRE Attendance Passes 15,000 Mark

Registrations at the 1950 national convention of the Institute of Radio Engineers being held at the Hotel Commodore and Grand Central Palace have already soared past the 15,000 mark and a new record of more than 17,000 is expected to be set before the doors close on the four-day conference tonight. A spokesman for the registration of-

(Continued on Page 6)

TV Production Forecast Made By Chicago Firm

Chicago—Television Shares Management Company climbed out on a limb this week by predicting the top video set producer in 1950 will be Admiral. In their forecast, TSMC

(Continued on Page 2)

Musical Showcase

A new musical variety series to showcase record releases and present top artists will debut on WNBC on March 15 from 7:30 to 8:00 p.m. Wayne Howell will serve as em-cee on the program which will be heard each Wednesday. Lisa Kirk, Kenny Delmar, Russ Case, Frankie Lane and Mary Hatcher will appear on the first broadcast.

Stanton Visits White House

Washington—The color television battle went into the White House yesterday as CBS President Frank Stanton called on President Truman. Stanton revealed only that he discussed "general television problems," and refused to answer detailed questions by newsmen.

70 Markets Planned For Borden Campaign

Local radio advertising will be run by the Borden Company in 70 leading sales areas, beginning April 3, the company has announced. The ads will be in addition to the company's television advertising currently scheduled in 32 markets.

Young & Rubicam, which is handling the account, reports that the stations have not as yet been selected. The new schedule features daytime spot programs and will carry promotion items on a greater number and variety of Borden products.

Theater Guild Buys Time To Sell Reservations

Theater ticket reservations will be taken by phone on a new Monday through Saturday program, Radio Box Office, to be started on Monday, March 13 from 9:05 to 9:25 p.m. over WMCA under the sponsorship of the Theater Guild. The show will invite listeners to phone em-cee Larry Curtis during the broadcast with ticket requests for

(Continued on Page 3)

Educational Outlook For TV Explored

Baltimore — Dr. Frank Dunham, head of division of radio and TV education, U. S. Department of Education, Washington, in his opening remarks at WBAL-TV's all-day "educators television clinic," held in connection with station's second anniversary, described the medium of television today as "ideal in the field of education and that it has a greater potentiality for use in education than it has in entertainment." He said "an educator has all his program material better organized and

(Continued on Page 7)

NTC Hears Johnson, Witting, McLaughlin

Chicago—Leaders in the broadcasting industry yesterday were told at the National Television Conference that television is slowly but surely inching its way into the black. Chris J. Witting, general manager of DuMont's television network, declared:

"What's important about television's place in the broadcast industry is the increasing recognition of

(Continued on Page 6)

Technicolor Buys Patent For Color TV Development

Technicolor Motion Picture Corporation has purchased the TV color tube patent owned by Dr. Willard Geer of the University of Southern California and plans to spend upwards of \$500,000 in researching its professional and commercial application, according to Dr. Herbert T. Kalmus, president of Technicolor. One of the major advantages of

Geer's electronic device, said Dr. Kalmus, is that "it may provide a means for covering black-and-white television sets and television sets in production to receive color television broadcasts in a way which will avoid obsolescence."

Research on the tube's application will be conducted in Technicolor's

(Continued on Page 7)

Macy Advertising Pays Off With Heavy Sales

Macy's showmanship in using personal appearances of name radio and TV stars combined with an intensive advertising campaign in New York dailies will pay off to the tune of more than \$250,000 in radio and TV receiver sales this week, RADIO DAILY learned yesterday. Included on the

(Continued on Page 3)

Transit Radio Issue Before Commission

Washington Bureau of RADIO DAILY
Washington—Opponents of street-car radio seek to have the FCC serve their "personal and wholly subjective desires" regardless of the public interest, and are trying to launch an attack on the entire American system of commercial broadcasting, the FCC was told yesterday. Calling upon the Commission

(Continued on Page 2)

Eight NBC Programs In Top 15 On West Coast

Eight NBC shows, six from CBS and one from ABC have placed in the top 15 programs on the West Coast, according to the latest Pacific Hooperatings released yesterday.

Top programs, Jack Benny at 40.9

(Continued on Page 3)

\$5.00 Radios?

One of the new inventions revealed at the IRE convention was a new three-tube receiver which might make possible a \$5.00 radio set of the future. W. K. Volkers, consulting engineer of Schenectady, explained a new circuit design which results in "starved" operation of radio tubes. Meeting opened Monday at the Commodore and Grand Central Palace.

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Phone: Wisconsin 3271

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

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

FINANCIAL

(March 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 7/8	8 3/4	8 3/4	— 1/8
Admiral Corp.	24 1/2	24 1/2	24 1/2	— 1/8
Am. Tel. & Tel.	150 7/8	150 5/8	150 3/4	+ 1/8
CBS A	29 1/4	29	29	+ 3/8
CBS B	29 1/4	29	29 1/4	+ 1/8
Philco	36 7/8	36 1/2	36 1/2	+ 1/2
Philco pfd.	91	91	91	+ 1
RCA Common	14 1/2	14 1/4	14 3/8	— 1/8
RCA 1st pfd.	77	76 3/8	76 1/2	— 1/8
Stewart-Warner	15 3/4	15 1/2	15 3/4	— 1/8
Westinghouse	33 3/4	33 1/4	33 1/4	+ 1/4
Westinghouse pfd.	104 3/4	104 3/4	104 3/4	+ 1/4
Zenith Radio	45 5/8	45 1/2	45 1/2	— 1/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	19 1/4	19	19	— 1/4
Nat. Union Radio	3 3/4	3 3/4	3 3/4	+ 1/8
OVER THE COUNTER				
DuMont Lab.		18 1/8	19 1/8	Asked
Stromberg-Carlson		13 1/2	15	Bid

Engagement Announced

Engagement of Marion Turnwald, WOR receptionist, and George Cordes, station accountant, has been announced.

RCA INSTITUTES, INC.

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

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

Gets Picture Break

Hollywood—A stroke of luck brought young Palmer Lee, radio announcer in San Jose, Calif., his movie break in Hal Wallis' "My Friend Irma Goes West." Producer Wallis was experimenting with the dials of high-powered radio and tuned in on San Jose's KWEN while Lee was making a fund-raising appeal. The restful quality of the voice struck Wallis as being just what he was looking for in the character of Pat, the asylum attendant, in the story. After an interview with Wallis, Lee signed for the role.

Transit Radio Issue Before Commission

(Continued from Page 1)

sion to ignore requests from transit riders for a rule to outlaw transit radio, W WDC - FM, Washington Transit Radio, Inc., and Transit Radio, Inc., said the Commission has no authority in the matter. Lawyers Guy Martin and Franklin Pollak, who have petitioned for Commission action, were accused of seeking governmental aid for them as private citizens to halt the acts of other private persons which Martin and Pollak do not approve.

It was learned that the matter has been explored at great length by the FCC, with the setting of a rule-making procedure likely for the near future. Staff members are believed convinced that there is a basis for Commission action either blessing or rejecting transit radio, but there has been no indication yet how the Commission itself would line up. There is pending in the House of Representatives a bill by Rep. Walter Norblad of Oregon which would ban streetcar radio in the District of Columbia. The local Public Utilities Commission has okayed installations here.

Automotive Info Folder Mailed To Clients By BAB

BAB's fifth retail information folder has been sent simultaneously to some 1,800 radio and television stations, the bureau reported yesterday. The folder covering the automotive industry gives trends, production figures, do's and don'ts about local radio and facts on the industry.

Four other folders have been mailed previously by BAB on furniture, jewelry, laundries and banks. Hardware is the topic of next month's BAB production.

Emerson Profits Up

Net profit after taxes of \$1,225,912 for a 13-week period ending February 4, 1950, was reported yesterday by Emerson Radio and Phonograph Corporation. For the same period last year, the net was \$808,845. This year's profit was equal to \$1.39 per share.

TV Production Forecast Made By Chicago Firm

(Continued from Page 1)

says RCA will come in second, followed by Philco, Motorola, Zenith, Emerson, General Electric, DuMont, Teletone and Hallicrafters in the top ten.

Admiral, said TSMC, will manufacture some 800,000 sets at an average factory price of \$145. Radio Corporation of America is expected to produce 700,000 sets at an average factory price of \$155.

Shaw Joins Radio Sales

William D. Shaw will join the New York office of Radio Sales, radio and television station's representative, CBS, effective April 1, it was announced yesterday by Herbert A. Carlborg, AM-sales manager for Radio Sales, New York. Shaw has been assistant sales manager for the Columbia Pacific Network and KNX, Columbia-owned station in Los Angeles, since 1948. Previously he was in the CPN sales department and also was a KNX account executive. He served as a combat pilot in the Army Air Corps for four years with the rank of captain.

Shaw replaces Milton F. Allison who has left the New York office of Radio Sales to become assistant sales manager for WBBM, Columbia-owned-and-operated stations in Chicago.

COMING and GOING

CAMPBELL ARNOUX, president of WTAR, Norfolk, Va., and JOHN W. NEW, sales manager of the station, an affiliate of NBC, are here making plans for the opening of their television station in April.

WINSTON BURDETT, Columbia network news commentator with headquarters in Rome, Italy, has returned to the Eternal City after having visited London to report the recent British elections.

HAL DAVIS, vice-president of Kenyon & Eckhardt, is back from Hollywood, where he attended meetings on plans for the forthcoming Lincoln-Mercury campaign.

JOEY NASH, singer, and BUDDY BASCH, publicist, are back from a song-plugging junket to Philadelphia.

BOB CROSBY, accompanied by his family, has left by motor for Hollywood, where on March 27 he will take over as emcee on the "Club 15" show over CBS.

ROBERT Q. LEWIS, Columbia network radio and television star, tomorrow will leave for a week's vacation in Bermuda.

STERLING W. FISHER, manager of the public affairs and education department at NBC, tomorrow will be in East Lansing, Mich., where he will address the Fifth Annual Michigan Radio Conference on the subject, "College By Radio."

BURTON ADAMS, of the station relations department at NBC, is touring the Southwest states for conferences with network affiliates. He'll be away for three weeks.

GEORGE BUTLER, senior art director in the London branch of J. Walter Thompson Company, is spending this month in New York for conferences with agency officials.

Pussy Cats in Boots



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

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

You see, W-I-T-H delivers more home listeners-per-dollar than any other station in town. And in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in taverns, 67.3% were tuned to W-I-T-H.

That means that you get big results from small appropriations on W-I-T-H. Call in your Headley-Reed man and get the whole W-I-T-H story today!



W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

Commission Grants 4 New FM Stations

(Continued from Page 1)

were to Crosley Radio, licensee of WINS, Atlantic Broadcasting, licensee of WHOM, Jersey City, and the Ebbets-McKeever Exhibition Company, which is affiliated with the Brooklyn Dodgers.

WEVD plans a 610-foot tower, operating with 12.5 kilowatts on 107.5 mc. The FM transmitter will be on the air from seven a.m. to one a.m. daily, duplicating WEVD programming for the 92 hours of the week WEVD is on the air and programming independently the other 34 hours. Ebbets-McKeever will be on the air 15 hours daily, stressing sports, youth programs and the "Brooklyn Theme," it told the Commission. Its cost estimate is \$59,862, it is to use a 470 antenna with 19.5 kilowatts on the 105.9 mc channel.

Complete duplicate of WINS programming from 8 a.m. to 11 p.m. is the plan for the Crosley FM station, which plans a 640-foot antenna with 10.5 kilowatts on the 105.1 mc channel. Cost estimate is \$42,450. Duplication of 75 per cent of the WHOM schedule is planned for its new FM station, with 25 per cent of its program day to be independently programmed. Emphasis will be upon foreign language coverage. Construction cost estimate is \$61,300, with plans calling for a 640-foot antenna, ten kilowatts power on the 106.7 mc band.

Name Sieger Freed Radio Engineering Vice-Prexy

Joshua Sieger has been elected engineering vee-pee for the Freed Radio Corp., it has been announced by Freed's board of directors. Sieger joined Freed Radio as director of research and development in 1948. He will direct the firm's new electronic research laboratories and, in addition, will supervise engineering and development of Freed TV receivers and other products.

Heads WQQW Sales

Washington—Vincent F. Callahan has been named director of sales by WQQW, M. Robert Rogers, general manager and vice-president of the station announced yesterday. Callahan was previously sales manager of WRC and WMAL and general manager of WBZ in Boston and WWL in New Orleans.

Perry Walders, commercial manager of WQQW also announced his resignation to join WTTG-TV as a sales executive.

AVAILABLE

Personnel Director, Purchasing Agent and Maintenance Supervisor seeks position with Radio Station or Advertising Agency. Good References.

Write RADIO DAILY
Box 116, 1501 Broadway, N. Y. C.

Eight NBC Programs In Top 15 On West Coast

(Continued from Page 1)

and Charlie McCarthy at 33.1, were both CBS. ABC's Walter Winchell held third spot with 28.7. Fibber McGee and Molly on NBC with 23.4 were fourth and Bing Crosby on CBS at 23.2 was fifth.

NBC's Red Skelton at 23.5 and Bob Hope at 21.1 followed with Radio Theater at 20.7 on CBS in eighth. Next five spots were NBC. People Are Funny had a 20.5 rating, Judy Canova, 20.2, Dennis Day, 19.6 and the Great Gildersleeve, also 19.6, and Phil Harris & Alice Faye, 18.9.

Burns and Allen at 18.0 and Groucho Marx at 17.7 finished out the top 15 for CBS.

Texas AP Members Select Committeemen

Fort Worth, Texas—Selection of 12 district committeemen by the Texas AP Broadcasters Association was announced recently by Charles P. Jordan, president of the association and vice-president of KFJZ in Fort Worth. Two committeemen were named from each of six districts and together with the officers, they will serve in 1950 as a committee for closer cooperation among the members.

Jack Roberts, assistant manager and program director of KHUZ in Borger, and Mike Carpenter, news director of KFDX in Wichita Falls were named from district one; Jack Wallace, manager of KBST in Big Spring, and Robert Canavan, news editor of KROD in El Paso from district two; and Raymond River, manager of KORC in Mineral Wells, and Louis Pitchford, news director of KGAF, Gainesville, district three.

Sid Pietzsch, news editor of WFAA in Dallas, and Winston Ward, manager of KIMP, Mount Pleasant, were selected from district four; Corwin Riddell, news director of KTRH, Houston, and Goodson McKee, staff announcer of WACO, Waco, from district five; and Glenn Krueger, news editor of KITE, San Antonio, and Bob McDonald, news editor of KRGV, Weslaco, district six.

Vice-president of the association is Pat Flaherty of KPRC, Houston, and secretary, Jim Alderman of WRR, Dallas.

Bonny Maid Contest

"Bonny Maid Versatile Varieties," the 36 NBC-station TV show that stars Harold Barry, is giving away over \$4,500 in prizes. Bonafide Mills, Inc., New York, is the sponsor of the show, and Gibraltar Advertising Agency is agency controlling the account.

Stork News

Charlotte, N. C.—Keith M. Byerly is passing out cigars around the WBT studios, publicizing the birth of his first child, a boy, born on February 26th. Keith is sales manager of WBT, WBT-TV & WBT-FM.

Theater Guild Buys Time To Sell Reservations

(Continued from Page 1)

any production put on by the Theater Guild.

Tickets will be held for play-goers at the box office for 48 hours. Mail orders to Radio Box Office will also be accepted.

Stars of current Guild productions will be interviewed by Curtis and popular recorded music will be used to round out the show. Four current Guild productions, I Know My Love, Arms and the Girl, As You Like It and Come Back, Little Sheba will be promoted.

Set Educational Series

Coronet Films, subsidiary of Esquire-Coronet publications, is putting its 16 mm educational films on the television market and has already sold two television stations—WSB-TV, Atlanta, and WCPO-TV, Cincinnati.

The first group of films ready for commercial video is called Coronet Fantasies, a series of five puppet shows based on popular folk tales. They include King Midas and the Golden Touch, The Cow and the Sprite, Ruppelstiltskin, the Legend of the Pied Piper, and The Honest Woodsman. Each film runs approximately ten minutes. Coronet Films is the nation's largest producer of 16 mm educational movies.

Macy's Campaign To Hypo TV Sales

(Continued from Page 1)

fifth floor display are exhibits by Philco, Emerson, General Electric, Tele-King, Admiral, Westinghouse, RCA, DuMont, Zenith, Stromberg-Carlson, Motorola and Macy's own tele receiver. Manufacturers' reps are standing by to give potential customers information on their sets.

The show which will wind up on March 18, has been boosted by appearances of Vic Damone, Blue Barron and other stars to hypo attendance. Traffic during these sessions has been estimated at ten times above normal.

Other displays included are for records, pianos, tape recorders and sheet music. RCA-Victor, Columbia and Decca are taking part for record dealers.

One offer for home demonstration of polaroid filters and magnifying lenses was made in connection with the show, but no such offer has been made for the sets.

Joins WSYP Staff

Syracuse—Robert C. Michel, formerly program director for WKRT, Cortland, has joined the announcing staff of WSYP, William V. Rothrum, program director, has announced.


for profitable selling **INVESTIGATE**

WDEL WILMINGTON DELAWARE	WGAL LANCASTER PENNSYLVANIA
WKBO HARRISBURG PENNSYLVANIA	WRWA READING PENNSYLVANIA
WORK YORK PENNSYLVANIA	WEST EASTON PENNSYLVANIA
WDEL-TV WILMINGTON DELAWARE	WGAL-TV LANCASTER PENNSYLVANIA

and

STEINMAN STATIONS
Clair R. McCollough, Managing Director

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



CHICAGO

By HERB KRAUS

JOHAN ROOSEVELT, son of the late president, will be heard on a special broadcast over WBBM in behalf of the Easter Seal Campaign Sunday (12) 10:00-10:15 a.m. He will speak on a round table discussion with George Barr, board member of the Illinois Association for the Crippled.

Jim Moran, the Courtesy Man, beat St. Patrick's Day by two full weeks on the premiere of his variety show over WENR-TV last Friday. In addition to Danny O'Neill, a very personable singer, Jim got into his own act with a marching Irish band. Except for a slight mix-up in the seating arrangements, the show went off without mishap and with lots of commercials.

ABC's Dr. I. Q. program will be originating from the Riverside Theater in Milwaukee for the next six weeks.

Four new members have been added to the NBC Chicago TV engineering operations staff, according to chief engineer Howard Lutgens. They are Harold Beddingfield, James Edwards, Byron Friend, and Charles Eining, who has been transferred from KOA, Denver.

If you're looking for a view of the world through rose-colored glasses, WBBM's "Cloud 9" which began Tuesday (7) from 9:30-10:00 p.m. weekly, might be to your liking. The new audience show will originate from "Cloud 9," a mythical location from which vantage point only nice things happen on earth. Music will be supplied by Lon Saxon, Elaine Rodgers and the Meadowlarks, and Frank Smith and the WBBM orchestra. Show is written by Chuck Romine and Skee Wolf, who also produces and directs.

Another new show which opened Tuesday (7) was the new Ulmer Turner-Roy Topper "Five Star Final," reporting the news from their own newsroom offices. It's seen on WBKB each Tuesday and Thursday at 6:45 p.m.

Leonard D. Taylor

Leonard D. Taylor died of virus pneumonia March 2 in Mountain-side Hospital, Montclair, New Jersey, after a brief illness. Mr. Taylor was with the Hearst papers in Chicago for 10 years and was a former account executive for WNJR, Newark, and WJZ-TV, New York. In recent months he had been associated with Video Varieties Corporation, New York.

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

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399 W. 43rd St., New York 18, N. Y.
Columbus 5-4922



MAIN STREET

By SID WHITE

Man About Manhattan...!

● ● ● ONE MAN'S POINT OF (RE)VIEW: We think Ed Murrow is one of radio's top news reporters—but can't understand howcum Larry Lesueur (subbing for him while he's in Europe) is allowed to mimic Murrow's delivery on Murrow's own show, especially since Ed is cut in from overseas. Lesueur can stand on his own. . . . "My Friend Irma" is one of our favorite friends—but this observer thinks that the Professor's belittling of Mrs. O'Reilly is getting too malicious. It's beginning to turn the rich blood in the show's comic vein to vinegar. . . . That college alma mater on the Colmans' "Halls of Ivy" program is one of the loveliest numbers we've heard. Wish the show's script was as consistent in quality. . . . Rayburn & Finch sound as good to these ears on their new ABC Sat. nite disc-apade as they do on WNEW's ayem air. It's a fast-moving, zany hour that whizzes by. Our only suggestion is that they stop talking long enuf to give their guests a chance.



● ● ● Max Stuart, our genial printer, is the proudest guy in town today, and he'll prove it at the drop of a fish-hook. Max, just back from a H'wood, Fla. vacation, is sporting second-prize credentials from the H'wood Yacht Club down there for landing one of the biggest sailfish ever brought to port—7 feet 1 inch and weighing 47 lbs.



● ● ● THEY SAID IT: A new survey will show an increase in radio use between 4 and 7 p.m. because that's when children monopolize the television sets and adults must resort to the radio.—Leonard Lyons. . . . It's said that certain surgeons whose operations have recently been telecast to admiring audiences are working themselves into a frazzle trying to figure what they can do for encores.—Ben Gross. . . . The television industry should do some policing of its children's programs and also of certain shows intended for adults, but which are seen by the youngsters.—George W. Trendle. . . . Walter Kiernan is ABC's best insurance against dead air.—Val Adams. . . . The networks are being offered an Arch Oboler script, "Rocket to Manhattan," about the dropping of a hydrogen bomb on New York and the chain reaction that eats up the world. The script was written five years ago.—Paul Denis.



● ● ● In McCarthy's steak house last nite some of the radio lads were still discussing that million-and-a-half dollar Brink robbery in Boston. "That's a lotta loot," murmured an agency head. "It certainly is," agreed Bob Monroe, who produces "High Adventure." "For that money, you could sponsor Winchell for a month!"



● ● ● Since Tony Provost took over the reins of WBAL and WBAL-TV, Baltimore, last Sept., the station has copped half a dozen awards—among them The Conference of Christians and Jews, Army Air Forces, Treasury Dep't and Veterans' Administration. Tony can also take another bow. Station's stepped-up and streamlined programming has won a flock of the old-time advertisers back to the fold.



● ● ● ROMANCE DEP'T: This Saturday, the Blizzard Men of 1888 will hold their annual dinner at the Statler Hotel. Among the guests who'll be there are the two stars of "Life Begins at 80"—Fred Stein and Miss Georgianna Carhart. Fred, who is 81, has asked Miss Carhart, 85, to accompany him to the dinner and he's already been accepted. Fred, by the way, is the uncle of Radio Row's favorite photog, Harold Stein.

SAN FRANCISCO

By NOEL CORBETT

PARTY AT THE PALACE, featuring Bill Weaver, is KCBS' latest contribution to afternoon audiences who like to tune participation type shows. Heard from 1 to 1:30 from the new KCBS 300-seat studio in the Palace Hotel, it also has singer Ellen Connor and Ray Hackett and his orchestra. Norman Kramer writes and produces and Clarence Cassell announces.

James Mehren, KGO-TV technician, got so interested watching the pups from the SPCA that Les Malloy has up for adoption during his show Thursdays, that he button-holed Charley Friedrichs, secretary-manager of the SPCA who brings the pooches to the show each week and put in his bid for one. Canine goes to a neighbor's kid whose dog was killed in an auto accident.

Arthur Hull Hayes, CBS vee-pee, was chairman of the day during the Ad Club's weekly meeting when Bill Costello, director of news broadcasts, Far Eastern division, CBS, talked last week. His subject was "Tokyo—Datelines and Deadlines."

"Family Fun," new KRON-TV show is sponsored by local Ford dealer Cecil Whitebone. Deal was placed through Consolidated Ad Agency.

Monroe Upton, he who was Lord Bilgewater on the old Blue Monday Jamboree, has written a textbook on electronics. He's given up radio for writing and is about to take a trip to Europe.

Local radio and TV men got together this week to help the CoC map out plans for coverage during World Trade Week, May 21-28. George Greaves, KNBC; Bill Cullenward, KCBS; Maury Baker, KGO and KGO-TV, and Bob Hansen, KSFO-KPIX were there.

WEVD
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PROGRAMS OF
DISTINGUISHED FEATURES in
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• JEWISH
• ITALIAN
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3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
117-119 W. 46 ST.
HENRY GREENFIELD, Mg. Director N.Y. 19

AGENCIES

CHARLES A. RHEINSTROM has joined J. Walter Thompson Company in an executive capacity. He was formerly with Erwin Wasey Company.

MODGLIN COMPANY, INC. of Los Angeles, to Compton Advertising, Inc. on June 1.

RALPH E. HESS, formerly of Joseph Advertising Agency in Cincinnati, has joined Al Paul Lefton Company, Inc. as an account executive and technical counselor.

HAROLD HAZELTON has joined Alfred Auerbach Associates as advertising and publicity executive. He was formerly advertising manager of the custom products department of RCA-Victor.

SELVIN DONNISON has been named sales promotion manager for TWRL.

WNOR, Norfolk, Va., has engaged the Walker Company as its national representative.

THOMAS F. CLARK, JR. has resigned as western advertising manager of Popular Science Monthly in Chicago, effective March 15th. He has rejoined the Thomas F. Clark Company, Inc. radio station representatives, of which he has become president. Thomas F. Clark, Sr. has become chairman of the board of directors of the company.

MYTELKA & ROSE, INC., distributors of Capehart Television in New Jersey, have appointed Levy Advertising Agency of Newark, to handle Capehart advertising in the state. Radio, newspapers and magazines are being used.

VAN WOOD ASSOCIATES, New York, have commissioned Ruby Film Co. to produce a TV short for their account, The Famous Vacuum Shops, demonstrating rebuilt vacuum cleaners. The short is scheduled for presentation over WABD and WATV.

Rabbi Wise To Speak

Commemorating the 75th Anniversary of the founding of the Hebrew Union College, Dr. Jonah B. Wise, Rabbi of New York's Central Synagogue, will appear as speaker on CBS-TV's "Lamp Unto My Feet" on Sunday, March 12. The show will dramatize the life of Rabbi Wise's father, Rabbi Issaac Mayer Wise.

WANTED

Salesman, for animated television shorts. State background and contacts, if any.
Write Box No. 113, RADIO DAILY
1501 Broadway, New York 18, N.Y.

Eight Stations Aiding Public Service Campaign

Boston—College scholarships and other prizes are being offered by automobile and workmen's compensation insurance companies serving Massachusetts in a state-wide public service campaign entitled Forum for Living which is being run on eight stations in the state.

High school seniors will be asked to submit essays on safety topics in addition to a series of 14 weekly radio quiz shows on which the contestants will be asked questions on home and highway safety. Winners of the weekly radio contests will receive U. S. Savings Bonds and the opportunity to enter the semi-finals. The weekly winners will be brought to WEEI in Boston for the finals which will be broadcast over the state-wide hookup.

Six Scholarships Offered

Six scholarships ranging from \$2,000 to \$500 at a college or institution of higher learning will be given. State safety officials, municipal officials and prominent residents will serve as judges.

The broadcasts were started on Sunday, February 26 over WEEI, Boston, WSAR, Fall River, WLLH, Lawrence, WOQB, West Yarmouth, WMAS, Springfield, WHAI, Greenfield, WTAG, Worcester, and WRBK, Pittsfield.

The program is being run in cooperation with Registrar of Motor Vehicles Rudolph A. King with John O. Nilan, chairman of the forum.

Mrs. Margaret A. Scannell

Mrs. Margaret A. Scannell, 50, wife of Austin J. Scannell, assistant publicity director of BBD&O, New York, advertising agency, died Monday at the New York Infirmary Hospital after a prolonged illness. Funeral services will be held at St. Bartholemew's Church, Whitney Avenue, Elmhurst, today at 10:00 a.m.

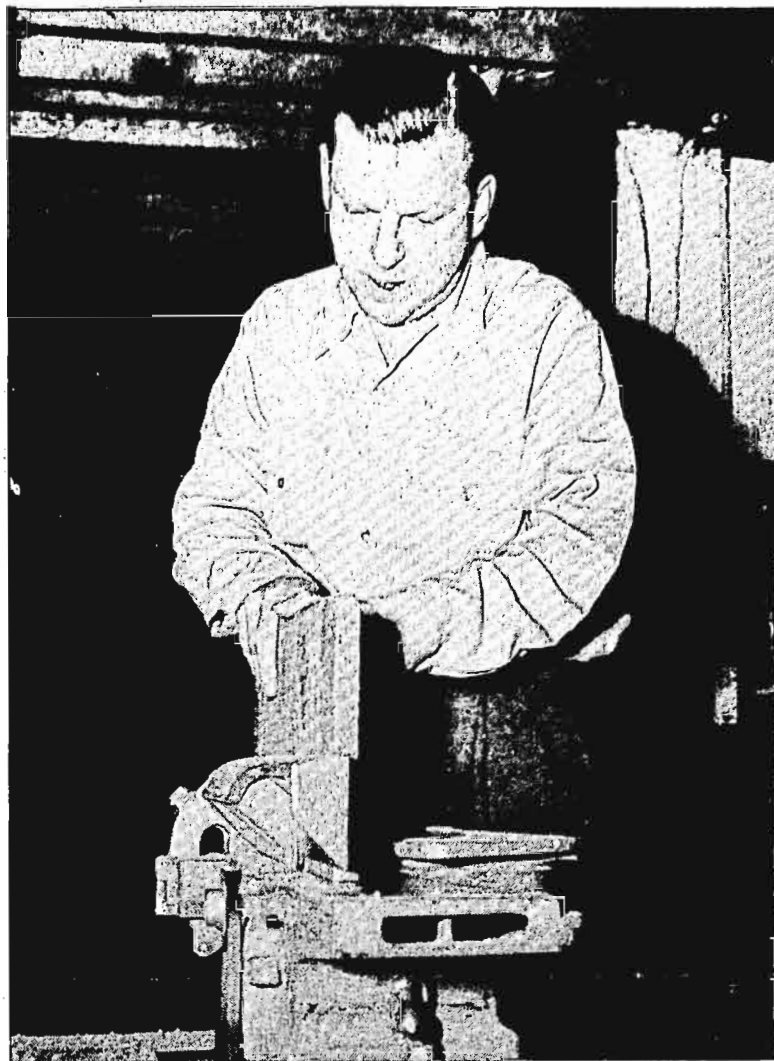
Surviving, besides her husband, are two daughters, Miss Mary E. and Miss Janet Scannell.

Join McCann-Erickson

Earl Hamner, formerly a script writer at WLW in Cincinnati, and Fred Frost, formerly of Young and Rubicam, have joined the radio and video copy department of McCann-Erickson. Hamner, who has written Dr. Christian scripts, will work on radio and tele commercials. Frost, who has worked on Jell-O and Sanka commercials previously, will devote his time to television.

New Series On WINS

"Little Band, What Now?" is the title of a new live pop music show over WINS, Monday through Friday from 6:15 to 6:30 p.m. First broadcast was on March 6. R. D. Wilber heads the aggregation which each day features individual solos by band members. Script for the show is written by Irwin Lewis with production by Edward Bender.



Plane Fact: He Makes Furniture Sales Too

Amateur cabinetmaker, professional commentator, he's as skillful in producing business as he is in working wood. Says Mr. Ralph C. Bromwell of *Bromwell Furniture*, Summerland, Calif., to Station KDB, Santa Barbara:

"Campaign featuring Mutual's Fulton Lewis, Jr. has been amazingly successful. On his first broadcast I gained \$630.00; on the second I again had unusually good results with sale items.

"So many new faces have come into our store, actually mentioning the program, that it has certainly kept us busy. It has proved to us that radio reaches into homes. . ."

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

NTC Hears Johnson, Witting, McLaughlin

(Continued from Page 1)

its ability to do an economic job for advertisers."

Witting's remarks were delivered by Gil Berry, western sales manager for the DuMont web.

"The fact is that TV is tearing along at an amazing rate straight across all its fronts," said Witting. "For example, a year ago, there were 51 stations in 30 markets; today there are 101 in 51 markets with eight more to go on the air soon."

Video is more than an advertising medium, he said; "It is a sales weapon par excellence . . . it can entertain, display, demonstrate, merchandise and sell—all at the same time."

Earlier, in an extemporaneous discussion of films and television, a representative from the Jerry Fairbanks film company said TV costs "must come down."

Cables Expensive, Says Johnson

Russ Johnson, formerly director of NBC's TV film division, warned that networks must "find cheaper ways for distributing their programs other than by cable." In this respect, he said, films can prove of great benefit. "Only by some use of films is mass production of television programs possible," he said.

"Advertisers will need more flexibility in TV than in radio," he continued, "and by film programs they can pick their markets."

Johnson took the position that kinescope is not here to stay with any success. He explained that top movie names are presently fearful of venturing into TV because of image distortion by kinescope transmission.

Taking up TV's effect on advertising, John B. McLaughlin, advertising and sales promotion head of Kraft Foods, averred that television "stands in a unique position to profit by the mistakes of radio." That profit will accrue, added McLaughlin, only if all concerned—advertisers as well as stations and networks—"will study the record carefully, analytically and with a stern determination to do the things that will prove most profitable in the long run."

Will Interview Hope

Bob Hope, currently appearing at the Paramount Theater, will be interviewed by WNEW's Bert Wayne on the White Rose Tea Party on Sunday, March 12 from 1:35 to 2 p.m. Margaret Whiting will provide vocal entertainment and Bob will join her in a duet.

Available by Day, Week or Month

Modern Sound Studios for TV and Commercial Production

Sound, Lights, Cameras, Sets Mannon Sound Stages

112 W. 89th St. TR. 3-1800 Geo. Orth, Mgr.

California Commentary

By ALLEN KUSHNER

● ● ● Jimmy Doolittle of Robert Kenneth James, Inc., who own the Jimmy Fidler "Kid's News Views" show and the "Joan Crawford Show" is heading for New York. . . . Bill Kelso has returned to his allnight stint over KFGJ every nite except Sunday.

Hollywood

A "Name the Show" contest offering prizes to listeners and judged by a panel of judges comprising radio editors of L.A. dailies and trade papers is on every night. Kelso is bringing in guest stars to liven up the wee hours. . . . Mac Benoff, writer-director of "Life With Luigi," sensational CBS show which has jumped to 17th place in Nielsen top 20 shows, is busying himself with additional chores: such as writing-directing two pictures featuring J. Carrol Naish. . . . Cal Smith, KFAC manager, is in Chicago this week helping to pick a General Manager for NAB. . . . Harold Bock, manager of KNBH, NBC-TV station here, will discuss the social effects of television in a talk before the Friday Morning Club on April 4th. . . . Al Jarvis, who was national disc jockey chairman of the recent March of Dimes campaign, is credited by Basil O'Conner with personally drawing more than \$51,000 into the fund via his KLAC-TV show—and more coming in.

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● ● ● Joe Bigelow in New York to arrange for sponsorship on "The Dick Wesson Show," TV production which is in process of being written. The program has been presented over KECA-TV. . . . KTLA, Hollywood, again adds awards to its "Hall of Fame." Now they've gotten five more awards from a local radio publication. . . . They seem to be doing just as well in their commercial department, 5 more commercial accounts just being announced. . . . Although it was a foregone conclusion, it does feel good to hear that Jerry Devine's ABC network show "This is Your FBI" has again been renewed over 280 stations, effective March 31. . . . Most Orange Festivals have their queens, but this year the celebration at Lindsay, Calif., known nationally as the Orange Blossom Festival, will deviate from custom and be presided over by a man, none other than Harold "Great Gildersleeve" Peary. The date is April 29th. . . . Ken Carson's acting ability gets another air exhibit soon when he plays the lead on a Lassie show, but meanwhile the singer is up to his guitar in rehearsal for a new Western format show being prepared for KTTV, L.A. CBS video outlet, with Ford dealers as sponsors.

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● ● ● In an effort to bolster interest in night-time radio and wean some audience away from television, the biggest stars in the business next Fall will be exchanging "guest appearances" all over the dial—for free, of course—if current talks are successful. This means the Bennys, Crosbys, Bergens, Lums and Abners, Gildersleeves, Fibbers and Mollys will be interwoven through one another's scripts frequently. Let the expert study this announcement and then say that television is no threat to radio. . . . Meredith Willson and his wife, Rini, will be featured stars at the Iowa Industrial Fair in Des Moines, March 29th through April 2nd. . . . Popular radio and record maestro Frank DeVol is rounding up tunes composed by other music personalities and he's going to record them in album form, titled "Music by the Stars." Included in the novel collection will be songs written by Diana Lynn, Donald O'Conner, Mickey Rooney, Gene Lockhart, etc. . . . Hoot Gibson's new show "Hoot Gibson on the Trail," packaged show which is being written and produced by Barton Fellows, has created a good deal of interest. It seems that TV has brought back all of the old time "Cowboy" Stars. . . . Stage and Screen Star Guy Kibbee, will become a permanent member of the experts panel for Mutual-Don Lee's "Sports for All" program, which highlights sports as hobby interests. . . . Ralph Edwards, who has been extremely wary of TV, has finally come to the conclusion that TV is inevitable. Last week he filmed (in 16mm by Jerry Fairbanks) Truth or Consequences, and now he is doing the second Edwards program "This is Your Life."

IRE Attendance Passes 15,000 Mar

(Continued from Page 1)

At the convention reported that the figures yesterday were one full day ahead of last year when more than 16,000 engineers attended. A large increase in the number of radio and television station engineers was also noted.

One of the highpoints of the convention came last night when thirteen fellow awards and special citations were made at the annual banquet in the hotel. The 1950 Brower Thompson Memorial Prize was made to Joseph F. Hull and Arthur W. Randalls while E. J. Barlow received the IRE editors' award. The 1950 Morris Liebmann Memorial Prize was given to Otto H. Schaefer and the IRE Harry Diamond Memorial Award for 1950 was given to Andrew V. Haeff. Professor Frederick Terman was awarded the IRE Medal of Honor.

Speaker for the occasion was Harold B. Richmond, chairman of the board of General Radio Company.

Among those who received fellow awards were: A. V. Bedford, RCA research engineer; F. J. Bigley, chief television engineer at Philco; Garrard Mountjoy, chief radio engineer for Stromberg-Carlson; Jack Poppele, chief engineer for WOR; W. A. Steel, chief engineer of Federal Electric Manufacturing Co., Ltd.; Dayton Ulrey, manager of the Lancaster Engineering section of RCA-Victor; Harry Marvin, G. E. project engineer; John H. Miller, v-p and chief engineer of Western Electrical Instrument Corp.

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WNAC-TV BOSTON

Call CA nial 6-3811 (Local New York call)

Direct to WNAC-TV Boston CBS · ABC · Dumont

TELEVISION DAILY

Section of RADIO DAILY, Thursday, March 9, 1950 — TELEVISION DAILY is fully protected by register and copyright

MOVIE FIRM IN COLOR TV RACE

TELE TOPICS

ONCE AGAIN the phenomenal growth of the television medium has been declined and the way has been pointed better, less expensive and more encompassing service to TV broadcasters and viewers alike. The number of papers on TV and TV-related subjects read at the IRE convention in New York this year surpasses any other year. In almost all instances these technical and scientific papers have reported new technics which will aid and abet an even more rapid growth of video, in service and in scope. On industrial TV in both black-and-white and color, on new, more efficient and less expensive transmission methods and on a score of other TV-related topics much too profound for discussion in this space, the IRE papers have noted the theoretical and technical advances which will soon be incorporated to production-line and distributor channels.

RED WARING'S spring road tour won't interfere with the New York production of his Sunday night show. He and his crew will return to the Big Town each week to telecast the program live over BS-TV. . . . Kukla, Fran and Ollie, and Be Burrows are currently getting the national magazine "profile" treatment. The Tillstrom opus in American Magazine and Burrows in Pageant. . . . Dennis James' wrestling match descriptions are returning to WGN-TV, Chicago, starting tomorrow night. . . . And Vivian Farrar kicked off her new TV quiz show "Five Borings" last night on WPIX. Gimmick is that all questions fired at participants relate to New York City.

NBC-TV's Saturday night extravaganza bites way into competing show coopers, according to the latest report. Half-hour segments, the show last Thursday was rated 32.3; 33.4; 41.6; 37.0; and 32.3. In opposing time slots Ken Murray dove to 11.7 from a high of 29.5, Ed Lynn, the week before, dropped to 7.9 from a high of 17.2; and "Cavalcade of Stars" dropped from a previous high of 5.9 to 10.5. . . . GE now has in production two new dark face TV picture tubes, 16-inch glass rectangular number and 19-inch metal coned round-faced tube. KSD-TV, St Louis, reports TV set ownership in its area has surpassed the 20,000 mark, and WNBK, Cleveland, says there are now 176,367 sets in use in its area.

PACIFIC COAST CONFERENCE hoop playoffs will be sponsored over KFI-TV. Animation House will soon release new series of animated commercials for Lee Hats. . . . WNBT, New York, has named Burry Biscuits as sponsor of "Friendship Ranch" kids show for 13 weeks.

New Deflection Technic

RCA Laboratories yesterday reported to the IRE a discovery of a new principle of space-charge deflection for amplifier tubes. Developed by J. T. Wallmark during his trainee period at the RCA labs, the tube may possibly improve television reception, especially on the fringe of a TV station's service area. Wallmark discovered that "under certain conditions" added amplification could be obtained from a grid control by means of deflection of the beam. The beam deflection technic is familiar to TV, being used to convert light to electrical signal in video pickup tubes. It has not, however, been used in commercial amplifier types.

Educational Outlook For TV Explored

(Continued from Page 1) wastes less time in preparation of TV feature, they have the show-how—beyond the know-how. Costs are low in producing an education show because all contributions to mankind (libraries, archives, etc.) are assembled in such a manner as to place all sciences, fine arts, etc. at the disposal of educators."

Statement By Dr. Adams

Dr. Edwin W. Adams, associated superintendent of schools, Philadelphia, in voicing opinion, said: "TV is the master teacher. However, in TV and education there must be a plan . . . and plenty of room for preparation. It has been shown that TV-education programs sometimes develop showmanship to a point of missing vital factors, but that TV can reinforce the teaching of the classroom teachers. Dr. Adams also said that . . . television boards of education and newspapers will eventually all work together to provide an education program designed to meet the needs of all the people. He suggested that TV-education planning committees be formed to

Research Important To TV Development

Research will play an important part in the development of TV during 1950, Hugh Beville, NBC research chief, told the Chicago television conference yesterday. He said that TV research methods have been increased and improved.

The keynote speaker at the Chicago session on research, Beville said that there are five leading fields where research can be of considerable aid to television. They are: improved TV set figures by markets; better and more frequent ratings; better measurement of the size of the video audience among non-set owning families; knowledge on how to build more effective commercials; and documentation of video's sales effectiveness.

Predicts Wide Research Aid

Beville discussed each of these items in turn and said, "I honestly believe research will make contributions in each of these majors in 1950."

work as a liaison between television stations and educational establishments.

Theater TV vs. Phonevision Proponents Talk In Chicago

The development of home television does not render obsolete the need for low-cost high-fidelity theater television, Robert H. O'Brien, secretary of United Paramount Pictures, told the Chicago TV conference yesterday. Actually, said O'Brien, the two TV systems "need each other."

He pointed to the social role which moving pictures have played and said that, unless our social fabric undergoes drastic changes, people will continue to leave their homes to attend a movie in the future. This drastic change will not

take place, O'Brien said. He said that TV would continue to seek FCC hearings in the course of which the film industry would continue to ask for wider channels.

Following O'Brien, H. C. Bonfig, Zenith Radio vec-pee, disagreed. Said Bonfig: "television is moving the theater into the home . . . our belief (is) that only with Phonevision will the broadcaster and the talent make a living of it. Only by Phonevision can the public be assured of programs of quality and character selected only by themselves."

Technicolor Will Research Tube's Application

(Continued from Page 1)

Hollywood laboratories and at a research project which is being set up at the Stanford Research Institute under the supervision of Technicolor, said Dr. Kalmus. In addition, he continued, arrangements have been made with RCA to contribute to the research program at Stanford.

Professor Geer patented his TV color tube last September. It consists of a single video tube in which three electron beams are directed on a specially formed phosphor bearing screen made so as to present a separate surface to each beam. There are three surfaces each of which is treated with a different phosphor which, when activated by each of the electronic beams, yields an appropriate color, red, green or blue. The colors combine to give a video picture in natural color.

Details Of Hotpoint Easter Show Announced

"Dinner At Eight" has been selected as the drama to be presented by Hotpoint, Inc., over CBS radio as a special hour-long, one-shot Easter Sunday show, the web announced Friday. Slotted in the 5 to 6 p.m. (EST) time segment, the program will feature Charles Boyer, John Garfield and Rosalind Russell. Maxon, Inc., was the agency.

NBC-TV Leases Space

NBC has leased 76,000 square feet of TV prop storage space, three full floors, at 517-31 West 56th Street, it was announced Friday by Carlton D. Smith, director of the web's TV operations. The network will house carpentry shops, paint shops, wardrobe rooms, scenic storage rooms and furniture lofts in the new quarters, and, in addition, will use part of the top floor as rehearsal studios.

Backfire

Chicago — Claudio Kirchner, "Super Circus" ringmaster, was deeply burned (no pun intended) when a 22-caliber blank cartridge which had been loaded into a slapstick exploded during a rehearsal for a skit to be presented before the Chicago TV conference. Cliff Soubler, a clown on the show, was paddling Kirchner when the accident occurred.

RADIO DAILY

PLUG TUNES

a hit — A Hit — A HIT
"TWO-FACED HEART"

Recorded by Eddie (Piano) Miller
ON RAINBOW RECORDS
MICHAEL MUSIC CO., INC.
1619 Broadway New York City Jerry Johnson Gen. Mgr.

getting **BIG!**
IT'S THE LITTLE THINGS
REGENT MUSIC CORP.
1619 BROADWAY N. Y. C.

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

My Heart Goes With You
by Thomas G. Mesner
JAMES MUSIC, Inc.
1650 Broadway Room 709 N. Y. C.

GOD'S COUNTRY

recorded by
VIC DAMONE Mercury
BILL FARRELL M-G-M
PHIL HARRIS RCA Victor
AL JOLSON Decca
SNOOKY LANSON London
RALPH SIGWALD Magnolia
FRANK SINATRA Columbia

ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Back in the early thirties, some of the younger songwriters, lacking the wherewithal to partake of Leo Lindy's cuisine, discovered and patronized another bistro, Le Mon's, located at the W. 47th St. entrance to the BMT subway. . . . we were reminded of those good old days when we glimpsed into the windows of the Broadway Music Shop and saw a copy of the song, "It's So Nice To Have A Man Around the House," written by Jack Elliot and Harold Spina. . . . last time we saw Harold Spina in Gotham was at Le Mon's (long since closed) where Harold, Jimmy Van Heusen (he was a struggling songplugger then) and yours truly, succeeded in completely satisfying the cashier, only after pooling our common financial resources. . . . Jimmy and Harold later migrated to Hollywood where Jimmy (with Johnny Burke) formed a successful songwriting team and Spina produced film soundies, records and movie shorts. . . . but now that Harold is again penning ditties we welcome him back to tin pan alley by paraphrasing his title a la, 'It's so nice to have Harold round the stom.' . . . ● Lovely Alice Shaw, manager of Dante Trio, recuperating from a lingering illness at Delray Beach in Florida. . . . ● If Shapiro-Bernstein would give it a number one plug, the Lee Pearl-Art Berman ballad, "More Than Anything Else In The World" could make the grade. . . . ● Must be plenty of letters pouring in on Robert Q. Lewis for the faux pas committed by Jimmy Dorsey on last Thursday's "The Show Goes On." . . . J. D. would do better sticking to his clarinet and leaving dialogue and comedy??? to experts.

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● ● ● Another revival and another hit but definitely. . . . Bourne's "Are You Lonesome Tonight?" clefled in 1926 by Lou Handman and Roy Turk. . . . ● Good news for tunesters is the signing up of Lou Levy's firms with SPA (Songwriters Protective Association). . . . Even though his firms did not issue SPA contracts, Levy often gave songwriters even better terms than the minimum requirements guaranteed in SPA contracts. . . . ● Clem Tamraz, writer of "Believe Me," "Tennessee" and "Rose Of Rio" has been honored with membership into Columbia University's Academy of Political Science. . . . ● Deejay Jack Oranch, whose WVOSparkling platter spieling has won him hundreds of admirers up in Liberty, N. Y., in town for a visit. . . . ● Definitely a lad to watch is Vinnie DeCampo, former Harry James vocalist, who opens tomorrow at Frank Dailey's Meadowbrook. . . . he's headed places. . . . ● Featured in the MGMMusical, 'Nancy Goes To Rio,' Maria Grevor's beautiful "Magic Is The Moonlight," is once again headed for the Hit Parade. . . . number, published by Peer International, has an English lyric by Charles Pasquale. . . . ● With the opening of Tony Pastor's Ork at the Hotel New York tonite (first location stint after five solid months of one-niters) watch him zoom into popularity, the novelty, "If I Had A Million Dollars." . . . ● After three years as one of the town's most popular disk jockeys, WINSpieler Jack Lacy made his debut on Television (WPIX) as a—Cowboy.

☆ ☆ ☆ ☆

● ● ● **ON AND OFF THE RECORD:**—Lend your ears to his trumpeting of "My Baby Is Blue" on his latest Columbia release and you'll agree it's the old Harry James. . . . H. J. really goes to town on this side which also features a grand piece of warbling by Dick Williams. . . . flip is a nice rendition of the oldie, "You're A Sweetheart" by the skylarks. . . . "Blue" side, however, will really 'stay on the turntables.' . . . ● Featuring tenoriole Roger Coleman, former KYWarbler, coast waxery, Modern Records, comes up with a commercial item in R. C.'s thrilling trilling of "How Can You Say Goodbye" reversed with "Tell Me That You Love Me." . . . Sam Mineo's ork offers smooth background support. . . . ● Stan Burns, former disk jockey at WMCA and WINS, back in town from Florida with several TV packages. . . . ● Dennis James' Mother O' Mine Album, to be Decca-released in April. . . . it should prove a natural due to Dennis' high 'Okay Mother' rating.

PLUG TUNES

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I WISH I KNEW
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Recorded by
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L. Hampton (Dec) R. Flanagan (Vic)
E. Howard (Mer) J. Dorsey (Col)
P. W. King (Vic) River Boys (Dec)
Starlighters (Cap) C. Merrill (Bul)
L. McAuliffe (Col) J. Bond (MGM)
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Words & Music, Inc.
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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 47

NEW YORK, FRIDAY, MARCH 10, 1950

TEN CENTS

BENNY ACCLAIMED TOP PERSONALITY

FCC Reorganizing; Creates New Bureau

Washington Bureau of RADIO DAILY Washington—The FCC yesterday announced the creation of a new Common Carrier Bureau as the first step in the reorganization of its staff along functional instead of professional lines. Effective date is April 13, with new offices of General Counsel, Chief Accountant and Chief Engineer also to be set up that day.

Yesterday's announcement is to be followed shortly by the announcement of a new Broadcast Bureau, and Safety and Special Services and Field Engineering and Monitoring Bureaus. These Bureaus will be

(Continued on Page 6)

Lightning That Talks Given N. Y. Premiere

"Lightning That Talks," BAI's all-industry sales hypo film, was premiered yesterday before one of the largest crowds ever to attend a luncheon meeting of New York's Radio Executives Club. Estimates were that more than 600 radio exec members and guests were present.

The film was written and produced by Victor M. Ratner, R. H.

(Continued on Page 8)

Cigar Company Buys Campaign On Yankee Net

Boston—Blackstone and Yankee Supreme Cigars will get an intensive New England campaign on WNAC and the entire Yankee network, beginning March 20, Waitt

(Continued on Page 2)

Spot News Coverage

Selection of Jack Benny as the top radio personality of past 25 years brought wide coverage from the wire news services, CBS radio newscasts and with syndicated columnists. In New York three television stations, WCBS-TV, WPIX and WABD are scheduled to devote time and pictures of the winner of the RADIO DAILY poll.

Crosby, Hope And Amos 'n' Andy Also Rate High With Radio Editors In Radio Daily Poll

Jack Benny has been acclaimed "the greatest radio personality during the last 25 years" in a questionnaire poll of 330 of the nation's radio editors completed yesterday by RADIO DAILY.

In naming Benny many of the radio editors supported their choice with comments about him as a master showman who has consistently presented top comedy programming over the years.

Second choice of the radio editors was Bing Crosby who ran close to Benny in the balloting while third place resulted in a tie between Bob Hope and Amos 'n' Andy.

In selecting Benny most of the radio editors wrote in their non-commercial choice. This honor went to the late Franklin Delano Roosevelt, of whom one editor wrote: "He relied almost entirely on radio to instill confidence, faith and courage in this nation."

Comments were many and varied among the radio editors in awarding the honor to Benny. Among them were:

"Jack Benny for his personal accomplishments and those

(Continued on Page 2)



JACK BENNY

Regional Baseball Web Planned For Senators

Formation of a network of stations in some 13 cities to air the games of the Washington Senators this year is now under way in Maryland, Virginia and West Virginia. Organizing the net is John T.

(Continued on Page 6)

Oklahoma Conference To Open On Sunday

Norman, Okla.—The annual radio conference of the University of Oklahoma will get under way here Sunday with Wayne Coy, chairman of the FCC, and Richard P. Doherty, director of the employee relations

(Continued on Page 2)

Advertising Council Elects Gale Chairman

Samuel C. Gale, vice-president in charge of advertising, home services of General Mills, Inc., was elected chairman of The Advertising Council at the monthly meet of the board of directors yesterday. Gale, who succeeds Charles Mortimer, Jr., vice-president in charge of marketing for General Foods, is the first midwest executive to head the council. Selection of Gale is part of a plan to expand the council's activities west of the Allegheny

(Continued on Page 6)

Acquittal Of Sander Has Newsmen On Run

The acquittal of Dr. Herman Sander by a Manchester, N. H. jury yesterday afternoon set off a flurry of local station and network news activity with immediate break-ins on regularly scheduled programs and on-the-spot interviews in the courtroom with Dr. Sander and with the defense and prosecuting counsels which were aired locally and over the webs.

CBS claimed a news beat as a re-

(Continued on Page 8)

Adv. Hall Of Fame Nominations Opened

Nominations of candidates for the national Advertising Hall of Fame are now being invited by the Advertising Federation of America, Gilbert T. Hodges, chairman of the 1950 managing committee of the Hall of Fame, reported yesterday.

(Continued on Page 2)

Forecasts 50% Increase In Video Set Production

The production and sale of television receivers which passed the 3,000,000 mark in 1949 may "expand as much as 50 per cent," NBC president Joseph McConnell told the Greensboro, N. C., Chamber of

Commerce yesterday. McConnell pointed out that TV's progress "is cumulative," that as more stations go on the air, video's audience grows; as the audience grows, ad

(Continued on Page 7)

Bingo Day

Montreal—The CBC's Board of Governors has set March 25 as the day on which it will be prepared to consider in public session any further representations either in favor of or in opposition to a restriction on the broadcasting of bingo games. On February 13, the board announced deferment of a decision regarding a ban on bingo broadcasts.



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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

FINANCIAL

(March 9)

NEW YORK STOCK EXCHANGE

Table with columns: ABC, High, Low, Close, Net Chg. Rows include Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, RCA Common, RCA 1st pf., Stewart-Warner, Zenith Radio.

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Stork News

Dan Enright, co-producer of Barry Enright Productions, producers of Juvenile Jury and Life Begins at Eighty, is the proud father of a 7 pound, 11 ounce baby boy, born to Mrs. Enright at the Lennox Hill Hospital, New York City on Wednesday. As yet no name has been selected for the new arrival.

WANTED

Salesman, for animated television shorts. State background and contacts, if any. Write Box No. 113, RADIO DAILY 1501 Broadway, New York 18, N.Y.

Benny Acclaimed By Editors In Radio Personality Poll

(Continued from Page 1)

he has helped to stardom.—Nat Lund, Seattle Times, Seattle, Wash.

"Jack Benny is not necessarily the best or the greatest judged in terms of pure talent—but he deserves the title of 'greatest' in the sense that his radio characterization has not only become a national tradition, but has maintained itself as such in the top levels of public acclaim longer than any other." — Ben Gross New York Daily News.

"If by radio personality you mean entertaining personality, I'd say Jack Benny." — Peg White, San Diego Journal, San Diego, Calif.

"If F. D. R. is barred from competition, I'll throw my vote to Jack Benny who had led the way so many years."—John Crosby, New York Herald-Tribune.

In taking the poll RADIO DAILY asked radio editors one question: "Who Was the Greatest Radio Personality During the Last 25 Years?" Editors were invited to comment on their selection.

Among other personalities who received ballots in the poll were Walter Winchell, Arthur Godfrey, Lowell Thomas, Major Bowes, H. V. Kaltenborn, Alexander Woollcott and Will Rogers.

Jack Benny, currently starred in the "Jack Benny Show" on Columbia Broadcasting System Sundays from 7:00 to 7:30 p.m., EST, under sponsorship of the American Tobacco Company, first entered radio 18 years ago.

Started In 1932

Back in 1932, Benny bumped into columnist Ed Sullivan one night in a Broadway restaurant. Sullivan

Adv. Hall Of Fame Nominations Opened

(Continued from Page 1)

Nominations must be received before April 15 and blanks for designations may be obtained from the AFA headquarters.

Ten persons were named to the Hall last year and though the original plan called for only two selections each year after the first year, five persons will be selected this year. Candidates to qualify must have died before May 31, 1948 and must have made their achievements in the United States.

Announcement of selections will be made at the AFA convention at Detroit, May 31 through June 2.

Cigar Company Buys Campaign On Yankee Net

(Continued from Page 1)

& Bond, Inc., cigar manufacturer, announced yesterday. The 6 p.m. newscast on Yankee will be used on Monday, Wednesday and Friday evenings.

asked him to guest on his radio program the following evening. "But I don't know anything about radio," Jack protested. "Nobody does," Sullivan replied.

Benny offered to give it a whirl, gratis, and on this first broadcast of his life introduced himself with a line now immortal in radio, "This is Jack Benny talking. Now there will be a brief pause for everyone to say, 'Who cares?'"

First Commercial On NBC

Millions did care, as Benny soon found out. The same year, 1932, he had a sponsor and a network program on NBC. He was a sensation from the start, zooming to the top in rating sweepstakes and helping to put radio on its first real pants. He has remained at the top, or pretty much so, ever since, a national institution and trail-blazer in radio comedy.

The "Jack Benny Show" has remained virtually constant in basic pattern through the years, evidence of its tested value as a style of entertainment. As everybody knows, Jack doesn't tell the jokes himself, though he is a master wit. He is the "unhappy" target for the barbs of his radio gang.

As a master showman, Jack Benny's genius is universally recognized. His knack of building personalities into stars of their own right is well known. Dennis Day, Eddie Anderson, who plays Rochester, and Phil Harris are notable examples of his star system.

Benny and his company moved over to CBS from NBC in January, 1949, and since then his Lucky Strike broadcasts have been a Sunday night feature from Hollywood.

Oklahoma Conference To Open On Sunday

(Continued from Page 1)

department of NAB, slated to be the principal speakers. Coy will speak at the banquet session on the 14th while Doherty will hold the platform on Monday evening.

In addition to discussing problems of AM radio, the conference will hold clinical sessions on television and FM radio.

Duffy Heads Commission To Aid Capital Celebration

Ben Duffy, president of BBD&O, has been named chairman of a commission planning New York State's role in the nation's Capital sesquicentennial celebration. Appointment was made by Governor Thomas E. Dewey. Other members of the temporary state commission, created by the 1949 Legislature to make plans for a state exhibit at the Washington affair, will be named later.



Watch the birdie!

Most cats would make a quick meal off an injured bird. But this cat seems to sympathize with the little bluejay that broke its legs.

We sympathize with advertisers who have a tough sales problem in the highly competitive market of Baltimore. And we've got the solution for them, too.

You just put your advertising message on W-I-T-H, the BIG independent with the BIG audience. W-I-T-H, you know, delivers more listeners-per-dollar than any other station in town.

That means you can accomplish BIG results from SMALL appropriations on W-I-T-H. So if you want low-cost results in Baltimore, call in your Headley-Reed man today.



W-I-T-H Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Reed



...we're "SORRY" too, Macy's

We didn't know it was loaded, either.

All we did was mention a few times on Bobby Benson's "B-Bar-B" show that the Cowboy Kid himself would be on hand at Macy's main store, Saturday, March 4, to meet his friends in person. No other publicity or paid space anywhere.

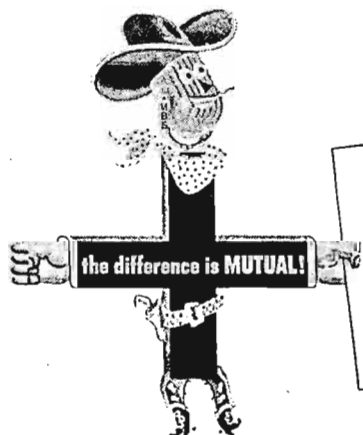
So what happened? Over 40,000 kids showed up, mostly with parents. A line several blocks long outside and five flights up inside could accommodate only about half of them, so Macy's had to hang out the "SORRY" sign.

Macy's special events director called it "the largest turnout from a radio promotional tie-up in the history of our store." (Comparison-seekers are

advised that the previous record attraction drew some 10,000.)

Maybe "SORRY" isn't the right word at that. Macy's did score a same-day sellout of the entire Bobby Benson merchandise line, premiered that strenuous Saturday. And the whole roundup did demonstrate, in one market, the kind of following Bobby has won, coast to coast.

Happy Footnotes: (A) Bobby Benson's "B-Bar-B" now enjoys a 10.7 Nielsen Full Coverage Total Audience rating—up 53% since its move to 5:30-6 p.m., Tuesdays and Thursdays, in December. (B) This store-bulging program is now available for sponsorship.



the **mutual** broadcasting system

LOS ANGELES

By ALLEN KUSHNER

MAX POLLACK, Hollywood radio and film attorney, very busy with television scripts, talent and agents. He has given up Courts Building for a ringside seat at the Brown Derby, hangout of the talent boys.

The Tex Williams dramatic western half-hour radio show is edited, packaged and on its way to New York.

Cardinal Company's new location at 6600 Sunset Blvd. is a great improvement over their old address. They have a whole building now to work in. With increased shows to put out the new space is very welcome.

Sara Berner's picture story in the March issue of American Magazine is very interesting.

Hollywood is bound to become headquarters for the television industry, thinks Photographer James J. Kriegmann. He says, after all, most of TV's big film personalities like Clara Bow, Hoot Gibson and Mary Pickford live in Hollywood now.

Bert Lahr, veteran stage, screen and radio comedian, now joins the ranks of teevee entertainers on a contract basis. He has been signed to a three year television contract by the Columbia Broadcasting System. Lahr's first assignment will be a new weekly half-hour comedy series now in the preparatory stage and scheduled for a closed circuit audition within the next 30 days. It will be Mr. Lahr's first regular teevee program. Irving Mansfield, creator of "Arthur Godfrey's Talent Scouts" will produce.

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

TRANSOCEAN AIR LINES



By SID WHITE

Man About Manhattan...!

● ● ● **FRIDAY-DREAMING:** Watch for an FCC announcement within the next few weeks giving color TV the go-ahead sign on a limited commercial basis and the probable lifting of the TV construction freeze. Gossip in the trade is that the Commission is convinced that color TV has progressed to the point of acceptance and will recognize both the CBS mechanical scanning and RCA electronic systems. The Commission likewise has been impressed with the demand for lifting the TV construction freeze and will probably take some decisive action before the Chicago NAB convention next month. . . . Broadcast Measurement Bureau found itself in an embarrassing situation this week when the Second Study reports of WCBS carried identification as an ABC affiliate. Copies were recalled and reprints made for agency distribution. . . . Bing Crosby has a finger in the television plum oven if it doesn't mean Der Bingle's actual appearance on your screen. One of his many enterprises will produce 10 films for "Fireside Theater." . . . Watch for some big news to emanate from Dumont shortly. . . . Anton Karas, the muchly-discussed zither player, joins the FitzG's, Ed & Pegeen, tonite on their TV stanza. . . . Mutual giving up the Guild Theater?

★ ★ ★ ★

● ● ● **ONCE OVER LIGHTLY:** We always liked Arnold Stang's clowning talents but never realized just how Big Timey he really is until we caught him on the Texaco show Tues. nite with Hank Ladd. . . . Abe Burrows could do much worse than sign up Joe (Joey Lee) Hoviss, the Bronx cabbie, who all but stole his Almanac show Wed. p.m. . . . Charlotte Manson turned in a flawless job on "Famous Jury Trials" the other nite. . . . Bill Antes, dynamic radio contact man of the Big Top, has established quarters in suite 1537-38 at the Paramount Hotel and has already started setting up radio and TV appearances for the Ringling Bros.-Barnum and Bailey performers. The circus, Bill tells us, has 19 new European acts and will open at Madison Sq. Garden on April 5th.

★ ★ ★ ★

● ● ● **WELL, FOR TYPING OUT LOUD:** Martha Rountree's amazing success in her radio and TV ventures ("Leave It To The Girls" and "Meet The Press") is by no means merely a matter of luck and the breaks. The little lady has a keen perception of what it's all about and no one works harder at it than she does, bounding around the country taking care of her "twins." . . . That recent skit on Peter Lind Hayes' "Inside USA" stanza evolving about the home life of a movie monster was author'd by Coleman Jacoby and Arnie Rosen. Clever stuff. . . . Caroline Burke is hatching a new idea for a show to precede Mrs. Roosevelt's weekly Sunday stints over NBC. Series will feature film clips and spot news backgrounds of the guests Mrs. FDR skedded for her show. . . . The skeptics of the motion picture trade who insisted that TV would ruin the industry are back-tracking. Hopalong Cassidy's overwhelming success galloping across the TV screen has not only raised the price for a Cassidy film for theater showing but more exhibitors are booking old and new pictures made by the idol of the Western plains.

★ ★ ★ ★

● ● ● **IN ONE EAR:** Looks like a big week for our boy, Jerry Layton. Next Monday he celebrates his birthday and the following Friday he and Sherrill Cannold will tune in on the old wedding bells. After a Florida-Cuba honeymoon, they'll move into their Park Ave. (no less) apt. . . . Buddy Rogers has his "Pick A Date" stanzas taped up for 2 weeks in advance so's he can headline the bill at Chicago's Oriental Theater with his new ork for 2 weeks starting on the 23rd.

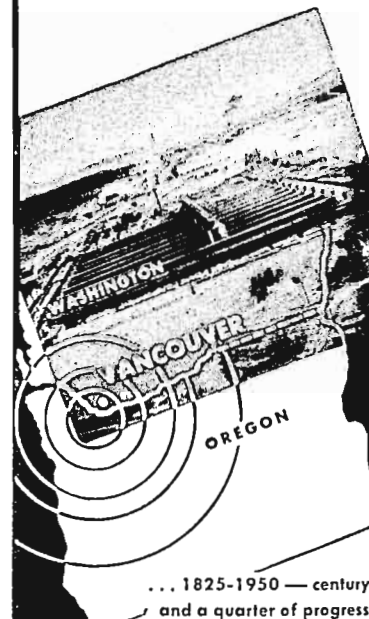
KGW

THE ONLY STATION
THAT ACTUALLY DELIVERS

COMPREHENSIVE COVERAGE

in the

Fastest Growing Market in the Nation



This year Vancouver observes the 125th anniversary of its founding. The first settlement in Washington, the "cradle of Northwest industry", is in 1950 the heart of southwestern Washington's industry, agriculture, hydro-electric distribution. Separated from Portland's metropolitan area only by the width of the powerful Columbia River, Vancouver shares with its sister city a new-found prosperity through a new generation of modern pioneers that has given the KGW coverage area the nation's greatest population increase during the last decade. Through Comprehensive Coverage, KGW delivers Vancouver . . . as it delivers the rest of the fastest-growing market in the nation.

KGW

PORTLAND
OREGON

AFFILIATE
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY CO., INC.

AM TV EQUIPMENT

AM TV

FM FAX

Section of RADIO DAILY, Friday, March 10, 1950

Large Manufacturer To Guarantee TV Tuner

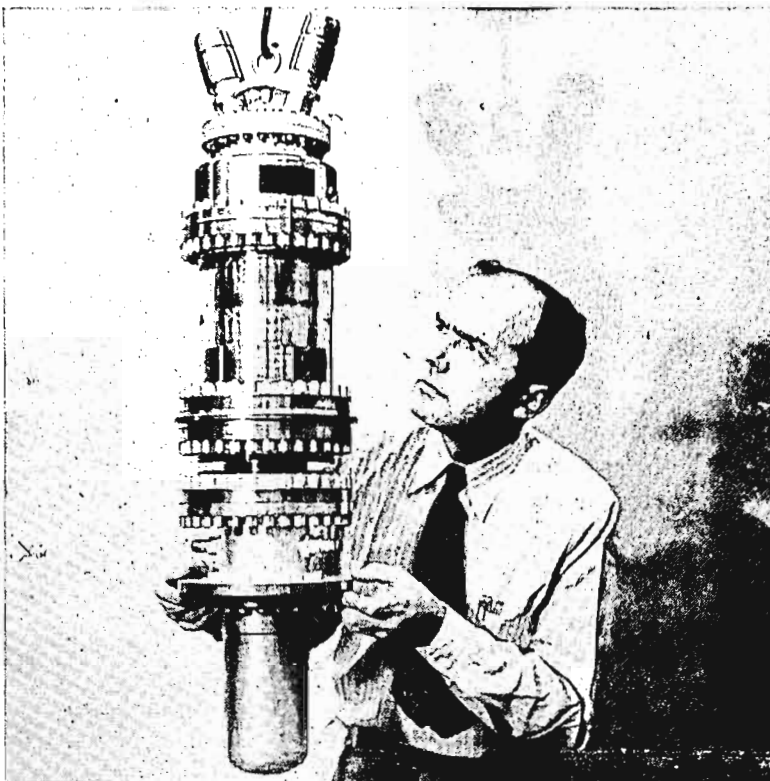
The new television tuner contained in Stromberg-Carlson's 12½ and 19-inch TV receivers has received such wide acclaim from distributors that they have urged the company to put a lifetime guarantee on the unit. One distributor told the company that he had only two tuner failures out of five or six thousand receivers delivered to him. Another distributor substantiated the same findings.

This new permeability television tuner was first introduced last fall and since then, Stromberg-Carlson has received word of such enthusiastic acceptance by the trade that the new tuner has come to be accepted as "the finest in the industry." However, with respect to the advisability of placing a lifetime guarantee on the tuner, Sidney R. Curtis, vice-president and general manager of the radio-television division said that the company questions the wisdom of placing such a guarantee on the tuner, for fear of misleading the public into the belief that the entire receiver is guaranteed unconditionally. One immediate result of the outstanding performance record is the decision, just announced, to include the new tuner in all Stromberg-Carlson models now projected.

"We feel," Curtis explained, "that putting a lifetime guarantee on our new exclusive tuner is risky and may do more harm than good. Considerable ill will may be created when a customer, seeking free service, learns that a burned out tube in the chassis has no connection with the tuner."

The tuner has shown remarkable performance in "fringe" areas and proportionately superior strength in good-signal sections.

WORLD'S LARGEST VACUUM TUBE



RCA's new "Super-Power Beam Triode" which is capable of 500 kilowatts output and which has been tested at 1,000,000 watts input, is shown above with Dr. L. P. Garner, head of the Advance Development Lab of the RCA Lancaster, Pa. tube plant, in which the tube was developed after years of study.

IRE Sees Super Tube With 500 KW Output

An electron tube measuring 38¾ inches in length and weighing only 135 pounds, yet capable of a power output of over 500 kilowatts, has been built by RCA engineers after years of development and research.

This "Super-Power Beam-Triode" has been on display this week at RCA's exhibit at the IRE Show at Grand Central Palace, New York, and has been an outstanding feature of the show. The subject of a paper presented at the IRE Convention by W. N. Parker, W. E. Harbaugh, M. V. Hooper, and L. P. Garner, all of the Advanced Development Laboratories of RCA's Lancaster, Pa., plant, where the tube was developed, states that the new tube's capabilities exceed by some four times that of any other RCA transmitting tube.

The tube, known as the 5831, contains radically new design features resulting in a structure unique in electron tube-design. The outstanding feature and "electron heart" of the 5831 is an array of 48 independent unit electron-optical systems arranged cylindrically in the tube. The great power capabilities of the new tube are due largely to the successful achievement of this design, which, in effect, concentrates 48 triodes in relatively small space.

The tube is now available commercially for use in radio-frequency work. In addition, the new tube is expected to open the way to other developments in the radio field.

Communications Speeded By Navy Development

One of the latest Navy developments in the field of electronic communications, seen at the IRE is an electronic time-division multiplex telegraph terminal consisting of two sets; the telegraph transmitting group and the telegraph receiving group. The teletype transmitting group is capable of sending four separate teletyped messages at the same time, at 60 wpm; in turn transmitting them to a sending group at 4 times that speed or 240 wpm.

Tele-tone Announces New Development Branches

A comprehensive expansion of Tele-tone Radio Corporation's television and radio development facilities was made known yesterday by S. W. Gross, president of the firm. The announcement followed the recent Tele-tone estimate statement of a TV production quota of a quarter of a million sets this year. First step in the expansion program was the establishment of a new Design Engineering Division, headed by Henry Fogel.

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Phone 2-7824

PRODUCTION PARADE

New DuMont Type 12LP4A

Allen B. DuMont Laboratories, Inc., tube division, announced a new Teletron, the Type 12LP4A, in production at its Allwood, N. J. plant. This new picture tube will provide leading manufacturers of initial equipment, for the first time, with a tube employing the DuMont bent-gun ion-trap design, and featuring the new gray filter face plate.

TV Antenna Rotator

A new deluxe antenna rotator, model DIR and called the Tenna-Rotor has been announced by Alliance Mfg. Co., Alliance, O. The new model features a directional indicator control case and an indicator dial on the control case panel which enables the operator to select and know in what direction the antenna is pointed.

ENGINEERS—CONSULTANTS

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Advertising Council Elects Gale Chairman

(Continued from Page 1)

mountains and make them comparable to those in the East.

The council board re-elected Lee H. Bristol, president of Bristol-Myers Co., as vice chairman, and two new vice-chairmen: Louis N. Brockway, executive v-p of Young and Rubicam, Inc., and Philip L. Graham, publisher of The Washington Post. Frederic R. Gamble, AAAA president, was elected secretary and Paul B. West, president of the American Association of National Advertisers, was named treasurer.

Theodore S. Repplier, president of the council since 1946, was also re-elected while Allan M. Wilson and George P. Ludlam were again chosen as veeps. Two new directors to the council's board were chosen at the meeting. They are: Nelson Bond, McGraw Hill v-p and Harry F. Omelia, president of the Outdoor Advertising Agency in Jersey City.

Mortimer, chairman for three years, will now serve as chairman of the policy planning committee for the council. The committee handles the long range policy and was called the key committee by Gale.

Louis N. Brockway was named chairman of the executive committee for a new term at the meeting and Kerwin Fulton was chosen as chairman of the promotion committee. Edgar Kobak was selected vice-chairman of the latter committee.

Studies Marshall Plan Aid

The board decided to make further studies as to what the council will do to provide information on Marshall Plan Aid. Gale said the advantage of advertising over editorial copy in such a campaign is that it can be repeated and seeks a meeting of ideas rather than the element of clash and unusual played up by editorial.

"Advertising is in a large measure the voice of America," the new chairman reported and he said it can be used over a long period of time to help the country and the world. He revealed that American industry spent more than \$100 million on public service campaigns last year.

The board of the council now numbers 54 directors, Gale said. Included are representatives of radio and television. Serving now are: Frank Stanton, CBS president;

★ AGENCY NEWSCAST ★

MYTELKA & ROSE, INC., Capehart television distributor in New Jersey, to Levy Advertising Agency of Newark for radio, newspaper and magazine advertising in the state.

CHARLES A. RHEINSTROM has joined J. Walter Thompson Company in an executive capacity. He was formerly with Erwin, Wasey & Co.

ARTHUR L. KARMIOHL has resigned as research director for Buchanan & Co., Inc. to enter business for himself.

KPHO-TV, Phoenix, has appointed Edward, Petry & Co. national sales representatives.

SCOTT DONAHUE JR., formerly of TV station WPIX, has joined the New York television sales staff of The Katz Agency, Inc., station representatives.

PARK & TILFORD will use radio and other media in a special Spring advertising campaign for Tintex dyes. Storm & Klein is the agency.

THOMAS ERWIN has rejoined Erwin, Wasey & Co. as vice-president and plan board director. Erwin left the agency in 1934 to become director of copy and later v-p with Lennen & Mitchell. Recently, he was v-p and general manager of Abbott Kimball Co., Inc. of Chicago.

A. A. WALTER & CO. of Albany will run an intensive campaign for Blue Ribbon potato chips. Radio participations will be used. Agency is Norman D. Waters & Associates, Inc.

CHARLES B. ISAACS has joined the sales staff of WOV, New York. Prior to joining WOV Isaacs was on the sales staff of WCAO in Baltimore.

Regional Baseball Web Planned For Senators

(Continued from Page 1)

Carey of WIND, Chicago, who organized such a network in the Chicago area three years ago. Chesterfield cigarettes are to be partial sponsor in cities outside Washington, with time left open for cooperative sales locally. WWDC, Washington, will be the originating station.

Henry Clay Klein

Henry Clay Klein, BBD&O vice-president, died of a heart attack in Pennsylvania Station on March 7. He was 50 years old. Prior to joining BBD&O, Klein was associated with CBS and J. Walter Thompson Company.

In 1935, he was named radio director in Chicago for BBD&O and later he came to the New York office. He was elected a vice-president in 1948.

Fast Freight Service

Lifeschultz Fast Freight, Chicago truckers, is instituting a new service for handling television and radio receivers to minimize damage in transit. It provides third day delivery between Chicago and New York, Boston, and Philadelphia.

Niles Trammell, NIBC chairman; Mark Woods, vice-chairman of ABC; Paul W. Morency, general manager of WTIC, and Ralph W. Hardy, director of audio division of NAB.

Current Campaigns

Among the current campaigns of the council are those on the American Economic System, American Heritage, CARE, Better Schools, Fight Tuberculosis, Forest Fire Prevention, Armed Forces Prestige, Overseas Information, Stop Accidents, United America, U. S. Savings Bonds, Decennial Census, Red Cross and Religion in American Life.

FCC Reorganizing; Creates New Bureau

(Continued from Page 1)

responsible directly to the Commissioners, and will contain within them the legal, engineering and accounting work done by the Law Engineering and Accounting Departments. This is a reversal from the present set-up, where there are Law Engineering and Accounting Departments, each with common carrier broadcast, safety and special services and field engineering and mortoring work done in them.

Congress Urged Changes

Such reorganization has long been urged in various industry quarters and by many members of Congress and is in line with recommendation by the Hoover Commission. It is hoped it will enable the Commission to speed the processing of applications, wipe out duplication of work and centralize authority.

Pulse Shows Decline Of Radio Sets-In-Use

Average quarter-hour radio sets in use in eight cities surveyed by Pulse in January-February, 1951, showed a decline from the comparable figure for 1949. The eight cities—Boston, Chicago, Cincinnati, Los Angeles, New York, Philadelphia, San Francisco and Washington—averaged 23.5 in 1950 against 25.6 in 1949.

Top evening shows for the eight areas were: Jack Benny with 21.1, Lux Radio Theater at 17.3, Walt Winchell at 14.9, Amos 'n' Andy 14.6 and Fibber McGee and Molly 14.6.

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TELEVISION DAILY

Continuation of RADIO DAILY, Friday, March 10, 1950 — TELEVISION DAILY is fully protected by register and copyright

BATTLE FOR TV SALES LOOMING

TELE TOPICS

AS MANY a top-flight press agent will attest, there are times when a straight-forward unvarnished presentation of the facts, unencumbered by a hoked-up story," gets more space than might be expected. A case in point is a recent release from WDTV, Pittsburgh, which is introduced by a couple of parenthetical paragraphs pointing out that editors are inclined to sacrifice business items for the glamour of "names" and programs. Recent sponsorship deals denote TV progress, the station asks that new business and renewals not be treated as mere routine. The release proper then goes on to announce that WDTV has recently signed eight new and renewing sponsors including the Duquesne Brewing Co., the Home Happiness Association, the Pitt Parade Association, American Cigar and Cigarette Co., Benrus Watch Co., the Northside Carpet Cleaning Co., the Packard Dealers in Pittsburgh and the Garden-Harris Enterprise.

DON'T BE SURPRISED if ole Diz Dean turns up on the New York TV horizon this season doing a baseball commentary on the Yankee games. . . . Hopalong Cassidy is reported buying an interest in the Cole circus and will make personal appearances between his productions of TV western films. . . . Emilio Carragga of Mexico is looking into a new theater TV system. . . . Gossip in Chicago-land is that Commander Eugene Donald of Zenith will sell his Phonovision system to a producer if one of the major companies does not agree to furnish him with pay-as-you-see feature films. . . . Bill Antes, the Ringling circus man, is very television minded and is making tieups for the Big Show's appearance at the Garden. . . . Paramount's TV network now numbers around 25 stations.

GEORGE PUTNAM'S new "How Would You Like To . . ." gimmick for "Broadway To Hollywood Edition" ought to give him a lot of thrills. The first, which he telecasts tonight over DuMont, has him being hit by car, and future plans call for painting the top of the Brooklyn Bridge, washing window on the 86th floor of the Empire State Building, and going through normal day blindfolded to simulate blindness. . . . Godfrey proved his knowledge of salesmanship again when he smoked a cigar during a Chesterfield TV commercial and then worked it into his spiel.

WJZ-TV GOES ON THE AIR a half-hour earlier, at 1:30 p.m., starting today as did WJBK-TV, Detroit, last Wednesday. . . . WCAU-TV has scheduled a Senior Achievement, Inc. program featuring talented school kids.

RCA's Leadership Challenged By Admiral And Philco With Motorola And General Electric Gaining In 1950 TV Set Production And Sales

A gigantic battle for sales supremacy in the TV field will develop in 1950, according to a story in yesterday's Wall Street Journal bearing the by-line of Joseph M. Guilfoyle. Guilfoyle said that RCA's sales and production leadership is being challenged by Admiral and Philco with Motorola and GE gaining quickly.

The Wall Street Journal story, which is quoted in part below, said: "In television, champion RCA is being challenged by Philco, now traveling the comeback trail after tumbling to third place last year from the runner-up spot in 1948, and by Admiral Corp., a young upstart which was in hot pursuit as 1949 expired.

"Furious jockeying for position marks the rest of the video field, too. Motorola, for instance, which captured fourth position last year by a comfortable margin, will have to beat off such challengers as General Electric and Emerson if it hopes to retain that spot this year. A dark horse in this group is Zenith. A late starter, it is picking up momentum fast.

"In radio, the relationship of set output to TV output is changing radically. From an overwhelming 16 to 1 lead in 1948, radio's advantage over its younger brother was slashed to less than 4 to 1 last year, and it may be cut to a 2 to 1 ratio this year. Philco, which made more radios than anyone else in each of the 12 years preceding the war, is

still the nation's top producer of sound sets. Admiral, which moseyed along in eighth place pre-war, captured third place last year, while RCA moved into the runner-up spot from its number three position in 1941.

"Sparking these shifts are the most high-powered advertising and promotional campaigns this traditionally "warlike" industry has ever witnessed.

"Take the case of Admiral. In 1939, Admiral trailed the rest of the radio field home, ending the year in 52nd place. It's still no world beater in radio sales, but in television it's currently making everyone but RCA eat its dust.

Heavy Ad Budgets

"In 1941, Admiral spent \$320,000 on advertising. By 1947, it was lading out \$2,500,000 to hawk its wares. This year, says president Ross D. Siragusa, some \$15 million will be spent to 'advertise, promote and merchandise Admiral products.' More than half this amount will come out of the firm's own cash drawer, the balance from its distributors and dealers."

The story goes on to recount plans which are being laid by other manufacturers to increase the production and sales of their receivers. Cited are the plans of Motorola, General Electric, Philco and RCA. Guilfoyle is generally considered to be one of the best informed reporters in the field of the business side of the radio and TV industries.

Plan TV Advertising Code

In the first step toward the drawing up of a code for advertising TV sets, the RMA sales managers committee will meet March 23 at the Drake Hotel, Chicago, RMA announced Friday. W. L. Stickel of DuMont, chairman of the committee, said sales managers of all TV set makers are urged to be on hand.

Honor RCA-Victor Dealer

Camden, N. J.—Coronet Magazines 1949 merchandising award for best tie-in promotion of a product awarded to an RCA-Victor dealer in Hartford, Connecticut. Wise, Smith & Company. The \$2000 cash prize was given for a special Christmas promo built around the company's December ad in Coronet.

WFIL-TV Joins Paramount Web

Philadelphia—Affiliation of WFIL-TV with the Paramount Television Network was announced yesterday by Roger W. Clipp, general manager of the Philadelphia Inquirer station. The station acquires rights for local showing of the network's video programs. The shows are produced in Los Angeles and film-recorded by Paramount Video Transcription System. Included is "Time for Beany," which was honored by the Television Academy of Arts and Sciences as one of the outstanding children's programs on the air. Wrestling from Hollywood is another of the Paramount features to be shown in Philly.

50% Increase Seen In TV Production

(Continued from Page 1)

expenditures increase; and as programs improve, more and more families will buy sets.

McConnell said that so long as advertising develops the mass market, which makes possible mass production and distribution, it means lower prices to the consumer.

"Just as advertising creates the incentive to buy, it fosters the productive incentives to turn out better goods at lower costs," McConnell said. "I do this by giving producers a competitive tool for reaching the American consumers and convincing them of the superiority of their product."

In all these ways, salesmanship and advertising are the driving forces behind an expanding economy, he continued. "And television adds new power to this drive. If advertising makes the American dreams come true, television makes the advertisers dreams come true."

Multiple Television Gets Canadian Debut

Belleville, Ontario — Extension television viewers were demonstrated here on March 7 for what was claimed to be the first time in North America. They are attached by cable to television sets, just as extra speakers can be hooked to a radio receiver.

For the demonstration, engineers of a television manufacturing company used one main television set and three extension viewers. They said the development can eventually be used to provide television entertainment in as many as 100 rooms at a time from one master set in such places as schools or hospitals.

KTTV To Move

Los Angeles—KTTV will move its entire operation to the Nassour motion picture studio in the near future, Norman Chandler, president of the station, and Edward and William Nassour, owners of the studio, announced yesterday. The move will not interfere with independent motion picture production at the studio.

KTTV now uses two floors of the Bekins Building and two studios at the El Patio Theater. The sound stage area at the studios will handle all KTTV program operations.

Lightning That Talks Given N. Y. Premiere

(Continued from Page 1)

Macy and Co., advertising and promotion vee-pee, and was co-authored and directed by Ben Gradus, president of International Motion Picture Service.

Tightened considerably as a result of editing and revision since it was previewed some weeks ago by the trade press, the picture received a mixed reaction from the premiere audience. Some thought that, considering the time, effort and money spent in its preparation, the film was something less than spectacular as a sales aid. Others, however, indicated they thought it was a good job and would prove invaluable in sparking interest in radio advertising, particularly in the hinterlands.

"Lightning That Talks" opens with a celestial theme harking back to the days of Ben Franklin's kite experiments with electricity. It goes on to present three case histories of radio's effectiveness in moving highly-priority items in three cities in different parts of the country. The close, which, incidentally, is the semi-documentary's strongest segment, features Maurice Mitchell, BAB's director, making a powerful pitch for radio as an advertising medium.

The film premiered runs slightly over forty minutes but will be offered to subscribers in two forms, one of which is considerably shorter than the full-length version.

Farr Named Assistant To NAB General Counsel

Washington Bureau of RADIO DAILY

Washington — NAB announced yesterday the appointment of Sidney Farr as assistant to Don Petty, general counsel. Farr will fill the post vacated by Richard Jencks, who recently accepted a post with CBS. Previously, Farr was engaged in a private practice of law in Corpus Christi, Texas.

Gets Capehart Promotion

Fort Wayne, Indiana—Joseph C. Ferguson has been elected assistant vice-president in charge of research and advanced development by the board of directors of the Capehart-Farnsworth Corporation, Fred D. Wilson, president, announced yesterday. Ferguson has been with the company since 1939 and has worked in the field of electronic television. Ferguson was a radio design engineer with RCA before joining Capehart-Farnsworth.

IF YOU HAVE AN IDEA

Put that idea into visual form and sell it. Slick, handy presentations worked up from your basic material by artist-writer.

Box No. 115, RADIO DAILY
1501 Broadway, New York 18, N. Y.

COAST-TO-COAST

WHAM Has Safety Contest

Rochester, N. Y.—Safety Committee of the Underwriters Board of WHAM is currently conducting a series of Safety Jingle contests to launch a new Green Wheel of safety programs over WHAM Saturdays, 12:30 p.m. The first contest attracted 1241 entries. Top prize awarded at the premiere broadcast was a Stromberg Carlson television receiver; second and third prizes were a \$50 and \$25 savings bond.

Embarrassing Moment

Worcester, Mass.—When a "Julie 'n' Johnny" listener happened to get in on a sidewalk interview while on a downtown shopping expedition, she thought it was strange that she didn't see co-star Johnny Bowell anywhere, but figured they must have a new man on the show. While competing on the quiz, loyalty prompted her to tell the emcee and his listening audience how much she enjoyed the "Julie 'n' Johnny" show. The good-natured emcee finally broke the news to her that she was on the WAAB "Sidewalk Interview" program.

Special D. P. Broadcast on KFWB

Hollywood, Calif.—The work of the International Refugee Organization with displaced persons and homeless children in Europe was dramatized over KFWB on March 4th. The hour-long show originated in New York and starred Allen Sloane.

"Meet The Ladies" Sponsored

Detroit, Mich.—The Stokely-Van Camp Co. has purchased three quarter-hours a week of the Ross Mulholland "Meet the Ladies" program on WXYZ for 52 weeks, it was announced recently by James G. Riddell, general manager. The shows, aired Monday through Friday from 1:00 to 1:15 p.m., EST, is carrying the Stokely banner Monday, Wednesday and Friday. Ross Mulholland, morning disc-jockey, conducts interviews and a quiz session with ladies of various clubs, churches and school organizations on the spot as he travels about the area.

WTIC Beats Own "Dimes" Record

Hartford, Conn.—The local "Mile O' Dimes" drive, conducted for the tenth consecutive year by WTIC and The Courant newspaper, made an all-time record in the 1950 campaign, raising \$86,724.40, almost doubling its goal of five miles of dimes. WTIC devoted over 40 special programs to the effort, accounting for 21 hours of air time in addition to daily participation by regular programs. The Courant carried front page pictures and stories daily in addition to donor lists.

Acquittal Of Sander Has Newsmen On Ru

(Continued from Page 1)

sult of putting Dr. Sander interviewed "live" by newsmen Charles Ashley on the air over WEEI, Boston, at 4:16 p.m., which time coincided with the announcement of his release over most of the webs. was not, however, until 4:55 p.m. that the interview, which was taped, was aired to the full network.

Mutual claimed a solid network beat with the announcement the news commentator Leland C. Bledford of the Yankee Network interviewed Dr. Sander and the other principals in the case over the Mutual MBS network between 4:30 and 4:40 p.m.

NBC and ABC got the news the air about 4:16 p.m. but interviews were carried later.

CBS and NBC had television coverage and CBS-TV had a video presentation on the air during the Doug Edwards news show at 7:00 p.m. last night.

Young Is Honor Guest

Washington—Robert Young, star of NBC's Father Knows Best, was guest of honor here last night at reception by the National Automobile Distributors Association.

• faces • facts • figures • wins •

February 21, 1950

Mr. Martin Starr
Station WINS
20 West 44th St.
New York, N. Y.

Dear Martin:

Supplementing my telephone call to you Monday night, following your truly wonderful job of reporting the Bergman-Rossellini situation, I would like to repeat what I said last night . . . we, in our position, could not have written the story any better than you did and yet you certainly stuck to the facts.

It was also very pleasing to find out that you made such a thorough survey and that you dug into the facts and told your vast listening audience so many things that the others have failed to do.

As I said, it was a real joy to listen to you and it is no wonder you have such a very fine following, not only outside of the industry, but in the industry itself because you do a real hang-up job of covering the Hollywood news picture.

Thanks again, and with kind personal regards,

Sincerely,

NED E. DEPINET

President

R K O Radio Pictures, Inc.

MARTIN STARR — 7:00-7:15 p.m. — Mon.-Wed.-Fri.

WINS

50KW NEW YORK

ROSLEY BROADCASTING CORPORATION

Send Birthday Greetings To—

March 10
Robert Taplinger Peter deRose
Beatrice Berke Marion Hutton
Lloyd O. Coulter Carol Deis
George J. Higgins

March 11
Don Lavery Andy SaVella

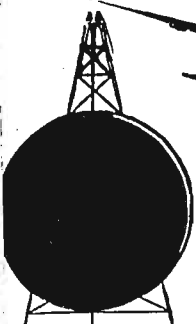
March 12
Harold C. Burke
J. Charles Davis, II

March 13
Harry W. Flannery Paul Stewart
Jack Lait Alma M. Saunders
Nellie Revell David Mendoza
Nat Abramson Aileen Clark
Hugh Cowham Helen King

March 14
Madeleine Pierce Les Brown
Hoyle H. Cavanor Harvey Hays
Mark Brenneman Ed Pancoast
G. Bennett Larson

March 15
Patrick O'Malley Julia Knox
Everett Mitchell Charles Pease
James Allan Lucille Hunter

March 16
Tommy Donnelly
Elizabeth Lennox
Henny Youngman



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 48

NEW YORK, MONDAY, MARCH 13, 1950

TEN CENTS

DUPONT RADIO-TV AWARDS ANNOUNCED

Hollywood Thrilled By Results Of Editors' Poll

Winners Receive Congratulations Of Industry

By ALLEN KUSHNER
(Staff Writer, RADIO DAILY)

Hollywood—Personalities of radio and movieland expressed their delight in the selection of Jack Benny as "the greatest radio personality of the past 25 years" by showering the veteran comedian with wires, letters and calls of congratulations over the weekend. Bing Crosby, Bob Hope and

(Continued on Page 6)

Romulo To Address NAB Convention

NAB announced Friday that General Carlos P. Romulo, president of the United Nations General Assembly, will be a featured speaker at its 28th annual convention in Chicago, April 12-19. He will open the management agenda at noon Monday, April 17, speaking on "The Broadcaster's Responsibilities in World Affairs."

Theme of the convention's management agenda is "The Broadcaster's Responsibilities in World Affairs."

(Continued on Page 12)

Will Air Tigers Games On 29 Mich. Stations

Detroit—Detroit Tigers baseball games in 1950 will be aired by WJBX and 28 stations in Michigan, other states and Canada, Richard E. Belding is the agency placing the

(Continued on Page 2)

New Toni Series

Chicago—A mid-day beauty and fashion show sponsored by The Toni Company will start on ABC, Monday, March 20. The program, Beauty and Fashions by Carol Douglas, will be heard Monday through Fridays from 12:25 to 12:30 p.m. over 182 network outlets. Foote, Cone & Belding is the agency placing the 52-week account.

Bouquets For Benny

"The National Association of Broadcasters is pleased to congratulate Jack Benny on his selection by the annual poll of radio editors as the top entertainer of the past quarter century. The Jack Benny program, known to millions of Americans of all ages as fine comedy, is more than mere entertainment; it is a continuing commentary on human manners and its deft touch has contributed much to the temper of our times. Mr. Benny richly deserves the honor the nation's radio editors have paid him."—JUSTIN MILLER, President, National Association of Broadcasters.

"We at CBS are deeply appreciative of the signal honor conferred by the nation's radio editors on members of the CBS broadcasting family in the RADIO DAILY poll. Heartiest congratulations to all of the great personalities who were selected. They have contributed much toward making American broadcasting the best in the world."—WILLIAM S. PALEY, Chairman of the Board, CBS.

"It isn't funny that you have been selected as the outstanding radio personality of the past 25 years. Good comedy is serious business, and success is measured by public response. Congratulations and may our stamina be increased."—WAYNE COY, Chairman, Federal Communications Commission.

(Continued on Page 2)

G. E. Net At New High Oil Company Buys Co. Official Reports Radio TV Spot Sked

Net profits in 1949 of \$125-million, the largest in its history, were earned in 1949 by General Electric, Charles E. Wilson, president, reported last week. Earnings equaled \$4.36 a common share compared to \$4.29 a share in 1948.

Sales for the year totaled \$1,613,564,000, showing a drop of about 1.2 per cent from 1948's record of \$1,632,701,000. The volume of sales re-

(Continued on Page 8)

To supplement its newspaper campaign which breaks tomorrow to introduce the new Sinclair Anti-Rust gasoline containing RD-119, Sinclair Refining Company will use radio spot announcements and local TV programs.

Morey, Humm & Johnstone, Inc., advertising agency for Sinclair, has purchased 3,438 spot announcements on 34 stations for airing during the

(Continued on Page 15)

Okla., U. Conference Opens; Wayne Coy To Be Top Speaker

Norman, Okla. — More than 200 radio broadcasting experts gathered on the University of Oklahoma campus over the weekend to attend the Fifth Annual Oklahoma University Radio Conference, Dr. Sherman P. Lawton, chairman, announced.

The conference began at 1 p.m. yesterday, and was devoted to demonstration broadcasts by students

from seven Southwestern universities and colleges. Lawton said radio students from Kansas State Teachers College, Louisiana Polytechnic Institute, Oklahoma A. & M. College, Panhandle A. & M. College, Southwest Louisiana Institute, Tulane University and Oklahoma University are participating.

Sunday evening's program was

(Continued on Page 6)

ABC Net Carries Annual Awards For 1949

ABC-TV's "Crusade In Europe," and WPIX, New York, were designated as the first television recipients of Alfred E. Du Pont Awards during a special broadcast of the Du Pont Awards ceremonies over ABC last Saturday night. Winners of the radio awards as revealed during the program

(Continued on Page 15)

Georgia Stations Protest FCC Hearing

Washington Bureau of RADIO DAILY Washington—The FCC was asked last week to rescind its action of Monday, when it granted without a hearing the application of E. D. Rivers, Jr., for a new station in Savannah, Ga. A hearing on the matter was asked by the Savannah Radio Council, made up of five AM stations already licensed in Savannah—WCCP, WDAR, WFRP, WSAV and WTOG. They asked the hearing

(Continued on Page 12)

Haymes And Stafford Sign As 'Contented Hour' Stars

Dick Haymes and Jo Stafford have been signed as regulars on the "Carnation Contended Hour" over CBS starting March 26, it has been

(Continued on Page 2)

Flying TV

Pilot Radio announced Friday the installation of 16-inch television receiver in a plane of the Sky Coach line for entertainment of passengers enroute from New York to Los Angeles. The receiver, according to Pilot officials, has been tested in flight and is practical for usage in air travel. Stations enroute will be picked up by the set aboard the plane.



Established Feb. 9, 1937

Vol. 50, No. 48 Mon., March 13, 1950 10 Cts.

JOHN W. ALICOATE : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : Business Manager

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Phone: Wisconsin 3271
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188 West Randolph St.
Phone: ANDover 3-6050
SOUTHWEST BUREAU
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Tower Petrolium Bldg.,
Dallas, Texas
Phone: Rlverside 3518-9
ROME BUREAU
John Percicari
Ludevist 16

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

FINANCIAL

(March 10)

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, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio, OVER THE COUNTER, DuMont Lab., Stromberg-Carlson.

Variety President Dies

Sid Silverman, 52, president of Variety, the show biz trade paper, died Friday at his home in Harrison, N. Y. The son of the legendary Sime Silverman, Sid first became known at the age of seven when he was signing his critical reviews "Skigie." He is survived by a son, Sidne, Jr.

IF YOU HAVE AN IDEA

Put that idea into visual form and sell it. Slick, handy presentations worked up from your basic material by artist-writer.

Box No. 115, RADIO DAILY
1501 Broadway, New York 18, N. Y.

Bouquets For Benny

(Continued from Page 1)

"Congratulations, Jack. We don't know how you could have done it without a degree from Ivy College."—BONITA and RONALD COLMAN, Hollywood.

"Dear Jack. Congratulations. Long may you wave at the top of the poll."—JACK WARNER, Warner Brothers Studios, Burbank, Calif.

"I want to offer my heartiest congratulations to Jack Benny as a winner of this signal and significant honor. It is a fine tribute to a distinguished artist and outstanding personality."—ERIC A. JOHNSTON, President, Motion Picture Association, Washington, D. C.

Congratulations. "It's a well deserved honor for Mr. Tops himself who consistently tops himself."—DON McNEILL, Chicago.

"Congratulations to the guy who has been funny for 18 years during a period when most guys try unsuccessfully to be funny for five minutes."—DAVE GARROWAY, Chicago.

Jack—"Heartiest congratulations. This award shows how much smarter radio is than movies and should make up for the Oscar you didn't get for that masterpiece, the Horn Blows At Midnight."—IRV KUPCINET, Chicago Sun-Times.

Haymes And Stafford Sign As 'Contented Hour' Stars

(Continued from Page 1) announced. Vocalists on the program since the death of Buddy Clark some months ago, have been guest appearing as guests. Stafford returns to the "Club 15" the same week, starting her stint on that show on March 28. Haymes leaves the "Club 15" stanzas on March 24.

Will Air Tigers Games On 29 Mich. Stations

(Continued from Page 1) Jones, general manager has announced. Harry Heilmann, former Detroit Tiger outfield star, will handle play-by-play for the eighth consecutive year.

Across The Board

Hollywood—Frank Samuels, vice-president in charge of ABC's western division, announced that KECA-TV goes to seven nights a week operation, effective tomorrow, March 14th, which will be first Tuesday on the air, making about 32-1/2 hours a week of telecasting. KECA-TV started with a five-night a week program, jumped to six nights a week, and now have seven nights a week. Two hours of the Tuesday night show, 7 to 8 has been purchased by Model Furniture Company of Los Angeles, through Charles Stahl Agency. They will present a feature film for a 13-week period, 9 to 10, which was sold to Enoch, Potter and Metropolitan, Chevrolet dealers of Los Angeles, through Arc Advertising Agency, purchased the Bill Welsh Show, audience participation remote originating on a rotating schedule at the showrooms of three sponsors.

Ommerle Gets Post As Sales Manager

Harry G. Ommerle has been appointed manager of program sales for the CBS radio network, it was announced Friday by J. L. Van Volkenburg, vice-president in charge of network sales for the network. Appointment is effective March 20. Ommerle, who was with CBS from 1935-37, was born in New York City, May 1, 1909, and is a graduate of Wesleyan University, Middletown, Conn. From 1930-35 he was with N. W. Ayer advertising agency as a member of the radio department staff, the last two years as assistant to the vice-president in charge of radio.

He joined the CBS network in 1935 where he produced many of the Chesterfield shows—Hal Kemp, Kay Thompson, Alice Faye, Alexander Woollcott and Paul Douglas. From 1937-43 he was with William Morris Agency, from 1943-45 vice-president and account executive with Ruthrauff & Ryan advertising agency and from 1945-48 he handled all radio activities for A. S. Lyons agency. For the past two years he has been operating his own talent agency and package producing office, Harry G. Ommerle, Inc. He is married, has two children, a son and daughter, and lives in New York City.

NBC CHEVROLET - TELE - THEATRE Presents GUY KIBBE in THE MAN WHO ORDERED APPLE PIE Produced by VICTOR McLEOD Directed by BARRY BERNARD TONIGHT AT 8 - CHANNEL 4



Problem Solved

This little lion cub got deserted by its mother in the zoo. So the female boxer is playing foster mother, and solving all the baby lion's problems.

Advertisers are facing some pretty tough problems these days as the competition gets stiffer in the rich markets. There's an easy way to solve them in Baltimore—you buy W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H regularly delivers more listeners-per-dollar than any other station in town. That means you can get BIG results with LITTLE money on W-I-T-H.

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

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

★

To the radio editors and columnists
in the United States and Canada:

★

Thanks

Sincerely,

Jack Benny

★

AGENCIES

MARTHA ROUNTREE, producer of the video shows *Leave It to the Girls* and *Meet the Press*, will be guest speaker at the 20th annual luncheon sponsored by the Public Affairs Committee of the Chicago Association of Commerce and Industry and the Alliance of Business and Professional Women of Chicago on March 15. She will speak on *The First Line of Our Defense—A Free Press*.

WERE in Cleveland has named William G. Rambeau Company as its national representative.

J. B. WILLIAMS CO. has renewed its sponsorship of *Say It With Acting* over NBT through J. Walter Thompson Company.

GENERAL FOODS CORPORATION has signed for another 52 weeks as sponsor of *The Second Mrs. Burton*. Young & Rubicam, Inc. is the agency.

BOOK FIND CLUB, INC., has appointed William Warren, Jackson & Delaney to handle their radio advertising. Stevens P. Jackson is the account executive.

SCOTT DONAHUE, JR. has joined the Katz Agency, Inc. in television sales department. He was formerly with WPIX.

R. C. KECK has been named advertising and promotion manager of Cities Service Oil Company, succeeding Robert S. Blount who becomes sales manager in the Boston division.

WILLIAM WARREN, JACKSON & DELANEY, has been appointed to handle the direct advertising for the Westchester Aquarium. Radio, newspaper and magazines will be used. Thomas Delaney is the account executive.

Hotpoint Buys Another Full-Hour On CBS-Radio

Hotpoint, Inc., through Maxon, has purchased a full-hour over CBS in the 5 to 6 p.m. time slot for the presentation of a special dramatic program on May 14. Details of the show will be announced later. May 14 is Mothers Day.

ABC Staff Changes

ABC has named Ray Diaz to the station's department and Reginald Willcocks to succeed him as traffic manager for the network. Ernest Lee Jahnce, v-p in charge of stations announced on Friday. Diaz will be in charge of the New York, New England and Ohio territories in his new assignment. He is a veteran of 21 years in the radio industry and was traffic manager for ABC since 1946. Willcocks first joined NBC in 1932 and was supervisor of New York transmissions for the network since 1943.



By SID WHITE

• • • BUCK BENNY RIDES AGAIN—AND HOW! The col'm would like to add its feeble voice to the nationwide accolade just handed Jack Benny, who's been selected by the radio editors of the country as "the greatest radio personality of the past 25 years." (Runners-up in the voting were Bing Crosby, Bob Hope and Amos 'n' Andy). The story of Jack Benny's entry into radio, his subsequent struggles, etc., and his final emergence at the top of the Hooper heap is far too well-known for us to dwell upon it here. From the day he stepped before a microphone for the first time in 1932 (and wondered what in blazes he was doing there), he was destined to write one of the brightest pages in radio's log-book. It appears to this innocent bystander that the radio editors of America did themselves proud in their 'cherce.' 99 guys out of any 100 you stopped on any Main St. in the country would've come up with the same list.

☆ ☆ ☆ ☆

• • • Benny's success brings back memories to many old vaudevillians of him and Mary Livingstone as the good troupers of vaudeville days and the success he enjoyed as one of the first emcee on the old Keith and Orpheum circuits. . . . Benny and Mary played everything, they did the split weeks between Grand Rapids and South Bend, broke in their first Orpheum tour at Minneapolis and came back again and again to entertain them in Vancouver, Seattle, 'Frisco, Los Angeles, Denver and a lot of other cities that made up big time vaudeville of yesteryear. . . . Jack proved he was a natural for radio when he wowed them with slick material and timing in vaudeville. . . . Mary, too, measured up to the requirements of show business of those days. . . . Perhaps if Benny as the nation's No. 1 radio personality of the past 25 years were asked: to what do you attribute your success? he might reply: "vaudeville."

☆ ☆ ☆ ☆

• • • John Royal could tell you about Benny the vaudeville star. . . . so could Bob Hope, Fred Allen, Bing Crosby, Edgar Bergen and a lot of other names who came from that school of show business. . . . after all, when one calls the roll of name personalities today in radio they are looking at the roster of names who graced the marquees of the Palace, New York; Palace, Chicago; the Golden Gate in Frisco and the Hill Street in Los Angeles. . . . Benny came from an era of show business in which clean artistry and intimate entertaining styles were the requirements for the two-a-day crowds. . . . Benny's shortest performance was an appearance at New York's old Academy of Music, known for its harsh treatment of newcomers, when he was a comparative unknown vaudevillian. Making his entrance, violin tucked under one arm, he said "Hello, folks" to the accompaniment of a roar of raspberries. Benny just kept walking to the other end of the stage and bowed off with "Goodbye, folks."



At 16



Bob



Vaude

THE WEEK IN RADIO

Benny—Man of Distinction

By BOB GREBE

THE klieg lights were centered last week on Jack Benny, who was named "the greatest radio personality during the last 25 years" by a RADIO DAILY poll of 330 of the nation's radio editors. Following the Waukegan violinist was the Groaner, Bing Crosby. Bob Hope and Amos 'n' Andy tied for third. The non-commercial choice of the editors was the late Franklin D. Roosevelt.

Two conventions, the Second Annual National Television Conference at the Palmer House in Chicago and Institute of Radio Engineers convention at New York's Hotel Commodore and Grand Central Palace, shared headlines for the week. The color television question was placed before both groups with experts voicing a "go-slow" appeal. Introduced at the IRE confab was a new video transmission system which might make coaxial cable obsolete, industrial closed-circuit video systems by RCA and DuMont, and midget radio receivers.

"Lightning that Talks," the BA film, finally premiered before luncheon at the New York Radio Executives Club. And John's Gambling marked his 25th anniversary in broadcasting as his father and other celebrities helped him make a big day of it.

The Advertising Council chose Samuel C. Gale, vice-president in charge of advertising, home service and public services of General Mills Inc., as its new chairman, succeeding Charles Mortimer, who retired after three years. Gale, a mid-westerner, will help the council expand its activities west of the Allegheny mountains.

The FCC authorized four new FM stations for the New York area and put their approval on 13 AM stations as part of their week's work. The Transit Radio issue also occupied their attention as a petition was filed to throw out the objections cited by opponents. In a move to reorganize its staff along functional lines instead of professional lines, the Commission created a new Common Carrier Bureau. . . . Congressional hearings on a communications act affecting the FCC were postponed indefinitely.

In Montreal, the Canadian Parliament decided to investigate the radio and video subject. And in Minneapolis a survey made of rural radio listeners showed by a three-to-one vote that radio was doing a favorable piece of work. Pulse surveys revealed that different areas have differences of opinion on the top evening programs.

Msgr. Fulton J. Sheen praised radio for its support of religion. But criticism was not lacking either. WQQW in Washington withdrew from NAB, finding that the association no longer represents small broadcasters.

Called by Bing Crosby, covered more than 1,000,000 miles to entertain at almost every camp, naval base and veterans' hospital in the country, and made six overseas trips to entertain G.I.s. Following the Christmas week of 1948, Bob traveled through Germany, pulling on shows for U. S. G.I. personnel, and one year later during the holidays, he journeyed to Alaska to put on his show for servicemen up north.

Hope has held down his NBC show since 1938 and has appeared in 28 roles for Paramount during the past 11 years.

Bob, fifth of a stonemason's seven sons, was born Leslie Thomas Hope in Etilham, England in 1904. The family moved to Cleveland when Bob was four and he has since adopted that city as his home town.

Following a brief career in amateur boxing and a variety of other jobs, Hope teamed up with George Byrne in a dancing act and won a spot on a show with Fatty Arbuckle. The pair played in a road show musical comedy, then in quadrille. Later, they came to New York and appeared in the Broadway musical, 'The Sidewalks of New York.'

Hope started his comedy routine one night in Newcaslle, Indiana when the theater manager asked him to announce the billing for the coming week. He found himself kidding the announcement and the audience was roaring. The performance convinced him that comedy was his forte and Hope went to Cleveland and Detroit to work out his act. He worked for six months in Chicago and then toured Western vaudeville circuits.

His first appearance on radio was as guest on NBC's Rudy Vallee program in 1932. He was signed by his present sponsor, Lever Brothers, in 1938 and in the same year, made his first movie, 'The Big Broadcast of 1938.'

Hope married Dolores Hodge in 1932. They have four children, Linda, Tony, Nora and Kelly.



HOPE

Close Circuit Cooperation Exists Between WTOP and Heavy Equipment Sales Reported At IRE Show

Washington Bureau of RADIO DAILY

Washington — A new closed circuit seems to be operating here between WTOP and WADC, both of which are reported by the Washington, last December WADC program director Norman Reed was the winner of a free spot announcement offered by WTOP at a local advertising club function. This week WADC put up a prize of \$12,600 in pennies as a special award to call attention to its frequency shift to the 1260 band. Winner of RCA show, one of the larger at the Palace, was reported as having better than paid for itself at the end of the second night of the convention. One exhibitor last year picked up orders for more than \$100,000.

Among the pieces of equipment disclosed on the final day was a pocket-size radio receiver, smaller than any previously designed with a loudspeaker. The receiver was developed by engineers at RCA Laboratories at Princeton. Dr. Harry F. Olson, director of RCA Acoustical Research Laboratory, described the development before a meeting of the engineers.

The set employs four sub-miniature tubes in its chassis, one radio-frequency amplifier, one intermediate frequency amplifier, one combination audio amplifier and diode, and one power output tube. Olson said these small tubes were used for the first time in this type of receiver.

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Oklahoma Conference Underway At Norman

(Continued from Page 1)

devoted to "New Horizons for School Broadcasts." Speakers were Dr. Forest Whan of the University of Wichita who discussed "10-watt FM transmitters for Schools" and Layton Mabrey of Baylor University, WACO, Tex. Mabrey gave an illustrated talk on "University Telecasting on Commercial Stations."

The year's conference has a unique approach with professional radio personnel sharing the meetings with university and college radio students. "Students in a way will be looking over the shoulders of commercial people," said Don Clark, OU Associate Professor of Radio.

Previous Conferences

"Previous conferences attended by OU students proved so successful in giving them a better picture of the industry that we were interested in opening the conference to students from other institutions," Clark said.

He pointed out, however, that it is not an interview clinic. Students are attending "for the sole purpose of learning from professional radio leaders what problems they face and learn about the different phases of the industry."

Heading the list of over 25 speakers is Wayne Coy, chairman of the FCC, who will address a dinner meeting Tuesday, which climaxes the 1950 conference.

Other speakers include Martin Campbell, manager of WFAA and Monty Mann of the Ray K. Glenn Advertising Agency, both of Dallas; Ernest E. Noth, editor of Books Abroad at OU and formerly with the Voice of America; Lee Coney, news director of WCLS, Baton Rouge, LA, who is Chairman of the Small Station Committee NARND; Herbert True of the Carter Advertising Agency, Kansas City; Dave Pasternak of KSD-TV, St. Louis and others.

Station managers, personnel, advertising agents, radio students and university instructors from the entire Southwest have registered for the conference.

Special interest sessions are scheduled for all day today on Employment, News, College Instruction and getting started in the industry. A special meeting tonight will be devoted to a talk by Charles Tower, assistant director of the Employee-Employer Relations Department, NAB. Tower will speak on "Economic Trends and the Broadcasting Business."

Tomorrow's program includes group meetings on sales and market problems and on TV. A number of the conference meetings will be held in OU's Radio Instruction Laboratories, Lawton announced. At the Tuesday dinner, conferees will hear Coy and Norman Glenn, editor and president of Sponsor Magazine.

Bob Hope—Good Trouper

Bob Hope, tied for third in the RADIO DAILY poll, probably holds the travel record for entertainers in the last war. Ski Nose, as he is called by Bing Crosby, covered more than 1,000,000 miles to entertain at almost every camp, naval base and veterans' hospital in the country, and made six overseas trips to entertain GI's. Following the war, he continued his treks to entertain former servicemen.

During the Christmas week of 1948, Bob traveled through Germany, putting on shows for U. S. airlift personnel, and one year later during the holidays, he journeyed to Alaska to put on his show for servicemen up north.

Hope has held down his NBC show since 1938 and has appeared in 28 roles for Paramount during the past 11 years.

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Following a brief career in amateur boxing and a variety of other jobs, Hope teamed up with George Byrne in a dancing act and won a spot on a show with Fatty Arbuckle. The pair played in a road show musical comedy, then in vaudeville. Later, they came to New York and appeared in the Broadway musical, The Sidewalks of New York.

Hope started his comedy routine one night in Newcastle, Indiana when the theater manager asked him to announce the billing for the coming week. He found himself kidding the announcement and the audience was roaring. The performance convinced him that comedy was his forte and Hope went to Cleveland and Detroit to work out his act. He worked for six months in Chicago and then toured Western vaudeville circuits.

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HOPE

Close Circuit Cooperation Exists Between WTOP and

Washington Bureau of RADIO DAILY
Washington — A new closed circuit seems to be operating here between WTOP and WWDC, both of Washington. Last December WWDC program director Norman Reed was the winner of a free spot announcement offered by WTOP at a local advertising club function. This week WWDC put up a prize of \$12.60 in pennies as a special award to call attention to its frequency shift to the 1260 band. Winner of this prize, with his name drawn from a hat, was George Hartford, WTOP commercial manager.

Ad Club Members

Other ad club members are trying to decide whether to complain to the labor relations board, the Anti-Trust division, the Federal Trade Commission, Congress or the FCC.

Moore Continuing Tour

ABC's Berlin bureau chief, Lyford Moore, has advised the network that despite the fact that he broke his leg when a typhoon hit his plane over Gibraltar, he will continue his 12-day tour of military and naval bases in the North African and Mediterranean area under the auspices of the U.S. Military Air Transport Service. Moore, who will be castbound for 35 days, will continue his nightly reports on ABC's Headline Edition and late-evening news round-up, News of Tomorrow.

Heavy Equipment Sales Reported At IRE Show

Record equipment sales at the Institute of Radio Engineers 1950 national convention which ended last night were reported by the manager of the exhibits at Grand Central Palace, William Copp. Volume was estimated to be in the several million dollar brackets.

Many of the exhibitors rely on the convention for a major part of their year's sales, Copp said. The RCA show, one of the larger at the Palace, was reported as having better than paid for itself at the end of the second night of the convention. One exhibitor last year picked up orders for more than \$100,000, the manager added.

Among the pieces of equipment disclosed on the final day was a pocket-size radio receiver, smaller than any previously designed with a loudspeaker. The receiver was developed by engineers at RCA Laboratories at Princeton. Dr. Harry F. Olson, director of RCA Acoustical Research Laboratory, described the development before a meeting of the engineers.

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Hollywood Thrilled By Poll Results

(Continued from Page 1)

Amos 'n' Andy who also ranked high in the estimation of the 330 radio editors who participated in the RADIO DAILY poll were also on the receiving end of many congratulatory messages.

Hollywood Significance

The selections were of special significance to Hollywood because all four originate their program here and have also been identified with motion picture production. This distinction was pointed up by columnists and radio commentators and placed Benny, Crosby, Hope and Amos 'n' Andy in the position of doing a great public relations job for the radio-movie interests on the west coast.

One network executive pointed out "that NBC spent around 10 years building up Benny and Crosby after one year's association with the comedian, finds him getting the most distinguished of all radio awards—tops for 25 years."

NBC Built Others

"The same holds good for both Bing Crosby and Amos 'n' Andy. Crosby came up on NBC and ABC and Correll and Gosden made the name over the years on NBC."

Much significance can be attached to the selection of the radio editors if the opinions radio and agency executives who gather at the Brown Derby are to be valued. The consensus seems to be that the selection of Benny, Crosby, Hope and Amos 'n' Andy proves that wholesome natural personalities with consistently good material are the artists who engratiate themselves with the public and endure throughout the years.

It is an object lesson for TV, or agency executive opined. Tomorrow's TV stars must have the qualities which have made these men radio greats over the past twenty-five years.

Tenth Anniversary

A sort of preview of the official commemoration of the tenth anniversary of Broadcast Music, Inc., which will be celebrated at the NAB Convention in Chicago next month was given Friday to 135 BMI employees who will be unable to attend the festivities in Chicago. The 135 employees were tendered a special luncheon at the Crystal Room of the Ritz Carlton Hotel in New York, at which time the formation of the BMI Ten Year Club was officially announced and also the founding of BMI's Pension Plan. Sidney M. Kaye, vice-chairman of the Board and founder of BMI who originated the Pension Plan, Carl Haverlin, president and board member, Joseph McDonald of ABC and William S. Hodges of NBC, spoke briefly at the luncheon.

★

Thank You

★

Bob Hope

Film Stars Applaud Hope-Crosby Ratings

West Coast Bureau of RADIO DAILY

Hollywood—When news reached the Paramount lot that Bing Crosby and Bob Hope had rated high in RADIO DAILY's poll to pick the top radio personality of the past 25 years, stars sent telegrams of congratulations to the two radio personalities. Quoted below are wires received from Betty Hutton, Alan Ladd, Ray Milland, Dean Martin and Jerry Lewis, Marie Wilson and Lizabeth Scott:

"Count me among the many who are congratulating you today on being honored among the very top leaders in radio history." *Betty Hutton*

"Everyone at Paramount is happy over the honor you two received in being named tops among the most famous personalities in the history of radio." *Alan Ladd*

"We're proud of you two boys here at Paramount because the new honors heaped on you also honor our entire studio." *Ray Milland*

"Good work, Bing and Bob. We know how proud you guys must be over such an honor. P. S. We're in radio too." *Dean Martin and Jerry Lewis*

"It couldn't happen to two nicer persons. Honestly." *Marie Wilson*

"Delighted to hear the great news. Heartiest congratulations." *Lizabeth Scott*

About G. Crosby's Father

Gary Crosby's father—sometimes known as Bing or even Harry Lillis Crosby, Jr.—is a veteran of more than 20 years in radio. Following his first break with the Rhythm Boys in Paul Whiteman's band, Crosby signed with CBS in 1931 for \$600 a week. Thus began the radio career of The Groaner who has been cited by the radio editors as runner-up to Jack Benny.

The two decades since have seen Crosby gain world-wide fame both on radio and in the movies. Included in the latter is "Going My Way," which brought Bing an Oscar as best male actor of 1944.

For many years, Der Bingle was star of the Kraft Music Hall on NBC. When he switched to ABC, he made history with his show, being the first to transcribe a network series on a coast-to-coast basis. In September of 1949, he went on CBS.

The Groaner's interests are not however, limited to radio, or the movies. He takes part with other members of his family in a research company devoted to the development of new devices, an investment corporation, a real estate company, and a motion picture production company. He's also part owner of a ranch in Argentina, the Pittsburgh Pirates baseball team and several music publishing companies.

A native of Tacoma, Washington, Bing was the fourth of seven children. Bob, youngest of the brothers, has made his own mark in radio and movies, while Everett is Bing's business manager. Larry Crosby handles Bing's public relations. Brother Ted is the only member of the family not connected with Bing's companies.

Recent competition to Bing as a singer has come from his son Gary, who made his debut on CBS with his Dad just recently. Bing also has three other children, Philip, Dennis and Lindsay, who have made guest appearances with their father. Mrs. Crosby, the former Dixie Lee, was married to Bing in 1930.



CROSBY

G. E. Net At New High Co. Official Reports

(Continued from Page 1)
flected the lower G.E. prices in 1949, Wilson said.

Fourth quarter earnings represented almost 50 per cent of the total for 1949 as a result of an unusually high sales volume in that period. Other factors involved were adjustments of book inventories and the receipts of year end dividends from non-consolidated affiliates, Wilson added.

Wilson predicted that 1950 should be another good year for electric sales and he said sales volume should be about the same as in 1949. Assets of the company amounted to \$681,103,230 at the end of the year, compared to \$695,074,656 on December 31, 1948.

Sponsoring Newscast

Kidder, Peabody & Co., member of the New York Stock Exchange, is now sponsoring the 11 p.m. newscasts of Lyle Van on WOR, Mondays, Wednesdays and Fridays. Contract was placed through Doremus & Company.

Stork News

Hy Reiter of BMI's public relations department is the father of a third boy, Elliot Burt, born at the Crown Heights Hospital, Brooklyn, N. Y., March 9. The other two youngsters are Bill and Marc.

Congratulations, Jack.

Dennis Day

Thanks

From



Freeman Gosden
and
Charles Correll



COMING and GOING

JOHN K. HILLIARD, chief engineer of Altec-Lansing Corp., returned to the West Coast after attending the IRE meetings.

HUGH I. SCHOTT, president of WHIS, Bluefield, West Va., visiting at the station relations department of NBC, with which the station is affiliated.

CHARLES PIERCE, chief announcer, WWNY, Watertown, N. Y., ABC affiliate, is visiting in New York on station business.

JOHN H. NORTON JR. vice-president in charge of ABC's Central Division, is visiting the network's headquarters in New York.

JAMES A. RIDDELL, general manager of WXYZ, ABC's owned and operated Detroit outlet, is in town on network business.

CARLETON SMITH, director of TV for NBC, has departed for the West Coast to inspect the NBC affiliates there.

WOODY WOODHOUSE, commercial manager of WDNC, Durham, N. C., CBS affiliate, in town visiting the web's headquarters on business.

WARREN JOURNAY, general manager, WFEA, Manchester, N. H., CBS affiliate, is in New York on network business.

BOB WINDT, of Dave Alber's office, heads for Atlanta to handle advance publicity on the DuMont Telecruiser, now making its tour of Southern states.

WALTER HAASE, WDR's commercial manager, Hartford, Conn., is visiting CBS headquarters in New York.

About Ad-Libbing

Jack Benny admits he's not much of an ad-libber. His favorite gag anent this is the remark attributed to Fred Allen that Benny couldn't ad lib a burp after eating a Hungarian dinner.

Amos 'N' Andy Ageless

The saga of Amos 'n' Andy is almost as old as radio broadcasting itself. On January 12, 1926 the words "Henry, did you evah see a mule as slow as dis ono?" were first heard in Chicago as Freeman Gosden (Amos) and Charles Correll (Andy) began their now classic team.

The name of Amos 'n' Andy was not used however, until March 19, 1928 when the name of Sam 'n' Henry was dropped. Coast-to-Coast broadcasts began on August 19, 1929 and they have been known nationally ever since. Then, Amos 'n' Andy were on the air six nights a week.

The name Amos 'n' Andy was adopted after the two left WGN in Chicago. The station held the copyright on the name of Sam 'n' Henry and when they moved to another station, another title was needed. Without a title for the new show on the night of their first broadcast of the new series, the two were taking an elevator to the studio when the operator wisecracked to a talkative fellow "Hello, Handy Andy." To another passenger, the operator flipped "Well, well, famous Amos." And thus the name was born.

Correll and Gosden made their first movie, Check and Double Check, in 1930 and later appeared in others including The Big Broadcast of 1936.

Altogether, the two have created and acted some 190 characters in their many years on the air.

Gosden and Correll returned to CBS in 1948 after a five-year absence and began their half-hour broadcasts. CBS in that year acquired all rights to the Amos 'n' Andy routine and signed a contract with Gosden and Correll to do the script.



AMOS 'n' ANDY

PROMOTION

Quiz Series

Western Pennsylvania high school students will again compete for college scholarships in the 1950 School Science Experts' radio quiz series which will be broadcast each Monday evening over KDKA at 7:30 for seven weeks beginning March 27. Student scientists from public, private and parochial schools in the area will take part in the competition which is held annually as a forerunner of the Buhl Planetarium School Science Fair, an exhibition of science demonstrations planned and built by high school students. On each of the first six programs, five high school representatives will compete for cash and gold key awards. On the seventh broadcast, May 8, the six finalists will fight it out for the "championship" title and the scholarship awards. Ed Young, KDKA production chief, will be the moderator on the quiz programs.

Will Host Clients

Station WCBS, New York, and general manager G. Richard Swift will play host to clients and agency executives at special showings of "Lightning That Talks" starting today and continuing through Friday. Showings will be given thrice daily, 1:00, 3:00 and 5:00 p.m. in studio 22, CBS Studio Building on 52nd Street.

TO JACK:

CONGRATULATIONS TO A GREAT GUY, WHO,
IN MY OPINION, DESERVES THIS GREAT HONOR.

Rochester



Jackson:

Does this include Alaska and Hawaii?

Phil



Georgia Stations Profest FCC Hearing

(Continued from Page 1)

on the strength of their concern about the maintenance of "proper ethical standards."

Misrepresentation

The complaint, in general terms, was that programming of Rivers' WEAS, Decatur, Ga., has not followed the lines laid down in the original application nor in renewal applications. The misrepresentation claimed by other Savannah broadcasters is primarily the failure of WEAS to live up to the pledge that in religious broadcasts "no charge will be made for any facility and no request for funds from the radio audience will be permitted."

The Commission was told that during the last week of February 36.7 per cent of WEAS time was given to religious programs, all sponsored. There were no educational or discussion programs and only two news broadcasts during the week, the Commission was told.

Savannah Station

In addition, the Savannah stations presented excerpts from the scripts of half a dozen religious broadcasters who asked for funds from the radio audience during the same week.

WEAS operation is actually "a complete reversal of the policies proposed by Mr. Rivers in his appli-

NEW BUSINESS

KTTV, Los Angeles: Buzzo-Cardozo, through Raymond R. Morgan Company, Los Angeles, has bought 13 weeks of one-minute spot announcements twice a week, March 1 through May 29, 1950. Peter Robeck is KTTV account executive. Terminal Island has extended its one-minute participation on the Wheeler & Rourke Show for 46 additional broadcasts, February 21, 1950 through July 27, 1950. The Bogerts, Los Angeles, is the agency and Les Norine is KTTV account executive.

Brooke Company of California, through Walter McCreery, Inc., Los Angeles, purchased two participations in the Wheeler & Rourke Show, February 1 and February 3, 1950. Bill Whiting is KTTV account executive. May Company has bought the fifteen-minute program Music Shop for a period of 26

weeks, February 9 through August 3, 1950. The agency is Milton Weinberg Advertising Company, Los Angeles, and Peter Robeck is KTTV account executive. Edmarc Sales Company, through Allen & Marshall, Los Angeles, two one-minute participations on the Wheeler & Rourke Show, February 8 and February 10, 1950. KTTV account executive is Bill Whiting. Certi-Fresh, 26 participations on the Wheeler & Rourke Show, February 15 through August 3, 1950. The agency is The Bogerts, Los Angeles, and Les Norins is KTTV account executive. Glamour Products Company, through Barton A. Stebbins Advertising, Los Angeles, 26 weeks of one-minute participations in the Wheeler & Rourke Show four times a week, January 31 through July 28, 1950. Bill Whiting is KTTV account executive. May Company, 13 weeks of one-minute participations in the Wheeler & Rourke Show, February 15 through May 10, 1950. The agency is Milton Weinberg Advertising, Los Angeles. Peter Robeck is KTTV account executive. The Knox Company, through Allen C. Smith Advertising, Kansas City, Mo., 26 weeks of one-minute spots, March 10 through September 1, 1950. Les Norine is KTTV account executive.

cations for construction permit and renewal of license," wrote attorneys Marcus Cohn and Samuel Miller in the petition. They argued that in the absence of any other showing it must be assumed that similar policies would be followed in Savannah—a number of gospel programs carried by WEAS are to be programmed in Savannah, it was pointed out.

Romulo To Address NAB Convention

(Continued from Page 1)

agement conference will be "The American Broadcaster's Responsibility in the World Today." Other speakers will discuss responsibility in industry, advertising, government, world economics, agriculture, and the coming generations.

WADC Religious Series Covers All Creeds

Akron—Allen T. Simmons, owner and operator of WADC, 5,000 watt CBS affiliate in Akron, Ohio, believes he has found the answer to the constantly pressing problem for all radio men of religious programs.

A new hour-long program made its debut on Sunday, March 5, under Simmons' guidance with a local non-sectarian preacher and a staff announcer dramatizing stories of the old and new testament and reading inspirational poetry.

According to Simmons, the program, called "The Chapel by the Side of the Road" is designed to urge the listening public to attend the church of their choice, rather than attempt to be a substitute for the going to any church.

Music and abundance of old non-sectarian hymns is drawn from the station files of Lang-Worth, World and Standard Transcriptions.



Jack,

My most sincere and heartiest
congratulations.

Don Wilson



California Commentary



KTTV's move to Nassour Studios on Hollywood Blvd. in order to facilitate their production of motion pictures by being in the heart of the industry is definitely a step in the right direction. Entire offices as well as production will be centered at 5746 Sunset Blvd., Hollywood.

★

Les Hoffman of Hoffman Radio Co. is spending more money on televising sports than anyone else in this area. UCLA-Wash. State basketball game for the Pacific Coast Championship being played Friday, Saturday and Monday will be televised over KFI-TV. Hoffman is also donating two 19-inch sets for viewers from Kurcuff Hall at UCLA.

★

Bob Crosby is motoring to Hollywood from New York with his family. Bob starts his headman stint on the five-times-weekly "Club 15" airtel on March 27 over CBS and he's bringing his wife and children to Hollywood in advance.

★

Charlie Lyon, announcer on Curt Massey, Bob Hawk, Gene Autry and Lassie shows is celebrating his 20th year in radio this month. He got his start in Chicago in 1930.

Filming of one of the most pretentious series of television commercials yet made for the now medium winds up today at Jerry Fairbanks Productions. Casts boast such names as Virginia Bruce, Eddie Bracken, Ginny Simms, Brenda Joyce, Marjorie Reynolds, Gale Robbing, Don DeFore, Evelyn Ankers, Martha Tilton and Barbara Britton. The films will be used by Oldsmobile to kick-off the largest auto sales campaigns scheduled. Pictures to date have been set to start April 1 on 10 CBS-TV stations and on 33 other outlets. Newspapers, magazines, radio and billboards also will be used in coordination with the television campaign.

★

Again the old rumor, that Howard Hughes is negotiating for the purchase of the ABC Network! !

★

Frank DeVol is taking his Oxydol Orchestra to Portland, Oregon, on June 9-10th for the Rose Festival.

★

Bruce Eells Program Library Service is again offering one of the greatest library services and has added Wade Crosby and Parker Stough to their sales staff.

J. A. Folger and Company of San Francisco began sponsorship March 6 of a Monday through Friday newscast on KTAR, Phoenix, and KVOA, Tucson. The agency is Raymond Morgan Agency of L. A. The newscast will originate in the STAR studios.

★

Curt Massey, baritone star of his CBS musical series, this week is cutting records for London Records.

★

Television's first sponsored serial drama begins on KFI-TV March 13th under the sponsorship of Case-Swayne Co. Inc. Santa Ana, packers of fruits and vegetables. Soaper will be telecast in 15-minute segments five nights per week, and is titled "The Jonathon Story." The story concerns the problems of Ken Jonathon, an architect, and the women in his life.

★

Westside Motors, San Diego, Calif. has purchased the 10:30 to 12:00 midnite slot on KCBQ, San Diego, Columbia affiliate in San Diego for 52 weeks. Program features Robert Reagan, well known deejay and is most popular late nite program in Southern California.

The Arizona Brewing Company of Phoenix started sponsorship March 8th of a weekly half-hour melodrama on all seven stations of the Arizona Broadcasting System. The program, entitled, "Bird Cage Theater," will be transcribed and produced in Phoenix by an all KTAR cast.

★

Karscal Corporation, on behalf of Wax Seal Auto Polish, will sponsor the "Newspaper of the Air" on 12 Don Lee stations for a period of 26 weeks, starting April 1. Megge-Privett, Inc. is the agency servicing the Karscal account; Leon Wray is the Don Lee account executive.

★

Paul Sonnenberg, 12-year-old son of Don Lee's sales promotion director, Herb Sonnenberg, turned critic for the network's debut of the Clyde Beatty Show on Thursday, March 2nd. Reported the budding Brooks Atkinson: "Clyde Beatty Show." (1) good exciting plot; (2) good musical score.

★

Jack Bailey (Queen for a Day) is going to Torrance, Calif. on April 22nd, to act as judge and crown the "Torrance Queen." He'll also grand marshal the parade.

Congratulations, Jack.

It couldn't have happened to a nicer guy.



Mel Blanc

Congratulations to



BOB HOPE



RADIO

JAMES L. SAPHIER

MOTION PICTURES

**LOUIS SHURR
AL MELNICK**

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 50, NO. 49

NEW YORK, TUESDAY, MARCH 14, 1950

TEN CENTS

TRUMAN URGES MORE FCC-HEAD POWER

Commission Okays 5 New AM Stations

Washington Bureau of RADIO DAILY
Washington — The FCC okayed five new AM stations yesterday, including three to operate with one low watt daytime, and washed out the FM permit of Theodore Granik of Washington. Granik, producer of the "American Forum of the Air," had had five extensions of his permit, but was unable to see his way clear to proceed with the AM and FM operations he had originally planned.

The Marion County Broadcasting Company, Hamilton, Ala., was
(Continued on Page 4)

Radio And Television Aid Easter Seal Drive

Eight radio network and ten television shows have pledged co-operation with the National Society for Crippled Children and Adults in its 1950 Easter Seal Campaign.

Gerard M. Ungaro, president-elect of the society, will be interviewed by Elizabeth Hart on NBC's public affairs program, "The American Way," on Sunday, March 18th, 12:15 p.m., (EST). Also on that day at 3:30 p.m. NBC's "The Quiz Kids" will have a guest contestant sent by
(Continued on Page 2)

Will Billy Program Sold For 40 Station CBS Web

Chattanooga, Tenn.—A new hill-billy show, The Brock Bar Ranch, will debut over part of the CBS network on April 1 under the sponsorship of the Brock Candy Company, E. Brock, Jr., company president announced yesterday. Air time each
(Continued on Page 2)

NAB Criticism

Plans for making the NAB April convention in Chicago a management conference on "The American Broadcaster's Responsibility in World Affairs" has brought criticism in some quarters where broadcaster members believe that the convention should operate at a level that would help solve some of their growing commercial problems. The critics applaud the invitation to General Carlos P. Romulo, president of the United Nations General assembly, to speak on "The Broadcaster's Responsibility in World Affairs" but also ask that NAB provide some speakers who will counsel them on operational courses to follow during the ensuing year.

Asks Greater Support To Voice Of America

Norman, Okla.—The "Voice of America" and the part it plays in the battle for peace waged over the international airwaves is "far from being a success story."

Radio personnel attending the fifth annual University of Oklahoma Radio Conference held at Norman
(Continued on Page 4)

Philco Sales Climbing, Balderston Reports

Sales and earnings of the Philco Corporation for the first quarter of 1950 are running well ahead of the last quarter of 1949, William Balderston reports.
(Continued on Page 6)

CTI Color TV Demonstration Impresses Capital Viewers

Washington Bureau of RADIO DAILY
Washington—That it is a three-way race for dominance in the color video contest was amply demonstrated yesterday as Color Television, Inc., showed a performance test which compares favorably with the best offered at most recent CBS and RCA showings. Working in cramped studio quarters with equipment which officers of the company said fell far short of what is on hand in

Would Give Chairman Authority Over Personnel, Administration, Funds; Commission Names 5 Execs.

Judge Denies Motion To Dismiss Action

Cleveland — Judge Emerich Freed in United States District Court last week refused a motion for dismissal of the government's anti-trust suit against the Lorain Journal and involving WEOL, radio station of Elyria, Ohio. Government charges a conspiracy in behalf of the newspaper to restrain the radio station from being commercially successful in the Elyria area.

Basketball Holds Out For Non-Sponsorship Cover

Mansfield, O.—Mansfield Board of Education recently told station WMAN that it could broadcast the sectional Class B basketball tournament there if it met certain conditions, but the station refused. The conditions were that broadcasts be
(Continued on Page 2)

Five-A-Week Sponsorship Of My True Story On ABC

Sterling Drug, Inc., has signed a new 52-week contract to sponsor the ABC broadcasts of My True Story, five times weekly. Company has been buying the Tuesday and
(Continued on Page 2)

Washington Bureau of RADIO DAILY
Washington — President Truman yesterday asked Congress to center in the FCC chairman all authority over personnel, administration and the use and expenditure of funds. This proposal was included among 21 reorganization measures sent to the Capitol by the White House, and
(Continued on Page 6)

FCC Hearing Opens On KMPC News Issues

West Coast Bureau of RADIO DAILY
Hollywood — Hearing on the charges that KMPC slanted the news got under way here yesterday before an FCC Commissioner with the renewal of the licenses of the three Richards stations, KMPC, WJR, Detroit, and WGAR, Cleveland, involved.
Spokesmen for the Radio News
(Continued on Page 6)

KWK To Celebrate 23rd Anniversary

St. Louis—On St. Patrick's Day, March 17th, station KWK in St. Louis celebrates its twenty-third anniversary. Launched by Thomas Patrick Convey (known to his radio audience as Thomas Patrick) from the Hotel Chase in St. Louis
(Continued on Page 2)

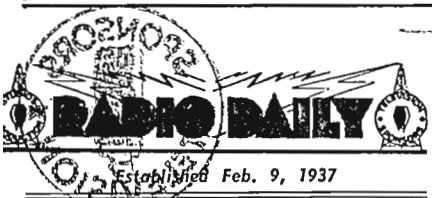
Tax Expert?

Francis, the talking mule, will solve all your income tax problems when the movie mule makes a guest appearance on Buddy Rogers "Pick A Date" program on WJZ-ABC tomorrow from 3:30 to 4 p.m. Francis auditioned by making a few "hee-haws" into a microphone the other day. Shirley Graf, mule-procurer, explained.

FM Survey

Chicago—One of the most comprehensive FM surveys ever to be released has been completed by WEAU of suburban Evanston. It showed that 42 per cent of the townspeople had FM sets already, while an additional 32 per cent intended to buy an FM set soon. The survey was conducted by the Radio Policy Committee of Evanston high school.

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ROME BUREAU
John Perdicali
Ludovisi 16

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KWK To Celebrate 23rd Anniversary

(Continued from Page 1)
in 1927, KWK has grown to become a 5 kw day-and-night station with an FM operation of 40 kw. After Convey's death in 1934, his son, Robert T. Convey (taking the name of Bob Thomas) was elected as the station prexy after having been an announcer, a copy-writer, salesman, and singer for the station. When the Globe Democrat acquired a minority interest in the station last year, facilities were moved to the Globe Democrat Tower Building which previously housed the Globe's FM station KWGD. The ultra-modern building was conceived with television in mind and makes KWK well prepared for expansion into television when the freeze is lifted.

Radio And Television Aid Easter Seal Drive

(Continued from Page 1)
the Iowa Society for Crippled Children and Adults. Other radio shows lending support to the Easter Seal campaign are "Mr. and Mrs. North" and "Give and Take" (both CBS), "Fibber McGee and Molly," "The Great Gildersleeve," and "Smilin' Ed McConnell" (NBC shows), and "True Detective Mysteries" (over Mutual).

Television shows participating in the campaign are: Kukla, Fran and Ollie; Texaco Star Theater; How Much Can You Count; Quiz Kids; Voice of Firestone; Hopalong Cassidy; We The People; Man Against Crime; Pet Show; and Old Gold Amateur Hour.

Five-A-Week Sponsorship Of My True Story On ABC

(Continued from Page 1)
Thursday programs since June, 1949. New contract is effective May 1, and was placed through Dancer-Fitzgerald-Sample, Inc. Sterling also sponsors Bride and Groom, Monday through Friday on ABC.

Hill Billy Program Sold For 40 Station CBS Web

(Continued from Page 1)
Saturday is from 7 to 7:30 p.m. (EST). Show is to be beamed initially on 40 stations in 13 states. Sunshine Sue and her hillbilly singers are featured on the program.

Stork News

Frank Marx, ABC vee-pee in charge of engineering, became the father of twin boys born in New York City's Doctors Hospital on Saturday, March 11. The Marx's have two daughters, Constance and Francine, 18 and 12 years old, respectively, and Geoffrey, a five-year-old son.

Basketball Holds Out For Non-Sponsorship Cover

(Continued from Page 1)
without sponsorship and that the station sign a contract to broadcast every home game for the next four years. Earlier, WMAN had asked Richmond County Common Pleas Court to issue an injunction preventing the Mansfield Board of Education from interfering with broadcasts of basketball games. The board had previously denied the station the right to broadcast games from the gymnasium if the broadcasts were sponsored. Judge G. E. Kalbfleisch held that the Board of Education had no direct control over the school's athletic program, so could not be named in an action such as was filed by WMAN.

KRIC To Air Baseball

Beaumont, Texas—For the fifth straight year, KRIC, AM and FM, will air all games of the Beaumont Rufnecks of the Class AA, Texas League, with Ed Dittert at the play-by-play mike. Holding an exclusive contract with Owner of the Rufnecks, Guy Airey, KRIC has tentatively arranged to feed the broadcasts to other stations along the Gulf Coast. Sponsorship of the broadcasts has long been consummated on a co-operative basis by local merchants.

MEXICO

SEÑOR EMILIO AZCARRAG. Mexico's number one broadcaster, leaves early next week for New York. . . Mr. and Mrs. Azcarraga will continue their journey overseas and will remain in Europe for several months.

General Motors of Mexico sponsoring one of the best musical radio programs on XEW. "Fiesta de Cancion" (Song Festival) is the name of this broadcast on the every Tuesday night and featuring Sofia Alvarez, lovely screen actress and tenor Salvador Garcia and the orchestra of maestro Jose Sabre Marrquin, famous Mexican composer. The Teatro Alameda, Mexico's finest movie house, celebrated its fourteenth anniversary recently.

The Mexican broadcasters will meet here next week to attend special meeting appointed by the Camara Nacional de la Industria de la Radiodifusion (Mexican Chamber of the Radio Industry).

Jose Mendoza O., owner of YNOW "The Voice of Central America," of Managua, Nicaragua left Mexico City after a two-week stay here on business. Mendoza was a visitor in Radio Programas de Mexico and attended by Clemente Serna Martinez, R.P.M.'s president and general manager.

FINANCIAL

(March 13)

NEW YORK STOCK EXCHANGE				Net
	High	Low	Close	Chg.
ABC	8 3/4	8 1/2	8 1/2	1/2
Admiral Corp.	24 1/2	23 5/8	23 3/4	1/2
Am. Tel. & Tel.	149 3/4	149 1/2	149 3/4	+
CBS A	29 1/2	29 1/2	29 1/2	+
CBS B	29 7/8	29 1/2	29 1/2	+
Philco	38 3/8	37 1/4	37 1/2	+
Philco pfd.	89 3/4	89 3/4	89 3/4	1/4
RCA Common	14 3/8	14 3/8	14 3/8	1/8
Stewart-Warner	15 1/2	15 3/8	15 3/8	1/8
Westinghouse	33 1/4	32 7/8	33 1/8	1/8
Zenith Radio	49 1/2	48 3/8	48 1/2	3/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	20	19 3/4	20	+
Nat. Union Radio	3 3/4	3 3/4	3 3/4
OVER THE COUNTER				
DuMont		Bid 17 3/4	Asked 18 3/4	
Stromberg-Carlson		Bid 13 3/4	Asked 15 1/4	

Correction

Division of Pacific Hooperatings was seven for CBS, seven for NBC and one for ABC instead of eight for NBC and six for CBS and one for ABC as reported in March 9 issue of RADIO DAILY. Difference was Red Skelton program which was credited to NBC, instead of CBS.

Massce-Barnett Co. Inc.
Established 1887
723 - 7th Ave., N.Y.C. Tel.: Cl. 5-6080
INTERNATIONAL FILM FORWARDERS AND CUSTOMS BROKERS FOR THE TELEVISION AND MOTION PICTURE INDUSTRIES.
Agents in all parts of the world.

Load-pullers

There's one station in Baltimore that works like an ox for you. That's W-I-T-H, the BIG independent that covers America's sixth largest city like a tent.

W-I-T-H is the buy for advertisers that want to produce BIG results for LITTLE money. The reason is that W-I-T-H delivers more listeners-per-dollar than any station in town.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. So if you're looking for low-cost results, call in your Headley-Reed man and get the W-I-T-H story.

W-I-T-H

BALTIMORE, MARYLAND
Tom Tinsley, President • Represented by Headley-Reed

To
**JACK
BENNY**
voted

“The greatest
radio personality
during the
last 25 years”

... and he's only 39

**Congratulations
from CBS**

★ ★ ★ COAST - TO - COAST ★ ★ ★

WWSW Disc Show At Hospital

Pittsburgh, Pa.—Art Pallan and his WWSW "Record Hits" show, turntables and all, visited the Veterans' Hospital in Aspinwall. Art entertained the patients with his 3-hour radio show, starting at 4:30 p.m. Many of them had a chance to join Art as guest disc jockeys on the show.

WTAG Salutes Lauder

Worcester, Mass.—The WTAG and FM weekly, "Who's News?" show, on March 4th, included a biographical reminiscence about the singer and comedian, Sir Harry Lauder, who died recently. The "Who's News?" writer and star, Dick Jacobs, ended the show with one of Lauder's very early discs, in which the kilted star claimed, although kidding, to be very ill.

WWSW To Air Garden Games

Pittsburgh, Pa.—With Duquesne University's invitation accepted to the National Invitation Basketball tournament at Madison Square Garden, week of March 13, WWSW has arranged to broadcast the Hill-toppers' matches direct from the Garden. WWSW's Joe Tucker and Bob Prince, both ace sports mike-men, will pitch camp in New York and will give the play-by-plays.

Courtesy Program On WISN

Milwaukee, Wis. — A panel of Shorewood High School students will discuss teen-age courtesy on WISN's "Your Question, Please" Saturday, March 11th at 3:30 p.m. The program will be a part of the two-week campaign for courtesy which was originated by the students, themselves. Mrs. Edith May Smith will be the guest and Gertrude Puelicher will act as moderator.

WDRS To Broadcast Art Show

Hartford, Conn.—The opening of the annual exhibit of the local Academy of Fine Arts on Saturday, March 11th at the Avery Memorial here, will be broadcast over WDRS. Program Manager Harvey Olson will conduct the broadcast, which will be taped for airing at 6:15 p.m. State public and art officials will be interviewed on the program.

"Pirates" On WWSW

Pittsburgh, Pa.—WWSW will follow the Pittsburgh Pirates baseball team through their exhibition game activities starting April 5th at New Orleans. All the pre-season games will be broadcast. Warm-Up Time with Joe Tucker will precede each game, 15 minutes before starting time, sponsored by the makers of Fort Pitt Beer and Old Shay Ale.

"Jewish Hour" On WWCO

Waterbury, Conn.—The first regularly scheduled "Jewish Hour" in Waterbury radio history was launched Sunday March 5th by WWCO, Yankee-Mutual outlet. The format consists of cantorial, folk and traditional music interspersed with news, commentary and dramatic narrative. Both English and Yiddish will be used in the half-hour broadcast. The time of the program each Sunday evening will be 9:30-10:00 p.m.

New Shopping Commentator

Cincinnati, O.—Charlotte Garner, formerly with WSAZ, Huntington, is the new voice heard on WCKY's "Mary Monroe" show. She replaces Betty Tiemeyer who retired to devote more time to household duties. Charlotte will provide household hints, shopping tips and fashion trends on the "Mary Monroe" show heard every day at 2:05 p.m.

Joins Sales Staff

St. Louis, Mo.—John H. Slayton has joined the sales staff of KXOK-FM, the Transit Radio station here. Slayton is a native of Chicago, Illinois, attended Harvard University and was formerly in the advertising department of the Daily Item in New York.

Stork News

Worcester, Mass.—WTAG and FM "weatherman" announcer Bill Ostberg became the father of a 7-lb. 5-oz. girl, born at Holden District Hospital. Bill is featured on the five-a-week weather shows for Eastern Climate Control and the local People's Savings Bank.

Request Shows' Results

Pittsburgh, Pa. — During the month of February, KQV's two telegram request shows, "Request Parade" and "Request Matinee" polled a total of 1193 paid wires. This figure was supplied KQV by Western Union, and the company further stated that the average cost of each tune-requesting telegram was thirty cents.

WMAL Junior Program

Washington, D. C.—Eleven-year-old Kristin Norstad, daughter of Air Force Lt. General and Mrs. Lauris Norstad, was featured as a junior you should know on "Junior Junction." Kristin Norstad broadcast from WMAL at 11 a.m., March 11th. The program is heard from coast to coast over the ABC network.

K. H. Berkeley is vice-president and general manager of WMHL.



Your **SPORTSMEN QUARTET**

is very proud to be associated with
radio's outstanding personality.

Bill, Bob, Marty, Gurney

TELEVISION DAILY

Section of RADIO DAILY, Monday, March 13, 1950 — TELEVISION DAILY is fully protected by register and copyright

FIRST DUPONT VIDEO HONORS

TELE TOPICS

TELEVISION as a new medium of mass communication, possibly the greatest such medium ever conceived by man for his own edification, has a lot of "bugs" which need ironing out. Not the least of these is programming, which, after all, from a commercial point of view, must act as a shield to get the audience in to see the show. And audiences, as Robert Montgomery pointed out last week at the TSA meeting, are apt, as they have been in the movies and radio, to be somewhat ahead of the producers in the matter of what has or has not got acceptance possibilities. So long, however, as this new medium consistently attempts to improve its programming, its other problems are relatively minor. Provided, of course, that video DOES constantly improve its programs. If it lets itself get into the ruts which sometimes bogged down radio then the other problems will pyramid.

KAY KYSER has signed Diane Sinclair and Ken Spaulding as the latest additions to his "College Of Musical Knowledge" cast. They're a dance team. . . . "Caravan Of Stars" preems over WBZ-TV, Boston, on March 16. . . . "This Week In Sports" bows over WPIX at the end of the month under sponsorship of Guinness Stout. . . . ABC-TV's "Super Circus" is gradually expanding its station coverage with Canada Dry sponsoring. . . . Franklin Pulaski and Rusty Arden commute to Philly every day from New York to co-emcee WFIL-TV's "Telephone Game." Jerry Albert has been named editor of the National Television Film Council's TeleVista publication. . . . J. Don Wilson is affiliating his radio and TV production interests with Don Sharpe. . . . Mal Boyd leaving for the Coast, there to look after the interests of PRB, Inc, the firm in which Buddy Rogers and Mary Pickford also have an interest. . . . The New Orleans Times-Picayune last Sunday ran a special television section.

BOB SMITH, who does his 500th telecast over NBC-TV on the 17th of March, will announce a "Howdy Doody Boy of 1950" contest the same day. Scheduled to run through the 26th, the contest will seek to discover the boy who most closely resembles Howdy Doody. . . . Edward Everett Horton bows on a new video series "Holiday Hotel" on March 23 under the sponsorship of Packard Motor Cars. . . . ABC-TV, incidentally, will telecast the finals of the National Invitation Basketball Tournament from Madison Square Garden next Saturday under the sponsorship of Gillette. . . . Dizzy Dean has been signed by Phillip Morris for baseball interview appearances over WABD before and after Yankee home games.

Fairbanks Multicam System Gets Big Play

The renewal of the "Silver Theater" over CBS-TV by the International Silver Company provided the show is photographed via the Fairbanks three-camera tecnic highlights a flurry of activity at the Fairbanks Hollywood studios.

International Silver was reported as being ready to give up sponsorship of the "Silver Theater," which is produced by Frank Telford of Young and Rubicam, until a test telecast within recent weeks using the Fairbanks Multicam method convinced the sponsor that the show had a lot more power than had previously been believed.

Other Activity

In addition, Fairbanks has just completed what the firm's press department calls "the most pretentious series of television commercials yet made," for Oldsmobile. These commercials feature top-rank Broadway and Hollywood names and are scheduled to kick-off a large-scale Oldsmobile demonstration campaign on April 1 over ten CBS-TV stations and 33 other outlets.

Fairbanks also filmed "This Is Your Life," the radio program, last Thursday as a test for TV. On this job, the West Coast production outfit shot 30 minutes of film in 30 minutes. "Truth and Consequences," another radio regular, is now being edited by Fairbanks Productions following its filming last week. Both shows will be shown nationally for an audience reaction test.

Fairbanks Productions has also scheduled shooting time for the filming of ten commercials for Goebel Beer Company of Detroit.

CTI Color System Improved; Press Showing Planned Today

Washington Bureau of RADIO DAILY Washington—A vastly improved performance for the Color Television, Inc., System was reported following a special informal showing Friday for four members of the FCC and several staff officials of the Commission. A showing for the press is slated for this morning.

CTI has not yet asked for a formal demonstration before the Commission, but is expected to do so shortly. The February demonstrations were not successful, with equipment having blown out just prior to the first demonstration and

No TV On Relief

New York's Nassau County Public Welfare Department has moved in on relief recipients who own TV receivers. Commissioner Edwin P. Wallace cracked down on reliefers by subtracting the amount of the monthly installment payment on video sets from the monthly relief check of those who refused to return their sets to the stores from which purchased. One woman whose check was reduced plans to appeal her case before the State Department of Public Welfare.

Oil Company Buys Radio TV Spot Sked

(Continued from Page 1)

next 13 weeks in selected markets. In addition, Sinclair is using radio programs on a spot basis on 12 stations in the middle-west and southeast. The company will also start sponsorship of a wrestling program this Saturday over station WGN-TV, Chicago, bringing to four the number of local TV programs under Sinclair sponsorship. Sinclair is sponsoring wrestling on WWJ-TV, Detroit, WMAL-TV, Washington, and a five-day-a-week news telecast over WCAU-TV, Philadelphia.

New TV Line Announced

Rochester—Two new Stromberg-Carlson 16-inch television receivers—a console and table model—were announced by C. J. Hunt, general sales manager of the radio-television division.

Crusade In Europe Station WPIX Are Named

(Continued from Page 1)

were: Commentator Award, NBC's Morgan Beatty; Station Awards, WNOX, Knoxville, Tenn., and WWJ,

The broadcast portion of the award ceremonies were opened by ABC vice-chairman Mark Woods, who lauded the inclusion of the television medium within the scope of the awards, and who pointed out

The "Crusade in Europe" award was accepted by Robert E. Kintner, ABC prexy. The award read thusly:

"In recognition and appreciation of outstanding public service in encouraging, promoting and developing American ideals of freedom, and for loyal devoted service to the nation and to the communities served through the television presentation of the historical documentation "Crusade In Europe," the Alfred I.

Richard W. Clarke, executive editor of the New York Daily News, accepted the special television award to WPIX "In recognition and appreciation of outstanding public service in encouraging, promoting and developing American ideals of freedom, and for loyal, devoted service to the nation and to the communities served through the television presentation of current news and events, the Alfred I. duPont

The ABC broadcast marked the eighth successive year of the Alfred I. duPont Awards which are given annually to one radio commentator and to one radio station with over 5,000 watts power and to another station with less than 5,000 watts power. These three categories each carry cash awards of \$1,000.

Morgan Beatty of the National Broadcasting Company received the duPont Commentator Award which goes "to the one individual who shall be a citizen of the United States in recognition of distinguished and meritorious service by aggressive, consistently excellent and accurate gathering and reporting of the news, and the presentation of expert, informed and reliable interpretation of news and opinions for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio."

Jack R. Howard, President of Scripps-Howard Radio, Inc., owners and operators of WNOX, Knoxville, Tenn., a CBS affiliate, accepted the award for the 10,000-watt radio station, and W. E. Scripps, president of the Evening News Association, owner and operator of WWJ, affiliate of NBC in Detroit, Mich., accepted the award for the 5,000-watt radio station.

Commission Okays 5 New AM Stations

(Continued from Page 1)

okayed for operation on the 970 band, the Jackson Broadcasting Company, Jackson, Ala., for the 1290 band, and A. H. Kovan and J. D. Sinyard, Athens, Mo., for the 1540 band. All three will operate with one kilowatt daytime only.

R. B. Bell was authorized to build in Mena, Ark., for unlimited time on the 1450 band with 250 watts. George Basil Anderson was granted the 1220 band in Atlantic, Iowa, with 250 watts daytime only.

Rep. Alvin E. O'Konski, R., Wisc., was granted permission to change the frequency of WLIN, Merrill, Wisc., from the 730 to the 550 band, changing his operation from daytime only with one kilowatt to one kilowatt daytime, 500 watts night. WIVI, St. Thomas, V. I., was granted permission to shift its studio and transmitter from St. Thomas to Christiansted, on the island of St. Croix.

The Commission okayed the sale of WCBA, Corning, N. Y., by John S. Booth for \$80,000. Buyer is the Wellboro Corning Broadcast Advertisers, Inc. The Commission also okayed the acquisition of control of KELP, El Paso, Texas, for \$40,000 by the Richey Evangelistic Society.

Thousand-Mile Auto Trip Pays Off In Commercials

Lawrence, Mass.—A series of one-minute interviews acquired by Richard Hickox of WLAW on a 1,000-mile auto trip are now being broadcast by the station to stimulate consumer interest in the new Educator Saltine container. Hickox asked grocers their opinion on the container and 24 of the interviews are now being used weekly. Sponsor is the Megowan Educator Food Company of Lowell and Chicago.



By SID WHITE

Man About Manhattan...!

● ● ● **BIGTOWN SMALL TALK:** Bob Hope, asked by an interviewer whether he was born here or was an immigrant, cracked that he swam in from Ellis Island with Mike Romanoff on his back. . . . Admiral Records willing to give Milton Berle a five-figure bonus if he'll sign up with them to do a series of kiddie platters. . . . Lisa Kirk readying a radio-TV deal when she leaves "Kiss Me Kate" in June. . . . Roberto Rossellini planning a series of TV films with Bergman, according to international grapevine. . . . W. Somerset Maugham has appointed John E. Gibbs & Co., Inc., as his exclusive rep for television in the U. S. . . . Ed Weiner's "Once Over Nightly" series from the Hickory House has picked up 48 commercial spots already and it's yet to round out its 2nd month on the air. . . . Eileen Barton's "I'd've Baked A Cake" platter, now hitting the half-million sales mark, has made her the hottest new songbird along Music Row. Sinatra phoned MCA over the week-end to get Eileen as a regular feature on his radio show. . . . Ed Gardner and CBS huddling again. . . . That deal involving the Lux Radio Theater's absorbing Screen Actors' Guild hasn't jelled yet. Bottleneck is the amount of money Lever Bros. have to fork over to the Guild welfare kitty. . . . TV's making such fast strides, Jack Durant opines that 10-inch screens are headed for the old-focus home.



● ● ● Pity the poor sportscaster with too many commercials. Guy Lebow, for instance, has become the target for hundreds of letters beefing about the overloading of commercials foisted on him in his wrestling and hockey shows. What the fans don't know, natch, is that Guy has no 'cherce' in the matter and simply has to take care of all the commercials handed him. Maybe they oughta get an announcer to handle the commercials and let the sportscaster concentrate on his specialty.



● ● ● **ONCE OVER LIGHTLY:** Leo Fuld's poignant recording of "Where Can I Go," the plea of a persecuted D.P., should be heard wherever there is a radio, phonograph—or a heart. . . . Wanna bet that the next big radio name to announce big television news will be Kate Smith? Reports are around that the Collins-Smith combo are on the verge of a million dollar video across-the-board deal. . . . Nobody, but nobody, deserves a life-time pass to the Palace Theater more than WJZ disc jockey, Joe Franklin. It was Joe's consistent plugging of oldtime vaude stars on wax that breathed life into the famous old house and made it possible for it to get back on its feet again. . . . Forget the name of the quiz show, but it was an unexpected howl. The woman quizzee had just stated that she had three children and the announcer repeated absent-mindedly: "You already have three—would you like to try for six?" . . . The last time Jack Benny saw Fred Allen, he explained how he came by his frugal nature. "I take after my father," said Jack. "He was a very practical man. He used to paint the bottom part of our pot-belly stove a fiery red every winter—and we used to save about 75 per cent on fuel consumption."



● ● ● **THE MORNING MAIL:** "May I offer an answer to the question you posed as to why Mischa Elman was cut off the air last Saturday?" writes Bill Berns. "At each station break during the "Sat. Nite Revue," new television stations join the network to pick up the show. Unfortunately, Elman's number was running 20 seconds longer than time would permit and so the incident occurred. However, this is an early production flaw and as the shows progress, I'm sure you will find such matters will not happen."

Asks Greater Support To Voice Of America

(Continued from Page 1)

heard this statement yesterday from Ernest Erich Noth, former advisor and contributor to "Voice of America," who now edits books abroad. Subject of the luncheon address was "warfare and Peacefare on the International Airways."

"It can hardly be claimed," Noth continued, "that we are winning the battle of the minds of men, either in those foreign countries which still enjoy freedom or in those already enslaved."

Noth placed blame for this on the American public and its political leaders. Endorsement of "Voice of America" is still withheld by the largest part of the population, he said. In a democracy no efficient public service can in the long run be successfully performed without the backing of the public, he added.

Noth urged the American public to remove its moral shackles and recognize the "Voice of America" for what it is—an instrument of propaganda. However reluctantly it is accepted, such an instrument is essential, he said. Moscow's poisoning and undermining of morale in those countries which are still free can only be fought with and upheld by the most efficient and the most powerful American antidote, he added.

Radio conferees were told that the "Voice of America," or a similar organization, can never again be dispensed with and therefore it is to be a permanent feature in our national life and our international activities.

Noth's talk highlighted the Monday morning program. Special-interest sessions covered employment from the viewpoints of station managers, advertising agencies and radio school graduates.

Talks on college instruction are getting started in the radio industry were heard Monday afternoon. Theodore Tower, assistant director of the employee-employer relations department, NAB, spoke on "Economic Trends and the Broadcasting Business" at a meeting last night.

Zither Program Today

Zither music, first featured in the score of "The Third Man," will be played on a special program over WWRL today from 1:30 to 2:00 p.m. Authentic Austrian Alpine melodies produced by the zither will be presented on the show, Continental Theater of the Air. The score of the movie will also be heard.

Pinza On WMGM

Ezio Pinza, star of the Broadway musical, South Pacific, will make one of his rare radio guest appearances with Jack Eigen over WMGM on Thursday night, March 16 from one to four a.m., from the Cop-Eigen features platters and interviews on his regular early morning show.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 18

Broadcasters' Courtesy

to our Executive Representatives — and the Fabulous transcribed program values they represent — will reward you 100 fold . . .



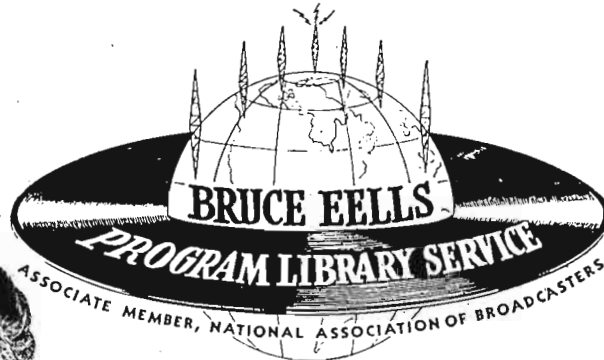
JIM EELLS. Hard-hitting counterpart of Bruce, Iowa-born Jim is highly experienced in all phases of radio station operation. Knows and satisfies station needs—lucratively.



BRUCE EELLS. No swivel-chair general, our top executive is happy only in the field. Says helps him survive Hollywood artificiality.



JEAN ARMAND. For many years management counsellor to station operators throughout the U. S. and Canada, Jean says the Program Library Service is the first big price and quality break operators have ever been furnished in transcriptions.



WADE CROSBY. Reared in top advertising agencies, versatile Wade has appeared in many Bob Hope pictures, starred in the famous "Frontier Town" western radio series, aspired to represent over-all Bruce Eells interests in the field.



PARKER STOUGH. Marshalltown-bred and WLW-trained, Parker enthusiastically quit an important mercantile post to carry the new Program Library information to broadcasters; dispell the natural "too good to be true" reaction of the cynical ones.

BRUCE EELLS PROGRAM LIBRARY SERVICE

PRODUCED BY BRUCE EELLS & ASSOCIATES, INC.
2217 MARAVILLA DRIVE HOLLYWOOD 28, CALIF.

First and only transcribed

Library Service of Adventure, Drama, Mystery, Romance, Comedy, Juvenile and Music Programs

Ask More Authority For FCC's Chairman

(Continued from Page 1)
was in line with suggestions which have been made in the past, both in Congressional and Hoover Commission circles. Appointment of key Commission personnel would be subject to approval by the full Commission.

Meantime, the Commission announced yesterday the naming of Curtis B. Plummer as chief engineer, John A. Willoughby as assistant chief engineer, J. Fred Johnson, Jr., as chief hearing examiner, William K. Holl as executive officer in charge of administration, and Harold J. Cohen as chief of the new Common Carrier Bureau just set up.

Benedict P. Cottone, present general counsel and head of the law bureau, remains general counsel under the new reorganization, and William J. Norfleet, present chief accountant, remains chief accountant under the new organization announced last week.

Plummer is present chief of the TV broadcast division. A native of Boston, he is 38 years old and a graduate of the University of Maine. Before coming to the FCC in 1940 he was connected with WHEB, Portsmouth, N. H., and WGAN, Portland, Me.

Willoughby is a veteran of 34 years in Government radio engineering positions, the last 20 with the Federal Radio Commission and the FCC.

Elected To Board

Ernest Felix, assistant treasurer of the American Broadcasting Company, headquartered in Hollywood, has been elected to the board of directors of the Los Angeles Credit Managers' Association.

COAST-TO-COAST

"Needle Club" Presentation

Hartford, Conn.—A description of the operation of the "Duffy's Tavern" program in San Juan, Puerto Rico, as well as stories of interviews with Charles Cantor, the "Finnegan" character on the program, were broadcast on the "Needle Club" daily program over WDRG by Jack Zaiman, president of the club. Zaiman recently visited Puerto Rico, the Virgin Islands and Miami Beach, and devoted two weeks on the "Needle Club" commentary program to a relation of events in those areas.

WWL Birthday Party

Cincinnati, O.—WLW celebrated its 28th anniversary March 2 with a studio party complete with huge birthday cake and entertainment that brought back many of the entertainers who had been with the station in years gone by. James D. Shouse, Crosley Broadcasting chairman, presented the first piece of cake to old timer Rheiny Gau, who made the first broadcast under the WLW call letters on March 2, 1922. An orchestra composed of musicians who have been with the station for more than 20 years provided the musical background.

McCaffrey Joins WLAW

Lawrence, Mass.—Arthur J. McCaffrey, long identified in sales capacities with New York newspapers and Boston radio outlets, has joined the sales staff of WLAW. A native of Boston, he was formerly associated with the New York Evening Post and the New York Herald-Tribune as well as the General Outdoor Advertising Company, and in recent years, was located with a Boston regional network and a Salem station.

WHEC Plans 25th Anniversary

Rochester, N. Y.—CBS star Abe Burrows and songstress Janette Davis will be here March 25th for a one-shot local radio appearance when WHEC celebrates its twenty-fifth anniversary with an all-out radio show. According to WHEC's general manager, Gunnar Wiig, Burrows will bring his side-kick accompanist, Milton DeLugg, while Lee Irwin of the Godfrey show also will make the trip to handle Janette's music. The hour-long broadcast will follow a banquet at Oak Hill Country Club which the radio station has taken over for the evening.

WWJ Awards Students

Detroit, Mich.—Harry Suffrin, clothier, presented a college student Nafe Katter with a check on March 4th, in the first of a series of scholarship awards on the WWJ radio program, "Leaders of Tomorrow" heard on Sunday at 1:00 p.m., EST.

New Teen Feature On KROW

Oakland, Calif.—The "Teens' Tunes and Topics" show on KROW, has announced a new arrangement which will feature a different East Bay high school every Saturday. The show from 11:00 to 2:00 on Saturdays, is conducted by Ray Yeager, disc jockey. The students of the selected high school will pick their five favorite tunes each week and interviews will be conducted by Yeager with student body presidents, student newspaper editors and others.

Jared Adds New Duties

Nashville, Tenn.—John Jared, WSM's "Old Guide," authority on hunting, fishing and other outdoor activities, has just added two new jobs in his chosen field. Jared is now chief, education section, of the State Game and Fish Commission and a columnist for the "Nashville Banner." He says that these two new jobs, coupled with his radio show, will give him "full time to devote to hunting and fishing."

Philco Sales Climbing, Balderston Reports

(Continued from Page 1)

Balderston, president, has reported to stockholders. Operating results for the quarter are expected to be the highest in the company's history, he said.

More than \$80-million in orders for Philco sets and appliances were signed at the National Distributor Convention in Chicago in January when 1950 lines were introduced. Balderston revealed that production has been increased as rapidly as possible to meet this demand. Philco television receivers are in especial demand and sets are now being allocated, he added.

FCC Hearing Opens On KMPC News Issues

(Continued from Page 1)

club of Hollywood, who are scheduled to give testimony will charge that G. A. Richards ordered them shape news reports on religious, political and racial issues. Attorney for Richards, however, will attempt to prove that despite any instructions from Richards the new broadcasting policy of KMPC remained fair and impartial.

The hearing will require about three weeks with the examining moving from Hollywood to Detroit and Cleveland to take further testimony.

To Carry Mayor's Address

Mayor O'Dwyer's annual message to council will be broadcast from the council chambers today on WNYC and WWRL beginning 2 p.m. WNYC, the city station, will feed the Mr. O'Dwyer's speech to the latter station.

Heads Colgate Alumni

Harold Day, director of radio and television sales development for the spot sales department of ABC, was elected president of the Colgate University's New York Metropolitan Alumni Association.

TOPS IN TELEVISION

WMAR-TV
The Sunpapers Station
channel-2
BALTIMORE, MARYLAND

Henri RESTAURANT
A BIT OF PARIS IN NEW YORK SINCE 1906

HENRI'S LUNCHEON SPECIALTIES

- LOBSTER CUTLETS, lobster sauce, green peas, mashed potatoes.....\$1.75
- BOILED BEEF MENAGERE, cabbage, carrots, turnips, onions, horseradish sauce.....\$1.65
- FRIED LONG ISLAND SCALLOPS, tartare sauce, green peas, mashed potatoes.....\$1.75
- TRIPES A LA MODE de Caen, boiled potato, green peas.....\$1.65
- BRAISED BEEF PARISIENNE, small vegetables, mashed potatoes.....\$1.75
- CREAMED HALIBUT au gratin, creamed onions and carrots, mashed potatoes.....\$1.65
- BEEF AND KIDNEY STEW, buttered noodles, French fried potatoes.....\$1.75
- SALMON HOLLANDAISE, creamed onions and peas, mashed potatoes.....\$1.65
- BOUILLABAISSE MARSEILLAISE, boiled potato.....\$1.75
- CHEESE OMELETTE, creamed spinach, mashed potatoes.....\$1.65
- CHOPPED SIRLOIN of BEEF, smothered onions, celery and eggplant creole.....\$1.75
- SWEETBREAD AND MUSHROOMS PATTY, green peas, French fried potatoes.....\$1.75

MONDAY
TUESDAY
WEDNESDAY
THURSDAY
FRIDAY
SATURDAY

OPEN FROM NOON TO 10 P. M.
15 EAST 52nd ST.
PL - 3 - 7130

Complete LUNCHEON \$2.00 from Superb Wines & Liquors
Complete DINNER \$3.00 from
We Invite Your PERSONAL OR BUSINESS CHARGE ACCOUNTS

TELEVISION DAILY

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THREE WAY COLOR-TELE BATTLE

TELE TOPICS

HERBERT GRAF wasn't the star of the CBS-TV production of Verdi's "La Traviata" in English Sunday afternoon but to him should go credit for the success of the production. Graf, who prepared and staged the opera, was responsible for the artistic achievement in making use of light sets at the CBS studios at 15 Vanerbilt Avenue, and the lighting and camera work which made the "La Traviata" presentation a memorable television event. Graf will go far as a TV producer. He has a feel for the new art and calls upon his talents as an operatic producer in making the most of the sight and sound medium.

A HEADLINE in yesterday's Herald Tribune read this way: "Films, TV held Bar to a Child's Mental Growth." The story beneath the head had to do with a new booklet on children's leisure time as written by a Chicago U. teacher. What makes the item and its head worth mention here is that the story, which ran 15 inches, made only one mention of television and that statement was at considerable variance with the headline. . . . Brock Pemberton, the Broadway theatrical producer who died Saturday afternoon, was to have done a guest appearance on "Faye Emerson's CBS-TV show last night.

ARTHUR GODFREY will originate his radio and TV shows from Chicago on March 29 and 30 while he is in the Windy City to guest on the Bing Crosby radio show on the 29th. His friends will work in New York. . . . The "Gimbel Handy Man" becomes a regular afternoon feature on WPTZ starting next Monday. WPTZ, by the way, has been telecasting for 18 years. . . . Edmond S. Cahn, author of "The Sense of Injustice," says that video is a threat to civil liberties. What next? . . . WNAC-TV, Boston, will televise the N. E. Intercollegiate swimming meets next Saturday afternoon and, also in New England, WBZ-TV, preems what it says is the "costliest TV production yet in New England video history" Thursday when it unveils the "Television Revue" under sponsorship of R. H. White. . . . KEYL, San Antonio, last Thursday started the first regularly scheduled Spanish video programs in U. S. TV history. . . . KSD-TV, St. Louis, has teamed up with the local Better Business Bureau to fight fraudulent schemes and rackets. A six-minute interview over the station last week with a BBB official brought an unprecedented phone and mail response from listeners in reply to the offer of a free Bureau booklet. . . . Alan Dale guests today on Bill Williams' "Welcome Mat" over WABD. . . . Moss Associates, the ad agency, is looking for a good looking personable male pianist for a part in a TV show. Applicants contact Kathleen Green there.

SONGS WITH THE LARGEST TV AUDIENCE

Survey Week Of March 3-9, 1950

THE TOP 5 SONGS OF THE WEEK

Ain't She Sweet.....Advanced
Johnson Rag.....Miller
Quicksilver.....E. H. Morris
There Must Something Better Than Love.....Chappell
You're Breaking My Heart.....Algonquin

THE 5 FAVORITE STANDARDS OF THE WEEK

Blue Skies.....Berlin
Sidewalks Of New York.....Pioneer
St. Louis Blues.....Handy
Stars And Stripes Forever.....J. Church
That Old Black Magic.....Famous

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Press, Law Makers Impressed With CTI's System

(Continued from Page 1)

dent Arthur Matthews said yesterday's demonstration could be improved at least another 25 per cent with the transmission and studio facilities which can be provided in San Francisco. At the same time, he had high praise both for the facilities provided and the quality of transmission offered by WMAL-TV, local station cooperating in the tests.

Members of the Condon Committee, and the FCC have been invited to watch a demonstration this morning, with members of Congress to be invited later this week. Four FCC members were greatly impressed by a showing last Friday.

The color was not completely registered, with pinks providing particular difficulty. Despite claims that there is no color breakup, a green tinge was visible on white—both stationary and moving. A brand new image orthicon tube was used, and there is some question whether the breakup did not result from the fact that the new tube was not "seasoned."

On the other hand, the pictures themselves were sharp and the colors did not blend over into each other. Skin tones were very impressive, compatibility was excellent, with the black and white picture coming through without noticeable impairment. A direct-view black and white set was used, providing even greater contrast with the unsatisfactory black and white picture shown on projection sets at earlier CTI demonstrations.

Matthews said CTI is working on a direct-view tri-color tube, and that a cooperating laboratory has succeeded in laying down 1575 lines for full three-color resolution.

In response to questioning by Senate Interstate Commerce Committee Chairman Edwin C. Johnson, who was an interested and impressed spectator yesterday, Matthews said broadcasters could equip to send CTI-type color for about five per cent above the present equipment cost—either to convert present stations or equip new stations not yet built.

He estimated that home receivers of the present projection-type could be marketed for "about the same as, or very little more than, present projection receivers." He said he could not forecast what might happen if a tri-color tube is perfected, since he does not know what its characteristics will be.

Meck Blasts Color TV School Officials Ban Ball Games On WSPD As Rich Man's Hobby

Chicago — Charging that both Phonevision and color television would make the new medium "a rich man's hobby," John Meck, midwestern television manufacturer, today called upon the FCC to preserve television "for all the people."

One of the largest manufacturers of TV sets, now producing at the rate of 250,000 receivers a year, Meck makes sets in the price ranges aimed at the mass market.

"The proposals now before us," Meck said in a letter to the FCC today, "involve the future course of television."

Phonevision—the system that permits viewers to pay for exclusive viewing of special telecasts—would establish a caste system in television, Meck felt. Color television, too, will inevitably increase the cost of television receivers to consumers, he stated.

"I urge you to reject any proposal that will restrict the ownership

Toledo, O.—After a year of permitting WSPD-TV to show football and basketball games of local high schools, education officials have decided to ban such programs for the next year, as a result of a drop in 1949 attendance figures of 44,204 from the 1948 totals. Faculty managers blamed the drop on television, but agreed to reconsider the question after the year's ban expires, in the light of future attendance figures.

Last year, the high school athletic officials decided to permit television broadcasts, on condition that the station did not announce which of several high school games was to be shown. It was believed that this secrecy would reflect in better attendance at the games.

and enjoyment of this new medium by all the people. This is your duty as trustees of a vital new force that belongs to all the people as citizens of the United States."

CBS Transmitter To Be Moved To Top Of Empire State Bldg.

CBS yesterday announced the signing of a lease covering the transfer of its New York TV transmitter to the Empire State Building. Currently, CBS' transmitter is atop the Chrysler Tower, the second highest building in the metropolitan area.

The change in transmitter location which is subject to approval of the FCC, is being made to permit WCBS-TV, the web's New York outlet to provide "improved service," the network said. The transmitter will occupy the 83rd floor of the world's tallest building and the

antenna will be installed on a new 199-foot tower which is now being constructed above the present mooring mast. The move, according to web spokesmen, will be made without interfering with WCBS-TV's day-to-day operations.

Other stations which plan to use the new antenna include WNBT, WJZ-TV, and WPIX. WABD is said to be mulling the possibility of moving over from its present transmitter location but is currently awaiting the results of a technical survey to determine its advisability.

YOUR BABY

B M I

will be

10 YEARS OLD NEXT MONTH



RADIO DAILY

Joining with the rest of the
broadcasting industry, will celebrate

THIS MILESTONE IN MUSIC

with a special

BROADCAST MUSIC, INC.

10th ANNIVERSARY ISSUE

to be published

AT THE CHICAGO NAB CONVENTION
MANAGEMENT CONFERENCE, TUESDAY, APRIL 18TH



MAKE YOUR SPACE RESERVATION TODAY



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 50

NEW YORK, WEDNESDAY, MARCH 15, 1950

TEN CENTS

CLEAN UP PROGRAMMING, COY URGES

ASCAP Consent Decree To Benefit TV Outlets

Get Single License For All Telecast Performances

ASCAP is required to offer television stations and motion picture producers, like radio stations, a single license covering all performances of a motion picture or an entire network telecast in accordance with consent decrees entered into with the Government here yesterday. Accept-

(Continued on Page 7)

Richards Counsel Ask Full Hearing At FCC

Washington Bureau of RADIO DAILY Washington—The FCC was asked yesterday to call off the hearing now in progress in Los Angeles on license renewal for KMPC, WGAR, Cleveland, and WJR, Detroit. Instead of letting the matter go before a hearing examiner, as is being done, attorneys for G. A. Richards, who controls the three stations,

(Continued on Page 8)

Mullen Accepting Post As Radio Pioneers Prexy

Frank Mullen has accepted the nomination as president of the Radio Pioneers to succeed William Hedges and will take over the duties of the presidency at the annual banquet which will be held at

(Continued on Page 2)

Emergency Circuits
Montreal—For the second time this winter, Bell Telephone engineers are using emergency radio circuits to bridge a gap in long-distance lines caused by a storm. Two trailers equipped with radio transmitters and receivers were set up on either side of a two-mile gap in the long-distance cable between St. Pie and St. Hyacinthe.

Too Much Realism
Berlin, N. H.—A realistic broadcast about a fictitious fire raging over a 90-mile area of snow covered land threw a large part of the "north country" in a near panic this week. The program was designed to make the public more careful in preventing forest fires, since its sponsor was the Brown Company, a wood and paper product concern.
Despite repeated announcements that the program was purely fictitious by announcer Dick Thompson, the Boy Scouts appeared at the fire station for emergency duty, families packed their belongings and prepared to flee the "disaster," and a road to the north of Berlin was jammed with panic-stricken traffic. Reminiscent of the Orson Wells' "Men From Mars" broadcasts, the program did manage to make the local citizens more acutely aware of the danger of fire.

Many Stations Cover Basketball Tournery

Coverage of the National Invitation college basketball tournament at Madison Square Garden this week is being provided by 13 stations from coast-to-coast. All but one of the stations is sending its own engineers and announcers to send the broadcasts back home.

The set-up differs somewhat from the regular season games at the Garden when WMGM, which airs all of the games, provided equip-

(Continued on Page 6)

Bank Named President Of Alabama Broadcasters

Huntsville, Ala. — Bert Bank, WTBC, Tuscaloosa, was elevated from vice-president to president of the Alabama Broadcasters Association at the annual spring meeting

(Continued on Page 2)

Circus Declines TV Sponsorship Offers

Declining offers for commercial sponsorship of the pickup of the circus from Madison Square Garden when it opens April 5th, executives of Ringling Brothers-Barnum & Bailey circus are limiting the TV tieups to personal appearances of circus artists on established programs. The circus officials have decided that full coverage of the show is detrimental to the box office and that black and white TV does not

(Continued on Page 2)

American Airlines Spots To Report Strike's End

To announce the conclusion of the strike and the continuation of their regular service, American Airlines has purchased eight spot commercials a day over the four major net-

(Continued on Page 8)

Warns Industry Re Off-Color Gays, Crime Shows

Norman, Okla.—FCC Chairman Wayne Coy last night called upon the radio and TV industry to cleanse its programming and look to subjects other than crime if it is to avoid Federal pressure. He accused the industry of poor taste, with particular reference to comedians. Speaking

(Continued on Page 2)

New Biz, Renewals Reported By WNBC

Renewals and new business were reported yesterday by the commercial department of WNBC, key NBC station in New York.

The Hudson Pulp and Paper Company signed a 52-week contract for "News With Charles F. McCarthy" through the Duane Jones Company, Inc. Program will be sponsored Tuesdays, Thursdays and Saturdays. Renewal of the Frank Luther

(Continued on Page 6)

Emergency Service Role Performed By KIL0

Grand Forks, N. D.—With the blizzards taking a toll of all communication lines, radio station KIL0 suddenly became the indispensable means of contact with all

(Continued on Page 6)

Sen. Ferguson Charges FCC With Political Favoritism

Washington Bureau of RADIO DAILY Washington—Senator Homer Ferguson, Michigan Republican, blasted the FCC on Monday for political favoritism, charging that the Commission "may be using its authority over radio stations for political censorship." He was believed referring to the FCC hearings in Los Angeles on charges against G. A. Richards, licensee of KMPC, Los Angeles,

WGAR, Cleveland, and WJR, Detroit.
Ferguson said the Senate should be very much concerned if the Commission is misusing its authority in this manner, and spoke of an individual who operates five stations and has "strong political views which have been identified by the House un-American activities com-

(Continued on Page 8)

Brotherly Love
The brotherly banter between Bing and Bob Crosby in a series of seven spots plugging Bob's return to "Club 15" March 27 actually was a long-distance affair. Bing recorded his lines for the spots, written in dialogue form, in Hollywood. The tape was shipped to Ward Wheelock agency, which had Bob record his lines in New York a week later.



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WASHINGTON BUREAU
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Phone: WISconsin 3271

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

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

ROME BUREAU
John Perdiciari
Ludovisi 16

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

FINANCIAL

(March 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 1/2	8 1/2	8 1/2
Admiral Corp.	23 3/8	23 3/8	23 3/4
Am. Tel. & Tel.	149 7/8	149 5/8	149 7/8	+ 1/8
CBS A	30	29 1/2	29 5/8	+ 1/8
CBS B	29 1/2	29 1/2	29 1/2
Philco	38	37 1/4	38	+ 1/2
RCA Common	14 3/8	14 1/8	14 1/4	+ 1/8
RCA 1st pfd.	75 1/2	75 1/8	75 1/8	+ 3/8
Stewart-Warner	15 3/8	15 1/8	15 1/4	+ 1/8
Westinghouse	33 1/4	32 7/8	33	+ 1/8
Westinghouse pfd.	104 3/8	104 3/8	104 3/8	+ 1/8
Zenith Radio	49	48 1/2	48 3/4

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	17 7/8	18 1/8
Stromberg-Carlson	13 3/4	15 1/4

Mullen Accepting Post As Radio Pioneers Prexy

(Continued from Page 1)

the Ritz Carlton Hotel on April 4th. Three hundred are expected to attend the annual banquet, with Secretary of State Dean Acheson as guest speaker.

New CBS-TV Sponsor

Mason Candy Bars have signed for sponsorship of a new 15-minute TV program on a CBS-TV web of 13 stations starting Saturday, Mar. 25, 7:15 to 7:30 p.m. Program will feature Kuda Bux, Hindu mystic, illusionist and "man with the x-ray eyes." Moore and Hamm are the agency for the sponsor.

Clean Up Shows, Coy Urges; 'Hopes' To End TV 'Freeze'

(Continued from Page 1)

before the University of Oklahoma's Annual Radio Conference, the FCC head went into the color-TV problem at great length, without offering any clear indication of what the Commission will eventually do. He posed a series of basic questions the Commission must solve before it can authorize any color system and get to work to lift the freeze. "I hope (I do not predict) that the Commission will be able to resume the processing of applications before this year is out," Coy said, and added that he has high hopes for the development of a workable tricolor tube, as a solution to a large part of the current color difficulties.

"However," Coy said, "in the case of this tube, as in the case of other much-heralded color television marvels, neither the Commission nor the rest of the industry can afford to count such eggs before they are hatched. In the past few months I have seen too many press releases describing perfect color television badly mutilated by bad performance. The color hearings have already consumed 33 volumes of testimony, and the total will probably exceed 50. The development of color video is doubtless months and years ahead of what it would have been had the Commission not acted as it has.

"I am sure that the result will be a far better, far sounder and far more enduring system of television than if we rejected the consideration of color television at the present time and left it to chance to be developed at some unknown place in the spectrum and at some unknown date in the future."

Criticizes Off-Color Stuff

On the matter of smutty programming, Coy warned that "the question of just how bad poor taste can get before it verges into downright 'obscenity' or 'indecenty' may be settled one of these days if the present drift in that direction is not checked." He said he sympathizes with licensees who are concerned about the material they get from networks but are usually powerless to do anything constructive about it, and he added:

"The Commission is rightly pro-

hibited from censorship. On the other hand, it is required to see that stations operate in the public interest. Violating the law regarding obscenity, indecency and profanity is not in the public interest. Poor taste is not in the public interest. I think it is far better for the radio station licensees and the networks to clean house before public opinion demands the more drastic remedy of governmental action."

Hits Crime-on-Air

The FCC chairman was equally emphatic as he read protests from members of the Senate and prominent citizens against the high proportion of crime programs on the air. Referring to a study of Los Angeles TV programming last fall, which showed high count of murders and other sorts of crime, he said a citizens' association had queried all local stations on the problem.

"That was three months ago," he said; "last week the association informed me that not one of the stations that carried the crime programs had offered to talk over the survey, not one had indicated it wanted to correct the situation, although an improvement has been noticed in the early evening programs of the NBC station.

"This is certainly not a very encouraging attitude on the part of the members of an industry that makes so much of its sensitivity to public opinion.

"American radio generally offers such a wealth of wholesome entertainment and helpful educational and cultural programs that it cannot afford to do itself a disservice by allowing a few thoughtless offenders to tarnish radio's good name. Radio's general reputation as one of the most important forces in our society, a key leader in community betterment and as a preeminent factor in American homelife has been built up through the years by the dint of hard work, imagination, vision and public spirit on the part of thousands of people in the broadcasting industry. The continuing job of all of us is to protect the gains already made and to strive for an even greater future."

Circus Declines TV Sponsorship Offers

(Continued from Page 1)

do justice to the color and spectacle of the performance.

Only TV program to come direct from the Garden will be a performance of "We The People" which will originate in clown alley after the circus opens. Other TV studio tieups include the Bob Smith Howdy Doody show, The Goldbergs, Toast of the Town and Arthur Godfrey's program.

The circus plans to use a spot radio program on New York stations

Bank Named President Of Alabama Broadcasters

(Continued from Page 1)

here. He succeeds Howard E. Pill, WSFA, who becomes a director at large.

Emmett Brooks, WEBJ, was elected vice-president, and Graydon Ausmus, University of Alabama, secretary-treasurer.

Dije Bishop, WCTA, was named a director to succeed Brooks.

in connection with the Garden opening. This spot campaign will be placed through an agency.



Cuddle up, honeybunch

This young orangutan wants to cuddle up with the pretty little cocker and get to be real pals.

Time buyers like to cuddle up, too—to real bargain radio buys for their clients. In Baltimore, it's easy. They just buy W-I-T-H—the BIG independent with the BIG audience.

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

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



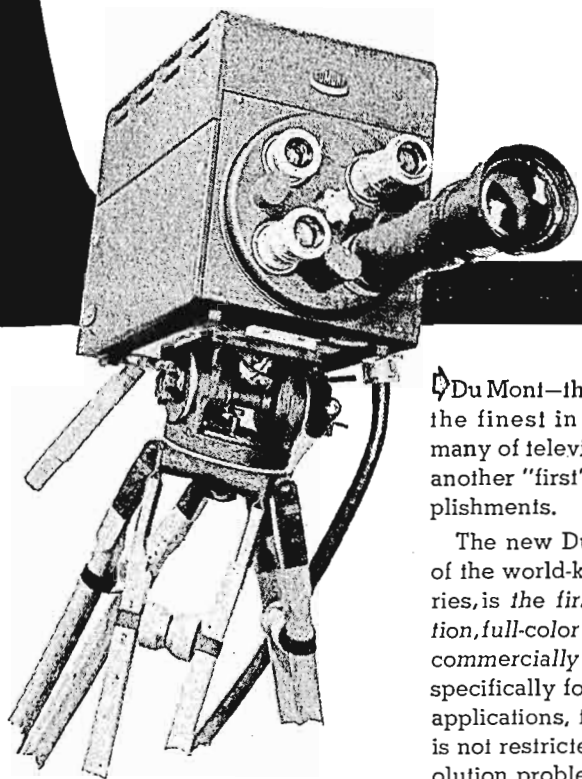
W-I-T-H
Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

ANOTHER DUMONT FIRST!

COLOR TELEVISION

FOR INDUSTRY



Du Mont—the name synonymous with the finest in television—famous for many of television's "firsts"—now adds another "first" to its long list of accomplishments.

The new Du Mont "first," a product of the world-known Du Mont Laboratories, is the first wideband, high-definition, full-color television system offered commercially to Industry. Designed specifically for closed circuit industrial applications, the new Du Mont system is not restricted by bandwidth and resolution problems existing in television broadcast equipment.

Designed to a specification of 18 megacycle bandwidth, 525 lines at 180 fields per second, the new Du Mont

TA-164A Industrial Television System provides high-definition picture quality never before obtained for commercial use.

From chemistry to jet propulsion—from marine to aircraft—from medicine to merchandising—wherever Industry must see—safely and accurately—there is an application for the new Du Mont TA-164A Industrial Color Television System.

Providing full-color and high-definition picture performance, the Du Mont TA-164A Industrial Color Television System retains the portability, flexibility, accessibility and dependability that have made Du Mont famous throughout the television world.

© ALLEN B. DU MONT LABORATORIES, INC.

DUMONT

First with the Finest in Television

• FOR BROADCASTING • FOR INDUSTRY •

ALLEN B. DU MONT LABORATORIES, INC., 1000 MAIN AVE., CLIFTON, N. J.

TELEVISION TRANSMITTER DIVISION

WHO NEEDS!

Hope doesn't. When he arrived on Broadway two weeks ago, the Great White Way was darker than a clergyman's waistcoat. No coal.

There didn't seem to be many people around the city of Times Square, either. That is, not until the Paramount Theatre opened its doors to a record-smashing crowd eager to see and hear America's funniest comedian.

Where was Hope when the lights went out? Packing them in at the Paramount.

Almost a week went by before the lights went on again. When they were bright enough to read the small print at the bottom of the attendance ledger, Bob Hope had broken records by the theatre-full.

Since the marquee lights went on at the Paramount 23 years ago, the biggest box-office names in show business have played there. Now Hope has topped them all by smashing every existing b. o. record—daytime, nighttime, week-end and holidays. Not only a shot-in-the-arm for a show business sagging under dimmed-out lights, but Hope's jet landing on Broadway has hyped business all along the street.

But that's not particularly unusual, either. Hope's visits to Boston and San Francisco create the same sensation they do in Father Knickerbocker's grown-up burg.

Hope gets around, but there's one place he visits regularly and he's plenty welcome. Every Tuesday at 9:00 pm (EST) Hope drops in on millions of American homes, where radio listeners are tuned to NBC. When Hope's at home in America's living room, he's not content with warming the cockles of an occasional heart; Hope's humor heats the whole darned house.

Hope's a great guy . . . at his greatest on . . .

NBC

COAL?



C

RADIO DAILY

AGENCIES

LIEUT. COLONEL DONALD J. WILKINS has been named director of recruiting advertising and publicity for the U. S. Army and Air Force. He was account executive for Roche, Williams and Cleary before entering the service in 1941.

FEDERAL ADVERTISING AGENCY, INC. will move to 383 Madison Avenue on April 1. Accounting and research departments which have been located at 1 Park Avenue and other departments located now at 385 Madison Avenue will be consolidated in the new headquarters.

ALLEN MILLER has been named account executive for Crest Lock Company with Bertley, Singer & Stonehill, Inc.

HERBERT L. STEINER has been elected a vice-president and director of Ben Sackheim, Inc.

WINX has named Adam J. Young, Jr., Inc. as its national representative.

JAMES M. ALSPAUGH was appointed manager of H-R Representatives, Inc., for San Francisco, who prior to joining that firm, was an account executive for John Blair & Company. For many years before that, Mr. Alspaugh was account executive for radio station KJBS of San Francisco. The new office for H-R Representatives, Inc., in San Francisco will be located at 814 California Street.

Emergency Service Role Performed By KILO

(Continued from Page 1)
nearby towns. The railroad called upon the station to help find a train long overdue from the town of Devils Lake; the police called upon the station to aid in finding an automobile missing from a used-car lot; and a mother in a Crookston Hospital was kept alive by a quick response of blood donors who heard the husband's appeal over KILO. Station manager Wallace E. Stone and news director Bob Runyon had placed the station on its "condition white," blizzard emergency operation basis, in the early morning. By noon, it was apparent that the station was the communication center, informing the public of: school closing announcements, weather and highway information, railroad and police dispatches, and news of the blizzard's damage.

DAVID ROSS

Radio — Television — Films



By SID WHITE

Man About Manhattan. . . !

● ● ● **ONCE OVER LIGHTLY:** Mary Margaret McBride, who's already gathered up more honors in radio than you can shake a microphone at, is the only radio personality to be included among the first 15 women voted "The Most Powerful Women In America" by 272 women journalists polled by Pageant magazine. . . . Frank Sinatra trying to unload his Wyoming oil interest which he shares with Howard Hughes. . . . The Internal Revenue Dep't reported readying an investigation of all 'gifts' given to radio writers for planting plugs in scripts. (Also screen writers). . . . Vic Damone signed to open the Starlight Roof of the Waldorf June 1st with Guy Lombardo. Vic's the first crooner since Sinatra to play the Waldorf. . . . Aside to Howard Hughes: Are you interested in ABC—and we don't mean Chesterfields? . . . Ben Gross will guest lecture next Tuesday at Syd Eiges' radio publicity course at Columbia U. . . . Herb Polesie and his missus leaving on the 17th to spend some time on the coast with Bing and Dixie Crosby at their Pebble Beach, Calif., home. Herb will fly back week-ends for his "20 Questions" chore. . . . Ethel Thorsen, fashion's glamour gal, guests this Sunday on Martha Rountree's amazingly popular "Leave It To The Girls." The man snapping back will be Al Heller, Mutual's newly appointed sports 'verce.'



● ● ● Bill Tabbert, juve lead in "So. Pacific," starts his own CBS show on the 25th. . . . MCA is packaging a TV program with Maggi McNellis and Cholly Knickerbocker. . . . The Mariners Quartet are furnishing the musical background for the new Coast Guard movie, "Weathermen of the Sea." (All the lads are ex-Coast Guardsmen and the proteges of a certain red-headed ex-sailor whose initials are Arthur Godfrey). . . . Will Mahoney, currently starring at the Latin Quarter, talking up a TV series here a la his Geo. M. Cohan repertory company in Australia. . . . The Geo. Shearing Quintet, which won this year's Downbeat Award, has a \$150,000 offer to tour the British Isles. (Shearing won Great Britain's Melody Maker poll 7 years running).

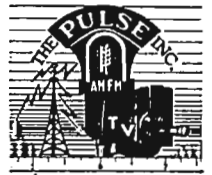
New Biz, Renewals Reported By WNBC

(Continued from Page 1)
show by Maltex Co., Inc., on a 52-week basis and a 13 week renewal by the Premier Food Products Company in the 9:00 to 9:15 a.m. segment of Tex and Jinx on Tuesdays and Thursdays was also reported. In addition to these program renewals, orders were received for participations in the Mary Margaret McBride program by F. Schumacher & Co. for Waverly Fabrics and the renewal by Potter Drug & Chemical Corporation of their extensive announcement schedule in the Bob Smith, Johnny Andrews and Norman Brokenshire shows. The Maltex contract was placed through Samuel Croot Company, Inc. Lawrence Boles Hicks, Inc. is the agency on the Schumacher account. The Premier Food Products order was placed through the Peck Advertising Agency. The agency for Potter Drug is Atherton & Currier, Inc.

Many Stations Cover Basketball Tourney

(Continued from Page 1)
ment and staff to many stations requesting such service. Only station using the WMGM facilities for the NIT is WKLX in Lexington, Kentucky. In addition to WMGM and WKLX, the following stations are airing the games: KERC, San Francisco; WHLD, Niagara Falls; WLB, Bowling Green; WHAS, Louisville; WAGE, Syracuse; KTUC, Tucson; WIRL, Peoria; WMBD, Peoria; WWSW, Pittsburgh; WLAP, Lexington, and WPEN, Philadelphia. The tourney will end on Saturday night and will be followed by the NCAA contests, beginning March 23.

Will Broadcast Address
The address of Mrs. Franklin D. Roosevelt at the National Book Award Dinner to be held on Thursday, March 16 from the Waldorf-Astoria will be broadcast by WQXR from 9:05 to 9:30 p.m.



YOU DON'T NEED \$1,000,000 TO DO RADIO RESEARCH

SALES IMPACT

The best commercial measurement of radio listeners will be not simply listeners, but listeners who buy. meaningful analysis can be conducted with equivalent groups of listeners and non-listeners. For example, two groups that differed only in the fact that the first group listened to a particular program advertising a branded breakfast cereal and the second group did not, showed the following results:

	Inter-views	% buy breakfast cereals
Listeners to program	278	9.7
Non listeners	278	5.8
Difference		3.9

This means that there are 3.9 additional purchasers in each group of 100 listeners. This analysis can be strengthened considerably by repeated measurements. If repeated investigations indicate a rising use of the product among listeners and a static use among non-listeners, then a causal interpretation is assured.

This kind of analysis is reasonably priced. Yes, you don't need a million dollars to buy this.

Look for this column on the third Wednesday in April — April 19th for another example of Pulse research reasonably priced for its clients.

THE PULSE INCORPORATED

110 FULTON STREET
NEW YORK 7, N. Y.

TELEVISION DAILY

Continuation of RADIO DAILY, Wednesday, March 15, 1950 — TELEVISION DAILY is fully protected by register and copyright

ASCAP CONSENT DECREE SIGNED

TELE TOPICS

THE HUMAN firecracker qualities of Jack Carter have given entertainment to the Chicago portion of the Saturday night revue on NBC-TV, and Carter's talents as an emcee, mimic and all-round entertainer is insurance against a dull evening. Jack was first rate in his pantomime bits with Cab Calloway as they both interpreted "Minnie The Moocher." Cab, who, demonstrates that the showmanship of the theater and night club can be brought to TV by an artist who can project his personality into the very high frequencies.

THE RESULTS of still another high school survey have been released and report to show that school kids owning TV receivers have suffered drops in school marks up to 15 per cent. There is little doubt that this sort of thing is going to continue for a long while to come and the industry had better do some serious thinking about working out a public relations angle to combat it. It might be that the industry could start with the premise that, in the old days, parents used to decide how much time their children spent doing what. Or is that idea outmoded?

RED HAYWOOD, who used to do publicity at WNBC and who is now with Tony Provost at WBAL in Baltimore, comes up with the word that, for the first time to video, Mary Landis will show the viewing audience how to cook an strich egg today on her kitchen show. Always wanted to know how to cook an strich egg. . . . Auto makers use of TV in the metropolitan New York area now being emulated in other parts of the country. Studebaker dealers of Pittsburgh will use the "Rocky King" whodunit series for eight weeks over WTTG. . . . WABD's second newsweek documentary "Casebook or Defense" last Monday a very nice job, indeed.

WHAT'S MY LINE, the CBS-TV panel show, picks up a sponsor starting April 12. From that date on Jules Montener, Inc., will pick up the tab on behalf of Stoppette, a deodorant. . . . Polly Murgin signed for the "Alan Young Show" over on Madison Ave. . . . KNBH, Los Angeles, claims credit for telecasting the first Polo matches ever aired via video, a week or so ago. . . . American Home Products have signed for 30 participations a week in ABC-TV's "Market Melodies." . . . WDTV has picked up "Coke At 5" starring John Wayne for 26 weeks sponsored by Coca Cola. . . . WPIX will telecast "The Golden Game," a new Phillips Ford production, makes its debut over ABC-TV on April 2. . . . Armstrong Cork Company will sponsor a new, top-flight weekly dramatic show starting Tuesday, June 6, 9:30-10:00 p.m., over NBC's television network.

Robeson Postponed; NBC Web May Cancel

The appearance of pro-Communist Paul Robeson on Eleanor Roosevelt's Sunday afternoon TV session over NBC has been indefinitely postponed and "in all probability will be cancelled," an NBC official said late last night. He said that Elliott Roosevelt, who produces the program, had not yet announced a substitute program.

The announcement following last Sunday's telecast that Robeson would appear next week to discuss with two other panel members the "American Negro's Place In Politics" set off an avalanche of protests to the singer's appearance.

Charles R. Denny, executive web vee-pee, said Monday:

"Robeson will not be on Mrs. Roosevelt's program next Sunday. We are all agreed that his appearance would only lead to misunderstanding and confusion and no good purpose would be served in having Robeson speak on the issue of Negroes in politics.

"The announcement that Robeson would be a participant in the discussion was premature and I cannot understand why it was made."

Special TV Films

Special Purpose Films, Inc. are currently in production on a series of TV commercials for Sealtest and their "Kukla, Fran and Ollie" program. N. W. Ayer & Son is agency.

Caddigan Announces DuMont Program Department Shuffle

The DuMont TV network is reorganizing its programming and production department because of the "sharp upturn in its work load arising from increasing services to affiliates and the popularity of its pioneering work in daytime programming," it was announced yesterday by James L. Caddigan, program and production director for the network.

The reorganization calls for setting up four major sections within the department—program development and procurement, production, studio supervision, and training.

In line with this sectional policy, DuMont has announced the first in a series of promotions and staff adjustments.

Alvin Hollander, formerly supervisor of Studio A, moves up to the

Snipper Scientist

Now Rochollo, N. Y., police nabbed a "phantom snipper" who admitted snipping load wires to nine separate TV antennas over the period of the last few weeks. The phantom was a 15-year-old local boy who admitted the wire cutting. He said that he was experimenting to discover if video receivers really needed antennas. His father paid the damages and charges were dropped.

Protest Bell System Reconsideration Plea

Philco, TBA and DuMont yesterday protested to the FCC against the Bell System petition of two weeks ago for reconsideration of the FCC order on interconnection of TV relay systems. They asked in separate petitions that the Bell System be required to follow the Commission order in the language set out by the Commission, thereby eliminating all confusion.

The Bell System has proposed that it not be required to interconnect "inward," meaning with programs which have come over private relay facilities. The words "inward" and "outward" were not in the Commission order, and the Commission was told yesterday that there is nothing to justify distinguishing between the two types.

Ends Likelihood Of Any Monopoly By Society

(Continued from Page 1)

Announcement of the decrees brings to an end the protracted anti-trust suits and forces the society to refrain from certain practices held to be monopolistic. Ascapi no longer may sue motion picture exhibitors for royalties.

Separate judgments were signed by Federal Judge Henry W. Goddard. The first requires the Society to put an end to practices which enabled it to monopolize the licensing of foreign music in this country and the second was directed at the organization's domestic activities, with specific provisions for the revision of the Society's internal structure and methods of operations.

Replaces 1941 Consent Decree

Domestic judgment, which replaces a 1941 consent decree against Ascapi, also requires the Society to make changes as to eligibility for membership, the conduct of its elections, and the distribution of its revenues. Members are now free to license their own music independently of Ascapi and to resign from the Society at any time. When a member resigns, Ascapi has no further voice in the licensing of his music.

Statement By Ahlert

Fred Ahlert, Ascapi President, also hailed the decrees. He said that in the distribution of future revenues to members, primary consideration will be given to performances of compositions but credit would also be granted to "meritorious work" which deserves remuneration without regard to the number of times performed. "The decree will also insure to commercial users questioning the Society's rates an impartial court review," he added.

Yes And No

Zenith Radio Corporation has enough feature films to embark on its proposed 90-day Chicago Phonevision test on September 1, according to Zenith President Eugene F. McDonald. He refused to reveal which film companies had supplied him with the pics, but said he did not yet have enough of a selection to provide the "cross sectional entertainment" the test will require. Phonevision faces strong opposition from the Theater Owners of America.

Ferguson Charges FCC Plays Politics

(Continued from Page 1)

mittie through his association with numerous red-front organizations." Although the identity of the individual to whom he referred is well-known here, Ferguson did not name him.

"So far as I have been able to learn the personal views of this individual have not provoked any action on the part of the Commission with relation to ownership or operation of his stations.

"On the other hand, I am informed that the Commission has vigorously investigated another station owner who has expressed strong personal views which appear to be pro-Republican and anti-communist."

Ferguson said he favors "fair rules" to let ideas go on the air, but "if radio station owners of one particular leaning are being favored and those of opposite leanings are being frowned upon, clearly then the Commission is embarking upon the dangerous course of political censorship."

American Airlines Spots To Report Strike's End

(Continued from Page 1)

work affiliates in eight cities serviced by the airlines. The spot commercials will run for three and a half days, concluding tonight.

Will Discuss Writing At Roundtable Session

Radio and television writing will be discussed on WNEW's Algonquin Roundtable on March 17 from 10 to 10:30 p.m. Talks will be centered about Max Wyllie's new book on the subject.

Speakers for the occasion are: Harriet Van Horne, New York World Telegram and Sun radio and television columnist; Betty Forsling, radio and TV editor of Newsweek; John Lester, radio and TV columnist for the Newark Star Ledger; and Michael Grayson, radio producer and director. Gilbert Selde will serve as moderator.

Name Sheldon Chairman

Radio comedian Herb Sheldon has been named chairman for the second anniversary celebration of the State of Israel all-star show to be held on May 13 at Madison Square Garden. Sheldon is now making plans for the event.

Available by Day, Week
or Month

Modern Sound Studios for
TV and Commercial Production

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

ABC Gets The Bird

What is believed to be the first guest appearance of a singing cockatoo on a network program took place Friday when ABC presented one as a feature of its "News of Tomorrow" at 11 p.m. The bird had flown away from its owner and the web had assisted in locating it. Radio-music pundits identified its tunes as strictly be-bop.

Richards Counsel Ask Full Hearing At FCC

(Continued from Page 1)

asked a hearing before the full Commission.

In addition, they asked an order or subpoena requiring the Commission or its general counsel to produce in Los Angeles all documents and depositions taken during the investigation. Some of the documents were taken from the stations without knowledge of management, it was charged, and statements were taken from station employees and former employees without management being represented and without copies having been supplied to Richards' counsel.

New Giveaway Gimmick

The latest giveaway gimmick is being staged by ABC's "Chance of a Lifetime" quiz program, sponsored by Bruner-Ritter, Inc. A Sky Coach Airlines plane will drop an envelope somewhere in its flight today between New York and California. The lucky finder will be instructed to call a private telephone number in New York and talk to John Reed King sometime during the ABC broadcast from 9:30 to 10:00 p.m., EST, Sunday. He will then be automatically awarded a thousand dollars in cash and a chance to participate on the program to win more prizes.

If the envelope containing the private phone number and instructions is not found, or is found and disregarded, then another packet will be dropped sometime the following week.

WCRB Anniversary Party

More than 1,600 people turned out last week to help WCRB, Waltham and Newton, Mass., celebrate its second anniversary. Program included speeches by official representatives of six local communities, local newsman, and others. Party was topped off by an evening of dancing, and entertainment at a Newton ballroom. Staff members acted as a reception committee.

Thought for Today

THERE ARE NO MINORITIES in the American way of life. There are only Americans.

—GEORGE E. SOKOLSKY.

Academy of Radio & Television Best Arts and Sciences, Inc.

FIRST ANNUAL AWARDS DINNER

* Final Nominees for
top "Michael" Awards

Ed Sullivan, Chairman

NEWS (radio)
Edward R. Murrow—CBS
Lowell Thomas—CBS
Walter Winchell—ABC
FORUMS (radio)
American Town Meeting—ABC
Meet the Press—MBS
People's Platform—CBS
RELIGIOUS (radio)
Eternal Light—NBC
Family Theater—MBS
Greatest Story Ever Told—ABC
DRAMA (radio)
Lux Radio Theater—CBS
Railroad Hour—NBC
Theater Guild on the Air—NBC
DOCUMENTARIES (radio)
Living—NBC
United Nations Series—NBC
You Are There—CBS
AGRICULTURAL (radio)
American Farmer—ABC
CBS Farm News—CBS
Farm & Home—NBC
MUSIC (radio)
NBC Symphony—NBC
Telephone Hour—NBC
Voice of Firestone—NBC
CHILDREN'S (radio)
Greatest Story Ever Told—ABC
Juvenile Jury—MBS
Let's Pretend—CBS
COMEDY & VARIETY (radio)
Amos 'n' Andy—CBS
Jack Benny—CBS
Godfrey's Talent Scouts—CBS
DRAMA (TV)
Ford Theater—CBS
Philco Playhouse—NBC
Studio One—CBS
NEWS (TV)
Camel News Caravan—NBC
Headline Clues (DuMont)
Leon Pearson & News—ABC
VARIETY (TV)
Talent Scouts—NBC
Texaco Star Theater—NBC
Toast of the Town—CBS
CHILDREN'S (TV)
Kukla, Fran & Ollie—NBC
Mr. J. Magination—CBS
Singing Lady—ABC
SPORTSCASTERS (radio & TV)
Mel Allen
Bill Stern
Harry Wismer
PROMISING STARS (TV)
Abe Burrows—CBS
Jack Carter—NBC
Dave Garroway—NBC
COMEDIAN OF YEAR (radio)
Jack Benny—CBS
Bob Hope—NBC
Groucho Marx—CBS
COMEDIAN OF YEAR (TV)
Milton Berle—NBC
Sid Caesar—NBC
Ed Wynn—CBS
DRAMATIC ACTOR OF YEAR (radio)
Staats Cotsworth
House Jameson
Everett Sloane
DRAMATIC ACTOR OF YEAR (TV)
Ralph Bellamy
Charles Heston
Everett Sloane
DRAMATIC ACTRESS OF YEAR (radio)
Helen Hayes
Agnes Moorhead
Ann Sothern
DRAMATIC ACTRESS OF YEAR (TV)
Gertrude Berg
Faye Emerson
Felicia Montealegre
TOP MALE VOCALIST (radio & TV)
Perry Como
Bing Crosby
Frank Sinatra
TOP FEMALE VOCALIST (radio & TV)
Monica Lewis
Dinah Shore
Jo Stafford
RADIO WRITER
Norman Corwin
Cy Howard
Morton Wishengrad
PRODUCER DIRECTOR (radio)
Homer Fickett
William Keighley
Fletcher Markle
PRODUCER DIRECTOR (TV)
Mark Daniels
Worthington Minor
Burr Tillstrom
PROGRAM OF YEAR (radio)
"Could Be"—NBC
"Sister Carrie"—NBC
You Are There—CBS
PROGRAM OF YEAR (TV)
Eisenhower's Crusade in Europe—ABC
Godfrey's Talent Scouts—CBS
Kukla, Fran & Ollie—NBC



WINNERS TO BE ANNOUNCED AT THE AWARDS DINNER

on Tuesday,
March 21, 1950
Waldorf-Astoria Hotel
New York

For dinner reservations (\$25.00 plate . . . tables seat 10) call Ed Sullivan at PLaza 9-7272 . . . or mail checks (made payable to New York Heart Association) to: Ed Sullivan, c/o Academy of Radio & Television Best Arts and Sciences, Inc., 9 West 57th Street, New York 19, N. Y.

* Nominees, listed alphabetically, are the three candidates for top honors in each category. First, second and third place winners in each category will be announced at dinner-function.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 51

NEW YORK, THURSDAY, MARCH 16, 1950

TEN CENTS

NEW CORPORATION WILL SUCCEED BMB

Heavy Baseball Schedule Signed By Atlantic

Oil Co. Will Use Both Radio-TV Coverage

Philadelphia — The largest radio schedule of professional baseball coverage in its 15 consecutive years of sponsorship has just been announced by the Atlantic Refining Co., according to Richard Borden, advertising manager of the company. Atlantic will have co-sponsors in all the terri-

(Continued on Page 3)

Federal License Fees Subject Of New Bill

Washington Bureau of RADIO DAILY

Washington — A bill authorizing the Treasury Department to dig deeply into the pros and cons of charging fees for Federal licenses was presented to the House yesterday by Rep. Cecil King, California Democrat. King's interest in the idea of charging for Federal services which might also be held to be

(Continued on Page 2)

Rosen Back From Abroad With TV Film Rights

After a seven-week business trip to 23 cities of Europe, Herbert Rosen, president of International Media Corporation and Broadcasting Program Service, returned this week to New York. Purpose of the

(Continued on Page 2)

Flying Disc Hoax Revealed

Greensboro, N. C.—An "account" of the crash of a flying saucer on a downtown street broadcast by Bob Jones of WBIG on an early morning show brought an estimated 1200 people to the site and approximately 1000 calls to the station on Tuesday. Curious persons discovered that there was a large hole in the street, but that workmen were only repairing a water main. Jones later admitted that the story was a stunt.

U. S. Radio In Europe Commercial Outlook On Own Frequencies Explored By Tower

Disregarding the so-called Copenhagen plan for assignment of radio frequencies in European countries, the United States with Voice of America transmitters on the continent and stations under their supervision in the American zone of Germany today begins broadcasting on their own assigned frequencies.

Decision of the U. S. government to use their own frequencies was motivated by the desire to increase the efficiency of broadcasts to Russia and satellites of the Soviet Union. This can best be accomplished,

(Continued on Page 5)

Norman, Okla.—Speaking before 200 broadcasters and educators gathered at the closing session of the three-day Oklahoma University Radio Conference, Charles Tower, assistant director of employee-employer relations of NAB, declared that radio must be tailored to the requirements of the local community if stations are to remain profitable business enterprises.

Tower cited statistics showing 581 AM stations lost money in 1948—almost one-third of the total AM

(Continued on Page 4)

Canadian Receiver Sales Show Increase In 1949

Montreal — Reversing the downward trend of the two previous months, sales of radio receiving sets in Canada in November moved up to 85,540 units valued at \$7,762,416 compared with 80,748 valued at \$6,604,131 in the corresponding month of 1948, the bureau of statis-

(Continued on Page 5)

Net Earnings of Decca For '49 Slightly Under '48

Net earnings of Decca Records, Inc., just about held their own in 1949, according to a report mailed to stockholders yesterday. Earnings after taxes were \$803,870, or \$1.04 a share, compared to \$854,574, or \$1.10 a share in 1948, Milton R. Rackmil, president reported.

The decline was less than six per

(Continued on Page 5)

BAM Is Organized To Take Over Next July

A new corporation to succeed Broadcast Measurement Bureau, Inc., and which will be known as Broadcast Audience Measurement, Inc., was organized yesterday at a meeting of committees from NAB, AAAA and ANA which convened at BMB headquarters in New York. BAM will seek

(Continued on Page 4)

Gov't Completes Case In Anti-Trust Action

Cleveland—The government anti-trust suit against the Lorain Journal came to a close on Tuesday with Federal Judge Emerich B. Freed requesting both sides to file briefs. The government has charged that the newspaper sought to restrain WEOL in Elyria, Ohio from successful operation.

United States Attorney Victor (Continued on Page 3)

Stop The Music Salutes 2nd Anniversary Sunday

ABC's "Stop the Music" radio program celebrates its second anniversary on the air with the coast-to-coast broadcast Sunday at 8 p.m., EST. The musical quiz via the telephone has awarded the 27 winners

(Continued on Page 5)

Goldmark Cites Improvement Of CBS Color Video System

Washington Bureau of RADIO DAILY

Washington—CBS research chief Peter Goldmark caught the color video hearing off balance yesterday as he revealed a new development which doubles the resolution of the picture delivered by the CBS color system. It was obvious that the announcement has had a great effect upon members of the FCC, who are now anxious for the demonstration

CBS has offered to make shortly in New York.

Goldmark said the new development calls for "addition of the horizontal interlace principle to the CBS system, making it possible to obtain full, 525-line definition in the horizontal direction." It raises the potential performance ceiling of the system to twice its present level, he

(Continued on Page 7)

Benny-Allen Feud

Jack Benny and Fred Allen, those perennial friendly enemies, meeting head-on during a Fred Allen show after carrying on a "feud" back and forth for over a year, got into a hilarious exchange of name calling. When Benny came off with the short end of one exchange, he cracked: "You wouldn't talk that way to me if I had my writers here."

Flying Farmers

Kansas City—Twenty-five mid-American farmers returned home last night after a 25-day 15,000-mile tour of Europe sponsored by KCMO under the guidance of KCMO's Director of Agriculture C. W. "Jack" Jackson. The farmers landed at Kansas City's municipal Airport having left Shannon, Ireland, March 10, for the hop to New York.



Established Feb. 9, 1937

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

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- WEST COAST OFFICES**
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 Andrew H. Older, Chief 6417 Dahlonga Rd.
 Phone: Wisconsin 3271
- CHICAGO BUREAU**
 Herbert M. Kraus
 188 West Randolph St.
 Phone: ANdover 3-6050
- SOUTHWEST BUREAU**
 Paul Girard, Manager
 Tower Petroleum Bldg.,
 Dallas, Texas
 Phone: RiVerside 3518-9
- ROME BUREAU**
 John Perdicari
 Ludovisi 16

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

★ COMING AND GOING ★

FRANK WHITE, president of the Mutual network, has left to visit affiliates in Georgia, Florida and the Carolinas.

MORGAN BEATTY, Washington commentator for NBC, is back in the Nation's Capital following a trip to New York to receive one of the DuPont awards.

HENRY CASSIDY is back in Paris after having reported the recent elections held in England.

FRANK SAMUELS, vice-president of ABC in charge of the western division, is back in Hollywood following a short business trip to New York.

HERB LANDON, radio and television publicity director for Kenyon & Eckhardt, in Chicago this week to prepare a promotion campaign for Swerl.

BILL TODMAN, of Goodson-Todman Productions, and co-producer of "Winner Take All" on CBS-TV, is spending a short vacation at Miami Beach.

OTTO BRANDT, American network's national station relations director, is visiting web affiliates in Ohio.

MIMI BENZELL, Metropolitan Opera soprano, is back in town following a record-breaking engagement at the Chicago Theater. She will be seen and heard Sunday night on Ed Sullivan's "Toast of the Town" over CBS television.

AL WERNER, engineer for WINS, has joined Curt Gowdy and Mel Allen in St. Petersburg, Fla., to cover the baseball games of the New York Yankees.

ROBERT Q. LEWIS, Columbia network comic, has returned from Bermuda.

JERRY HYAMS, general sales manager of Commonwealth Film and Television, Inc., returned to New York after a five-week nationwide tour in behalf of his company's 16 mm. and television business. Main purpose—a portfolio presentation of 18 feature-length motion pictures recently acquired by company president Sam Goldstein.

GLENN MARSHALL, JR., general manager of WMBR, Jacksonville, Fla., a caller this week at the offices of CBS, with which the station is affiliated.

H. V. KALTENBORN, commentator on NBC, yesterday was in Washington, D. C. His program originated at WMAL.

PAUL LAVALLE, maestro, has returned from Washington, D. C., where he was guest of the Boys Club at Constitution Hall.

ROBERT H. SMITH, general manager of WCYB, Bristol, Va., conferred in New York this week at the offices of BAB.

DONALD A. STEWART, general manager of WDTV, DuMont tele outlet in Pittsburgh, is back at the station following a visit to New York to confer on station operations with network officials.

BOB HOWE, radio director of Garry J. Carter, Toronto advertising agency, and **BERT PEARL**, emcee of the Canadian program, "The Happy Gang," are in Gotham gathering some new slants on television.

THOMAS P. CHISMAN, president and general manager of WVEC, Hampton, Va., a visitor yesterday at BAB.

WILLIAM F. MALO, commercial manager and advertising director of WDRC, Hartford, Conn., is back at his desk following a vacation trip with MRS. MALO, during which they visited Mexico, Cuba and Florida.

ELMER DAVIS, American network correspondent in Washington, today will arrive in New York to attend the first annual Book Dinner sponsored by book publishers and sellers. His program today and tomorrow will come from Radio City.

Federal License Fees Subject Of New Bill

(Continued from Page 1)
 privileges has been inspired by John Kennedy, former West Virginia broadcaster now active in San Diego. The bill would authorize the Secretary of the Treasury to study the idea of charging, and to make recommendations to Congress. I will go to the House Ways and Means Committee, and a jurisdictional problem seems to be shaping up. The Senate Committee on Expenditures in the Executive Departments is already studying the subject.

The Senate committee yesterday released a letter from FCC Chairman Wayne Coy in which it was stated that the Commission could see merit to the idea of charging applicants for broadcast permit fees. Whether such individuals might run into larger fees in the event they got into complicated procedural maneuvers with the Commission was left vague.

Stork News

Lee Morris, WSB, Atlanta announcer, is the father of a boy, born March 11 at Emory University Hospital, weighing 7 lbs. The boy will be named John Lee.

FINANCIAL

(March 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 3/4	8 1/2	8 3/4	+ 1/4
Admiral Corp.	24 7/8	23 3/4	24 7/8	+ 1 1/8
Am. Tel. & Tel.	150 3/8	150	150 3/8	+ 1/2
CBS A	30 1/8	30	30 1/8	+ 1/2
CBS B	30 1/8	29 1/2	30 1/8	+ 5/8
Philco	38 7/8	38 1/4	38 3/4	+ 3/4
RCA Common	14 3/4	14 1/4	14 3/4	+ 3/8
RCA 1st pfd.	75 7/8	75 7/8	75 7/8	+ 3/4
Stewart-Warner	15 7/8	15	15 7/8	+ 7/8
Westinghouse	34 1/4	33 1/8	34 1/4	+ 1 1/8
Westinghouse pfd.	104 1/4	104 1/4	104 1/4	- 1/8
Zenith Radio	50 3/4	49	50 3/4	+ 2

NEW YORK CURB EXCHANGE

	Bid	Asked
Hazeltine Corp.	3 3/4	3 5/8
Nat. Union Radio	20	20
OVER THE COUNTER		
DuMont Lab.	17 7/8	18 7/8
Stromberg-Carlson	13 3/4	15 1/4

Heads WIS Sales

Columbia, S. C.—W. Miller Montgomery, a member of the sales staff at WIS here since May, 1945, has been appointed local sales manager.

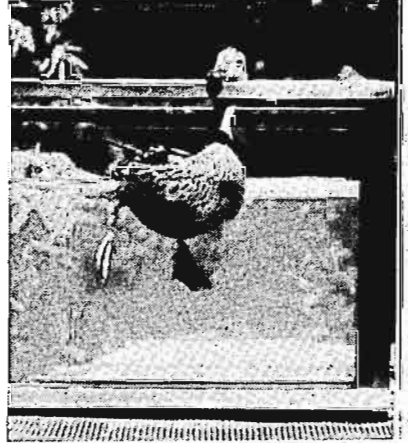
Rosen Back From Abroad With TV Film Rights

(Continued from Page 1)
 trip was to purchase or exchange transcribed radio programs and television films from European governments and broadcasting stations. Mr. Rosen stated that his newly acquired transcriptions consist mainly of operas, symphonies, and chamber music, with regard to the forthcoming European music festivals. He also brought back thirteen reels (12 1/2 minutes in length) as samples of 300 television films to be produced this year. One of these is a dance film in color, others are: musical shorts from Vienna, and culture films of all types from Switzerland and Germany (travelogs, films on science, painting, and music). He also obtained the use of two television film archives in Germany (holding 1500 films) and Switzerland (holding 500 films).

Will Preside At Dinner

Philadelphia—Charles (Buddy) Rogers, emcee of ABC's Pick A Date program, will preside at the dinner honoring ex-Governor Harold Stassen to be tendered by the Philadelphia Club Printing House Craftsmen in the Bellevue-Stratford Hotel, Saturday, March 18.

Too wet for the duck



The water in this tank has been treated chemically to make it "wetter"—more effective in fire-fighting. And the poor duck finds that it's harder for him to keep afloat in it.

Advertisers are finding it harder to keep afloat these days in the tough, competitive markets. And in Baltimore they are turning to W-I-T-H to produce low-cost sales.

You can do so much with so little money on W-I-T-H! It's the station that's famous for delivering more listeners-per-dollar than any other station in town. So if you're looking for a BIG BARGAIN in radio time, call in your Headley-Reed man and get the full W-I-T-H story.



W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

RCA INSTITUTES, INC.
 A Service of Radio Corporation of America
 One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.
 Our graduates have 1st Class Telephone License.
 Address inquiries to Placement Director
 RCA INSTITUTES, Inc.
 350 W. 4th St., New York 14, N. Y.

Biggest Ball Schedule Revealed By Atlantic

(Continued from Page 1)

tories covered. Home and away games of the New York Yankees will be broadcast over a network of twelve stations, nine in N. Y. state, and one each in Scranton, New Britain, and Springfield. The play-by-play mike will be handled by Curt Gowdy and Mel Allen.

In Boston, all day and night games of the Braves and Red Sox will be covered by last year's announcing team of Jim Britt, Tom Hussey, and Leo Egan. These games will be aired on a network covering that territory and originating from WHDH, Boston.

Day and night games played by the Pittsburgh Pirates will be covered by Rosey Roeswell and Bob Prince over a western Pennsylvania network covering that area and originating from WWSW, Philadelphia.

In the International League, day and night games of the Baltimore Orioles will be broadcast by Chuck Thompson on WITH, of that city. Games on the road to be reconstructed.

For the first time, all of the home and away games of the Philadelphia Athletics and the Phillies will be covered.

Byrum Saam and Claude Haring will cover games of the Athletics over station WIBG, while Gene

★ AGENCY NEWSCAST ★

GEORGE H. BENEDICT has joined the staff of Federal Advertising Agency, Inc. as an account executive. He was formerly assistant advertising manager of the Post Cereals Division of General Foods.

HOMER F. MAGERS has been elected to the board of directors of Marshal Templeton, Inc.

WINX, Washington, D. C., has announced the appointment of Adam J. Young, Jr. Inc., as national representatives.

ANTON BONDY has joined the media department of Kenyon & Eckhardt, Inc. He previously was with J. Walter Thompson and BBD&O.

JOHN WILSON has joined the copy department of Dancer-Fitzgerald-Sample, Inc. Wilson had been copy supervisor at Kenyon & Eckhardt.

Kelly and Bill Brundige handle the games of the Phillies over WPEN. During previous seasons, Atlantic used only one station to broadcast the Shibe Park contests of the two teams. A regional network will be used to carry the Philadelphia games in Eastern Pennsylvania.

On television, the home games of the Athletics will be handled by

JOHN F. W. McCLURE has joined Kenyon & Eckhardt as merchandising account executive. He was formerly general manager and vice-president of Sofskin Co.

R. V. WAYNE has been named Eastern sales manager of Haugan Advertising, Inc. of Detroit. He will be in charge of the company's new offices at 443 West 41st Street.

JAMES M. ALSPAUGH has been appointed manager for H-R Representatives, Inc. in San Francisco. He was previously an account executive with John Blair and Co.

RUTH JAROS CERRONE has joined the creative staff of Sullivan, Stauffer, Colwell & Bayles, Inc. She was previously with Pedlar & Ryan and Dancer-Fitzgerald-Sample, Inc.

BERKSHIRE KNITTING MILLS, INC. of Reading, Pennsylvania, have named Kenyon & Eckhardt, Inc.

George Walsh, and those of the Phillies by Bill Campbell.

Each Saturday afternoon during the season Atlantic will broadcast a reconstruction of the "game of the week" in the major leagues over WRNL, Richmond; WBTM, Danville; and WSLs, Roanoke. Howard Hamrick will handle the repeat announcing.

Gov't Completes Case In Anti-Trust Action

(Continued from Page 1)

Kramer told the court that while the newspaper had the right to reject advertising, that right did not exist "when the newspaper is following a plan to monopolize." Newspaper attorney, Parker Fulton replied that "freedom of the press" was threatened if the government could control advertising.

Defense must file its brief within 45 days and the government must file within 30 days.

Will Sponsor Morgan

Hollywood — Sponsorship of "In The Morgan Manner," featuring Russ Morgan and his orchestra and guest entertainers, was acquired for 13 weeks over KECA-TV, starting Wed., March 15, from 8:30 to 9:00 p.m., PST, by the J. N. Ceazan Company of Los Angeles, in cooperation with Electa City, for Crosley products.

The musical-variety show has been carried sustaining on the Channel 7 station for a number of weeks. The sale was negotiated between the Ted H. Factor agency, Los Angeles, and Rudy Rudolph, KECA-TV account executive. Telecasts will continue to originate in the ABC Vine Street studios, Hollywood, with studio audiences in attendance.

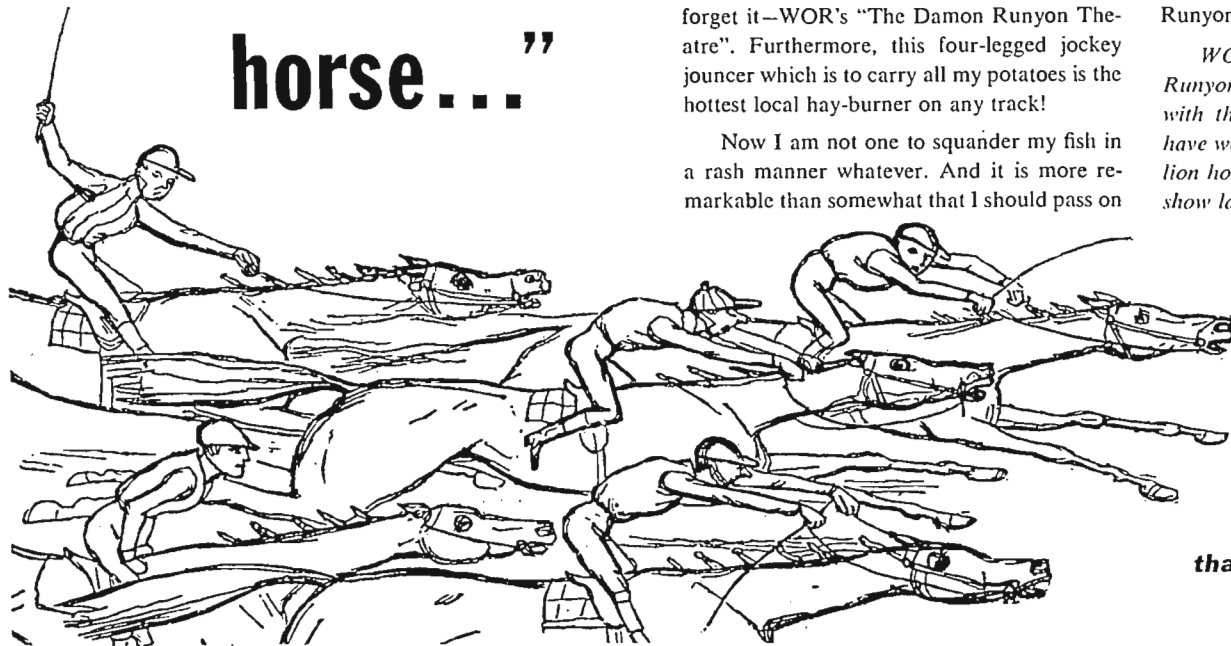
"this story, I inform him, is about a remarkable horse..."

WELL, THE EAR steps up beside me and tells me in no queasy terms that he has for me a very special Sunday horse. He recommends a horse of such considerable name that I am unable to forget it—WOR's "The Damon Runyon Theatre". Furthermore, this four-legged jockey jouncer which is to carry all my potatoes is the hottest local hay-burner on any track!

Now I am not one to squander my fish in a rash manner whatever. And it is more remarkable than somewhat that I should pass on

one of the Ear's honorable hints. But I am thinking that in these times nobody—especially an advertiser—can afford to pass up a sure thing which is what this certain "Damon Runyon Theatre" is.

WOR's "Damon Runyon Theatre" is real Runyon. A crack Sunday night show, peopled with the beloved Broadway characters who have won the hearts of approximately 1/4 million homes in Metropolitan New York. It's a show large in heart—small in price.



WOR

that power-full station
at 1440 Broadway,
in New York

BMB To Be Replaced By New Corporation

(Continued from Page 1)

approval of the BMB board of directors to acquire assets of BMB and would then service the Second Study following the dissolution of BMB in July of this year.

Another purpose of BAM will be to determine the type of audience measurement research necessary for broadcasting as an advertising medium and to determine the type of organization best suited to accomplish that job.

Incorporators of BAM will be chosen from among those agencies, advertisers and broadcasters who have already indicated their desire to take part in the new organization.

Among the present members of the BMB board who attended the meeting yesterday were: Justin Miller, NAB president; Paul B. West, ANA president; Lowry Crites, General Mills; Frederic R. Gamble, AAAA president; Carlos Franco, Kudner Agency, Inc.; Linnea Nelson, J. Walter Thompson, Inc., and Leonard Bush, Compton Advertising, Inc.

Others attending for NAB were: Henry P. Johnston of WSGN, Birmingham, Ala.; Charles Caley of WMBD, Peoria, Ill.; Frank King of WMBR, Jacksonville, Fla.; G. Richard Shafto of WIS, Columbia, S. C.; Calvin J. Smith of KFAC, Los Angeles; Robert Mason of WMRN, Marion, O., Don Petty of NAB, and Clair McCollough of the Steinman stations.

Also present were: M. L. McElroy, ANA; Henry Schachte, The Borden Company, and Kenneth Godfrey, AAAA.

The committee members from the three organizations were charged with proposing a plan for continuation of broadcast audience measurement research and no approval of the groups will be required.

BMB already has distributed station reports to more than 600 subscribers and has also delivered complete reports to nearly 350 advertising agencies and members of the radio and television group of ANA. Servicing of requests arising from the Second Study are currently occupying the bureau's time.

Daughter Makes Debut

Jack Benny's 15-year-old adopted daughter Joan made her radio debut on the "Jack Benny Program" December 25, 1949 as a Campfire girl. No one in the audience and few in the cast knew she was his daughter.

SPECIAL SOUND EFFECTS!

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

CARROLL DRUM SERVICE

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



By SID WHITE

Man About Manhattan...!

● ● ● ONCE OVER LIGHTLY: Inasmuch as the first half of NBC's Sat. nite lineup is tagged "Jack Carter's Show," howcum they don't call the remainder "The Sid Caesar Show?" Sid stole all the reviewers' hugs and kisses and is the brightest comedy find in years. If you don't believe us, ask any of the other comics! . . . H'wood stars who are yearning to get into TV without trekking East are disappointed in the kinescoping on the coast and are resigning themselves to the fact that they'll have to keep up the trek-meet (pun intended) if they wanna keep their paws in the TV pic. . . . Aside to NBC: Commuter Car No. 844 on the Brewster line of the N. Y. Central still carries a car card ad stating that the Railroad Hour can be heard on ABC. . . . We're strictly a sucker for nostalgia anyway, but we can't help throwing in a nod for the terrific job Georgie Price turned in on the Texaco show Tues. nite. Won't somebody please grab Georgie right away for his own series and make a lotta folks happy? . . . One of the webs, which prefers to remain nameless (unless their survey is in TV's favor) has engaged Sidney Ascher Associates to check on TV and its effects on students in 10 key cities. (TV manufacturers and station heads weren't exactly overjoyed at that survey recently which revealed that students who watch TV regularly have dropped off more than 15 per cent in their marks).

★ ★ ★ ★

Pome: Frankie came late
To the Bock Beer fete
So Frankie and Faye
Ain't talkin' today.
. . . . Irv Cahn

★ ★ ★ ★

● ● ● AROUND TOWN: Now that Borden's is retiring from network radio, their "County Fair" aiter is a cinch to be grabbed up pronto. Bill Gernant's show has been consistent Hooper bait for 5 years. . . . A top singing star told intimates that she'll never again play a certain nite club in town despite her terrific salary there. . . . Burgess Meredith offered Bob Monroe the writing assignment on the flicker he'll make in England with Franchot Tone this Spring. . . . Radio Pioneers membership has trebled the past year, according to Bill Hedges, president. Membership now totals 600, thanks to Carl Haverlin, chairman of the membership committee who with Hedges, sparked the membership drive. . . . Aspirin sales booming in certain ad agencies—those that had shows rating high in Hooper but low in Nielsen. . . . Dan Tutthill has signed up the famous magician, Harry Blackstone. . . . One alert producer has wired an offer to Virginia Hill's new husband to do a TV ski instruction series. . . . NBC planning a situation comedy series with Paul Douglas. . . . Jack Rubin, of Wolf Associates, very close to a sale on an idea that's very close to his heart—wrestling. (Jack was once welterweight wrestling champ of the A.E.F.) Another Wolf show ready to be wrapped up for a sponsor is "American Minstrels," which had such a good run on ABC-TV last summer.

★ ★ ★ ★

● ● ● FILLER-DILLERS: Now that he's on TV, Eric Victor thinks the Lone Ranger oughta change his call to "Heigh-o, Silver Screen." . . . Ella Fitzgerald sez when it comes to showing old movies, TV just doesn't give a Hoot—unless it's Gibson. . . . At the Fireside Inn, Al Capp revealed he was thinking of writing a B'way play. "What'll it be," heckled Kate Murtah, "a Schmoosical?" . . . When Joe Frisco was asked his opinion of "Stromboli," reports Herb Stein, he retorted: "I think the director should've spent more time on the picture."

Commercial Outlook Explored By Tower

(Continued from Page 1)
stations on the air. About five per cent of these had been in operation 10 years or more, he explained. Figures for 1949 are expected to be comparable to the previous year, he pointed out.

Above average salary scales, excessive overtime and too many employees were listed as a few of the reasons some stations fail. Tower cited one example where a station successfully introduced the combination of announcer-control work to cut expenses.

Pointing out that radio has been called the industry which has never known a depression, Tower warned that future fluctuations in business will mean radio must strive for a larger share of the advertising dollar in face of declining advertising expenditure.

Advertising agents and radio personnel held spotlight during morning and early afternoon on Tuesday with discussions on radio as a business. Subject ranged from "preparation of presentations for local sales" to "sales psychology and public relations."

Speakers included Pat Murphy of KSMI, Seminole, Okla.; James R. Curtis, KFRO, Longview, Texas; R. B. McAlister, KICA, Clovis, N. M., and Lowe Runkle, Oklahoma City; Ernest Watson of KBIX, Muskogee, Okla.; and Clem Sperry, advertising director of Oklahoma Tire and Supply Company, Tulsa. Sperry told "how to spend \$150,000 a year in radio."

Speakers headlining afternoon sessions on television were Roy Bacus, WBAP-TV, Fort Worth; Dave Pasternak, KSD-TV, St. Louis; F. M. Randolph, KOTV, Tulsa; and Hoyt Andres, WKY-TV, Oklahoma City. Production, advertising and programming problems in television were discussed.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 18

CHICAGO

By HERB KRAUS

DADDIE HUBBARD'S Supper Club over WIND nightly at 10:00 p.m. moves into the WBBM studios across the way each Saturday night to accommodate the overflow crowds which have been seeking tickets to his disc show. The program will still be aired over WIND as usual.

Thomas J. Davis has been appointed commercial manager of station WAAF, succeeding Bradley R. Sidmann. Davis, who has been with the station for the past year, will be assisted by Harold Wettersten and Ben Kirk.

Charles Adell of Crystal Lake, Ill. has joined the sales staff of MBS Chicago, as an account executive.

Pat Sinclair, the backbone of the ABC publicity dept., sporting a new engagement ring from Jack McLaughlin.

Foster Johnson, dancing and musical comedy star of "Kiss Me Late," now doing a nightly fifteen-minute stint over WMOR. He spins records and emcees a talent show under the sponsorship of the Foster Johnson School of the Theater.

Frank V. Martinek, creator of the popular comic strip "Don Winslow," appeared on the "Movies For Kids" show over WBKB recently to award prizes to the winners of the Red Cross drawing contest.

Net Earnings of Decca For '49 Slightly Under '48

(Continued from Page 1)

In spite of the fact that net sales fell from \$23,867,020 in 1948 to \$19,820,937 last year. Uncertainty concerning turnable speeds during the year and general economic conditions were given as reasons for the drop.

Rackmil said that in the final three months of 1949, there was a strong revival in record demand and that indications for this year were good.

Canadian Receiver Sales Show Increase In 1949

(Continued from Page 1)

As reported today. Sales in the first 11 months of 1949 were up to 27,097 units valued at \$47,687,027 compared with 506,567 at \$42,668,651 in like period of 1948. Ontario was the only province to show increased sales in the month while in the first 11 months of the year, sales were higher in all but Quebec.

AVAILABLE a Dame

with Radio-TV know-how from secretary to "on the air". Experience includes network, agency and talent offices. Box No. 117, RADIO DAILY 1501 Broadway New York 18, N. Y.

U. S. Adopts Frequencies For European Broadcasts

(Continued from Page 1)

according to reports, by not conforming to the allocations under the Copenhagen plan.

The Copenhagen plan was signed on September 15, 1948 by many European nations including the Soviet Union and its satellites. Seven European nations including Luxembourg, which operates one of the larger stations, did not however, sign. The United States declined to go along with the agreement.

Plan is believed by American authorities to be an effort to oust them from European radio and because of its provisions, cannot effectively supervise radio. European conditions are described as being similar to those existing in this country in the late twenties before the Federal Radio Commission was set up. The agreement does not provide real engineering standards for the governing and spacing of frequencies, officials said.

New frequency assignments have been made for German stations and U.S. outlets, but these are duplicate wave lengths assigned at Copenhagen to other countries. U. S. authorities report that efforts will be made to protect those countries.

At the time of the signing of the Copenhagen plan, most broadcasters were members of the Interna-

tional Broadcasting Organization (I.B.O.) then centered in Brussels. Prior to World War II, all nations of Europe except Russia belonged to a union known as U.I.R. with headquarters in Europe. Some nations remained in U.I.R. when I.B.O. was formed.

The BBC declined to join I.B.O. however, because the Soviet Union insisted on what Britain called "excessive voting rights." I.B.O. had a considerable number of members until last November (after Copenhagen) when eleven nations pulled out, claiming it was Communist dominated. Recently, I.B.O. moved to Prague.

BBC Meeting Held In England

BBC recently invited a group of nations to Torquay, England, and there formed the European Broadcasting Union. Twenty-one nations joined E.B.U. including Yugoslavia. Aims were set at knitting together countries with common cultural interests and at monitoring wave lengths. Latter would be on a voluntary basis only and stations would not be required to take the advice offered by the monitoring service. Helping put the Copenhagen plan into effect is also an aim of E.B.U. Cooperation with I.B.O. is listed as a hope by E.B.U.

Stop The Music Salutes 2nd Anniversary Sunday

(Continued from Page 1)

of the "Mystery Melody" jackpots a total of approximately \$500,000 in prizes, and other winners received gifts totaling nearly \$100,000 in the two-year period. The program has never changed format except to add special bonus city calls after the broadcast. Emcee is Bert Parks; music is rendered by orchestra leader Harry Salter and vocalists Kay Armen and Dick Brown. First half of the radio show is sponsored by the Speidel Co., second half by P. Lorillard Co. which relinquishes this sponsorship to the Trimount Clothing Co. after March 26th. The TV version of the show on Thursday nights is sponsored by Admiral Corp. and P. Lorillard Co.

Crack Writer Idea Man

Available soon for networks — agencies — following special assignment. Creator several successful film series. Wide experience in entertainment, advertising fields.

Write Box 118, RADIO DAILY 1501 Broadway, New York City

SAN FRANCISCO

By NOEL CORBETT

TOM PAXTON, KGO-TV staff announcer did a neat job of substituting for Les Malloy on the latter's TV show this week. Tom, who got his start in show business as a carnival barker when he was fourteen, looks like a TV natural. A few more like him is what this Frisco city needs, now that television seems to have finally started blossoming here. Tom and Evangeline Baker also have the TV participation show on KGO-TV, "Mailbag of Tricks."

The Patrick Michael Cunnings have a new baby boy. (She's the former Marcia Drake who won the Frances Holmes TV Award a couple of years back). Youngster is named Christopher and weighed 7 pounds 3 ounces when he made his advent at the Herrick Memorial Hospital in Berkeley, March 6. Cunning, who was prexy of the Intra-Tele Corporation in Oakland (closed circuit TV), is now packaging TV shows for KPIX.

Maury Baker and Wally Hutchinson, over at KGO, are two boys who don't rely on routine newsletters to announce anything they have to offer which they want talked about. They like to dream up doo-dads with which they flood the press.

HOW DO YOU PRONOUNCE


PUNXSUTAWNEY?

.. BMB pronounces it 100% KDKA

New BMB figures give KDKA 100 percent listenership in Punxsutawney, Pa. And Punxsutawney is only one of many, many spots in this tri-state area where KDKA gets top-drawer coverage. Altogether, KDKA rates 90 percent or better in 42 counties, cities, and towns. When you put your program on KDKA, you know they're listening! 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

RADIO DAILY

PLUG TUNES

a hit — A Hit — A HIT
"TWO-FACED HEART"
 Recorded by Eddle (Piano) Miller
 ON RAINBOW RECORDS
MICHAEL MUSIC CO., INC.
 1619 Broadway Jerry Johnson
 New York City Gen. Mgr.

getting **BIG!**
IT'S THE LITTLE THINGS
REGENT MUSIC CORP.
 1619 BROADWAY N. Y. C.

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

Slightly Sensational!
MY BABY IS BLUE
JEFFERSON MUSIC CO.
 1619 Broadway New York City

My Heart Goes With You
 By Thomas G. Meehan
 — ◆ ◆ —
JAMES MUSIC, Inc.
 1650 Broadway Room 709 N. Y. C.

FAIRY TALES
 recorded and featured by
OWEN BRADLEY & QUINTET
 Coral
SALLY & MARVIN CLARK
 London
ELLA FITZGERALD & MILLS BROS.
 Decca
FONTANE SISTERS
 RCA Victor
RED KIRK & JUDY PERKINS
 Mercury
RUSTY WELLINGTON
 Belle
P. WESTON-JUD CONLON SINGERS
 Capitol
CECIL BAILEY
 Bullet
MILLER MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—The enthusiastic acceptance by the public of Gordon Jenkins' inspired composition, "Manhattan Towers," which his orchestra performed two weeks ago on the "Ed Sullivan" CBS-TV vehicle started something. . . . recording companies are clamoring for permission to wax and distribute the "New York Is My Home" theme of the work. . . . in Hollywood, Lou Levy is conferring with motion picture execs on the possibility of filming a feature based on the thematic structure of the suite. . . . ● With several songs of the 'Gentlemen Prefer Blondes' score riding high and the repeat of the oldie, "It Isn't Fair" in the charmed circle, J. J. Robbins & Sons is clicking. . . . J. J. has just acquired American rights to "I Will Love You Forever," an Italian importation which has special English lyrics by Sonny Skylar. . . . this ballad is labelled HIT in our books. . . . ● Tommy Valando's Laurel Music has a fine novelty in "Dearie," clefted by Dave Mann and Bob Hilliard. . . . ● The plaintive "Where Can I Go," written by Leo Fuld, Sonny Miller and Sigmund Berlant, published in England by B. Feldman & Co., has been packed to Shapiro-Bernstein for exploitation here. . . . ● Johns Hopkins U. sent a wire to NBC, complimenting the performance of Guy Kibbee, the cast and everyone connected with the Telecasting last Monday on the Chevrolet Program, of "The Man Who Ordered Apple Pie." . . . story, by Guy DeVry, won that University's annual award. . . . program was produced by Victor McLeod and directed by Barry Bernard. . . . ● We toss our personal award to David Ross, whose smooth narration last Sunday on the CBS "Television Opera" rounded out a delightful musical tid-bit.

☆ ☆ ☆ ☆

● ● ● Consolidated Music Publishers, (J. J. Robbins subsidiary) will handle sales for the newly-formed Carlton Music (Vaughn Monroe and Sunny Skylar). . . . firm tees off with "A Little Golden Cross" and "Mexicali Trail." . . . ● The big apple buzzing but loud about the swellegant dance rhythms dispensed nightly at Jack Dempsey's by Dante Trio. . . . ● Deejays are starting to latch onto Bill Harrington's schmaltzy Coral platter of "It Isn't Fair." . . . ● Ray Bloch, Ellis Allan and Sherwin Bash have launched their new pubbery, Hollybrook Music, with a cute novelty, "If We Could Be A-L-O-N-E," clefted by Milton Drake, Al Hoffman and Jerry Livingston. . . . ● WPIT'sburgh's favorite deejay, Russ Offhaus, spending a busman's holiday in Gotham, chinning and chatting with local disc-iples. . . . ● Maestro Ted Herbert, the New Hampshire lad whose ork is a sensation in New England, makes his New York debut April 29 when the outfit plays Fordham University's Junior Prom. . . . this group bears watching. . . . ● Sarah Vaughn, currently at the Million Dollar Theater in L.A., returns to Gotham's Bop City April 12. . . . ● Jewel Music all out on Ann Ronell's "Love Happy," sung by Marian Hutton in the current United Artists comedy of the same name. . . . ● WINSpieler Martin Starr, local motion picture commentator, making excellent use of his personal contacts with screen luminaries, acquired when he handled publicity for them way back when. . . . ● BMI execs beaming with four of their numbers currently up with the country's top sellers. . . . "Rag Mop" (Hill & Range) "Chattanooga Shoe Shine Boy" (Acuff-Rose) "Cry of the Wild Goose" (American) and "Have I Told You Lately That I Love You" (Duchess).

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● ● ● **ON AND OFF THE RECORD:**—Kay Armen's rendition of "I Will Love You Forever," on London is balladeering at its best with an equally fine assist by Earl Sheldon's Orchestra. . . . flip side, however, is a picture song, "Sure Thing," which even Kay can't give life to. . . . Deejays however will get more than their money's worth from the top deck alone. . . . ● MGM's Bill Farrell comes up with a neat bit of warbling in his coupling of "God's Country" and "Spring Made A Fool Of Me." . . . top side, already in the hit class, will get lots of deejay attention while the "Spring" number proves Bill can also deliver.

PLUG TUNES

Our Latest HIT
"ECHOES"
VALANDO MUSIC CORP.
 1619 BROADWAY NEW YORK CITY

THE WEDDING SAMBA
DUCHESS MUSIC CORPORATION

A Great Ballad!
SENTIMENTAL ME
 Knickerbocker Songs, Inc.
 1619 Broadway, New York, N. Y.

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

Another BMI Pin-Up Hit!
"DADDY'S LITTLE GIRL"
 Published by Beacon
 Recorded by
 P. Regan (Vic) P. Vargas (Vic)
 Mills Bros. (Dec) D. Jurgens (Col)
 D. Todd (Rainbow) S. Henderson (Cap)
 B. Eberly (Coral) R. Smith (Col)
 E. Howard (Mer) F. Phillips
 P. Reed (Dance-Tone) (Skatin' Toons)
 J. Saunders (Hi-Tone) A. Oxenford
 H. Jerome (Lon) (Bux-Mart)
BROADCAST MUSIC, INC.

IT ISN'T FAIR
 recorded by
 LES BROWN Columbia
 BENNY GOODMAN Capitol
 BILL HARRINGTON Coral
 RICHARD HAYES Mercury
 SAMMY KAYE Victor
 FRED WARING Decca

Words & Music, Inc.
 1619 Broadway N. Y. C.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, March 16, 1950 — TELEVISION DAILY is fully protected by register and copyright

CCC HEARS GOLDMARK ON COLOR

TELE TOPICS

PHONEL HAMPTON and his orchestra literally tore up the place when they made a guest appearance on WABD's "Carnegie of Bands" Tuesday night. Hampton danced, sang, played piano, drums, whistles and sax as he led his swing band down memory lane in the land of the Highlight of the performance was Hampton marching single file through the audience as they hooped it up with brassy nighttime rhythm. Several featured artists appeared with Hampton and the whole show had the syncopated flavor of a Noble Sissom or Cotton Club revue. Whelan Drug stores would do well to repeat the Hampton musical antics.

BASEBALL SEASON is almost here and baseball telecasts and feature programs are bustin' out all over. . . . DuMont plans to build a studio for WDTV in Pittsburgh's Golden Triangle on the second floor of the Chamber of Commerce building. . . . WPIX, New York, will do a feature telecast of the St. Patrick's Day parade marchers on Friday. . . . WOR-TV, specializing on the heavy interest in New York plans to make rain, will present Lowell, the Harvard rainmaker who has been commissioned by the city to do his act, on Friday night. Howell will illustrate the theory and practice of rainmaking.

THE NEW Phillips H. Lord show "The Golden Game," details of which were slightly garbled here yesterday, bows on ABC-TV April 2. Program will use non-professionals in the cast a la "The Black Rob" and has a religious theme. . . . KSTV-TV, Kansas City, joined the ABC network, and, also ABC-TV item, Hotchkiss, Inc. has signed as sponsor of the "Chicago Daily News Relays" over WENR-TV, Chicago; and WTMJ-TV, Milwaukee. . . . Raytheon has purchased "Crusade in Europe" on WSB-TV, Atlanta. . . . and . . . Peyser, director of CBS-TV's "People's Platform," advises forum directors to stage their shows in brightly painted rooms with clashing color combinations. Says it is panelists really rugged.

WPTZ, PHILADELPHIA, which goes into afternoon programming officially March 20, has already sold five of the ten hours made available by the extended time schedule. Carol Reed, incidentally, has been signed by the station for two years. . . . Milton Caniff guests "Kukla, Fran and Ollie" next Monday. . . . Rex Harrison makes appearance the same day on the Chevrolet Theater. . . . and NBC's video bibliography is being used as a model by UCLA, Los Angeles, in setting up a television program in the school's library.

CBS Research Chief Reveals New Technical Advances In Columbia's Mechanical Conversion System To Impressed Group Of Commissioners

(Continued from Page 1)

said—adding that the CBS system already delivers greater resolution than either RCA or CTI color. He said the new advance can be compared to the "high fidelity" feature of sound radio sets. Goldmark said he sees no reason for multiple standards for color video, since he sees no advantage in any other system over the CBS system. He added that he had no fear that CBS would emerge on top if the decision were left to the public—"If RMA would make the sets, I've got a hunch they're not excited at the prospect."

Questioned By Jones
Questioned by Commissioner Jones on the expense of manufacturers of licensing for the use of CBS patents, Goldmark said the patent question is not one of primary importance. "We are not in the manufacturing or the patent field," assuring the Commission that license fees would be held to a minimum.

He added that there has been "a revolution in patents in recent years, with the emphasis shifting from the mere patent to service by the holder of the patent—service in design, production problems, etc. CBS, he said, is prepared to offer such service.

He spoke also of the importance of competition between color and black and white as a factor for the reduction of prices on sets of both types, as well as for improvement of both systems. "Nothing," he said, "would foster research to improve

color more than the adoption of commercial standards." He pointed to the experience of the industry with black and white to make this point.

He added that if color is turned down by the Commission now, however, the result will be much more serious for the future of color TV than the 1946 turndown.

Goldmark spoke at some length on his observations of the RCA demonstrations last month at Laurel, Md., presenting figures to buttress his contention that CBS delivers greater resolution than rival systems. A viewing distance to picture height ratio of 5.3 to 1 is permissible with the CBS picture, he said, while 8 to 1 is necessary with the RCA picture if the dot structure is to disappear.

At that distance, said Goldmark, "the apparent resolution is that of only a 263-line picture."

Rutgers Professor Heard
Also heard yesterday was Prof. John W. Riley, chairman of the Rutgers University department of sociology, who testified on a study of viewing habits made under CBS auspices at New Brunswick, N. J. He found great variation in the distances people sit from their sets, with two-thirds sitting eight or more feet away. Median ratios of viewing distance to picture height vary from 15 to 1 to 12 to 1, he found, with most viewers choosing their seating on the basis of physical comfort or custom rather than viewing distance.

Rebuttal
In adopting "sampling" and "horizontal interlace" to gain greater detail in its color television, CBS is "taking a leaf out of RCA's book," it was stated last night by Dr. C. B. Jolliffe, executive vice-president in charge of RCA Laboratories Division. "It is most gratifying," said Dr. Jolliffe, "to know that CBS is shifting more and more toward the electronic methods developed by RCA." However, he continued, the CBS system continues to be incompatible with black-and-white TV.

GE Announces Black Tube TV Shipments

Syracuse — Initial shipments of General Electric's six new model Black-Daylight video receivers are scheduled for late this month, it was announced yesterday by W. M. Skillman, manager of receiver sales. The shipments will include what GE calls "the lowest price set yet made by the company with a 12½-inch picture tube."

Prices of the new model sets range from \$199.95 for the 12½ tube set through \$269.95 to \$329.95 for the five different 16-inch models. All sets, according to GE, have built-in antenna, and prices quoted are eastern list.

Statement By Skillman
"In the new 16-inch sets we are able to use the maximum viewing area of the GE rectangular tube to provide the consumer with the complete picture as broadcast. This is possible because all TV pictures are broadcast in rectangular form," Skillman said.

"The black tube further improves the picture by providing a wide range of black, white and gray values to create a picture of depth, contrast and brilliance," he continued.

Agency TV Course

McCann-Erickson, Inc. ran a series of television indoctrination courses for members of its Cleveland staff last week. Bob Daily, radio and television director of the Cleveland office, and Jean Kane, radio and television copywriter in the same office, held meetings with executives of the New York office. Briefing was in preparation for an expected increase in video activities for the western branch.

The Starch Report On Television Commercials

Trend of brand acceptance quite different for various commercials. Canada Dry started in August with spread of one point but has increased each month to current 13 points. Godfrey's Chesterfield conversely started in August with 13 points and has steadily dropped to present zero spread.

In general products with little or no competition on TV, show greatest acceptance spread—are at present tending to steal TV market. Notable examples—International Sterling—Auto-Lite—Lipton. At opposite extreme all major cigarettes using TV in substantial way and are fighting primarily to hold market—secondarily to build increased sales. Apparent most effective cigarette commercial to date—Pall Mall's strong reason why appeal, that now enjoys widest point spread of any cigarette.

Leaders in viewing for each category include:	%	Among the best liked were:	%
Automotive	Texaco 97	Texaco	56
Cigarettes & Tobacco	Chesterfield 97	Lipton	54
Drugs & Toilet Goods	Gillette 74	Chesterfield	49
Food	Lipton 94	Sanka	42
Household Equip. & Supplies	Admiral 73	Ivory	41
Miscellaneous	Benrus 81	Kool	38

PROMOTION

Promotes Lombardo Show

The Guy Lombardo Show, produced and transcribed by the Fred-eric W. Ziv Co., is now being sold to local and regional advertisers across the country. Among these are a considerable number of breweries, and Ziv is after more of this business.

W. B. Philley, sales promotion manager, has just gotten out an ingenious mailing piece, copies of which are being sent to the president of every brewery in this country—with a carbon copy of the letter going to the ad agency of each of the breweries.

The letter bally's the show with all the time-tested adjectives accorded Lombardo over the years, including the show's consistent top ratings in key markets. The name and address of the recipient are typed in red ink as a "read on" inducement.

The letter is enclosed, along with an autographed photo, in a 9½ by 12½ envelope, across the top of which is printed in red ink, "Enclosed is your autographed photo of Guy Lombardo."

With the carbon copy of the letter, the ad agencies also are receiving copies of telegrams and letters from brewers now sponsoring the show—all of which, of course, are highly laudatory.

Hotel Distribution

Some 2,500 cards have been distributed to Philadelphia hotel patrons by WCAU-TV to hypo interest in the Ford Theater production of "Room Service." Cards call attention to the hotel's room service and the drama. Support for the program was also given by the Benjamin Franklin's manager when he spoke at the Hotel Greeter's Association convention.

Will Originate In Chicago

Chicago—The "Harvest of Stars" program, starring Metropolitan Opera tenor James Melton, will originate in Chicago, Sunday, March 19, at 5:30 p.m., EST on NBC. Guest artist of the show will be Chicago's gifted, young soprano, Nancy Carr. In a production number with the International Harvester Orchestra and Chorus, conducted by Dr. Frank Black, Mr. Melton will sing a series of waltzes. Remainder of the program will be consumed by a duet and three solos by Miss Carr and Mr. Melton, including one of Melton's favorite arias "M'Appari" from the opera, "Martha."

Why buy 2 or more...
do 1 big sales job
on "RADIO BALTIMORE"

Contact
EDWARD
PETRY CO.

WBAL

COAST-TO-COAST

WLDY Signs Evans

Ladysmith, Wis. — Jeff Evans, chief engineer of KRUL, Corvallis, Oregon, has joined the staff of WLDY here, as engineer—chief announcer. He will specialize in late-evening disc jockey shows.

New Chief Engineer

Washington, D. C. — Howard C. Callahan has been named as chief engineer by Everett L. Dillard, station manager of WASH-FM. Callahan was previously the assistant to the chief engineer at United States Recording Company here.

WHAY 24 Hour Station

New Britain, Conn.—WHAY announces that starting this week they will extend their broadcasting activities to 24 hours a day. This means that WHAY is now this state's only 24-hour station, serving the public every hour of the day with music, sports, news and programs designed for listening. Allen Brown, veteran disc jockey, who formerly had his own show on WHAY from 3:00 to 4:00 p.m. will take over from 12 midnight to 6:30 a.m. under the title "Allen Brown's Nightwatch."

Luella Engel Joins WPFB

Middletown, O.—With six years of radio experience in Butler County and surrounding areas, Luella Engel this week joins the staff of WPFB. The "Luella Engel Show" opens Monday, March 20 and will be heard Monday through Friday mornings at 11:45. The show will concern itself directly with actual activities of homemaking as well as hobbies.

Temporarily Off Air

Montgomery, Ala. — An early morning wind and electrical storm here delayed WJJJ's going on the air for several hours until broken power lines could be restored.

WSRS Appoints Jack Kelly

Cleveland, O.—WSRS announces the appointment of Jack D. Kelly as assistant sales manager. Kelly was associated with Rogers & Porter in Rochester, N. Y. as radio director. He was also with WSAY in Rochester as commercial manager, and spent two years in the national representative field in New York.

KFWB Airs Frisch Tribute

Hollywood, Calif.—A tribute to the late Daniel Frisch, president of the Zionist Organization of America, was aired on the Community Hour last Saturday evening at 8 p.m. over KFWB. Taking part in the broadcast were Cyrus Levinthal, president of the Southern California region of ZOA; Theodore Strimling, national executive committeeman of the ZOA, and Rabbi Max Nussbaum of Temple Israel here.

Nathan Replacing Billings

Waterbury, Conn. — Milton H. Meyers, owner and general manager of WWCO, has announced the appointment of Gustave Nathan as commercial manager of the station. Nathan will replace Ford Billings, who has resigned. Nathan has been on the sales staff of WWCO since 1948.

Two Staff Changes At WXGI

Richmond, Va.—Newest addition to the staff of WXGI is Newton Thomas, Jr. as staff announcer. He will handle several record shows for the station. Thomas was formerly with WRVA. Bill Newman has been appointed chief announcer of the station.

"Mr. Cavalier" On WTAG

Worcester, Mass.—Cavalier Cigarettes is kicking off a new sales campaign by having a man dressed in the bright costume of a cavalier walk through the streets of various New England cities and towns. When "Mr. Cavalier" came here last week, WTAG (and FM) signed him up for a guest spot on its weekday "Julie 'n' Johnny" show. Besides plugging his cigarettes, Mr. Cavalier related some of his amusing experiences with gaping downtown shoppers.

The stars of
today and
tomorrow
are

Yours for more Sales

... with the new era in

Thesaurus

Music by Proth



The new Thesaurus brings you bigger and better programming packages with top sponsor-appeal... top name artists. You get comprehensive programming, promotion, publicity... a steady flow of current tunes and material... no work-quality production. Wire or write today for full details!



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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 50, NO. 52

NEW YORK, FRIDAY, MARCH 17, 1950

TEN CENTS

INDUSTRY LEADERS 'OK' NEW BAM PLAN

NAB Personnel Pacts May Be Lengthened

Washington Bureau of RADIO DAILY
Washington—A proposed amendment to the NAB by-laws which would allow contracts with staff personnel for more than a year has been submitted to the membership of the board of directors, with a recommendation for approval. If approved by the membership, it would give NAB President Justin Board, to enter into employment contracts for periods in excess of a year.

Proposal For CBC Inquiry Is Offered In Senate

Montreal—Investigation of C.B.C. operations by the Canadian Senate one, rather than by a joint committee of the Senate and Commons, as suggested in the Senate by Senator Wishart Robertson, Government Leader.

Replying to Senator Thomas Reid (Lib., British Columbia), he said he had no objection to examination of the C.B.C. by a joint committee, but felt too few Senators would be

(Continued on Page 6)

Lux Theater Leads List In Latest Nielsen Report

Lux Radio Theater with a 25.5 rating, Jack Benny at 21.9 and Arthur Godfrey's Talent Scouts with 21.2 top the latest Nielsen ratings for the week of February 5 to 11. The three CBS shows were followed by Fibber McGee & Molly at 20.0 on NBC and Amos 'n' Andy with 19.0 on CBS.

Other programs in the top bracket (Continued on Page 2)

Fast Work

Films of the Consolidated Edison settlement of negotiations with unions for operational contracts covering the next two years were made at 4 p.m. yesterday as a commercial and shown on WPIX-TV at 6:30 p.m. The institutional film was produced at the instigation of B.B.D.&O., agency for the Consolidated Edison Company.

Shamrock Day

Just as a reminder that today is St. Patrick's Day, Bob Poole is saluting Mutual's KEVA at SHAM-ROCK, Texas, and Kate Smith is waiting for the American Overseas Airlines to deliver a basket of shamrocks sent her by the Lord Mayor of Dublin.

ANA Spring Meeting Set For March 29-31

A spring meeting of the Association of National Advertisers between March 29th and 31st, will be held at The Homestead, Hot Springs, Va., according to an announcement by George Mosley, chairman of the A.N.A. and advertising manager of Seagrams. Afterwards, members of the A.N.A. have been invited to join with the meeting of the American Association of Advertising Agencies which is being held almost concurrently at the Greenbrier, White Sulphur Springs.

Leading off the speaker list and

(Continued on Page 3)

Strouse To NAB Board Via Run-Off Election

Washington Bureau of RADIO DAILY
Washington—Ben Strouse, general manager of WWDC and WWDC-FM, Washington, D. C., has been elected to the board of directors of the NAB in a run-off election made necessary by a tie in the original mail balloting.

More than 70 per cent of all the FM stations cast ballots in the run-

(Continued on Page 3)

NBC Reorganization Plans Announced For Program Dept.

Another phase of NBC's reorganizational plans goes into effect on April 1st when staff changes and promotions will take place at the network's headquarters in New York. In announcing the reorganization the network said it was "general streamlining of NBC's radio program department and realignment of the program services function under the integrated services department."

Miller, Discussing BMB's Successor, Calls It "The Best Way To Do It"; Gamble Also High In Praise

Hits Coy's Attack On Programming

Washington Bureau of RADIO DAILY
Washington — FCC Chairman Wayne Coy's attack on TV and radio programming, delivered at Norman, Okla., Tuesday, was coupled with Sen. Edwin Johnson's campaign against the morals of film talent yesterday as dangerous portents of increased Government control over the entertainment to be permitted the American people. The

(Continued on Page 8)

Three Sponsors Renew Programs On CBS Web

Renewal of three CBS shows, all daytime dramas, for another 52-week cycle was announced by the network yesterday. All programs are aired Monday through Friday.

General Foods Corporation re-

(Continued on Page 6)

Rafael Resigns ABC Post; Joining Free Europe Radio

William Rafael, member of ABC's script and production department for the past three years, resigned yesterday to become program manager of Radio Free Europe.

Radio Free Europe, newly blue-

(Continued on Page 2)

Endorsement of the newly organized Broadcast Audience Measurement, Inc. was given by Justin Miller, NAB president, yesterday. In describing BAM as an intermediate organization which will take over the servicing of the second BMB study and will eventually propose a new corpora-

(Continued on Page 3)

Borden Buying Radio On Local Level Only

The Borden Company which is dropping network advertising and will now place radio spots in 70 leading sales areas yesterday announced its plans for the New York and Chicago markets.

Only regular full-length program being sponsored in the Metropolitan area is "Let Yourself Go" to be heard on WNEW, Monday through

(Continued on Page 3)

Will Broadcast Baseball For New Liberty Network

Pasadena, Cal. — Radio station KALI, is going to broadcast major league baseball games in the Los Angeles area this year during the forthcoming spring training games and regular season.

The station will be the Los An-

(Continued on Page 2)

Anniversary

"Our Gal Sunday," CBS daytime serial sponsored by Whitehall Pharmacal Co., starts its 14th consecutive year on the air with the broadcast of Monday, March 27. Program produced by Frank and Anne Hummert is aired Monday through Friday, 12:45-1:00 p.m. EST, and stars Vivian Smolen and Karl Swenson in the leading roles.

Demand For TV-Receivers Continues To Rise

TURN TO PAGE 7



Established Feb. 9, 1937

Vol. 50, No. 52 Fri., March 17, 1950 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Baln, Vice-President; Charles A. Alicoate, Secretary. Terms (Postage free) United States (other than California) \$10.00 one year; California, \$15.00. Foreign, \$15.00. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337. 7-6338. Cable address: Radaily, New York.

WEST COAST OFFICES
Allen Kushner, Manager
8425 Hollywood Blvd. Phone: Gladstone 8436

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

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

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

ROME BUREAU
John Percicari
Ludovisi 16

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

FINANCIAL

(March 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 7/8	8 3/4	8 7/8	+ 1/8
Admiral Corp.	25 1/4	24 3/4	24 3/4	- 1/8
Am. Tel. & Tel.	151 1/8	150 1/2	151 1/8	+ 3/4
CBS A	31 3/4	30 1/4	31 3/4	+ 1 5/8
CBS B	31 1/2	30 5/8	31 1/2	+ 1 3/8
Philco	39 3/8	38 1/8	38 1/2	+ 1/4
RCA Common	14 7/8	14 5/8	14 5/8
RCA 1st pfd.	76	75 3/8	76	+ 1/8
Stewart-Warner	16	15 1/2	15 1/2	+ 3/8
Westinghouse	34 1/2	34 1/4	34 1/2	+ 3/8
Westinghouse pfd.	104 1/8	103 7/8	103 7/8	- 3/8
Zenith Radio	51	49 5/8	49 7/8	- 7/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	20	19 7/8	19 7/8	- 1/4
Nat. Union Radio	3 7/8	3 3/4	3 7/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	18 3/8	19 3/8
Stromberg-Carlson	14 7/8	15 7/8

Will Broadcast Baseball For New Liberty Network

(Continued from Page 1)
geles area outlet for the new National Liberty Network. National league game broadcasts will be on a live basis and the American league games will be recreated.

KGW PORTLAND OREGON
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

★ COMING AND GOING ★

EDWARD R. MURROW, Columbia network newscaster, is originating his current programs at Washington, D. C. He'll leave shortly for a visit to the West Coast.

FRED WARING and his Pennsylvanians, now on a personal appearance tour, will be heard Monday in Reading Pa., and the next day in Pittsburgh.

ART FORD and **BUDDY BASCH**, his publicist, leave today via BOAC on a trip to London and Paris.

JACK CARNEY, Columbia network producer, left yesterday on a fishing trip in Key West, Fla., under the auspices of the New York Athletic Club.

WILLIAM S. PIRIE, director of national sales for WFBR, Baltimore, will be in New York next Monday, Tuesday and Wednesday to meet with his station reps. and with advertising executives.

Cecil Brown, Mutual network newscaster, has returned from a three-month tour of Europe. He's leaving shortly for Hollywood, where he'll confer with Dore Schary on plans for a new feature movie in which he will be cast.

ED GREIF, of Banner & Greif, is expected back today from Cincinnati, where he handled the press-relations end of the Food Distributors Show.

CARL MARK, executive vice-president of WTTM, affiliate of NBC in Trenton, N. J., and **FRED BERNSTEIN**, assistant general manager, are back at the station following a short trip to New York.

BOB POOLE, disk jockey on the Mutual network, today will leave to spend the week-end at his home in Stoneville, N. C.

NAOMI FINE, of the CBS program promotion staff, has left on a trip to Europe.

Lux Theater Leads List In Latest Nielsen Report

(Continued from Page 1)
ets were: Walter Winchell (ABC) at 18.5; Charlie McCarthy (CBS), 18.3; My Friend Irma (CBS), 18.0; Mystery Theater (CBS), 17.5; and Mr. Chameleon (CBS), 17.2.

Filling out the leading twenty were: Bob Hope (NBC), 17.1; F.B.I. in Peace and War (CBS), 16.9; Mr. Keen (CBS), 16.8; You Bet Your Life (CBS), 16.8; Dr. Christian (CBS), 16.7; Mr. District Attorney (NBC), 16.6; Inner Sanctum (CBS), 16.5; Red Skelton (CBS), 16.0; Fat Man (ABC), 15.5; and Gene Autry (CBS), 15.5.

Special Musical Programs

Music from Holland and Switzerland is being presented by WNYC in special "Hands Across the Sea" broadcasts on March 18 and March 25. Jurriaan Andriessen, young Dutch composer, is guest for the first show while Marguerite Staehelin, delegate from the Swiss league of composers, will take part on the latter program. The station music director, Herman Neuman, is handling both shows.

Rafael Resigns ABC Post; Joining Free Europe Radio

(Continued from Page 1)
printed broadcasting activity of the National Committee for Free Europe, will begin channelling recorded shows to Europe from its main office in New York City within two months. Shows will be broadcast in Europe in six languages from an undisclosed transmitter site. Part of the "Cold War" of words to win over satellite nations to democracy, Radio Free Europe will, according to Rafael, supplement activities of Voice of America.

Rosten Joins DuMont Net; Silag Takes Over TV Page

Announcement of the appointment of Irwin Rosten, formerly television staff writer on RADIO DAILY, to the post of administrative staff assistant of the DuMont Television network, was made yesterday by Chris J. Witting, general manager of the DuMont TV network. Rosten's duties on the TELEVISION DAILY page of RADIO DAILY have been taken over by Bill Silag who will write the "Tele Topics" column.



What's around the corner?

Whatever it is, these cute little kittens seem to be fascinated by it. What's around the corner for your sales program in Baltimore? One thing is sure: if it's low-cost results from radio you want, W-I-T-H ought to be on your list.

W-I-T-H is the station that delivers more home listeners-per-dollar than any other station in town. And in addition, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in taverns, 67.3% were tuned to W-I-T-H.

That means that you get big results from small appropriations on W-I-T-H. Call in your Headley-Reed man and get the whole W-I-T-H story today!

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

50,000 WATTS
in the middle of the dial
800 kc.

CKLW
• MUTUAL •

The DETROIT AREA'S Better Than Ever Buy!

Adam J. Young Jr., Inc. National Representative
Guardian Building Detroit 26 Michigan
J. E. Campeau, President

FM AM

WITH

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

ANA Spring Meeting Set For March 29 to 31

(Continued from Page 1)

views on the job advertising agencies today are: James J. Nance, prexy of Hotpoint, Inc.; Ben Wells, p, in charge of sales for the even Up Co., and Philip Liebman, rmer advertising director and now resident of Liebman Breweries. For a picture of what television going to mean to radio, Marion arper, Jr., president of McCann icsson will give a concise talk. r further questions on that sub-ct, information will be passed on Niles Trammell, chairman of BC; Frank Stanton, president of BS; A. N. Halverstadt of Procter Gamble; A. C. Nielsen, president A. C. Nielsen, Inc., and Leonard ash of Compton Advertising.

Ching To Speak

Cy Ching, U. S. Mediation and onciliation Director, will be one the principal speakers during the iday morning session, as he eaks on employee and community lations. Further strong messages the responsibility of business to ciety are expected to come from: ed Willkie, v. p. of Joseph E. eagram & Sons; Guy Berghoff of e Pittsburgh Plate Glass Co., and avid Tibbett of the New England tual Life Insurance Co. Near the close of the meeting the mbers will get a picture of Sec- tary of Commerce Sawyer's new iversting Advisory Committee by i chairman, Stuart Peabody of the rden Company. Advertisers will ter hear the Secretary of Com- merce in person when he talks at e American Association of Adver- sing Agencies' convention. At the conclusion of the meeting, illip Graham, publisher of the ashington Post, and his staff will resent a world-wide round-up of hat is going on and possible effects the national economy.

Strouse To NAB Board Via Run-Off Election

(Continued from Page 1)

T voting, Strouse was tied with raig Lawrence, WCOP-FM, Bos- n, for the at-large directorship, hich this year carries a one-year rm. The two-year term went to Frank . Fletcher, WARL-FM, Arlington, a., in the original balloting.

KCOM Does PS Job

Sioux City, Iowa — Outstanding ublic service was rendered by COM on March 7 when a blizzard ruck this city and the entire mid- west. The station junked its broad- ast schedule from 2:30 p.m. to mid- ight to accept some 1,500 phone alls from people stranded on farms nd cities within a radius of 60 illes. Messages included queries on whereabouts of various persons and request for help from listeners to lve treatment to polio victim.

Industry's Leaders Praise BAM, Successor To BMB

(Continued from Page 1)

tion or ask permission to do new research, Miller said it was "the best way to do it." The NAB prexy said the fol- lowing broadcasters would be stockholders in BAM: Henry P. Johnston of WSGN, Birmingham, Alabama; Charles Caley of WMBD, Peoria, Ill.; Frank King of WMBR, Jacksonville, Fla.; Robert Mason of WMRN, Marion, O.; Clair McCul- lough of the Steinman stations; Clyde Rembert of KRLD, Dallas, Texas. Other broadcasters might join the group later.

West, Gamble On Board

Paul B. West, ANA president, Frederic Gamble, AAAA president, and Miller—all board members of BMB—would not be stockholders in BAM, Miller pointed out. They could be elected to the board, but such a decision would be up to BAM officials, he continued.

In the new set-up, only those people who believe in the organiza- tion will be in it, Miller said. This eliminates the paradox, he said, existing under BMB where NAB partic- ipated in an organization in which only one-third of the NAB members took part. "It would have been better if BMB had been start- ed this way in the first place," he declared.

First meeting of BAM's board will be a sort of "town meeting," the NAB head revealed. Date for the meeting has not been set as yet, but is expected in the near future.

The joint committee of NAB, AAAA and ANA which established BAM on Wednesday will cease to exist now that the organization is finished, Miller added.

"Most Likely To Succeed"

Also commenting yesterday on BAM was Frederic R. Gamble who took part in the Wednesday meet- ing. Gamble said: "Considering all the problems involved, yesterday's action authorizing the formation of Broadcast Audience Measurement, Inc. seems the best that could be taken under the circumstances and the most likely to succeed in carry- ing on BMB's function of providing a uniform, comparable measure- ment of station audiences."

Paul B. West, ANA president, said a statement of policy by the radio and television steering com- mittee of ANA approved by ANA's board best expressed his group's viewpoint. The statement read:

(1) It is essential to the best long-run interests of all those concerned with adver- tising—the media as well as agencies and advertisers—that advertising expenditures be channeled in such a way as to produce the most effective and economical sales results. In order to accomplish that object, advertisers must be in a position to em- ploy individual media intelligently—which means on the basis of facts. Advertisers, as represented by the ANA, have repeatedly expressed their need for valid and up- to-date information on the audiences and coverage of radio stations.

(2) Responsibility for providing that in- formation seems clearly to rest with the broadcasting industry. Advertisers gener- ally are not willing to subscribe to stock in

an organization like that proposed by the National Association of Broadcasters. The principal benefit of station audience infor- mation accrues to broadcasters and the broadcast industry as a whole. Moreover it has been the established practice with other media to provide a uniform standard of measurement by methods acceptable to their customers, the advertisers. In the absence of such information on broadcast- ing, advertisers will be materially handi- capped in their efforts to use the medium fully and effectively.

Sees Value "Demonstrated"

(3) The history of media research has demonstrated that its value—to the media themselves—is in proportion to the con- fidence which buyers place in it. That con- fidence in turn depends on the extent to which the techniques and execution of the research project are planned and validated in a manner acceptable to both buyer and seller. And mutual acceptability can be achieved only through the joint determina- tion and review of objectives and proce- dures which have characterized the opera- tion of the Broadcast Measurement Bur- eau. Unless the established principal of tri- partite operation is applied in organizing the successor to BMB, there is substantial risk of loss of confidence in the data. This means tripartite operation at the govern- ing level as well as the technical level.

(4) Many advertisers, would be willing to participate financially in such a re- search venture to the extent of paying for reports—so long as the data are sound and usable, and so long as the charges are reasonable. Such financial participation not only would confirm advertisers' desires for the information, but would also serve as a continuing indication of the value they place on the facts as currently produced.

(5) In view of the important position of the networks in relation to the use of

Borden Buying Radio On Local Level Only

(Continued from Page 1)

Friday from 12 noon to 12:30 p.m. The live show featuring Allyn Ed- wards as em-cee, Roy Ross and the WNEW orchestra, Teddy Wilson and Peggy Ann Ellis will begin on April 3. The show was built especi- ally for Borden's with John V. B. Sullivan handling the account for the station.

Six New York Stations Used

Also purchased are participations on six New York stations. Lineup includes Monday through Saturday plugs on the Jack Sterling program over WCBS; one minute Monday through Friday participations on the WJZ Nancy Craig show; Bob Smith on WNBC and Martha Dean on WOR; and spots, Monday, Wed- nesday and Friday on WMCA and WMGM. April 3 is the launching date on these also.

Account is being handled by Young & Rubicam, Inc.


broadcasting by national advertisers, the success of the venture is likely to depend on adequate participation by those com- panies, both in terms of financing and in terms of membership in the governing group.

(6) It is essential to recognize that the future of radio is intimately linked with the television medium, and that station audience data in the television field are be- coming an increasing necessity to the in- telligent disposition of advertising ap- propriations.

Begorrah!

Faith, and who's offerin' genuine imported Irish shamrocks, specially flown in from the ould sod? It's Jack Pyle, on KYW's Midday Revue. And who's writin' in for 'em, after just one announcement? More than 2,100 Irish families in KYW counties, mind ye! Think what this participation program could do for *your* product, Misther.. and that's no blarney!

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

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

LOS ANGELES

By ALLEN KUSHNER

RADIO and television star, Art Baker, has just been appointed an Honorary Deputy Sheriff by LA County Sheriff, Eugene Biscailuz. A fitting ceremony accompanied presentation of the badge and credentials to the very popular emcee.

Harrison Dunham, newly named manager of KTTV, CBS-Times TV station in Hollywood, is the SCBA representative on the LA Chamber of Commerce Television Committee, replacing Harry Witt, recently resigned.

Mort Werner, general manager of KVEN, Ventura, has joined the Radio Pioneers Club as probably its youngest member at 32. His 20-year eligibility harks back to playing the violin as a KFWI, San Francisco, staff artist in 1929.

Mal Boyd, president of the Television Producers Association of LA, arrived in Hollywood last Wednesday from New York. Boyd expects to spend several weeks here on business and will make his headquarters at the Pickford offices on the Goldwyn lot. T. P. A. expects to seal its merger with the Independent Television Producers Association of New York at meetings to be held during time Boyd is here.

Another award for Jack Benny! Benny will receive the 1950 Brentwood Award for outstanding community service, officials of Brentwood Country Club have announced. Award, annually presented for outstanding community service highlights an evening during which noted speakers make addresses and million dollar pledges are raised for the United Jewish Welfare Fund.

Marion E. Welborn is new business manager of the Walter McCreery, Inc. Agency, we were advised today. Welborn will handle job in Beverly Hills, San Francisco and New York.

Carlton E. Morse is sending a kinescope of his "One Man's Family" television show to London upon request of the British Broadcasting Company. The NBC-TV program reportedly has interested the U.S. State Dept. as representative of the "typical American family" and may be the first video show to be shown abroad under government aegis.

Jack Baily will tape a number of his "Comedy of Errors" Mutual programs within the next few weeks to allow him to make a personal appearance tour with the "Queen" show early in April.

Western star Bob Atcher has joined Capitol Records.

DAVID ROSS

Radio — Television — Films



By SID WHITE

Man About Manhattan. . . !

● ● ● **FRIDAY-DREAMING:** ABC mulling a Tom Breneman type of build-up for Buddy Rogers. . . Lucky Strikes picking up the tab on "This is Showbiz." . . . Peter Paul Mounds bought "Buck Rogers" on ABC-TV. . . Big name singer (who used to pack 'em in like sardines at his broadcasts) now can't fill a studio with non-paying guests. (In fact, the web's now letting it known that no tickets are required for his broadcast). . . Frank Cooper Associates have acquired radio and television rights to Gene Fowler's "The Great Mouthpiece." They're now setting writers and director for the show. . . Look-alikes: MCA's Herb Rosenthal and Alan Sands, the scripter. Sound-alikes: McDonald Carey and Dick Kollmar. . . Herb Shriner knows an illiterate announcer who refers to station WHOM as WHO. . . Smallest recording studio in town (Sanders at 42nd & 6th) has a proprietor with the biggest heart, according to Radio Row kids who've been putting their audition recordings 'on the cuff' until they land a job. . . Ralph Paul, emcee of "2nd Honey-moon," kine'd a quizzer for WNBT this week.

★ ★ ★ ★

● ● ● Jo Bostic, well-known Negro sports announcer, is now running his own wrestling club, the Renaissance Casino, in Harlem, bringing in top names of the sport to his neighborhood. The club would make great television fare, as Joe tells us the show among the audience often out-shines the one going on in the ring.

★ ★ ★ ★

● ● ● The "must go" affair for this season will be the Radio Registry Costume Ball for the benefit of the Damon Runyon Fund at the Grand Ballroom of the Waldorf Friday, March 31st. Walter Winchell, guiding genius of the Runyon campaign, will make one of his rare appearances at the Ball. Prizes for the best costume (optional) puts most of the giveaway shows to shame, ranging from two seats to "So, Pacific" to a mink stole, etc. The all-star show will include Mary Martin, Myron McCormick, Milton Berle, Kay Thompson, Gypsy Rose Lee, Jerry Wayne and a host of others. The Wayne lad, incidentally, will unveil, for the first time in the east, his new song-and-dance routine which is currently wowing them out at Ciro's on the coast. Tickets can be obtained at Sardi's, the Stork Club, Waldorf-Astoria or Radio Registry.

★ ★ ★ ★

● ● ● **LUV 'n KIXXXX:** Dick Kollmar's deft handling of NBC-TV's "Talent Search," a Kermit Schafer production. . . Tony Pastor's Columbia platter of "If I Had A Million Dollars." . . Billy Eckstine's free and easy style via his new MGM album of old timelodies. . . Nat King Cole's "I Almost Lost My Mind" on the Capitol label. . . Jaunita Hall's new Sunday song-sessions on WNEW. . . Hank Sylvern's music on "This is Showbiz." . . Willie Bryant and Ray Carroll's "Afterhour Swing Session."

★ ★ ★ ★

● ● ● **THE MORNING MAIL:** "In your col'm the other day," writes Herbert B. Cahan, program manager of WAAM, Baltimore, "you mentioned the 'new' show, 'Shopper's Paradise,' which will offer items right on television and shoppers can order the merchandise right on the program by phone. I know it's very difficult for you in New York to know of the many program developments around the country—consequently this letter. Since Sept. 14th, 1949, we have been programming daily a program called 'Kitty Kierken Shops For You.' We believe that we were the first in the country to develop such a program on a daily basis. In fact, we're quite proud of the many local innovations we've helped pioneer right here at WAAM."

CHICAGO

By HERB KRAUS

JACK FULTON, the WBBM singer-conductor, is the author of the new song, "Be the Good Lord Willing," which Gene Autry featured on his Saturday night CE show. The song is based on Arthur Godfrey's famous signoff.

Scott Young, formerly a director at WTMJ-TV, Milwaukee, has joined the staff of WBKB as a director. Walter Preston, a veteran radio salesman, has also joined the staff.

John H. North, who has been with Aubrey, Moore, and Wallace, Inc. for 25 years, has been promoted to vice-president in charge of media.

Ted Bates & Company has signed a 2-year agreement for the Nielsen Class A service.

Everett Mitchell, the popular NBC farm commentator, is still on the coast with the fourth annual Armour and Co. livestock and meat industry tour.

Charlie Andrews has left Neerham, Lewis and Brorby to devote full time to the Dave Garrows shows.

A couple of corrections are in order at this time: 1) "Studs' Place" will not be a one-time shot, as previously reported, but a once-a-week spot on WNBQ; 2) Bond TV has bowed out of the sponsorship of the Cubs' exhibition games over WINA in favor of the Peter Fox Brewing Company; 3) A thousand pardons to both Ulmer Turner and Roy Topper for confusing them in a recent column. Topper and Bob Elson are starring in "Five Star Final" Tuesday and Thursday over WBKI while Ulmer Turner has his own new show.

Myron Barg, WMOR's first and longest-standing disc jockey, going to town on celebrity interview. Last week Kay Westfall, star of "The Golden Gloves Story," and the week singer Jack Haskell, Henri Wilcoxon of "Samson and Delilah" fame, and Breakfast Club singer star Johnny Desmond.

Albert Gottlieb

Albert Gottlieb, father of Lester Gottlieb, CBS producer, died Wednesday night following a short illness. Funeral services will be held tomorrow morning at Kasdan Son Chapel, Brooklyn.

Pat Stanton Special

Pat Stanton, em-cee of WOVP program "A Ramble in Erin," will dedicate his entire program to the famous Saint today.

Wedding Bells

Maria Campos, assistant to Allen Ducovny, K&E producer of Ed Sullivan's Toast of the Town, The Forum Theater and Singing Lady television shows, became engaged on March 9 to George Pall, public relations director of Frank Dailey Meadowbrook.

New Corning Plant To Make TV Bulbs

Construction of a new Corning Glass Works plant in Albion, Mich., begin immediately, for the manufacture of glass bulbs for television picture tubes was announced yesterday by William C. Decker, president of the glass manufacturing firm.

"This plant is being built," Decker said, "to provide additional manufacturing capacity for television glass requirements. Despite the fact that our output last year was increased very substantially by our television bulb facilities in Corning, New York, the continually increasing demands for glass for the manufacture of picture tubes by our customers can be met only by a large increase in our production facilities."

The new plant will have a floor space of more than 300,000 square feet and will employ approximately 100 persons. The Albion plant is Corning's latest addition in their expansion of TV bulb manufacturing operations, which began 22 years ago when the company supplied the first hand-made bulbs for experimental work in research laboratories.

Corning also recently announced construction of a new Pilot Plant to be erected in Corning which will be a complete manufacturing unit in itself, and will be used initially for the further development of production methods for TV bulbs.

Hold Those Pop Bottles

The Brooklyn Dodgers, in spring training at their headquarters at Vero Beach, Fla., are now completely equipped with the addition of a cross-eyed 'electronic umpire' which calls 'em closer than any human umpire could and without regard to backtalk from close calls. This 'electronic umpire,' which was developed by General Electric, is designed for training use only, and is not intended to replace the flesh and blood ruler of homeplate. The device operates even on overcast days, but will not function at night. Consisting of a system of lenses, mirrors, electric eyes and other electronic equipment which lights a lamp when a ball is pitched through the 'strike' zone, the G-E umpire can even register the speed of a pitched ball, provided it is a strike, in feet per second as it passes over the plate. The equipment is adjustable to a player's height, so that the strike zone outlined will fit any batter, regardless of height and can be located anywhere up to 25 feet from homeplate.

Superspeed Projector Furthers TV Programs

A new "Superspeed" Projector, for which unprecedented clarity and sharpness in film and teletranscription broadcasting is claimed, has been announced by the television transmitter division of Allen B. DuMont Laboratories. Called the DuMont-Holmes "Superspeed" Projector, it is expected that different applications of the projector will open up vast new fields in studio programming. Heart of the new projector is its extremely fast pull-down mechanism. The intermittent sprocket pulls down in approximately 2,000 micro-seconds, thus effectively reversing the present light-duty cycle.

Columbia Develops New Stylus For LP Prod.

A new technique for cutting records utilizing a heated stylus device which provides a much quieter cut, thus producing a cleaner groove with greatly reduced loss of high frequencies, has been developed by Columbia Records, Inc., under the direction of William S. Bachman, director of engineering and development. Patents for the new technique, known as Thermal Engraving Process for recording, have already been applied for. Columbia is now using this process for the cutting of its LP records, it was disclosed by Bachman. Cutting device is electrically heated by hair-thin wires around the stylus.

Industrial TV System Shown In N. Y. Prison

A dramatic demonstration of the effectiveness of one of RCA's latest developments in the field of television—the new miniature TV camera, containing only three tubes, one of which is the extra sensitive Vidicon pickup tube, took place this week in an unrehearsed program. The scene for this dramatic demonstration was the City Prison of Manhattan in New York City—the actors—the inmates of the prison.

Three Camera Chains Operated Authorized and observed by Commissioner of Correction Albert Williams, the demonstration observed prisoners during relaxation and exercise periods, as well as at work. Three TV camera chains operating in a closed circuit with monitors in the office of the prison warden, observed the fourth floor tier of prison cells, showing the guard patrolling the catwalk while prisoners took their morning relaxation and exercises. Another camera chain, linked to the prison laundry, picked up prisoners at work with machines and clothing, and the demonstration closed with the camera on the fourth floor monitoring the prisoners as they returned to their cells.

Future possibilities of industrial TV were outlined by P. B. Reed, manager of Industrial Equipment, who is in charge of applications of the new system for the RCA engineering products dept.

PRODUCTION PARADE

"Ham News" By Subscription

General Electric's "Ham News," a bi-monthly publication which 65,000 radio amateurs and experimenters already receive free of charge from GE tube distributors, is now available at a yearly subscription rate of one dollar to those who find it difficult to obtain each issue. According to John T. Thompson, tube division replacement sales manager, "Ham News" will be available as in the past on a free basis if it is picked up at tube distributors' headquarters. Subscription blanks may be obtained from any GE tube distributor.

Phono Co. President Elected

Joseph Schwartz has been elected president of Harmonic Manufacturing Co., Brooklyn, N. Y., it was announced yesterday. Schwartz was formerly associated with the Emerson Radio Corp. and was engaged in the development of radar during the war. Harmonic also announced the introduction of a new product to be known as the "Arista" Portable Phonograph, which features a 3-speed motor with single tone arm control and 2 tube amplification, which will list for \$29.95. Cabinet is alligator-grain leatherette in a variety of colors.

Two New Emerson Radios

Two new Emerson radio models have been announced by Charles Robbins, v-p in charge of sales. AC/DC Model 652, listing for \$16.95 features beam power extra output, sealed unit Alnico 5 P.M. dynamic speaker, large built-in-loop antenna, which is housed in a modern styled Bakelite cabinet featuring a large calibrated slide-rule dial. The other model, a new table phonoradio, No. 634 is an AM receiver in combination with automatic three-speed record changer for 78, 45 and 33 1/3 rpm records. It is housed in a mahogany cabinet and lists for \$89.95. These two models are in addition to release of new Emerson radio and TV models announced by the company the first of the year.

Sylvania Miniature Tube

A miniature tube designed for combined limiter and frequency modulator discriminator applications in improved FM detection circuits in television receivers has been announced by H. H. Rainier, distributor sales manager for the radio tube division, Sylvania Electric Products Inc. The tube, Type 6BNG, is now available through authorized Sylvania distributors.

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PROMOTION

Thesaurus Winners

Mr. and Mrs. H. L. Williamson of Edmonton, Alberta, have just won the grand prize for January and became the first Canadians to spend a week end in New York through Thesaurus' "new era" program series, "Claude Thornhill presents Win A Holiday." Inaugurated several months ago by RCA Recorded Program Services as a promotion plus for Thesaurus subscribers, the local-national contest is applicable to the continental limits of the United States and Canada only.

The Williamsons were awarded the holiday for two when Mrs. Williamson's suggested title for a Thornhill original tune was adjudged the local monthly winner by station CJCA in Edmonton and the best entry in the all-continent competition by Claude Thornhill's appointed representatives. Mr. Williamson is a district manager of the Massey Harris Farm Machinery Company of Canada.

Proposal For CBC Inquiry Is Offered In Senate

(Continued from Page 1)
able to participate in the proceedings, if held.

On the other hand, if the study was conducted by one of the standing committees of the Senate alone, while considering departmental estimates, a greater proportion of the Upper Chamber would be able to attend.

Senator Reid, who had asked what steps the Government had taken to establish a joint committee, agreed to the suggestion of a purely Senate investigation.

Question of the CBC study came up as the Senate reconvened after a two-week adjournment.

Hon. J. J. McCann, Minister of National Revenue already has announced in the House of Commons that the Government proposes to establish a radio committee during the current session to study the C.B.C. as well as other radio and television activities in Canada.

Senator Robertson's proposal will mean that the Parliamentary Committee will be composed solely of members of the Commons, with the Senate launching an investigation of its own.

The Flying Tigers

Hollywood — Filmtone Productions tomorrow launches a new series of 52 television films entitled "The Flying Tigers," starring Richard Denning. The half-hour films, based on a Cosmopolitan story by Larry Moore, will be shot in 35 mm. under the banner of Telamir Productions, Inc., with Les Goodwins directing. Incorporated in the series will be combat shots of General Chennault's Flying Tigers operations, made available by the Chinese News Service.

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 March 3-9, 1950

TITLE	PUBLISHER
A Dream Is A Wish Your Heart Makes.....	Walt Disney
Bibbidi Bobbidi Boo.....	Walt Disney
Big Movie Show In The Sky.....	Chappell
Blossoms On The Bough.....	Bourne
Candy And Cake.....	Oxford
Chattanooga Shoe Shine Boy.....	Acuff & Rose
Cinderella Work Song.....	Walt Disney
Copper Canyon.....	Famous
Daddy's Little Girl.....	Beacon
Dear Hearts And Gentle People.....	E. H. Morris
Dearie.....	Laurel
Echoes.....	Laurel
Enjoy Yourself.....	E. H. Morris
Happy Times.....	H. Harms
I Don't Know Whether To Laugh Or Cry Over You.....	Porgie
I Said My Pajamas.....	Leeds
I Wanna Go Home.....	Paxton
IF I Knew You Were Coming.....	Mellin
Little Gray House.....	Chappell
Music Music Music.....	Cromwell
My Foolish Heart.....	Santly-Joy
Old Master Painter.....	Robbins
Quicksilver.....	E. H. Morris
Rag Mop.....	Hill & Range
Sitting By The Window.....	Shapiro-Bernstein
Some Enchanted Evening.....	Chappell
There's No Tomorrow.....	Paxton
With My Eyes Wide Open.....	Crawford
You Missed The Boat.....	Advanced
You're Wonderful.....	Famous

Second Group

TITLE	PUBLISHER
Bye Bye Baby.....	J. I. Robbins & Sons
Charley My Boy.....	Bourne
Girl That I Marry.....	Berlin
God's Country.....	Robbins
I Can Dream Can't I.....	Chappell
I Gotta Have My Baby Back.....	Peer
It Isn't Fair.....	Words & Music
It's So Nice To Have A Man Around The House.....	E. H. Morris
I've Got A Lovely Bunch Of Cooanuts.....	Cornell
Johnson Rag.....	Miller
Leave It To Love.....	Broadcast Music
Let's Bake A Sunshine Cake.....	Burke & Van Heusen Assoc.
Marta.....	E. B. Marks
Out Of A Clear Blue Sky.....	Dreyer
Scarlet Ribbons.....	Mills
Sorry.....	Henry Spitzer
Sure Thing.....	Burke & Van Heusen Assoc.
Third Man Theme.....	Chappell
Toot Toot Tootsie Goodbye.....	Feist
Wilhemina.....	Feist
You Kissed Me.....	Chappell
Zing-A Zing-A Zing Boom.....	Pemora Music

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AGENCIES

THE MAURICE LIONER THIRSCHE COMPANY of St. Louis has been elected to membership in AAAA.

RUTH SMITH has joined the copy department of Kenyon & Eckhardt, Inc. She was formerly with Knox-Reeves agency in Minneapolis.

MYRON P. MOSES has joined Jackson & Company as an account executive. He was formerly with William Lawrence Sloan and Sterling Advertising Agency, Inc.

VINCENT J. VIGLIANO has joined the copy department of Ter Bernstein Associates. He was formerly with Morton Freund Advertising Agency, Inc. Miss Eleanor Hirsch has also joined the Bernstein publicity department.

Three Sponsors Renew Programs On CBS Web

(Continued from Page 1)
newed "The Second Mrs. Burton," 2:00-2:15 p.m., through Young & Rubicam, Inc.; Procter & Gamble Company, Cincinnati, renewed "Perry Mason," 2:15-2:30 p.m. through Benton & Bowles, Inc., and Lever Brothers Company through Ruthrauff & Ryan, Inc., renewed "Aunt Jenny," 12:15-12:30 p.m., EST.

Respective renewal dates for the trio of programs are March 27, April 3 and March 20.

Send Birthday Greetings To—

March 17

Jimmy Grier Syd Leipzig
Roger White Lisa Sergio
 Frank McDonnell
 Mercedes McCambridge

March 18

Syd Rubin Wm. B. Maillefert
Helen Hall Richard Marvin
George Olsen Jack Mitchell

March 19

Frank Chapman G. A. Richards
 John Shepard III
 Eleanor Kilgallen

March 20

Ozzie Nelson Lowell Smith
Lawson Zerbe Judith Evelyn
 Leonore Hershey

March 21

Garnett Marks Edna Stillwell
J. V. McConnell Meredith Page
 Clifford Evans

March 22

Clarence Clark Earl Palmer
Parks Johnson Emily Holt
Wm. H. Pitkin Joan Bradford

March 23

Louise Barclay Al Bernard
Hy Cooper Frank Heffer

TELEVISION DAILY

Section of RADIO DAILY, Friday, March 17, 1950 — TELEVISION DAILY is fully protected by register and copyright

SET SALES ZOOM ACROSS NATION

TELE TOPICS

THE CURRENT ISSUE of the "Industrial Bulletin," which is published by the New York State Department of Labor, required reading for anyone in the video field who wants quickly to gather a handful of facts on video's rapid growth and its impact as a social and economic force. It cites television as "the first major industry to emerge in the past twenty years" and goes on from there to deftly sketch the effect video has had on employment, home life and a number of other phases of American living. Well written, attractively illustrated and amply documented, this issue of the Bulletin is a desirable addition to any TV library or bibliography. Copies are available at small cost from the State Labor Department at 1 Centre Street, New York City.

ACK CARSON'S STINT on the Arthur Godfrey TV show on Wednesday night once again proved that in show business there is no substitute for vaudeville training. His timing was perfect as he went through the old comic-card-trick-with-sponge routine. His big good natured informality in his banter with Godfrey had a lot of audience appeal. . . . The addition of WTAR-TV, Norfolk, as an affiliate, brings the CBS-TV web to a total of 58 stations. CBS, incidentally, will telecast the International Flower Show for the first time next Thursday afternoon. . . . Denise Darcel will be on hand for the premiere performance of Edward Everett Horton's "Holiday Hotel" over ABC-TV on March 23.

GILLETTE PICKS UP THE TAB for the telecast of the NCAA Basketball Tournament Finals on March 28 over ABC. WJBK-TV spent \$12,500 for rights to 49 first-run Eagle-Lion feature films. . . . WOC-TV's "Roving TV Camera" had sponsors fighting to participate in the telecasts from exhibitor's booths at the Ravenport, Iowa, Annual Home and Food Show. Station sold time on a five-minute basis to exhibitors for interviews about their exhibits. . . . Diana Herbert cancelled her guest spot on the Art Ford video offering because, of all things—measles. . . . Bea Lillie is the first name star signed for the big Easter Sunday Hotpoint show which will feature Bob Hope as emcee over NBC-TV.

GEORGE PUTNAM was observed climbing into a car blindfolded the other day led by Ed Higgins, editor of DuMont's "Broadway To Hollywood" Edition. Diligent research revealed he was preparing for his "What's It Like To . . ." stint on the show tonight. Topic will be "What's It Like To Be Blind." . . . Kuda Bux—in relation to Lotta Bux—will start a new CBS-TV show on the 25th. He's billed as a "Hindu mystic."

Foreign TV Experts To Inspect US Video

Washington — RMA announced yesterday that a two-week schedule of demonstrations has been arranged for the group of European TV technicians invited here by the State Department. The showing of American video systems and equipment will be from March 27 to April 7.

Twelve Nations Represented

The visiting group will represent 12 nations comprising study group II of the International Radio Consultative Committee. It will later look over video in France, the Netherlands and the United Kingdom, preparatory to seeking agreement on international TV standards. RMA is acting as industry host to the group, with President R. C. Cosgrove in charge of entertainment plans.

Technical demonstrations open in New York Monday, March 27, continuing with trips to plants in New Jersey and Philadelphia and winding up in Washington. RMA will be host at a reception at the Hotel

TV Spot Biz Rises, Says Rorabaugh

An increase in spot TV business at the local station level was indicated in statistics on commercial TV programming released yesterday by N. C. Rorabaugh in New York.

Spot business on 91 stations during January totalled 399 accounts while in February the spot placements rose to 438 advertisers. In January local retailers had 1687 announcements on TV stations. The number of retailer spots increased in February to 1890.

During January TV networks carried 72 advertisers with a total of 93 web shows. In February there were 70 different advertisers using 90 web programs.

Commodore, New York, March 28.

Represented in the study group are Austria, Belgium, Czechoslovakia, Denmark, France, Hungary, Italy, the Netherlands, Sweden, Switzerland, UK, US and Yugoslavia. The State Department has invited 45 other countries to send observers.

FCC Hears Conversion Data; RCA, CBS Hassle Develops

Replying to RCA claims that the new development in CBS color resolution described Wednesday by Dr. Peter Goldmark is "a leaf out of RCA's book of achievement," CBS vice-president Adrian Murphy termed the claim "sheer effrontery, a gross distortion of the facts and a misrepresentation of the CBS color television system." He added that "on the basis of existing evidence the RCA system is 'unadoptable'."

Observers here were speculating that the new CBS development, regardless of how close to the RCA system it might be, may be a move toward the "composite" which Senate Interstate Commerce Committee Chairman Edwin Johnson urged this week as the ultimate solution to color TV's future. It was significant that Johnson said he is counting heavily upon the tri-color tube, which RCA has indicated is nearly ready to show and which CBS has claimed will work better in its system than in RCA's.

Washington Bureau of RADIO DAILY

Washington—CBS asked the FCC yesterday to strike from the record of its color television hearings por-

tions of an RMA exhibit dealing with the time and cost for preparation of equipment for the CBS color system, and portions of the testimony of RMA President R. C. Cosgrove and Philco vice-president David B. Smith, who was a witness for the joint technical advisory committee. CBS contended that RMA demonstrated its lack of interest in the proceedings by not having this information brought up to date, as the Commission asked in December.

Philco vice-president David B. Smith told the FCC yesterday that his company has made and sent to the Commission's laboratories for testing a color television receiver and adapter. Costs, he said, appear to bear out earlier estimates that it would take about \$75 to install a converter for present black and white sets. The adapter unit itself, he said, can probably be sold for from \$45 to \$50.

He did not estimate the cost of an adapter to permit present sets to bring in color broadcasts in black and white—which would be required if the CBS system were adopted.

Trend Unabated After Christmas Record High

TV receiver sales which reached record heights during the days preceding last Christmas have continued high, according to a Television Daily survey of eleven U. S. major cities just completed. Set sales figures for the New York and Chicago areas are not included but are known also to have climbed considerably since the first of the year.

Most interesting video story in the light of receiver sales is the rapid audience growth in the Ames-Des Moines area during the first few operational weeks of WOI-TV station of Iowa State College. According to Richard Hull, radio and TV director at the college, 2,000 receivers were sold, delivered and installed between February 23, the date WOI-TV went on air, and March 3. In addition some 4,500 sets had been sold prior to WOI-TV's debut and during the time the station was airing a test pattern.

NBC Reports Increases

NBC Research says that as of February 1 there were 1,060,000 sets in use in New York and 388,000 in Chicago. This compares with their January 1 figures of 1,015,000 and 337,000 respectively.

Cities surveyed reveal that there are 89,419 sets in use in Milwaukee with 8,575 sales during Feb.; 176,474 in Cleveland-Akron with 22,134 February sales; 33,000 in Syracuse with 5,000 sales in Feb.; 305,793 in Boston with 28,813 February sales; 25,901 in Louisville with 2,185 Feb. sales; 101,254 in St. Louis with no computation as yet on Feb. sales; 146,191 in Baltimore with 12,943 reported February sales; and 448,737 in Los Angeles with 52,677 February sales. Providence, R. I., has an estimated 40,000 sets in use with no figures available for sales last month.

In some cases, the cities surveyed are serviced by only one video station. Opinion of stations and distributors contacted was that sales would show still greater increases as the coaxial cable spread through the country. Of course, as almost all contacts pointed out, heaviest stimulus that receiver sales could get would be an FCC decision on the color controversy and a lifting of the freeze.

Join NBC Staff

Eddie Dimond, veteran theatrical manager, and Tom Lauer, TV and theatrical production manager, have joined the NBC Chicago television staff.

NBC 'Streamlining' Goes Into Effect Apr. 1

(Continued from Page 1)

program director, becomes production manager.

James E. Kovach, operations manager of the production division, becomes manager of program operations.

Mitchell Benson, administrative assistant and coordinator of new package programs, heads package program and talent contact.

Joel Hammil, manager of literary rights, becomes program submission supervisor.

Samuel Chotzinoff, general music director, and Sterling Fisher, manager of public affairs and education, will continue in their present positions and will serve both in radio and television.

Harris Promoted

Harris will be in charge of continuity acceptance, which is headed by Stockton Helffrich; script preparation supervisor, Van Woodward; supervisor of directors, Edwin Dunham; and producers Richard P. McDonagh, Wade Arnold, Ken MacGregor and Robert Wamboldt.

Under Kovach, who has the responsibility for maintenance of the network program schedule, will be grouped the program business office supervised by Grace Sniffin, talent auditions supervised by Leonard Goldstein, and talent casting supervised by Claire Trainor.

Reporting to Samuel Chotzinoff, general music director, will be Ernest LaPrade, music research supervisor.

Reporting To Fisher

Reporting to Sterling Fisher, manager of public affairs and education, will be Margaret Cuthbert, supervisor of public affairs; Doris Corwith, supervisor of religious broadcasts and talks; Jane T. Wagner, supervisor of education and special projects, and Hilda Watson, office manager.

In completing the realignment of program services functions under the integrated services department, the following changes will be completed and effective by April 1, according to William S. Hedges, vice-president in charge of integrated services.

Miller In New Night Post

William Burke Miller, now night program manager for television is appointed night executive officer for the company, reporting to Hedges. The program service department, provided by the staff of associate directors, has been transferred from program to integrated services. Allin Robinson, former night program manager for the radio network, is appointed supervisor of associate directors, reporting to Arch Robb, manager of the program services department.

Also transferred from the radio network program department and reporting to Robb will be the literary rights and script readers, with Tom Adams appointed as supervisor. Central bookings, supervised

COAST-TO-COAST

WLAW Has New Sports Show

Lawrence, Mass.—In preparation for the opening of the Wonderland dog racing track at Revere, the Revere Racing Association has signed a contract for broadcasting of "Wonderland Sports and News Review" over WLAW beginning April 24 and extending to September 1, 1950. Harvey Chester will be featured.

WSTC Airs Special Broadcast

Stamford, Conn.—Mrs. Eleanor Roosevelt and Hunter College President George N. Shuster discussed "The Church and State in Education" on a special broadcast carried by WSTC on Friday, March 10th at 8:00 p.m. The program originated in the Sterling Library of the Yale Law School.

Fifth Birthday For 'Story Lady'

Trenton, N. J.—Marie Maxwell, WTTM-NBC's "Story Lady" recently celebrated her fifth anniversary under the continued sponsorship of the Borden Castanea Company here. Besides her program which is aired every Saturday morning at 9:30, she also lectures at schools throughout this state and Pennsylvania on the subjects related to children's stories and story-telling.

WTBC Airs Ground-Breaking

Tuscaloosa, Ala.—Ground breaking ceremonies for the Hillel Foundation Home to be erected on the campus of the University of Alabama were broadcast by WTBC in the afternoon and re-broadcast again at 7:15 p.m. Jewish leaders from all over the state took part in the ceremonies marking the beginning of the \$125,000 building, and their remarks were included in the broadcast.

Capt. Grommelin On MBS

Capt. John Grommelin, Navy officer furloughed on half-pay following his criticism of his superiors, will be heard tonight in a special 15-minute program over the Mutual network from 8:15-8:30 p.m., EST. San Francisco will be the originating point.

by Mary Cooper, and night operations, supervised by Robert Wogan, are also transferred from network program to program services, and they will report to Robb, as will program analysis under the supervision of Miriam Hoffmeier. Isabel Finnie will be supervisor of the business office for program services.

Thomas H. Belviso, in charge of music rights and the music library; Roy Shield, orchestra contractor; Frederick Knopfke, sound effects supervisor; Pat Kelly, supervisor of announcers; William Ervin, set-up supervisor; Audrey Hanse, studio scheduling supervisor; and Joan Cottingham, script routing supervisor, also will report to Robb, as previously announced.

WWDC Aids Local Family

Washington, D. C.—It took WWDC seven hours to raise \$1,500 and come to the aid of Mr. and Mrs. James Jones when five of their ten children perished in a fire here Friday, March 3rd. WWDC started its appeal at 1 p.m. immediately the same day of the fire during the "All Sports Parade" show with Ray Morgan and Milton Q. Ford asking for telephone pledges. A repeat pitch was made on Saturday morning when disc jockey Art Brown asked his audience to mail in their donations. Brown took the money down to the Jones' Monday morning.

Hugh Holder Joins WCOG

Greensboro, N. C.—WCOG announces the addition of Hugh Holder to its staff in the position of program director. Holder came to this station from WAYS in Charlotte.

Heads Publicity And Promotion

Washington, D. C.—Robert E. Best has been named director of publicity and promotion for WASH-FM and the continental network by Hudson Eldridge, business manager. Best was formerly with Gregory Carmichael & Associates here.

Hits Coy's Attack On Programming

(Continued from Page 1)

Washington Times-Herald lambasted both men in a bitter editorial which termed them "morons waving pistols" and "power crazy types on the Government payroll."

The paper declared that "a government agency with a license over any business is a dangerous and powerful person." Pointing out the relation between the FCC and the Senate Interstate Commerce Committee, of which Johnson is chairman, the paper said "Coy is a constant applicant to that committee for more authority. Johnson help him get it." There was no explanation of this statement.

As for Coy's attack on broadcast humor, he said, "Who hired Coy to judge such matters? Not the people of the United States. The people of this country are competent to judge what they want to hear on the radio and they do judge by just snapping off the dial, just as they judge movies at the box office."

Takes Engineering Post

Joseph H. Copp has been appointed Audio Facilities Engineer for ABC, it was announced by Frank Marx, vice-president in charge of Engineering for the wel-

• faces • facts • figures • wins •

February 21, 1950

Mr. Martin Starr
Station WINS
20 West 44th St.
New York, N. Y.

Dear Martin:

Supplementing my telephone call to you Monday night, following your truly wonderful job of reporting the Bergman-Rossellini situation, I would like to repeat what I said last night . . . we, in our position, could not have written the story any better than you did and yet you certainly stuck to the facts.

It was also very pleasing to find out that you made such a thorough survey and that you dug into the facts and told your vast listening audience so many things that the others have failed to do.

As I said, it was a real joy to listen to you and it is no wonder you have such a very fine following, not only outside of the industry, but in the industry itself because you do a real bang-up job of covering the Hollywood news picture.

Thanks again, and with kind personal regards,

Sincerely,
NED E. DEPINET
President
R K O Radio Pictures, Inc.

MARTIN STARR — 7:00-7:15 p.m. — Mon.-Wed.-Fri.

WINS
50KW NEW YORK

CROSBY BROADCASTING CORPORATION



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 53

NEW YORK, MONDAY, MARCH 20, 1950

TEN CENTS

SAY WPIX HAS GARDEN-TV 'EXCLUSIVE'

Baker Slated To Head New BAM Operation

Acting BMB Pres. Being Groomed For New Post

Kenneth Baker, research director of NAB who took over the presidency of Broadcast Measurement Bureau when Hugh Feltis resigned, is being groomed to become president or administrative director of the new Broadcast Audience Measurement, Inc., which is being formed as pri-

(Continued on Page 6)

Five Speakers Named For NAB Convention

Washington Bureau of RADIO DAILY Washington—The NAB announced the names of five speakers Friday for its 28th annual convention, which will be held in Chicago April 12-18. All speaking on aspects of "The American Broadcasters' Responsibility in the World Today," the list includes United Nation's

(Continued on Page 2)

NBC Weather Experts To Observe Rainmakers

Experiments of Wallace E. Howell, scientist from Mount Washington Observatory, to make rain in the New York City watershed area this week, will be covered by NBC's Bob Trout and W. W. Chaplin. Exact time of the seeding of the clouds

(Continued on Page 6)

Budget Meeting

The BAB budget for the year beginning April 1 was taken up by a special committee composed of NAB finance committee members, Maurice Mitchell, BAB director, Bill Ryan and Judge Justin Miller at a special meeting held at BAB headquarters on Friday. The session was an outgrowth of the NAB board meeting held in Arizona.

Musical Salute To Canada

Oklahoma City—Taking part in a special round-the-world broadcast saluting the music of Canada on March 29th, will be Oklahoma's Governor Turner; Canada's Minister of External Affairs, Lester B. Pearson, and Secretary of State Dean Acheson. The broadcast will be carried over the CBC Trans-Canada network at 11:30 p.m., EST, over the Mutual Network in the U. S., and broadcast by short-wave over the Armed Forces Network abroad. The Oklahoma State Symphony orchestra, under the direction of Dr. Victor Alessandro will play the all-Canadian program. Arrangements for performance rights were made through the courtesy of BMI Canadian Limited, affiliate of Broadcast Music, Inc.

Sauter Named Pres. Of Vets Camp Shows

James Sauter has been elected president of Veterans Hospital Camp Shows, Inc., it was announced Friday by Abe Lastfogel, retiring president who becomes chairman of the board of directors of that organization.

Sauter has long been identified with civic and charitable endeavors. He was the war-time head of the United Theatrical War Activities Committee, for which work he was

(Continued on Page 2)

White Leaves World Video To Join CBS Television

Henry S. White has been named associate director of television programs and Herbert Sanford, assistant to the director of programs, Charles Underhill, CBS-TV director of programs announced over the weekend.

White, president of World Video,

(Continued on Page 4)

Report Ryan Getting NAB Manager Post

West Coast Bureau of RADIO DAILY Hollywood—W. B. Ryan, general manager of KFI, Earl Anthony station in Los Angeles, is reported resigning his post to accept the general manager's job with NAB at a salary of \$25,000 a year. Ryan, in New York the past weekend for a budget conference at Broadcast Advertising Bureau, was offered the NAB post following the action of the board of directors which created the position.

Pall Mall Buys Time On Alaskan Network

Pall Mall cigarettes will be the first NBC advertiser to extend its coverage to Alaskan Broadcasting System stations since they affiliated with the network. The concern has signed to run its regular NBC show, Big Town, for 52 weeks, beginning March 30. Negotiations for the sta-

(Continued on Page 2)

Reliable Source Reports Deal Closed

WPIX, television station the New York Daily News has gained exclusive rights telecast 117 events originating in Madison Square Garden during the 1950-51 fall and winter season, it was learned Friday by RADIO DAILY. Usually informal sources said that the deal

(Continued on Page 7)

Eight Stations Plan Basketball Coverage

The NCAA basketball tourney Madison Square Garden beginning March 23 will be covered by eight radio stations. The Eastern final will end on March 25, following which the winner of the Western finals will play for the championship in the Garden on March 25.

ABC-TV will cover the wind-up of the East and the finale on 1

(Continued on Page 2)

WBUD Gets FCC Okay To Move To Trenton, N.J.

The FCC announced an initial decision Friday granting the application of WBUD, Morrisville, Pa., shift from 1490 kc with 250 watts unlimited to 1260 kc, one kilowatt unlimited, and to move its main

(Continued on Page 2)

New Bonus-Advertising Plan To Hold Summer-Spot Biz

An innovation in sales approach to hold both radio and TV spot advertisers during the summer months was announced Friday by Robert E. Dunville, president of the Crosley Broadcasting Company in Cincinnati.

The plan, disclosed following the WLW spring sales meeting in Cincinnati, provides a bonus up to 25

per cent in time to WLW spot advertisers who continue throughout the summer, and up to 50 per cent for those on WLW-TV stations.

The additional facilities do not reduce a spot advertiser's regular billing, Dunville said. What the plan offers, for example, to an advertiser spending \$1,000 a week on

(Continued on Page 6)

Optimistic Note

Expressing optimism about the business outlook for this year, R. A. Seville, general manager of WEOL, indie in the Elyria-Lorain, Ohio area, Friday reported the station had a 15 per cent increase in the total number of sponsors the past year and a 40 per cent increase in dollars. He added that operating costs had been cut 10 per cent.



Established Feb. 9, 1937

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JOHN W. ALICOATE : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : Business Manager

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WEST COAST OFFICES

Allen Kushner, Manager
8425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

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

CHICAGO BUREAU

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

SOUTHWEST BUREAU

Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverslde 3518-9

ROME BUREAU

John Perdical
Ludovisi 16

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

FINANCIAL

(March 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 3/4	8 5/8	8 5/8	- 1/4
Admiral Corp.	25	24 5/8	24 3/4
Am. Tel. & Tel.	151 3/8	151 1/8	151 1/4	+ 1/8
CBS A	31 7/8	31 1/4	31 1/4	- 1/2
CBS B	31 3/4	31 1/2	31 1/2
Philco	38 5/8	38	38	- 1/2
RCA Common	14 3/4	14 5/8	14 3/4	+ 1/8
RCA 1st pfd.	76 1/4	76 1/4	76 1/4	+ 1/4
Stewart-Warner	15 1/2	15	15	- 1/2
Westinghouse	34 1/2	34 1/8	34 1/4	- 1/4
Zenith Radio	50 1/2	49 5/8	49 5/8	- 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	20	19 5/8	19 5/8	- 1/4
Nat. Union Radio	3 7/8	3 3/4	3 7/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	18 3/8	19 3/8
Stromberg-Carlson	14 1/8	15 7/8

Harper To Address Next REC Luncheon

Marion Harper, Jr., president of McCann-Erickson, Inc., will be the guest speaker at the next luncheon-meeting of the Radio Executives Club of New York, Thursday, March 23, at 12:30 p.m. at the Hotel Roosevelt, John Karol, REC president announced Friday. Mr. Harper will speak on: "The Naked Medium."

Parsons Hospitalized

Willis B. Parsons, copywriter in the advertising department of ABC, is in St. Joseph's Hospital, Stamford, Conn., where last Thursday he underwent an emergency appendectomy.

★ COMING AND GOING ★

A. E. JOSCELYN, director of CBS operations in Hollywood, arrived in New York Friday on business.

ROBERT BRENNER, radio and television director of A. W. Lewin, Inc., advertising agency, will sail tomorrow aboard the Mauretania for a two-week cruise to the West Indies.

EDDIE CANTOR will arrive today from Pittsburgh, and tomorrow will lecture at Carnegie Hall under the auspices of the One World Foundation.

BERT LOWN, vice-president of Associated Program Service in charge of station relations, will attend the four-day convention of the CAB which opens next Sunday in Niagara Falls, Ont.

WALTER HARRIS, chief of the United Nations education section, last Friday went up to Stamford, Conn., where his address to the Stamford Forum for World Affairs was broadcast over WSTC.

MORRIS NOVIK, radio and television consultant, is expected back today from the West Coast.

ALLAN JACKSON, Washington correspondent for CBS, spent the week-end in New York and aired his programs from this point.

PHIL HASBROOK, general manager of WCAX, Burlington, Vt., a visitor Friday at the New York headquarters of CBS, with which the station is affiliated.

JONI CRISS, television luminary, arrived from Chicago Saturday to start an engagement at the Club 78, and to arrange future TV commitments.

EMERSON BUCKLEY, associate music director of WOR, has left for Miami to conduct the opera season for the Guild in that city. He'll be back in a week.

WINNIE GARRETT, dancer, arrived from Connecticut yesterday for conferences on a video pact.

Sauter Named Prexy Of Vets Camp Shows

(Continued from Page 1)
awarded the Presidential Certificate of Merit. He served as director of USO-Camp Shows from 1944 until 1948, and has been vice-president and director of Veterans Hospital Camp Shows. Sauter is chairman of the Mayor's Entertainment Committee, and is deputy commissioner of the Department of Commerce of the City of New York.

Upon assuming his new office, Sauter will make known plans for a fund-raising campaign to provide means for the continuance of VHC-Shows. A non-profit organization, VHC-Shows was formerly financed by funds allocated by the USO. It has brought professional entertainment to over 100,000 disabled, hospitalized war veterans on a year-round basis. With performances on a regular and fixed schedule, Veterans Hospital Camp Shows has serviced a circuit of over 100 Veterans Administration Hospitals in forty-three states.

Lastfogel retires after nine years of continuous service. He assumed the presidency of USO-Camp Shows shortly after its inception in 1941. In 1948, to carry on the concept of entertainment to our hospitalized veterans, every phase of show business, 27 in all (crafts, guilds, producers and exhibitors, radio and TV networks and talent agencies), joined together to sponsor the formation of Veterans Hospital Camp Shows. Lastfogel was named president of the new organization.

Eight Stations Plan Basketball Coverage

(Continued from Page 1)
28th. In addition to WMGM which has covered all games from the arena this year, the following stations will air the games: WNEB in Worcester, Mass.; WRAL in Raleigh, N. C.; WNAC, Boston; WAAB, Worcester, Mass.; WNAO, Raleigh, N. C.; WHDH, Boston; and WOSU, Ohio State University station.

WBUD Gets FCC Okay To Move To Trenton, N.J.

(Continued from Page 1)
studio to Trenton, New Jersey. Its transmitter will also be moved to the vicinity of Trenton.

Turned down was the application of WTNJ, Trenton, to move from the 1300 to the 1260 band, upping its power from 250 to 500 watts.

Commission Examiner James D. Cunningham found that statements by WTNJ regarding its programming and regarding the Morrisville applicant did not stand up.

Five Speakers Named For NAB Convention

(Continued from Page 1)
General Assembly President Carlos P. Romulo; U. S. Chamber of Commerce head Herman W. Steinkraus; FCC Chairman Wayne Coy; ECA Chief Paul G. Hoffman and H. E. Babcock, agriculture expert and author.

More speakers are yet to be announced.

Pall Mall Buys Time On Alaskan Network

(Continued from Page 1)
tions were handled by Pan-American Broadcasting Company. Stations included in the package are: KFQD, Anchorage; KFRB, Fairbanks; KIBH, Seward; KINY, Juneau; KTKN, Ketchikan and KIFW, Sitka. The six stations were added to NBC last month.

Buying Baseball Spots

Bristol-Myers for Vitalis and the Emerson Drug Company for Bromo Seltzer will pick up the check on announcements before and after the New York Yankee baseball broadcasts on WINS. Vitalis, through Doherty, Clifford and Shenfield, will be plugged before the game and Bromo-Seltzer, through BBD & O, will buy the post-game position.



Housing Problem Solved

This cat had too many kittens to care for in her regular home. So she found a big knot-hole up a tree and moved her family in—a neat solution to her problem.

There's a neat solution to any advertising problem in the rich market of Baltimore. You just buy W-I-T-H, the big independent with the big audience.

Costs so little! Does so much! Those are the two big facts in the W-I-T-H story. Because W-I-T-H delivers more home listeners - per - dollar than any other station in town. In addition to this biggest home audience, a recent survey made under the supervision of the Johns Hopkins University showed that of all radios playing in taverns, 67.3% were tuned to W-I-T-H!

Call in your Headley-Reed man today and get him to tell you all about W-I-T-H.



WITH
Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

**HEY KIDS,
QUIET!**



QUIET, CHILDREN



*makes a big difference
whose voice it is*

In Detroit, WWJ is more than a great radio station . . . more than a source of entertainment for the nearly one million homes in the Detroit area. WWJ, Detroit's FIRST station, has consistently been the leader in community service and enterprise.

Its acceptance by advertisers is indicative of the faith Detroit has in its voice. One of America's leading advertisers has consistently employed WWJ daily with an hour-long program for 16 years.

When you give your product story the benefit of WWJ's community acceptance, it receives added prestige, more attentive ears, less selling resistance . . . resulting in increased sales in a market that did three billion dollars retail business last year!

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
Associate Television Station WWJ-TV



Basic NBC Affiliate

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

LOS ANGELES

By ALLEN KUSHNER

LARRY FINLEY of Finley Productions is in LA for a week's stay at his Hollywood office. He'll ready a new package TV deal with Dan Morton as star.

Coming up in May is the annual Helderado celebration in Las Vegas. Jimmy Wakely is assisting Hal Brandis of the Hotel Thunderbird in lining up talent for this great benefit. The Helderado is a "Mardi Gras with spurs" . . . two weeks of real western activity starting May 11.

Lorraine Hall, KOOL's, Phoenix, Ariz., femme fatale, will preside, as before, over the station's third annual Easter egg hunt for 150 home bound handicapped children. The youngsters are under the jurisdiction of the Arizona Society for Crippled Children, for whom Gene Autry is throwing his benefit show at Montgomery Stadium.

The thirty minute television show which singer Ken Carson launched over KTTV in Hollywood last week has been stretched to a full hour with the second edition. Southern California Ford dealers bought the opening half for thirteen weeks and the second half is being battled for by three sponsors.

Harold Peary's (Great Gilder-sleeve) stentorian tones as heard on his radio program will find some competition in Oakland, Calif. on April 28th. The comedian will be master of ceremonies and a judge for the finals in Oakland's high school oratorical contest, sponsored by the Post-Enquirer of the city-across-the-bay.

White Leaves World Video To Join CBS Television

(Continued from Page 1)

Inc., will join the network on March 27. Previously, he was director of the North American Service for the French government-owned radio and head of the radio department of United Artists, Inc. and Paramount Pictures.

Sanford has served with BBD&O and N. W. Ayer, joining CBS-TV early this year after doing freelance work on the coast.

Richard Gordon, Jr., executive vice-president of World, was elected executive president of the company, succeeding White at a board meeting held Friday afternoon. John Steinbeck remains as vice-president and Wally Ross of Ross Reports becomes director of sales for World.

DAVID ROSS

Radio — Television — Films



By SID WHITE

Man About Manhattan. . . !

● ● ● WEEK-END CUFF NOTES: Dick Lewis checking the B'way and H'wood talent rosters for two femme leads for the TV version of "My Sister Eileen." The show's preem is slated for early April via ABC. . . . Evalyn Knight takes leave of her "Club 15" chores to fill a six-week engagement at the Persian Room of the Plaza starting April 6th. . . . Ted Lewis scouting acts in preparation his own TV series. He'll mix oldtimers with unknowns, wrapping up the stanza with his own specialty. . . . Some of the ad agencies putting on TV dramatic stanzas are going to have to hike the kitty if they wanna get that expensive coast talent to come here. . . . NBC cooking up a deal with Lou Cowan to build a big variety show. . . . Harvey Stone makes his 6th appearance on Ed Sullivan's "Toast of the Town" April 2nd. Then he heads for Lunnon and his headline date at the Palladium. . . . Tonite Allen Funt's "Candid Camera" really catches the gals with their hair down. Funt's camera was in hiding at John Fonda's beauty salon and the results show to what lengths the gals will go to become glamorous. . . . Dennis O'Keefe readying a TV filmed mystery series starring himself. . . . Add IMPressions: Marlene Dietrich: Grandmarvelous. . . . Arthur Godfrey: Ad Lipton.



● ● ● Talk of Radio Row is the phenomenal growth of the Bories Organization in recent months using "Radio and TV Advertising with Merchandising Action" as a slogan. The indie production agency developed three of the choicest sponsor buys in the local daytime field on radio and television—the Prince Charming show on WMGM—the Dean Cameron stanza on WOR—and "Market Melodies" via ABC-TV.



● ● ● Victor C. Diehm, gen'l manager of Hazelton, Pa., Broadcasting Co. and President of the Hazelton Chamber of Commerce, forwards a note he received from Fanny Brice, whose "Baby Snooks" was recently selected as the show most preferred by grade schools. "Dear Mr. Diehm," wrote Fanny. "It was so nice to receive the copy of the survey enclosed with your letter. It made me very happy and brought back fond memories. At the age of 14 I had joined a show called 'The Millionaire's Revenge.' It folded in your town of Hazelton, Pa., and I was left stranded. I sent home to mother for railroad fare, not only for myself but for a woman and her daughter in the show. I brought them home to my house and asked my mother to let them stay there for just a few days, explaining that they would leave as soon as they got a job. Weeks and weeks passed and in the end we had to have the police put them out. When I went out with the next show, my mother saw me off at the train. She waved good-bye and hollered: 'Good-bye and good luck—but bring me home no actors.' So you see why the thought of Hazelton brought a smile to my face."



● ● ● The Academy of Radio & Television Best Arts & Sciences, first of its kind in radio's 30-year-old history, holds its first annual Awards Dinner tomorrow nite at the Waldorf with Ed Sullivan as emcee. Awards of honor and recognition will be made in 28 categories of radio and television. Affair is for the benefit of the Mark Hellinger Fund of the New York Heart Ass'n.



● ● ● IN ONE EAR: As a result of their clicks on "54th St. Revue," Virginia Gorski has been signed by Warner Bros. and Joey Fay gets his own TV series. . . . Nancy Craig, who will open the International Flower Show at Grand Central Palace via her ABC program today, has had an orchid named after her by John Lager, orchid grower of Summit, N. J.



AGENCIES

DONALD S. FROST has joined Compton Advertising, as account executive for Drene Shampoo. He was formerly with Bristol-Myers, Inc. Robert L. Nourse, Jr., has joined Compton in the Hollywood office. He was previously with W. Earl Bothwell, Inc.

ROBERT E. WALSH, formerly with D'Arcy Advertising Company, has been named production manager of G. Lynn Sumner Co., Inc.

JAMES A. ALDRED, formerly with Lever Brothers, has joined Hoag & Provandie, Inc. of Boston in an executive capacity.



DAYLIGHT
and
OVERNIGHT
DC-6
MAINLINER
300s
11½ hrs. onestop
to LOS
ANGELES

"the Hollywood"

Leave noon, arrive 8:30 pm

"the Los Angeles"

Leave 9 pm, arrive 5:40 am

Call

UNITED AIR LINES

OR, AN AUTHORIZED TRAVEL AGENT

WPIX *First* Television Station in America to win The du Pont Award

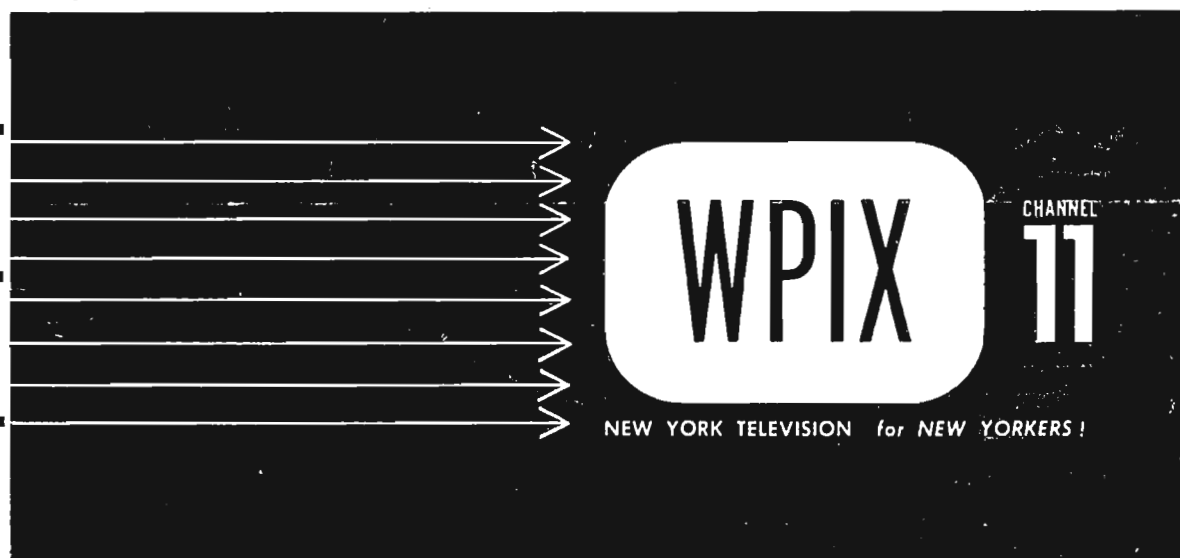
WPIX has received the Alfred I. du Pont Award for "outstanding public service ... through the television presentation of current news and events."

WPIX is pleased with the recognition and proud to serve the public interests of the largest city in the world.

"TelePIX Newsreel"
6:30 P.M. and station
closing daily, except
Saturdays.

"News On The Hour"
7 P.M. and station
closing daily.

THE NEW YORK NEWS TELEVISION STATION



Baker Slated To Head Operations Of BAM

(Continued from Page 1)

ivate enterprise to succeed BMB, RADIO DAILY learned Friday.

Baker, who handled the subscriptions and completion of the Second Study, was assigned to the BMB task by Justin Miller, president of NAB, shortly before the April convention of NAB last year. The assignment resulted in Baker making the pitch for membership support at the NAB convention and later taking the full responsibility for the completion of the much delayed Second Study.

Indicative of Baker's active interest in forming the new BAM has been his huddles the past few days with Judge Miller, Don Petty, general counsel of NAB, and representatives of the AAAA and ANA. The discussions, held in New York, have dealt with preparing articles of incorporation and the lining up of founder stockholders.

The appointment of Baker to the new BAM post would be another in the streamlining of the executive staff of NAB. Baker, as research director of the industry organization, has for the past year given full time to the problems of BMB operations. He is conversant with the membership, dues collections, and administration of the service office.

While Baker is the favorite for the new BAM post it is said that some of the incorporating stockholders have other names to propose. An early meeting of the group is expected soon at which time all matters pertaining to the operation will be discussed as well as the articles of incorporation.

Just what the trade acceptance of BAM will be remains to be seen. The network members of BMB are non-committal at this time regarding their participation as stockholders in BAM. The network subscribers of BMB are ABC, CBS and NBC. The same goes for some of the station members of BMB who were asked by RADIO DAILY to comment on the new plans for a privately operated audience measurement service. These stations declined to be on record until they knew more about the plans and participating stockholders.

Buys Participation Time

Jacqueline Cochran Cosmetics Friday began a 13-week schedule of three times weekly participations in WJZ's Monday, Wednesday and Friday broadcasts of The Fitzgeralds. James E. Flanagan of New York is the agency.

The Fitzgeralds are heard over WJZ every Monday-through-Saturday from 8:15 to 8:55 a.m., EST.



BAKER

★ THE WEEK IN RADIO ★

DuPont Awards Made

By BOB GREBE

THE Alfred I. DuPont radio and television awards on March 11 started a busy seven days in the industry last week. Cited were NBC's Morgan Beatty, WWJ in Detroit, WNOX in Knoxville, Tennessee, ABC's Crusade in Europe and WPIX. President Truman followed on Monday by asking Congress to center in the FCC chairman all authority over personnel, administration and the use and expenditure of funds in line with suggestions made by the Hoover commission. And on Tuesday, FCC chairman Wayne Coy at the fifth annual Oklahoma University Radio Conference held in Norman, urged the industry to clean up its programming and look to subjects other than crime to avoid Federal pressure.

A committee from AAAA, ANA and the NAB met on the following day to organize a successor to Broadcast Measurement Bureau, known as Broadcast Audience Measurement, Inc. The new outfit will take over the servicing of BMB second study reports when BMB folds on July 1 and will consider the advisability of future studies in the industry. Support of BAM was given by Justin Miller, NAB president, who said BAM was organized by people who believed in it.

Two oil companies—Atlantic and Sinclair—both disclosed radio and tele plans. Atlantic will co-sponsor games in three major league cities and in minor league towns while the latter will use spots in leading markets. The Borden Company, switching from network to local radio, revealed its schedule in the New York and Chicago markets, and NBC announced further reorganizations in its program department.

The government hit ASCAP in a

decree handed down, requiring that radio and video stations be offered a single license covering all performances of a motion picture or an entire network. Uncle Sam also ended its suit against the Lorain Journal, which was charged with seeking to restrain WEOL in Elyria, Ohio.

FCC hearings on charges that KMPC slanted its news as directed by the owner, G. A. Richards, got under way. Involved is license renewal of three Richards' stations, KMPC, WJR, WGAR. The Commission also approved five new AM stations. Criticism was given the FCC by Senator Homer Ferguson, who charged political favoritism on the part of the Commission. NAB also got a blast from broadcasters who applauded the selection of General Carlos P. Romulo to speak on "The Broadcaster's Responsibility in World Affairs," but asked that NAB give them speakers who will counsel them on operations.

The Voice of America, disregarding the Copenhagen plan to assign European frequencies, said it would make its own decisions governing stations in their zones . . . and Ernest Erich North, speaking at the Oklahoma conference, asked greater support of the Voice.

Sterling Drug expanded its radio buying in signing a new contract to sponsor the ABC broadcasts of My True Story. . . ANA set March 29 to 31 as dates for its meetings at The Homestead, Hot Springs, Va. . . G.E. net was reported at a new high . . . Ben Strouse of WWDC was elected to the NAB board in a special run-off election . . . Philco reported sales going up in the first quarter of 1950 . . . Network radio and tele shows pledged cooperation with the 1950 Easter Seal campaign.

NBC Weather Experts To Observe Rainmakers

(Continued from Page 1)

is dependent on weather conditions. The network will do a live broadcast, if possible, but will tape record the show in the event of a time conflict. Tuesday is the tentative date.

Correspondents will be placed in various spots in the watershed area and NBC hopes to put an observer in the plane which will take part in the experiment.

Publisher Extends Pacts

William H. Wise & Company, publishers, has extended two of its CBS "Get More Out Of Life" programs, one for 13 weeks and the other for four weeks. The Saturday, 2:30-3:00 p.m. program has been extended through July 1 while the Sunday afternoon program, which will be heard 2:30-3:00 p.m. starting March 26, has been extended through April 16. Agency for William H. Wise is Thwing & Altman advertising.

WOW Sponsored Tour Gets Underway This Wk.

Omaha, Neb.—Mal Hansen, farm director of WOW, will lead farmers and their wives of Iowa and other midwestern states on a 16-day tour of 18 Southern states and Cuba, commencing today. Previously, the fate of the tour had been in doubt due to the ban resulting from the coal strike, but now the Interstate Commerce Commission has given the tour the "green light." The 210 persons on the tour include 72 man - and - wife couples, 75 "singles," and a staff of nine—traveling in a 17-car, all-Pullman special. Governors, Mayors and Congressmen will greet the group as the "New South" special arrives in various Southern cities. Daily radio and television programs will be made and aired later on Hansen's "Farm Service Reporter" program (WOW, 6:30-7 a.m. weekdays). Years previously, Hansen led farmers on a tour through Europe and another to West Coast and Canada.

Bonus Advertising Plan Set By WLW

(Continued on Page 6)

WLW is up to \$250 weekly additional time. An advertiser spending the same \$1,000 on WLW-television would receive a bonus in time up to \$500, to be used during July, August and September.

Dunville declared that the bonus plan will be "more than justified" if it helps solve the recurring summer problem of the hiatus, as he believes it will. The hiatus has years meant poorer summer programming, added expenses, and a three-month anarchy in scheduling for broadcasters generally."

Harry Mason Smith, vice-president in charge of sales for Cross Broadcasting, announced that the bonus plan will apply as follows: WLW:

For current 52-week advertising 20 per cent of their gross billing time during the months of July, August and September.

For new accounts who broadcast any time between April 1 and September 30 for less than 10 weeks, 15 per cent in additional facilities. For ten to 22 weeks, 10 per cent in added facilities.

New accounts who will broadcast not less than five months between April 1 and September 30, 25 per cent in additional facilities.

Regular accounts who buy additional facilities will also be entitled to a 25 per cent time bonus.

The plan is not applicable to work accounts.

On television stations WLW-D and WLW-C, advertising can use either the established 15 per cent summer discount or the 25 per cent bonus in facilities.

"The Wall" Dramatization Set For WOR Presentation

John Hersey's best selling novel The Wall, will be dramatized on WOR-Mutual on March 30 from 9:30 to 10 p.m. in connection with the Jewish Passover and in cooperation with the American Jewish Committee. The Wall, a story of the Warsaw ghetto during the German invasion, will be scripted by Mordecai Wishengrad, Peabody Award winner.

The radio adaptation is the first granted permission by Hersey. Roger Bower will direct with Edythe J. Meserand of WOR and special services, supervising. Cast of the program has not yet been determined as yet.

RCA Scholarships Offered

Three scholarships for advanced radio technology courses at RCA Institutes will be offered to high school students, Major George L. Van Deusen, president of the Institutes announced last week. Exams will be given on April 15 to contestants who are in their senior year and are recommended for graduation in June of 1950.

TELEVISION DAILY

Continuation of RADIO DAILY, Monday, March 20, 1950 — TELEVISION DAILY is fully protected by register and copyright

WPIX GAINS GARDEN EXCLUSIVE

TELE TOPICS

"MIES IN RETIREMENT," a fine Broadway play of several seasons past, brought to the video screen last Wednesday night under the aegis of the Kraft Theater with considerable grace and with the loss of none of the original's finer points. The production was, in one word, excellent. Howard Lindsey's adaptation has the full spirit of the play and Stanley Mann's directorial hand was evident, and reassuringly so, throughout. Quinn Tamm from Mildred Natwick and Richard Widmark in the leading roles, a pair of superb and artistic performances. His casting of the supporting players was very much in relief of the leads and highlighted the tragic web in which Miss Natwick was enmeshed.

WILSON CIGARETTE LIGHTER CO.

On Friday was reported as discontinuing its radio advertising in favor of television. Scribe Nick Kenny has nominated Arthur Godfrey as the "Howdy Doody" of 1950 in the NBC-TV contest to pick the boy who is real life's most realistic facsimile of "Howdy Doody."... CBS-TV is dropping four shows shortly including "The Girls" (March 26), "Estimate" (March 30), "Command Post" (March 31) and the Abe Burrows Show on March 29. Burrows, however, will probably be picked-up again shortly once a decision is found for him. . . . And, speaking of CBS-TV, President Harold Stassen at the Univ. of Pennsylvania has announced the appointment of Dr. Peter Goldmark, former head of the CBS color-TV system, as its new Professor of Medical Electronics at the University's School of Medicine. . . . John H. Johnson who got rave reviews for his "The American" choreography, is the same John H. Johnson who has been leading the dancers in "The Street Review."

"IS SHOWBUSINESS" tab will be picked up by American Tobacco Company on April 2 since Crosley drops it on March 26. . . . Peters Shoe Co. will broadcast the second segment of "Superman" on an alternate basis with M&M on 14 ABC-TV stations in April. "Junior Celebrities at the Little Club" will be on WOR-TV April 16. . . . Brian Keith of Broadway and Hollywood debuts on next Friday on the "Ford TV" production of Barrie's "Dear

WOODBURY COLLEGE, Los Angeles, is currently conducting what they call the nation's largest person-to-person survey to date involving more than 100,000 personal interviews. . . . "Kieran's Scope," with John H. Johnson, is currently being offered around as a 52-week Artists-TV film series.

First 15 N. Y. Evening Hooperatings—February

ALL HOMES Sponsored Network Programs		TV HOMES Sponsored Network Programs	
1. Texaco-Milton Berle	25.5 TV	1. Texaco-Milton Berle	68.3
2. A. Godfrey's Talent Scouts	17.6 TV	2. A. Godfrey's Talent Scouts	45.3
3. Toast Of The Town	16.2 TV	3. Toast Of The Town	42.4
4. A. Godfrey's Talent Scouts	14.5 Radio	4. The Goldbergs	35.1
5. Radio Theatre	14.0 Radio	5. A. Godfrey & His Friends	33.9
6. The Goldbergs	13.9 TV	6. Studio One	33.8
7. My Friend Irma	12.9 Radio	7. Philco TV Playhouse	31.1
8. Bing Crosby	12.9 Radio	8. Man Against Crime	30.7
9. A. Godfrey & His Friends	12.7 TV	9. Lights Out	30.5
10. Studio One	12.3 TV	10. Suspense	28.8
11. Jack Benny	12.2 Radio	11. Silver Theatre	27.0
12. Philco TV Playhouse	12.0 TV	12. Kraft TV Theatre	26.9
13. Walter Winchell	11.8 Radio	13. Lone Ranger	26.5
14. Lights Out	11.8 TV	14. Stop The Music (8:00-9:00) (8:30-9:00, 26.0); (8:00- 8:30, 25.0)	25.5
15. Suspense	11.5 TV	15. Break The Bank	25.4
		16. Robert Montgomery	25.4

SAG Seeks To Avoid TV Talent Dispute

Hollywood — The Screen Actors Guild last night warned Television Authority not to declare jurisdictional war against them and the Screens Extras Guild and called on the Authority to join forces with the actors guilds to seek coordinated collective bargaining, better wages and working conditions for TV performers.

The Guild asked TVA to accept one of two alternative methods for "the immediate organization" of the entire video field in all phases requiring actors.

The Guild's plea for cooperation in the interests of all actors was contained in a letter from its Board of Directors and its New York Council to the Television Authority Board, in which the Guild condemned the TVA leaders' rejection of a proposal for a true, 50-50 partnership with Screen Actors Guild and Screen Extras Guild as one partner and TVA as the other partner.

CBS Moves Wynn To Tues. Night Slot

In the most significant programming move since the introduction of NBC's Saturday Variety, CBS-TV has switched the Ed Wynn Show from its current Saturday night time slot on 14 interconnected stations to the 9 to 9:30 time segment on Tuesday nights.

CBS-TV would not confirm the Wynn time switch, nor would web spokesmen comment on the current report that Anthueser-Busch would most likely drop the Ken Murray Show sometime in the early summer with no intention of picking up its tab again come the end of the summer hiatus.

Still Has Heavy Opposition

Wynn will still be bucking heavy opposition on Tuesday nights since he will be opposite the "Firestone Theater" which follows Milton Berle on Tuesday nights. Fireside usually picks up a large portion of Berle's very audience. Wynn will continue on Saturdays in single station markets now carrying the show.

Press-Time Paragraphs

Celo-Mat Estimates Cost of Vue-Scope

Washington—The head of the Celo-Mat Corp. on Friday told the FCC that his company can turn out the Vue-Scope converter unit to permit today's black-and-white television sets to receive CBS colorcasts at a wholesale price of \$7 each, with a \$9.95 tag for retail. A more elaborate unit, with plastic housing, built-in magnifying lens and automatic synchronization would wholesale at about \$24.

TV Production Still Going Up

Washington—The TV production rate continued to rise in February, RMA production figures for the month show. Achieving the highest production level yet, the companies reporting to RMA turned out a weekly average of 91,766 receivers, for a four-week total of 367,065 units.

Report Station To Telecast 117 Events

(Continued from Page 1)

called for WPIX telecasts of all Garden events during the season with the exception of the Friday night prizefights which are currently aired over NBC-TV.

Ned Irish, Garden promoter, has long been reported as seeking to close such a deal with some video station or web, but always before his price was considered too high.

The sale of the Garden events are supposedly currently being offered to several sponsors through their agencies by WPIX. The same source which reported the deal said that sponsors who are currently mulling sponsorship possibilities include an auto manufacturer and a food company.

Price Believed A Record

While exact terms of the asking price to the sponsors were not revealed, it is believed that it is one of the highest prices ever to be paid for special events rights on TV.

In addition to the Friday prize fights, the Garden regularly schedules such events as the Westminster Kennel Show, the Horse Show, regular and tournament basketball games, hockey, ice shows and other special features.

When confirmed by the Garden or WPIX, the deal will represent the highest priced package ever bought or sold by an independent video station. Such a deal, according to a Garden spokesman, could not be offered to a TV network because of the difficulties in clearing time. The Garden spokesman would not confirm the deal's closing but admitted that "talks with WPIX were under way."

Midwest Dealers Criticize TV Tie-in Sales Practices

Cleveland — Heated discussions about activities of television manufacturers highlighted the two-day meeting of the Central States Music Merchants. Don Paulus of LaSalles, Inc., Cleveland, criticized tie-in sales to merchants which require purchase of very expensive units or appliances in order to stock moderate priced sets. He also criticized short discounts preventing dealers from either doing a good job or making any money. Apparently, John Meck, maverick of the TV manufacturing industry, is in agreement with the complaints, since he has recently been taking the industry to task via full-page ads.



We grew up on ...
Campbell Soups, Franco-American, Decca Records,
... and are still growing



"CLUB 15" CBS
Monday - Wednesday - Friday

THE ANDREWS SISTERS

MANAGEMENT
LOU LEVY
NEW YORK • HOLLYWOOD

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 50, NO. 54

NEW YORK, TUESDAY, MARCH 21, 1950

TEN CENTS

NAB INVITES ENGINEERS TO TALK ET'S

'EVERYBODY'S DOING IT'

THIRTY-SEVEN PIECES of direct mail advertising from stations, agencies and advertisers came across our desk yesterday and the most part they were uninteresting. KSL's piece titled, "Everybody's Doing It" seems to fit the occasion and just to make sure we didn't miss the punch we sent three copies of this piece reached our desk.

MOTIVATED by short sighted economy and broadcasters have taken to the mail advertising method in numbers lately. These pieces, many similar in appearance and content, are fluttering into the trade like a mid-Winter snowfall. A few of the distinctive pieces are read, others chucked into waste paper baskets, without any consideration whatsoever. Some serve as color reports for secretaries planning an Easter wardrobe.

MANY PIECES are large, others accordionian pleated, and still others in gaudy dyed-cut folders with wild splashes of color and grotesque art. For the most part they defy filing and have little or no reference value or other form of usefulness to the recipient.

WHICH ALL ADDS UP to what we wanted to say in the first place. The massive amount of money channeled into display advertising would accomplish far more for the advertiser and would impress competing media with the effectiveness of radio and television as a vital sales force.

—BURKE.

Plastic Preview

Chicago — Increasing use of plastics in the manufacture of radio and TV receivers as well as components was emphasized here yesterday at a preview of the National Plastics Exposition which opens today at Navy Pier under the sponsorship of the Society of Plastics Industries. Among the exhibits is General Electric display of plastic radios.

Annual Report

The National Conference of Christians and Jews will give its annual report on the Brotherhood Week observance in a meeting at four o'clock on Thursday, March 30th, in the Jansen Suit of the Waldorf-Astoria, New York City, it was announced by John L. Sullivan, honorary chairman of the organization. Frank Stanton, president of CBS, is radio chairman of the National Conference.

Crawford Clothes Buys Heavy Schedule

An extensive radio advertising campaign on eight stations in the Metropolitan area was started by Crawford Clothes yesterday. More than 100 programs weekly in addition to some 125 spots each week will be run for a minimum of 13 weeks.

The lineup includes 27 quarter-hours weekly on WNEW, 24 quarter-hours weekly on WNBC.

(Continued on Page 2)

Thirteen MBS Stations Sell Baseball Sponsorships

Thirteen stations have wired Mutual that they have sold the time for the Major League "Game of the Day" which was offered to them on a co-op basis, according to an announcement by Bert Hauser, co-op director. They are: WROX, Clarksdale, Miss.; WJPR, Greenville, Miss.; KRAM, Las Vegas, Nev.; KVER, Albuquerque, N. M.; WENC, White Plains, N. Y.

(Continued on Page 6)

High Listenership Claimed For Giveaway Quiz Program

Chicago—Declaring that listenership ratings are higher today than a year ago, Walter Schwimmer, president of Radio Features, Inc., yesterday revealed that sales on Tello-Test, giveaway quiz, are running higher than ever before.

Recently all stations carrying the giveaway quiz were surveyed in order to ascertain listenership trends, Schwimmer said. The survey revealed that 60 per cent of the sta-

Conference On April 15 Will Consider Adoption Of Additional Recording And Reproducing Standards

Goldmark Is Named Consultant At Penn.

Appointment of Dr. Peter Goldmark of CBS as a visiting professor of medical electronics in the school of medicine at the University of Pennsylvania was announced yesterday by Harold E. Stassen, university president. The establishment of the new faculty chair is believed to be the first such action taken by an institution of higher learning.

Goldmark, director of engineering at the University of Pennsylvania, will be in charge of the new chair.

(Continued on Page 2)

BMI Program Directors Clinic Opens In N. Y.

The twelfth BMI program directors' and librarians' clinic opened yesterday at the Johnny Victor Theater in the RCA Exhibition Hall and will continue throughout today. Speakers yesterday included

(Continued on Page 3)

Brand Names Luncheon Expected To Attract 1,000

Louis B. Mayer, studio head of the Metro-Goldwyn-Mayer Corporation, and Dr. Robert A. Milikan, chairman of the executive council of the National Association of Broadcasters, will be the main attractions at the luncheon.

(Continued on Page 8)

Washington Bureau of RADIO DAILY
Washington—The NAB recording and reproducing standards committee yesterday invited leading recording engineers of the nation to meet with it on Saturday, April 15 at the close of the engineering conference portion of the 28th annual NAB convention. The meeting will be held to consider the adoption of additional recording and reproducing standards.

(Continued on Page 3)

AM Support Praised By Religious Leader

"Radio made such an outstanding contribution to the success of the 'One Great Hour of Sharing' united world relief fund that I want to thank, through RADIO DAILY, all those who had any part in this remarkable campaign," Dr. Stanley I. Stuber, national director of the appeal, declared yesterday.

In an official summation of radio support for the appeal, Stuber said.

(Continued on Page 8)

Three ABC Programs To Salute Bing Crosby

Three ABC programs will spotlight Bing Crosby Day on April 1st, when celebrities take over Front Royal, Virginia, for the premiere of Bing's new film, "Riding High." ABC women's commentator Nancy Craig will interview Bing, Vice-President of the Crosby family.

(Continued on Page 3)

Interceptor Stations

Washington, D. C.—The Air Force has made plans to build three ultra-long-ranged listening posts to detect an enemy's communications in time of war. Intended location of the 2,000-mile range "interceptor stations" has not been disclosed, but it is hinted they may be located in the far north in order to pick up military moves inside USSR.



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

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

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

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

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

ROME BUREAU
John Perdieri
Ludovisi 16

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

FINANCIAL

(March 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	9 1/8	8 3/4	9	+ 3/8
Admiral Corp.	25 1/2	24 7/8	24 7/8	+ 1/8
Am. Tel. & Tel.	152 1/4	151 3/8	151 3/4	+ 1/2
CBS A	32 3/8	31 7/8	32	+ 1/4
CBS B	32 1/4	32	32	+ 1/2
Philco	39	38 3/8	38 3/8	+ 3/8
Philco pfd.	89 3/4	89 3/4	89 3/4
RCA Common	15	14 5/8	14 5/8	- 1/8
RCA 1st pfd.	78	77	78	+ 1 3/4
Stewart-Warner	15 1/2	15 1/4	15 1/4	+ 1/4
Westinghouse	34 1/2	34 1/8	34 1/4	- 1/4
Zenith Radio	52 3/8	50 7/8	51 1/4	+ 3/4

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	18 3/8	19 3/8
Stromberg-Carlson	14 1/4	15 3/4

To Sponsor WMGM Show

Master Glow Floor Polish has signed to sponsor The Story of Dr. Kildare over WMGM, starting Wednesday, March 29th. The company previously sponsored The Hardy Family on the station. Getschal and Richard, Inc., is the agency.

Massce-Barnett Co. Inc.

Established 1887
723 - 7th Ave., N.Y.C. Tel.: CI. 5-6080
INTERNATIONAL FILM FORWARDERS AND CUSTOMS BROKERS FOR THE TELEVISION AND MOTION PICTURE INDUSTRIES.
Agents in all parts of the world.

Goldmark Is Named Consultant At Penn.

(Continued from Page 1)

research and development for CBS, will continue to reside in New York, making visits to Philadelphia and the research laboratories at the university. Last May, Goldmark supervised the installation of color television used to transmit surgical operations at the university's medical school.

Medical leaders at Pennsylvania hailed the demonstrations which gave an unobstructed view of details of surgical and medical procedures. A new \$10-million center at the school includes plans for television facilities.

Pennsylvania, with the first Medical school in the country, is aiming to develop a closer relationship between the biological and physical sciences and its functions as an integral part of the school of medicine.

Goldmark, a graduate of the Universities of Berlin and Vienna, came to the United States in 1933. He joined CBS in 1936 to participate in research and television activities. In 1940, he demonstrated the CBS full-color television.



GOLDMARK

Crawford Clothes Buys Heavy Local Schedule

(Continued from Page 1)

ter-hours on WMCA, 18 quarter-hours on WINS, 16 shows on WQXR and 30 ten-minute programs on WLIB. Feature of the WNEW series is a slogan "Si Si means Yes Yes, and C C means Crawford Clothes."

A total of 30 announcements weekly will be broadcast over WPAT, Paterson, 49 on WFAS, White Plains, 30 announcements on WHLI, and 20 on WINS.

Agency handling the Crawford account is Al Paul Lefton. Account executive is Milton Stanley Gladstone.

Signs For Town Meeting

Only two weeks after having signed a contract to sponsor "America's Town Meeting of the Air" on WJZ, New York (Tues., 9:00-9:30 p.m.) the Amalgamated Clothing Workers of America has signed a new 13-week contract (effective today) including WMAL, Washington, D. C.

H. L. Tallman

H. L. "Mac" Tallman, manager of radio station WALB, 1,000 watt ABC affiliate in Albany, Georgia, for the past two years died of a chronic heart ailment on March 16.

Hockey Fans

Ice hockey rates high at Rochester, Minnesota, and on last weekend, KROC, dispatched two men to Lewiston, Maine, to cover the Rochester Mustangs games in the National Amateur Hockey Tournament. The broadcast of the national tournament Saturday and Sunday capped full season of participation in hockey by KROC and KROC-FM.

COMING and GOING

O. B. HANSON, vice-president and chief engineer at NBC, has left for the West Coast where he'll spend several weeks.

EDWARD HALL, Eastern division manager of the CBS station relations department, is on a business trip through the South.

GEORGE M. NIXON, manager of engineering development for NBC, and ROBERT I. SHELBY, director of television engineering operations, are in Camden, N. J., for conferences at the RCA plant.

JERRY GRAY, conductor of the CBS "City 15" program, is spending a few days in New York, Providence, Boston and Philadelphia plotting his Decca records.

HARRY WISMER, American network sportscaster, has returned from Chicago, where Saturday he broadcast the Bankers Mile, which Don Gehrmann defeated Fred Wilt.

EDGAR KOBAK, radio consultant, left New York yesterday on a business trip to Chicago, Milwaukee and Minneapolis. On Thursday will address the Advertising Club of Milwaukee.

H. V. KALTENBORN, commentator on NE who was in Washington last week, yesterday arrived in Chicago. He broadcast his new program from WMAQ.

ANDY DEVINE, gravel-voiced film star featured on "Lum 'n' Abner" over CBS, is in Oklahoma and has started a two-week series of one-night stands.

SAM SLADE, program director for the New American office of BBC, tomorrow will leave by plane for London, where he will confer on radio and TV programming. He'll be back about three weeks.

The battle's on!



This picture was snapped just before these two tough polar bears tangled in what was the battle of the century in the Seattle Zoo.

There's another battle going on these days in the tough competitive markets of America — like Baltimore. It's a battle for profitable, low-cost sales.

And that's where W-I-T-H comes in for smart advertisers: For this BIG independent delivers its BIG audience at the lowest cost-per-listener of any station in town. That's why you can get BIG results for a LITTLE money on W-I-T-H.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. For more facts about this big bargain buy call in your Headley-Reed man and get the W-I-T-H story.



W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

NAB And Engineers To Set ET Standards

(Continued from Page 1)

sider adoption of additional recording and reproducing standards, mainly devoted to magnetic tape recording, said the NAB engineering department director, Neal McNaughten, chairman of the committee.

Most recent NAB standards were adopted last year in Chicago, after more than a year of work by nine project groups of the full committee and by the executive committee.

The standards apply to all types of recording and reproducing, and serve as engineering guides to manufacturers as well as recording engineers and audio specialists.

New standards proposed for adoption at this year's meeting are brief additions to the 1949 document, designed to standardize magnetic tape reels, hubs and flanges, so that tape may be played more satisfactorily on all makes of equipment.

Chairman McNaughten describes the proposed additional standards as steps toward complete standardization of tape recording methods, looking toward the time when all tape will be playable perfectly on all kinds of reproducing equipment.

Will Discuss Holy Year

His highness Marcantonio Pacelli, nephew of Pope Pius XII and a member of the Papal nobility, will make his initial American radio appearance on WINS on Wednesday, March 22. Prince Pacelli, who is president of the Italian National Airlines, will take part on Henry Milo's Adventures in Travel. Mrs. Manolita Dolger, director of the Italian National Tourist office in the United States, will appear with the Prince and they will talk about the Holy Year and travel to Italy. Time for the show is 10:45 to 11 p.m.

Gagsters Honor Lester Today

Jerry Lester, star and emcee of the Saturday night variety show, "Cavalcade of Stars," over WABD and the DuMont Television Network will be honored today by the Gagwriter's Institute at a luncheon in the Headquarters Restaurant.

Crack Writer Idea Man

Available soon for networks — agencies — following special assignment. Creator several successful film series. Wide experience in entertainment, advertising fields.

Write Box 118, RADIO DAILY
1501 Broadway, New York City

Gets "Newlyweds"

Lynne Barrett, star of WPTZ's "The Girl Next Door," just got back to Philadelphia following a Florida honeymoon with husband Bob Jawer of the station's commercial department. Her first assignment was to memorize copy for a new commercial—for "Newlyweds," a cake and ice cream roll handled by a local sponsor.

BMI Program Directors Clinic Opens In N. Y.

(Continued from Page 1)

Thomas B. McFadden, general manager of WNBC; Roy Harlow, BMI; Ted Cott, WNEW; Gordon Graham, WCBS; Robert L. Foreman of BBD & O. During the afternoon the visitors inspected the BMI model library and heard addresses by Carl Haverlin, president of BMI and Robert J. Burton, vice-president in charge of publishers' relations. James L. Cox was clinic chairman for BMI.

Today's speakers will be Ira Herbert, WNEW; Eileen O'Connell, WMGM; Betty Betz, teen agers' columnist; Harvey Gannon and Van Fox of WNBC. In the afternoon Israel Diamond, director of logging for BMI, will be heard. David Randolph is also scheduled to speak on serious music.

Attending the two-day conference are:

Sam Carey, prog. serv. mgr., Burt Repine, music director, WRVA, Richmond, Va.; Mrs. Edith Levin, asst. lib., A. Alan Levin, sta. mgr., WMCP-FM, Baltimore, Maryland; Hal Berg, prog. dir., WLK, Wilkes-Barre, Penna.; A. J. Britette, prog. dir., Miss Gladys Tomajan, WTAG, Worcester, Mass.; Charles A. Roeder, prog. dir., WCBM, Baltimore, Maryland; George Birdas, act. p. d., WLNA, Peekskill, New York; Jack Owen, prog. dir., WPRO, Providence, R. I.; Sy DeWitt prog. dir., Irv Lind, mus. lib., WPOE, Elizabeth, N. J.; Robert A. Brennan, prog. dir., WRJM, Newport, R. I.; Peter L. Cray, lib., Richard Bertelmann, announcer, WGCH, Greenwich, Conn.; Ed Hamlyn sta. mgr., WNIQ, Uniontown, Penna.; Mrs. Maude Carlson, prog. dir., LeRoy Carlson, music director, WIBW, Topeka, Kansas; Nick Lawrence, prog. dir., WHPE, High Point, N. C.; Thomas O'Connor, prog. dir., WMBD, Baltimore Maryland; Frederick Walker, prod. mgr., WBUD, Morrisville, Penna.; Al Walker, prog. dir., WCAW, Charleston, W. Va.

John Naylor, program dir. & comm. mgr., WPTA, Pottsville, Pa.; Herbert L. Wilson station mgr., WHWB, Rutland, Vt., and Charles Barclay, chief disc jockey, WGYN-FM, New York, N. Y.

Three ABC Programs To Salute Bing Crosby

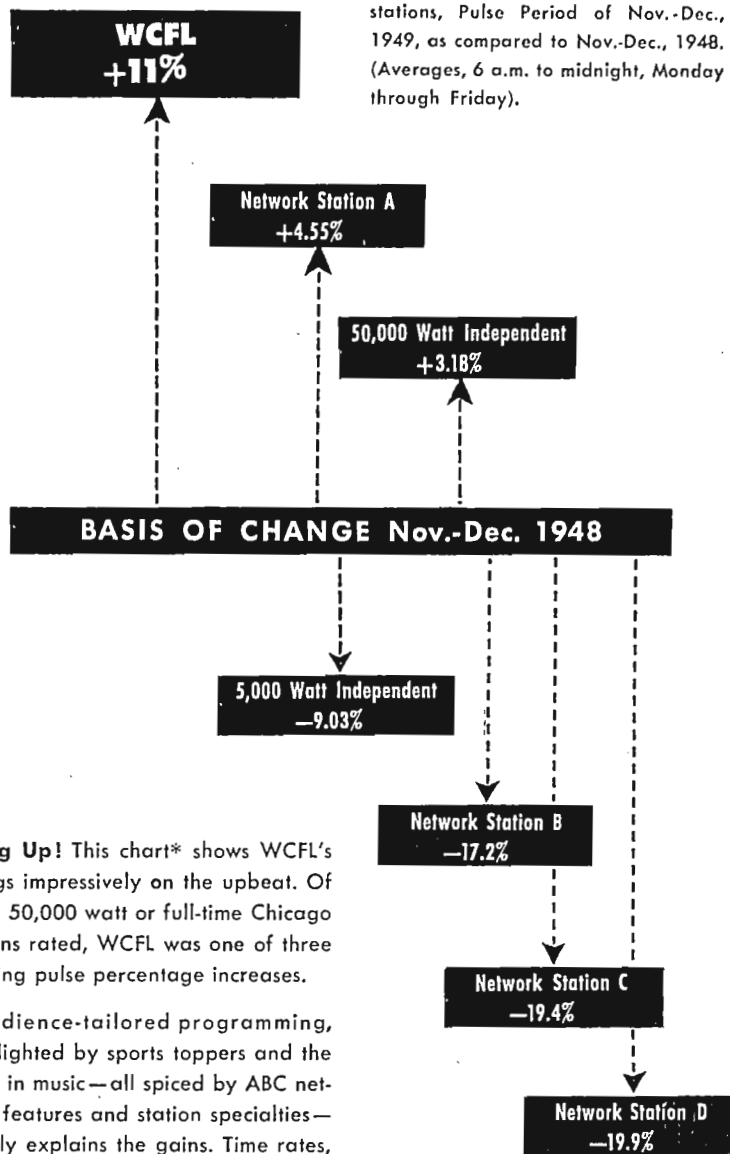
(Continued from Page 1)

President Barkley, Virginia's Senator Byrd, and others on hand on her March 31st WJZ broadcast from 1:15 to 2:00 p.m., EST, and on the ABC network on April 3rd, from 1:15-1:30 p.m., EST.

Bing will then be interviewed by ABC sports commentator Harry Wismer on his weekly program at 6:30 p.m., EST, April 1st. On the same evening at 9:00 p.m., EST, Bing will be guest of honor on the "Rayburn and Finch Show," originating from Front Royal's High School Auditorium.

WCFL's PULSE IS BEATING FASTER!

*Chart shows percentage of increase or decrease, for 50,000 watt and full-time stations, Pulse Period of Nov.-Dec., 1949, as compared to Nov.-Dec., 1948. (Averages, 6 a.m. to midnight, Monday through Friday).



Going Up! This chart* shows WCFL's ratings impressively on the upbeat. Of seven 50,000 watt or full-time Chicago stations rated, WCFL was one of three showing pulse percentage increases.

Audience-tailored programming, high-lighted by sports toppers and the finest in music—all spiced by ABC network features and station specialties—readily explains the gains. Time rates, moreover, are as inviting as the programs presented over WCFL.

WCFL

50,000 watts • 1000 on the dial

The Voice of Labor

666 Lake Shore Drive, Chicago, Ill.

Represented by the Bolling Company, Inc.

An ABC Affiliate

LOS ANGELES

By ALLEN KUSHNER

GARRY MOORE is moving his family to New York which indicates that he has reached an agreement with CBS as to his future status with the network.

The boys backing Phonevision, now being boomed as the logical answer for theaters and sports promoters losing customers to TV, have come up with a programming plan which Hollywood feels makes real sense. The Phonevision package each night would offer two hours of video entertainment for a dollar per set—opening with a "prologue" or vaudeville show of one hour starring the biggest names in show business. Following would be a first-run, high-budget movie, such as "Twelve O'Clock High," "The Heiress" or you name it.

Hal Roach Studios are filming Fibber McGee and Molly show this week.

Dick Wesson was the guest at the annual benefit of the 20-30 Club, comprising Long Beach businessmen, at the Municipal Auditorium in that city on March 18th, with Hoagy Carmichael emceeing the show. Wesson recently starred over KECA-TV on his own show.

KFI-TV will beam shows direct from Catalina Island, starting in late April. This is the first time that any TV station has taken video cameras off the mainland. Shows will be telecast from different locations on the famous Island giving viewers a tour of the island in conjunction with the show.

Richard Moore, western division television director of the American Broadcasting Company, will discuss the psychological aspects of television viewing before the Wilshire Ebell club Monday morning, April 10th.

Thirteen MBS Stations Sell Baseball Sponsorships

(Continued from Page 1)

ville, N. C.; WRNO, Orangeburg, S. C.; KTRE, Lufkin, Texas; WJZM, Clarksville, Tenn.; KRIO, McAllen, Texas; KCSJ, Pueblo, Colo.; WBBQ, Augusta, Ga.; WGRC, Louisville, Ky., and WAFB, Baton Rouge, La.

In addition, 344 Mutual stations have wired, phoned, or written that they expect to sell time for "Game of the Day" before April 18th. The play-by-play mike will be handled by Al Helfer and Art Gleeson on "Game of the Day," and Gene Kirby will be in charge of production and statistics.

Thought for Today

THERE IS NO PLACE where humor counts for more in a commercial way than in advertising.
—GEORGE ADE.



By SID WHITE

Man About Manhattan. . . !

● ● ● BIGTOWN SMALL TALK: Bing Crosby taping four shows from New York April 4, 6, 10 and 13. . . . Summing up his record-breaking two weeks at the Paramount, Bob Hope sighed: "Every day was a week—six shows a day. And, after waiting 10 years to return to B'way, what happened? A brownout! And I got my name up in black neons." . . . New York outfit claims it can make a converter for the CBS type of color TV to sell around 10 dollars. . . . NBC going ahead with the Hedda Hopper stanza. . . . Robert Montgomery having trouble obtaining certain properties for his TV show from one of the town's major agencies. . . . CBS dropping Garry Moore's five-a-weeker on the 31st but will keep comic under its wing and will prob'ly give him once-a-week evening slot. . . . Allan Jackson replacing Eric Sevareid on the CBS across-the-board 6 p.m. news effective April 3rd. . . . NBC wants Robert Merrill to join their "Show of Shows" as a regular when he concludes his tour with the Met. . . . Buddy Rogers opens Thursday at the Oriental Theater in Chicago for two weeks and then bows in at the Latin Quarter here April 9th for two more weeks. . . . CBS auditioning new comedy quizzer with Joey Adams next week. Show is slated for Sunday afternoons at 5:30 in mid-April. . . . John Tillman knows a hep musician at "Club 78" who calls himself Bobalong Cassidy. . . . Ted Cott, vice-president in charge of programming at WNEW, is looking for a bright young writer. . . . call Cott for an appointment.

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● ● ● A few years ago Mort Nusbaum was trying to grab space in the fan mags for his clients. This month, one of the very same mags (Best Songs) devotes almost a full-page to profiling Mort himself—this time, not as a press agent, but as one of the nation's leading disc-jockeys and morning men. Few early-ayem lads have the following and close friendships that Mort has built up at Rochester's WHAM.

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● ● ● ONCE OVER LIGHTLY: With NBC pulling the string on plunging necklines, etc., talk of Radio Row right now is howcum they okayed that costume—and dazzling routine—of Copsey & Ayres on Jack Carter's Sat. nite session. . . . The feud between a CBS director-producer and television writers is getting so loud you can hear it all the way to Radio City. . . . Herb Sheldon is now on WJZ twice daily with 10 weekly programs. His wife is now kidding him that he's on so much that the other day she turned on the vacuum cleaner at home and heard him gabbing. . . . Billy Reed's new TV series, bowing in on WOR April 16th, will be co-emceed by Billy and the very lovely Anne Russell, of "Market Melodies" fame. Anne's hubby, Bill Russell, is producing. . . . Ezra Stone bowing out of producing and directing the "Aldrich Family" to collaborate on the libretto and handle the entire staging of the new Deems Taylor-Puccini opera for Milton Shubert. . . . Ben Gross' guest lecture at Syd Eiges' Columbia U. publicity class postponed until next Tuesday on account of that Waldorf Academy affair tonite.

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● ● ● Dizzy Dean, already announced to do a stint before and after the Yank ball games for Philip Morris, has also been pacted as the third man with Mel Allen to handle the telecasting of the games as well, or, at any rate, half the games. This will pose quite a problem for our boy. He does the pre-game show from a box seat on the field where he talks to the players. On the days he's skedded to telecast the game, that means he'll have to hot-foot it from the field to the TV booth in no time flat.

AGENCIES

ARTHUR H. EATON has been named advertising copy director, and Walter H. Holt, account executive, in the drug division of Edwin, Wasey & Co., Inc. Eaton was formerly copy supervisor at Young & Rubicam, Inc. while Holt was an account executive at Duane Jones

MEYER CHEMICAL COMPANY of Detroit has appointed Hoffman Advertising, Inc.

WALTER P. LANTZ has been named advertising manager for the Bristol-Myers Company. He was formerly with the Lambert Company.

MORE than 500 agency, media and advertising people are expected at the 1950 annual meeting of the American Association of Advertising Agencies to be held at the Greenbrier in White Sulphur Springs, West Virginia on March 31 and April 1. Top speaker will be Secretary of Commerce Charles Sawyer. (RADIO DAILY, March 7).

R. M. BUDD has been named general advertising manager of the Campbell Soup Company. Company has also announced that H. M. Stevens has been appointed advertising manager of soups, and J. Johnson as advertising manager of Franco-American products.

Appeal For Leper Colonies Get Results On NBC Show

A single thirty-second appeal Jack Berch on his NBC program has changed a small charity service to leper colonies in South Africa a mammoth project that will take the entire population of Richmond, Quebec, to handle. Mrs. Edw. Russell, Captain of the 8th Ontario Lone Guide Company (an organization of girl scouts who live together, apart for regular meetings and activities) is the woman behind it. She had been advised that a lone guide company also existed in a leper colony in South Africa and that they were requesting the most gift of scrapbooks of used Christmas cards. The two smallest leper colonies in Maseru, Basutoland, South Africa and Pretoria, South Africa have a total of 1,000 lepers.

While making arrangements to have the scrapbooks made up and sent to the colonies, Mrs. Russell wrote Jack Berch asking if he could make an appeal. In six weeks time she was swamped by a total of 5,000,000 cards, filling 370 mail bags and weighing 38,000 pounds. Printing her charitable work were an additional 10,000 individual letters. To top it all, Jack Berch made a personal visit to invite the Russell family (including five children) to come for a visit to New York as guests of NBC.

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, March 21, 1950 — TELEVISION DAILY is fully protected by register and copyright

CBS TO CLOSE COLOR TESTIMONY

TELE TOPICS

ABC-TV's telecoverage of basketball's National Invitation Tournament finals at Madison Square Garden last Saturday night was one of the best special events telecasting jobs of the current season. The game itself, which pitted highly touted Bradley University against the under-rated CCNY five, was a thriller. The cameras seemed to be spotted in just the places that action would most likely take place, and the scanning from one end of the court to the other was almost perfect, it was so smooth. The announcer—and would there were more like him—interrupted only occasionally to comment on some aspect of the game. He let the action on the floor speak for itself and it practically screamed as caught by the web's alert and basketball wise director and cameramen.

ROSS REPORTS" will continue publication even though Wally Ross has been named sales director for World Video, Inc. . . . WNBT will initiate daytime programming May 2 as planned despite industry rumors to the contrary. . . . Ronson denies pulling out of radio entirely. Admits, however, that money saved by dropping the Johnny Desmond I AM show will be expended on the video version of "Twenty Questions" over ABC-TV. . . . WDTV has postponed release date of its Rate Card No. 4 to May 1. . . . New York Telephone Company plans to use all New York State TV stations in current campaign now being telecast over nine video outlets.

AL CAPP and Abe Burrows agreed on "People's Platform" that humor is on the down grade—mostly because of too many taboos. . . . "Cricket" Skilling of WNBT's "Friendship Ranch" has logged 13 years of showbiz time since he was born in 1933. . . . Sheila John Daly, Chicago Tribune columnist, bowed on TV yesterday with "The McCarthy Gang" over WGN-TV. . . . John Meck Industries, Inc., introduced four new console and table combination radio-TV models in Chicago. . . . Tom Harmon is replaced today by George Dvorak on the "KFI-TV Newsroom" stint. He's moving on to take over the "Harmon On Sports" series. . . . Bill Cochran, WNBC-WNBT staff announcer, is now freelancing.

KPIX, San Francisco, has picked up a sponsor for a full hour of "CBS Wrestling." . . . Southern Dairies will pick up the tab for "Hopalong Cassidy" over WTVR, Richmond. . . . KGO-TV, San Francisco, reports the sale of 13 hours weekly to nine new sponsors during the first ten days of this month. Vincent Francis, Gil Freeman and Julian Kaufman co-operated in getting the sponsor signatures on the dotted line.

Jurisdiction Claimed By Screen Directors

West Coast Bureau of RADIO DAILY
Hollywood—The Screen Directors Guild of Hollywood has taken decisive steps to protect its members who are now engaged in the television field by announcing immediate action to establish jurisdiction over the directors, of both filmed and 'live' programs, whose work appears on television screens. George Marshall, president of the SDG has announced that, under Section 9 of the Labor Management Relations Act, the Guild is the bargaining representative for television directors.

This action was prompted by five years' research of the television field and by the rapidly increasing employment of Screen Directors Guild members in the preparation of film material for the world's television screens. This research probed every aspect of television from the basic engineering to the end product as it 'moves across the screen' in the viewer's home. It is the opinion of the SDG that television, where it is available to the consumer, is reaching the same consumer who has come to rely on the Hollywood moving picture for entertainment for more than a score of years.

Met Star Rise Stevens Turns Sports Reporter

West Coast Bureau of RADIO DAILY
Hollywood—Rise Stevens, heretofore known as a star of the Metropolitan Opera, has been signed to do—of all things—a radio and television sports show called—again, of all things—"The Glamour Side of Sports." The program is a Joyce Selznick Production packaged by Coast to Coast Productions.

CBS Lists Savings In New Cost Manual

A new TV cost manual, effective March 1, promises substantial savings in web facilities and personnel charges, according to an announcement yesterday by Columbia.

Included in the revised rate structure is a 9 per cent reduction per hour for "Set Design"; a 6 per cent reduction in the hourly "Operating Labor" rate; a 30 per cent reduction in the hour rate for "Lighting Supervision"; 23 per cent hourly rate reduction for "Prop Shopping"; and a 25 per cent per hour reduction for "Wardrobe Attendants."

"Based On Experience"
CBS says these reductions are based on experience which has contributed to efficiency, and also on the establishment of an assembly-line operation in production facilities. Then too, according to the web, the steady re-employment of sets and storage of props has been a contributing factor. This last has amounted to a 20 per cent saving over last year.

L. I. Dealers Protest Admiral's Direct Sale

The direct sale of 4,000 video receivers to Levitt & Sons, Inc. by the Admiral Corporation has 20 Long Island, N. Y. Admiral Corporation television and appliance dealers up in arms. The dealers, in a letter signed by their collective attorney, protested the sale to Admiral and threatened to cancel all pending orders within ten days unless "an adjustment is made."

The letter further charged that the Levitt sale was "a breach of contract and a breach of trust." Admiral spokesmen refused to comment because, they said, the letter had not yet been received.

Stanton To Appear Before FCC On Wednesday

Washington Bureau of RADIO DAILY
Washington—The appearance of Frank Stanton, president of CBS, before the FCC on Wednesday will complete CBS' direct testimony in the Commission's color television hearings, it was announced yesterday. Shortly following the completion of Stanton's testimony, cross-examination of principal witnesses thus far heard will begin.

It is expected that Stanton will outline his network's future plans with regard to programming, types of programming and hours of telecasting in color should the Commission decide to give the go-ahead signal to the system devised for CBS by Dr. Peter Goldmark and his associates. In addition, Stanton is expected to add a "kicker" to his statement before the Commission but, as of yesterday, he would not reveal the nature of his addendum.

Informed sources believe that—at the outside—the entire color hearings which started last fall should be completed by April 15 with the Commissioners handing down their decision sometime early next summer. Current indications are that they will approve some sort of color video.

Major protagonists who have thus far testified in behalf of their individual systems are, in addition to CBS, Color Television, Inc. and RCA.

Compatibility has been the chief stumbling block to an FCC approval of color transmission, and the introduction and explanation of several types of conversion systems from black-and-white has consumed much of the time thus far involved in the hearings.

Armstrong Cork Plans

The newly purchased Tuesday time segment on NBC-TV by the Armstrong Cork Company, which supposedly represents a million dollars in billings, will be filled by an NBC housebuilt dramatic program, it was revealed yesterday in New York. The program premieres on June 6.

KGO-TV Show Bought

The San Francisco Family Theater, is on KGO-TV for 26 weeks, Mondays at 8:30 p.m., sponsored by the San Francisco Federal Savings and Loan Association. These film programs (given a local title for presentation here) are rated as one of the ten top dramatic shows of East Coast TV.

SONGS WITH THE LARGEST TV AUDIENCES Survey Week Of March 10-16, 1950

THE TOP 5 SONGS OF THE WEEK

Bibbidi Bobbidi Boo.....	Walt Disney
Dearie	Laurel
It Isn't Fair.....	Words & Music
It's So Nice To Have A Man Around The House.....	E. H. Morris
With My Eyes Wide Open.....	Crawford

THE 5 FAVORITE STANDARDS OF THE WEEK

A Little Bit Of Heaven.....	Witmark
It's The Same Old Shillelagh.....	Shapiro-Bernstein
Lover	Famous
Molly Malone.....	Harms
Tea For Two.....	Harms

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AM Support Praised By Religious Leader

(Continued from Page 1)

support, Dr. Stuber stated that 1,005 sets of the series "Operation Good Samaritan" (six transcribed dramas of 15 minutes length each) were used on local stations. In addition, Mutual, ABC, NBC, and CBS networks each donated time for half-hour shows featuring the appeal for "One Great Hour of Sharing." The dramas were produced by Dr. Albert Crews for the Protestant Radio Commission and employed actors, actresses, and orchestras of the various networks.

The show produced on Mutual called attention specifically to the situations needing relief in Japan. NBC's drama concerned displaced persons and refugees; while the ABC program was a documentary of world needs. A general round-up of world needs was given on the CBS half-hour drama.

On television, the appeal was brought forward by 20-second spots on film sent to every television station in the country. In addition, the DuMont network donated three of its Morning Chapel programs, and Dr. Stuber was asked to describe the total campaign on George Putnam's program.

"No religious campaign, as far as I know, has received such extensive television coverage as 'One Great Hour of Sharing,'" Dr. Stuber said.

The actual purpose of all programs, and such public service spot announcements as individual stations and news commentators could give, was an appeal for people to attend church on March 12th and to donate to the general fund for world relief. Since each denomination has its own overseas relief organizations, the funds collected were distributed among several organizations, including Church World Service, Inc., with which Dr. Stuber is affiliated. No estimate of the total amount collected can be given for at least a month, since the donations must first be cleared through local and state church treasuries.

"I am deeply grateful, and quite overwhelmed, by the tremendous support given this world relief appeal," said Dr. Stuber. "It is far beyond anything we had planned or expected."

Wedding Bells

James Sheldon, producer of "We the People" for Young & Rubicam, was married to Dr. Eleanor Bernert, sociologist at the University of Chicago, on March 19th at Tarrytown, New York.

WANTED

SCRIPT EDITOR & ASSOCIATE PRODUCER

Experienced with all types of scripts, special emphasis on children's adventure strips and melodrama. Write

Box No. 119, RADIO DAILY
1501 Broadway New York 18, N. Y.

WINDY CITY WORDAGE

By HERB KRAUS

● ● ● Lois Fisher, cartoonist and children's author, begins a once-a-week children's program over WENR-TV on Saturday. Producer will be Jules Pear for the Herbert S. Laufman agency. Miss Fisher, is the author of "Bill and His Neighbors," and formerly conducted her own program over WPIX, New York. . . . Chicago will have still another weekly TV magazine

Chicago

when Tele-guide hits the stands Wednesday (29). Publisher will be Earl Bush, former staffman for Radio Guide. . . . J. MacKenzie Ward joins CBS Western Sales Office Monday (27). He was formerly with Mutual. . . . New WGN salesman is Stu Stewart who was formerly with WCFL and several out of town stations. Former WGN salesman Joe Burns has joined Fitzpatrick and Chamberlain, West Coast Tribune reps. . . . Three outstanding Chicagoans participated in a WBBM educational program last Sunday on the history of voting in democracies. Pointed toward encouraging citizens to vote in the April primaries and sponsored by the League of Women Voters, the program featured Mrs. Clifton Utley, wife of the WMAQ commentator; Milburn Akers, managing editor of The Sun Times, and Daggett Harvey, vice-president of the Fred Harvey Company.

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● ● ● Cliff Norton and his wife Patsy celebrate doubly today when they observe their birthdays. . . . Both will be 21. . . . Tony Waitzel becoming one of Chicago's favorite newsmen, especially since he started his ten-minute across-the-board show over WBBM at 10:20 p.m. . . . Evans Fur Company bankrolling a new feature film series over WGN-TV began yesterday with "Dark Journey," starring Vivien Leigh and Conrad Veidt. . . . on deck for subsequent Mondays are "Young in Heart," "Jamaica Inn" and "Dinner at the Ritz." . . . Sheila John Daly, Trib teenage columnist, took to the air with a TV amateur show called "The MacCarthy Gang," yesterday. . . . Each week she will have talent from city high schools. . . . M. J. McCarthy Motor Sales, sponsors and Barry McKinley directs. . . . Richmond Lewis, KTRÉ, Lufkin, Texas, general manager, was a Chicago MBS visitor last week. . . . Betty McCord, staff member at the Chicago Community Fund, replaces Trudee Marlin as secretary to Dave Moore, WBBM publicity chief. . . . If Marine Palmer, the attractive brunette who dances on "Stop the Music," (ABC-TV) seems to monopolize the big spotlight, there's a good reason. Few days ago, she trekked the middle aisle with Walter Urban, the show's top electrician. . . . The big splash on the American track and field scene—the annual Chicago Daily News Relays—was telecast last Saturday nite by WENR-TV here and WTMJ-TV, Milwaukee. Pat Flanagan, who once viewed the Cubs for WBBM, narrated the action.

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● ● ● WGN-TV has pacted for 22 Eagle-Lion films, several of which will be getting their first video screening in Chicago. . . . Among the batch are "The Town Went Wild," with E. E. Horton and Freddie Bartholomew, and "The Enchanted Forest" starring Edmund Lowe and Brenda Joyce (who once played Tarzan's mate). . . . Donald Getz, WGN sales promotionite, added a baby boy to his household late last month. Scaled in at 6½ pounds. . . . And to announcer Bill O'Connor, also of WGN, the stork called with Kathy Dawn. . . . That special Easter show an appliance maker is putting on TV will probably have the largest potential audience that a video program has ever been accorded. The sponsor man has ordered 28 non-interconnected stations to carry the extravaganza via kinescope, in addition the 27 NBC television affiliates slated to carry it live. . . . John W. Mulholland, formerly with Independent Metropolitan Sales and WOAK (FM), Oak Park, has been added to the NBC Chicago national spot sales staff. . . . That puppy-naming contest the "Quiz Kids" are running on their TV shot received nearly 6,000 entries in the first two days. . . . Jack Ryan, flack chief at NBC, addressed the Mt. Prospect, Ill., Men's Club last Friday.

Sees '50 Listenership As Higher Than 1949

(Continued from Page 1)

audience in its morning Tello-Test slot and KTUL reports a current Hooper of 11.7 in the Tulsa area. Paul Elliott, commercial manager of KRNT, Des Moines, reported the program going strong in its third year with a rating of 8.5.

Even higher ratings were reported by Schwimmer in the small market areas. He cited as examples: WDAY, Fargo, N. D., with a 28.0 rating and WTOG, Savannah, Ga., with 17.1.

Brand Names Luncheon Expected To Attract 1,000

(Continued from Page 1)

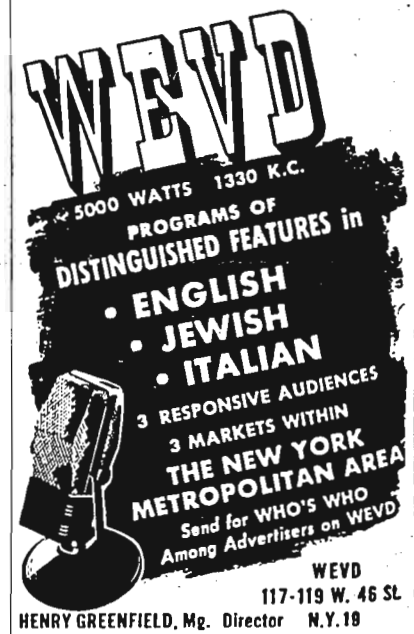
of the California Institute of Technology, will address the luncheon of Brand Names Day—1950 at the Waldorf-Astoria on April 5th. The luncheon will highlight the fifth annual all-day conference to be sponsored by Brand Names Foundation, Inc. An attendance of more than 1,000 civic and business leaders is expected.

Heading a long list of stage, screen, and radio stars who will entertain at the luncheon, is Ethel Merman.

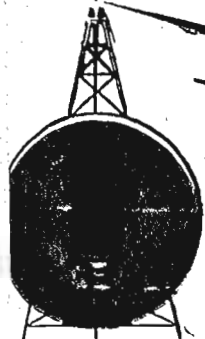
At the afternoon meeting, outstanding executives in sales, production, retailing and wholesaling will discuss "The Case for Brands and Advertising." Howard A. Trumbull, prexy of National Family Opinion, Inc. will then reveal findings of a comprehensive survey of the buying habits of 2,000 typical American families.

Will Air Safety Conference

Eight of the main sessions of the 20th annual convention of the New York Safety Council will be aired by WNYC, March 28 to 31. Sessions will emanate from the Hotels Statler and Governor Clinton.



WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
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3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
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HENRY GREENFIELD, Mg. Director
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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 55

NEW YORK, WEDNESDAY, MARCH 22, 1950

TEN CENT

FCC BUDGET INCLUDES CONSULTANTS

French Radio Expanding Activities In U. S.

Free ET Service May Extend To 300 Outlets

Programs of the French Broadcasting System in North America (Radio Diffusion Francaise) will soon be carried by some 300 stations in the United States, Canada and the Republic of Panama, Pierre Crenesse, director revealed yesterday. Stations now carrying the programs which

(Continued on Page 3)

WNEW Business Up; Herbert Optimistic

"Radio in general, and particularly independent radio, if properly programmed and properly sold, is still the country's Number One mass medium," Ira Herbert, WNEW vice-president and director of sales declared yesterday when he revealed that the station's business for the

(Continued on Page 8)

Hill News Program Renewed On ABC

Sponsorship of the news commentaries by Edwin C. Hill on NBC have been renewed by Miles Laboratories, Inc. The 22-week contract, which is effective Monday, April 3rd., specifies that the broadcasts will cover 70 stations of ABC's

(Continued on Page 6)

NBC Signs DiMag

Joe DiMaggio, who bowed off CBS on March 11, has been signed by NBC radio for a series of sports commentary programs starting April 15 in the 7:30 to 8 p.m. (EST time slot). The program will have an interview format with jolting Joe on the asking end of questions fired at well-known guests. No sponsor is in the picture as yet.

Movie Stars Aiding U. N. Series

Seventeen movie stars will participate in the first of the new United Nations documentary series which will be presented on Mutual during the coming months. The first program titled, "Document A 777" dealing with Human Rights will be heard from 9:00 to 10:00 p.m., EST, on Sunday, March 26, and will originate in Hollywood. Among the stars who will participate are Charles Boyer, Lee Cobb, Ronald Coleman, Joan Crawford, Maurice Evans, Jose Ferrer, Marsha Hunt, Alexander Knox, Charles Laughton, Sir Laurence Olivier, Vincent Price, Edward G. Robinson, Van Hellin, Hilda Vaughn, Emlyn Williams and Robert Young.

New Loan Announced By ABC President N. Y. Delegation Attending CAB Meet

Completion of arrangements for a standby loan agreement for \$2,500,000 for a one-year term by the American Broadcasting Company with the New York Trust Company was announced yesterday by Robert E. Kintner, president of the network.

In declaring that "the business progress of ABC shows the wisdom of this course," Kintner pointed out that since January 1 the company

(Continued on Page 7)

A delegation from networks, advertising agencies, and station representatives are making plans to attend the convention of the Canadian Association of Broadcasters March 27th-30th, at the Hotel General Brock on the Canadian side of Niagara Falls.

Speakers at the convention will include: Robert J. Burton, vice-president of BMI and general manager of BMI Canadian Limited; Sam

(Continued on Page 8)

Patchogue Station OK'd; Other Activities At FCC

Washington Bureau of RADIO DAILY Washington — The FCC has released an initial decision by examiner Hugh Hutchison, granting the application of Mis-Island Radio, Inc., for a new station in Patchogue, N. Y., to operate on the 1580 band, 250 watts daytime. Turned down

(Continued on Page 8)

Met Life Renews Programs On Columbia Network

Metropolitan Life Ins. Co., has renewed its sponsorship of the five-a-week news period on CBS network from 6:00 to 6:15 p.m. The renewal runs until June 30th. Allan Jackson, CBS Washington reporter, will take over the program beginning Monday, April 3rd from Eric Sevareid

(Continued on Page 2)

Streamlining Plan Provided For In New Budget

Washington Bureau of RADIO DAILY Washington — Earmarking \$25,000 for the employment of outside consultants to aid in the streamlining of the FCC, the House Appropriations Committee yesterday recommended a budget of \$6,625,000 for the commission's fiscal year beginning in July. This is exactly \$25,000 above

(Continued on Page 3)

Summer Programs Sought On West Coast

West Coast Bureau of RADIO DAILY Hollywood—With an eye on summer replacements, NBC is staging a series of auditions here with the hopes of landing some network summer shows that will be saleable.

Among the show already auditioned are:

"One Hour to Kill," a unique 60-minute whodunit; "Science Fiction"

(Continued on Page 2)

Lee Tracy Signed For Series On WOR

A program of theatrical news and gossip featuring Lee Tracy, stage and screen star, will be aired by WOR on Wednesdays from 9:15 to 9:30 a.m., beginning April 5 under

(Continued on Page 3)

Anti-Histamine Companies Defend Advertising Copy

Emphatic denials of Federal Trade Commission allegations that Bristol-Myers Company and the Anahist Company, Inc. were using "false and misleading" advertising to promote the sale of Resistab and Anahist were voiced yesterday by officials of both companies.

Wallace Drew, advertising executive of Bristol-Myers, makers of the anti-histamine preparation Resistab,

reported that their advertising claims only to stop cold symptoms. No claim is made that the drug is a cure or preventative for a cold as charged by the FTC, he added.

Drew said that the charges are made as a "blanket allegation" and that the company will be required to defend its advertising. Such actions might drag on for many

(Continued on Page 3)

Anniversary

Sigmund Romberg celebrated his 40th anniversary in show business on Friday, March 17 with a special appearance at Carnegie Hall. Productions by Romberg include: The Desert Song, The Student Prince, New Moon and Maytime. Leading songwriters participated in the celebration with proceedings being recorded for future use.



Established Feb. 9, 1937

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

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

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

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

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

ROME BUREAU
John Perdicari
Ludovisi 16

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

FINANCIAL

(March 21)

FINN—MARCH 21, 1950—
NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	9	8 7/8	8 7/8	+ 3/8
Admiral Corp.	25 1/2	24 3/4	25 1/4	+ 3/8
Am. Tel. & Tel.	152 1/2	152	152 1/2	+ 3/4
CBS A	32 5/8	32 1/4	32 1/2	+ 1/2
CBS B	32 1/2	32	32 1/2	+ 1/2
Philco	38 1/2	37 1/4	38	+ 3/8
RCA Common	14 3/4	14 3/8	14 1/2	+ 1/4
RCA 1st pfd.	78	77 3/4	77 3/4	+ 1/4
Stewart-Warner	15 3/4	15 1/8	15 1/2	+ 1/4
Westinghouse	34 1/2	34 1/8	34 3/8	+ 1/8
Zenith Radio	52 3/4	51 1/4	52 1/2

NEW YORK CURB EXCHANGE
Hazelton Corp. 19 1/2 19 1/4 19 1/4 - 3/8
Nat. Union Radio 3 3/4 3 5/8 3 5/8 - 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	19 1/8	20 1/8
Stromberg-Carlson	14 1/8	15 3/8

Shuler On Coast

Robert Shuler of Young & Rubicam's New York office, assigned to the Hollywood staff for the forthcoming "Silver Theater" TV series to be filmed at the Jerry Fairbanks Hollywood studios which starts Wednesday, March 22, has arrived here. He and Bill Sterling will serve as assistants to director Frank Telford.

Harper To Speak

Marion Harper, Jr., president of McCann Erickson, will address the Radio Executives Club luncheon at the Hotel Roosevelt tomorrow. Harper will speak on "The Naked Truth."

★ COMING AND GOING ★

WILLIAM C. GITTINGER, Columbia network vice-president and assistant to the president, tomorrow will leave for Cleveland, where on Friday he will deliver an address at a meeting of the Cleveland Advertising Club, discussing "Is Radio Here to Stay?"

NAT ABRAMSON, director of the WOR Artists Bureau, is aboard the Mauretania heading for a Caribbean cruise.

BOB BLAKE, publicity director at WOR, is vacationing for a week at a farm west of Albany, N. Y.

DORIS CORWITH, supervisor of talks and religious programs at NBC, tomorrow will leave for a week at Clearwater Beach, Fla.

JAMES WOODRUFF, general manager of WRBL, Columbus, Ga., a visitor yesterday at CBS, with which the station is affiliated.

NAT V. DONATO, sales manager of C. P. MacGregor Transcriptions, leaving momentarily for Niagara Falls, Ont., where he will attend the CAB convention, which opens next Monday.

RALPH N. WEIL, manager of WOV, today will leave on a West Indies cruise. He'll be gone for about two weeks.

LEON LEVINE, director of discussion broadcasts at CBS, and DWIGHT COOKE, moderator of the "People's Platform," left yesterday for Philadelphia to attend the annual Philadelphia Bulletin Forum.

JAMES CONNOLLY, of the station department at ABC, left yesterday on a business trip to Dallas, Fort Worth and Houston, Tex. He'll be back March 27.

JOHNNY AMBROSE, sports editor at WTAG, Worcester, Mass., is in New York for the NCAA basketball tournament.

MIKE JABLONS, radio and video publicist, post cards from Key West, Fla., that he's on a nine-day vacation trip in the tropical climes.

JOSEPH S. SINCLAIR, production facilities director at WJAR-TV, Providence, R. I., left Monday on a 10-day vacation trip to Sarasota, Fla.



Hand me down my walking cane!

This big Ringling Brothers elephant is all set to go places now that she's got her walking cane.

Plenty of radio advertisers are going places with their sales programs on W-I-T-H, the station that delivers a big PLUS audience in Baltimore. W-I-T-H has more regular home listeners-per-dollar than any other station in town. And in addition, a survey supervised by the Johns Hopkins University shows that of all radios playing in barber shops, 49.3% were tuned to W-I-T-H!

So get in on low-cost results in Baltimore. Get W-I-T-H on your list fast! Get all the facts from your Headley-Reed man today.



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

15 Stations Renew For World ET Service

Fifteen radio stations in various parts of the country have renewed their present contracts with the World's vast transcribed library service.

The stations are as follows: WLPO, La Salle, Illinois; WKJG, Ft. Wayne, Indiana; KTSW, Emporia, Kansas; WDLF, Panama City, Florida; WBKB, Chicago, Illinois; WTMV, East St. Louis, Illinois; KIMV, Hutchinson, Kansas; WSFC, Sommerset, Kentucky; WSON, Henderson, Kentucky; WVJS, Owensboro, Kentucky; KMLB, Monroe, Louisiana; WFBR, Baltimore, Maryland; WOOD, Grand Rapids, Michigan; KGHL, Billings, Montana.

Strike It Rich Schedule Goes To 5-A-Week, Apr. 1

"Strike It Rich," CBS audience participation program heard Sundays, begins a five-a-week schedule on Monday, April 3rd., under sponsorship of Colgate-Palmolive-Peet Company (CBS, 4-4:30 p.m. EST).

Warren Hull continues as emcee; Walt Frammer, the originator, continues as producer-director and editor-in-chief with Joseph Gottlieb as principal writer. Bert Buhrman will be music director. Barbara Hotchkiss, originator of several audience-participation programs, will be director of research. Stage manager Peter Arnell will process the thousands of weekly letters competing for a chance to be on the program. Supervisor of the show is Max Wylie, and Wendell Adams will direct for William Esty & Co., the sponsor's representatives.

Heads Beech-Nut Co.

J. S. Ellithorp, Jr., was elected president of Beech-Nut Packing Company, at a meeting of the company's board of directors held yesterday at Canajoharie, N. Y. At the same time, W. C. Arkell, president since 1941, assumes the post of vice-chairman of the board.

Summer Programs Sought On West Coast

(Continued from Page 1)

Theater," adventure drama narrated by Marvin Miller; The Hedda Hopper Show; "The Doctor," a documentary on the medical profession treated along the lines of "Dragnet"; "Tex Williams Show," western drama-musical; "A Slice of Life," dramatic show with Tony Leader triple-hitting as writer-director-actor, and "Sara's Private Eye," comedy-mystery, with multi-dialectician Sara Berner.

Additional Programs

In addition, the following shows are slated for audition within the next month: "The Daley Family," with Cass Daley; "Bunco Detail"; "Mrs. Mike," based on the Benedict and Nancy Freedman's best-selling novel and directed by Edna Best; "Court of Last Resort," with Erle Stanley Gardner as writer; "Penny," starring Penny Singleton; Tim Holt Show, western adventure; "Steve Grayce, House Detective," written by Raymond Chandler; "Undercover Bureau," an adventure series featuring a gal gumshoe; "Girl Detective," featuring a female investigator, with Celeste Holm as the star and stories by Octavious Roy Cohen; "The Carriage Trade Supper Club," variety show produced by Joe Rines; "Major North," mystery-adventure series; "Mr. Digby," comedy-mystery series, with Paul Douglas, and "The Voices of Walter Schumann," a musical-choral show featuring an augmented choir and orchestra.

Met Life Renews Programs On Columbia Network

(Continued from Page 1)

who will undertake another CBS news assignment, Monday through Friday, 11:00-11:15 p.m., EST. Metropolitan also renewed its Monday through Friday sponsorship of "Dave Vaile and the News" on CBS West Coast stations. Agency for Metropolitan is Young & Rubicam, Inc.

Commission To Hire Outside Consultants

(Continued from Page 1)

the present appropriation, but \$287,000 below what the budget bureau recommended for the Commission.

Employment of outside experts had been recommended by the Appropriations Committee staff a year ago, but it was later discovered that the Commission lacked the legal authority to secure the services of an engineer-consultant. The committee staff had directed its recommendation specifically to the Commission's handling of broadcast and TV applications and other licensing matters.

International Fund Provided

The single appropriation bill offered yesterday included also a total of \$34 million for the State Department's International Information and Educational Activities, a reduction of \$2,645,000 from the budget estimate. The committee specified that "the reduction recommended is not to apply in any respect to the proposed program for radio broadcasting ('The Voice of America')." It was suggested that the budget for pamphlets describing the radio broadcasts be cut considerably.

Apparently forgetting the constant Congressional eruptions over Voice broadcasts which have been displeasing to this or that member of Congress, the committee reported that "an analysis of the budget submission for the entire program reflects an unusually high amount for supervision, direction and planning."

Lee Tracy Signed For Series On WOR

(Continued from Page 1)

the sponsorship of the Baker Brush Company. The company will use the spot for institutional advertising, playing up high-quality decorating and to emphasize the importance of buying high-grade brushes.

Baker has used spots with success in the past and has been in paint brush making for some 70 years. Plans include using WOR at the outset of the campaign to educate people on the use of paint brushes and expanding to other stations later.

Tracy, star of the 1928 hit, *Front Page*, was last seen on Broadway in the Brock Pemberton production, *Mr. Barry's Etchings*.

Will Sponsor Dodgers

Broadcasts of the 1950 Brooklyn Dodgers baseball games over WMGM will be sponsored by the F & M Schaefer Brewing Company and the Post Cereals Division of General Foods, Inc. Sportscasters will be "Red" Barber, Connie Desmond and Vince Scully.

All three are now at the Dodger camp in Vero Beach and are airing 14 pre-season games on WMGM. The two sponsors for the games are the same as last year.

French Radio Activity Here Expanding To 300 Stations

(Continued from Page 1)

are non-commercial free to any station, total 200. New subscriptions are being taken in a special drive and already more than 50 stations have agreed to schedule the shows, Crenesse said.

Included on the schedule are the following programs: Five Centuries of French Music, Songs of France, Gai Paris, French in the Air, Bonjour Mesdames, This Week in France and a dramatic show. Aim of the programs is to better relations between France and other countries.

Stations now carrying programs produced by the French Broadcasting System are:

In Alabama—WTNB, Birmingham; WOOF, Dothan; WJBY (AM & FM), Gadsden; WNGY, Montgomery; WTBF, Troy. In Arizona—KGAN, Kingman; KGIA-FM, Thatcher. In Arkansas—KDRS, Paragould. In California—KDLA, Auburn; KNOB, Long Beach; KGER, Long Beach; KPMV, Los Angeles; KUSC, Los Angeles; KSCS, Los Angeles; KMOD, Modesto; KPCC, Pasadena; KBLF, Red Bluff; KRON-FM, San Francisco; KEEN, San Jose; KPIK, San Luis Obispo; KWOL, Santa Monica; KCVN, Stockton; KTUR, Turlock; KSYC, Yreka. In Colorado—KOKO, La Junta.

In Connecticut—WGCH, Greenwich; WMMW-FM, Meriden; WBIB, New Haven. In the District of Columbia—WASH-FM, Washington; WQQW, Washington. In Florida—WBAY Coral Gables; WTMS, Miami; WCNH, Quincy; WIKY, Sarasota. In Georgia—WQXI, Atlanta; WABE, Atlanta; WALB, Albany. In Idaho—KCID, Caldwell; KWEL, Weiser. In Illinois—WBEZ, Chicago; WXRT, Chicago; WFJL-FM, Chicago; WEPS, Elgin; WFJB, Freeport; WONC, Kankakee; WGGH, Marion; WSIV, Pekin; WLL, Urbana. In Indiana—WTTT, Bloomington; WCSI, Columbus; WCNB, Connersville; WIKY, Evansville; WGRE, Greencastle; W V S H - F M, Huntington; WNAS-FM, New Albany; WSRK, Shelbyville; WKAM, Warsaw; WBAA, West Lafayette.

In Iowa—KDTH, Dubuque; KXIC, Iowa City; WSUI, Iowa City; KWPC-FM, Muscatine. In Kentucky—WHIR, Danville; WBKY, Lexington; WMTG, Vaneleve. In Louisiana—WLSU-FM, Baton Rouge; KSIG, Crowley; KLFY, Lafayette; KLOU, Lake Charles. In Maine—WLAM, Lewiston; WAGM, Presque Isle. In Maryland—WMCP-FM, Baltimore; WGAY, Silver Springs. In Massachusetts—WAMF, Amherst; WBMS, Boston; WBET, Brockton; WVOM, Brookline; WMIT, Cambridge; WHOB, Gardner; WBSM, New Bedford; WMFM, WMBN, North Adams; WSFL, Springfield.

In Michigan—WUOM-FM, Ann Arbor; WDET-FM, Detroit; WDRT, Detroit; CKLW, Detroit; WKAR, East Lansing; WMDN, Midland; WMLN, Mt. Clemens; WKNK, Muskegon; WHLS, Port Huron. In Minnesota—WXLT, Ely; KUOM, Minneapolis; WCAL, Northfield. In Mississippi—WROX, Clarksdale; WLAU, Laurel. In Missouri—KREI, Farmington; KIMO Independence; KFSS, Joplin; KWOC, Poplar Bluff; KTR, Rolla; KCLC, St. Charles; KSLH, St. Louis; KFUD, St. Louis. In Montana—KAVR, Havre; KGVO, Missoula. In New Hampshire—WMOU, Berlin; WVNH, Rochester. In New Jersey—WSNJ, Bridgeton; WCTC, New Brunswick; WSOU, South Orange; WTNJ, Trenton.

In New York—WOKO Albany; KSLU, Canton; WKRT, Cortland; WEOS, Geneva; WWSC, Glens Falls; WVBR, Ithaca; WJOC, Jamestown; WPUV-FM, New York; WKCR, New York; WNEW, New York; WGHE-FM, New York; WRUR, Rochester; WRUC,

Robinson To Host Stengel

Casey Stengel, manager of the N. Y. Yankees, on Sunday will be heard as guest on Jackie Robinson's program over ABC, from 10:30-11 p.m.

Anti-Histamine Firms Defend Their Advtg.

(Continued from Page 1)

months or even years. No change in any radio advertising is contemplated, he continued.

A complaint lodged by the FTC last year against Ipana, another Bristol-Myers product, is still pending. Currently, the company is carrying Break the Bank on both radio and television and is running a heavy spot campaign.

Stanley S. Lasdon, executive vice-president of Anahist, also made denials of the FTC complaints. He too said their advertising only claimed to "stop cold symptoms." Anahist made "no claim that it would kill a cold virus," he continued. The company is "not at all disturbed" by the FTC complaint, he reported. Anahist has been another heavy radio time buyer.

Brought out by both concerns was the fact that the FTC charges were made and publicized before any rebuttal or chance for defense could be made. Such charges might hurt their business without a trial.

Stork News

Arthur Miller, publicist, and Mrs. Miller announce the birth of a son, Andrew Howard, 7 lbs, 14 oz., March 16th at Gotham Hospital.

for profitable selling **INVESTIGATE**

WDEL

WILMINGTON
DELAWARE

WGAL

LANCASTER
PENNSYLVANIA

WKBO

HARRISBURG
PENNSYLVANIA

WRWA

READING
PENNSYLVANIA

WORK

YORK
PENNSYLVANIA

WEST

EASTON
PENNSYLVANIA

WDEL-TV

WILMINGTON
DELAWARE

WGAL-TV

LANCASTER
PENNSYLVANIA

STEINMAN STATIONS

Clair R. McCollough, Managing Director

Represented by **ROBERT MEEKER ASSOCIATES**

Chicago San Francisco New York Los Angeles

Mr. Station Manager:



"tello-test"

the coun

higher listenership ratings
one giveaway that stands up
hell or high water! Now, TE
with MERCHANDISE AWARDS on a
ment! Look for the greatest
history of radio . . . now on :

P.S. Watch for this astonishing offer to reach your desk!
If you do not get your copy of the broadside today
or tomorrow, write and ask for it!

...y's No. 1 giveaway, now has
...an a year ago! It's the
...nd goes ahead in spite of
...O-TEST becomes available
...tartling, unheard of arrange-
...nd most unique offer in the
... way to you!

Walter Schwimmer

Walter Schwimmer, Pres.

RADIO FEATURES, INC.

75 East Wacker Drive, Chicago 1, Ill.

LOS ANGELES

By ALLEN KUSHNER

ALLAN JONES has been signed to star in a dramatic presentation for the "Skippy Theater" series by producer Les Mitchell, a complete departure for the tenor singing star who's been featured in vocal roles exclusively. Program will be transcribed on March 27th for May 25th release nationally.

The Modernaires have been forced to remain another week at the Mark Hopkins Hotel in San Francisco due to the capacity business they are drawing. This means no rest for the singing group who are scheduled to report back this week for a picture at Columbia, "When You're Smiling," and their stint on CBS "Club 15" radio show.

"Johnny Grant At Ciro's" which has been appearing on KLAC, Sunday nights from 10:00 to 12:00, will also be on Monday through Saturday, beginning March 27th. The Monday through Saturday broadcast will start at 10:45 p.m., immediately following the Hollywood Stars baseball games, and will last until 12:00 midnight.

Robert Coon is new KTTV production manager.

Estelle Taylor is back in Hollywood and it looks like she and Hope Emerson will star in a new TV film series.

Baritone Jimmy Thompson says the biggest job of casting in Hollywood today is casting aspersions.

Now the Screen Directors Guild say they will take over all video directors of both filmed and live programs.

Ralph Edwards of "Truth or Consequences" fame is offering \$1,000 to the first person who appears at his microphone with a little man from a flying saucer.

As a good indication of the progress television is making . . . and incidentally of how KTTV is doing . . . Frank G. King, sales manager, today announced that 16,581 minutes of time have been sold by the station in the past thirty days. Reduced to hours, that is 276 and one third hours of new business.

Added authenticity was injected into Jerry Devine's "This is your FBI" presentation on ABC last week when Stan Jones, real District Park Forest Ranger and author of the popular hit tune, "Ghost Riders in the Sky," portrayed himself, a real-life forest ranger in a dramatic bit on the show. All of Devine's scripts are based on facts procured from the files of the FBI in Washington.

DAVID ROSS

Radio — Television — Films



By SID WHITE

Man About Manhattan. . . !

● ● ● AROUND TOWN: Today will be "Mayor Geo. Putnam" day in Jersey City, with Mayor Kenny stepping down for the day and Geo. taking over. It's all a gimmick from Putnam's Friday nite DuMont series, "What's It Like?" and Geo. wants to know what it's like to be mayor. Films will be made of the whole proceedings and shown on his show Friday nite. . . . John Gibbs phoned to tell us that the only trouble he's had in lining up properties for the Rob't Montgomery series is from the film companies. (Fight between pictures and TV naturally being tougher than between pictures and radio). . . . Mike Vallon and Chubby Goldfarb have inked Olin Downes to a TV contract and are readying a show for the famed N. Y. Times music critic. . . . Irony Dep't: Television, which revived wrestling, is banned in some coast spots because the promoters now feel it's fracturing the gate. What's more, the attendance at the matches has practically doubled! . . . Arrangements are under way to set up an International "Answer Man" radio series. Producer Bruce Chapman flew to Paris Sunday to clear final details for airing the series from several European cities. . . . That "Junior Celebs" show stemming from Billy Reed's Little Club tees off on WOR April 16th with Jack Barry handling the interviews and Danny Enright producing.

☆ ☆ ☆ ☆

● ● ● AMemos: "Light Up Time" isn't exactly our dish of tea for three reasons—Sinatra's sloppy singing these days, the squealing studio audiences and D. Kirsten's suppressed soprano on songs 'way beneath her. . . . Elmer Davis' ABC dissertations on the news are intelligent and well handled. (His subtle way of taking people to task is real art). . . . Jay Jackson must be rated among the better announcers. He reads copy as tho' he knew the commercial history behind it. . . . Best bet for a femme commentator spot: Irene Castle, a lucid, lovely lady, whose interests encompass big game hunting, fashions, dogs, the theater, etc. . . . Those winning horse tips prove again that WW always has made a lotta horse sense.

"Duffy's" Infringement Charged In Ohio Court

Cincinnati—The Bank of America National Trust and Savings Association of California, and C. Maurice Holland of New York City have filed suit in the U. S. District Court seeking an injunction and accounting against the Parnell Co. of Cincinnati and the Ohio Department of Liquor Control in connection with the alleged wrongful use of the name "Duffy's Tavern" by the Parnell Company in the sale of its liquors.

The plaintiffs, trustees for Ed Gardner, claim that exclusive rights, excepting motion picture rights, have been sold to Schenley Industries, Inc., for advertising, for which Schenley is paying \$1,000 weekly royalties for use of the name to advertise its Blatz Beer. The Parnell Co. has been using labels containing the trade name "Duffy's Tavern" on whiskeys, wines, and gin sold through Ohio State liquor stores, thus violating the trademark obtained by Gardner.

Hill News Program Renewed On ABC Outlets

(Continued from Page 1)

coast-to-coast network Monday, Wednesday, and Friday from 7:00-7:05 p.m., EST. Wade Advertising Agency of Chicago represents Miles Laboratories.

Seed Company Buys Basketball Coverage

Minneapolis, Minn. — Northrup King Company will sponsor the 1950 Minnesota State High School Basketball Tournament March 23, 24th, and 25th., when it is broadcast over WCCO, CBS outlet in the Twin Cities. Play-by-play accounts will be given by Stewart MacPherson, former BBC sportscaster who recently joined WCCO, and Ozzie Cowles, University of Minnesota Basketball Coach known to the WCCO audience for his "Ozzie Cowles Show" each Sunday afternoon at 1:30.

CHICAGO

By HERB KRAUS

CHARLIE ANDREWS has Needham, Lewis and Brorby, do full time free-lance writing. e scripts the Garroway shows, M and TV, and is doing "Studs' Place" Studs Terkel's new vehicle who has featured over WNBQ last Monday at 11:00 p.m. Charlie reports that "Studs' Place" has changed its locale from the tavern to an night owl wagon. Shades of Car Nation!

Carolyn Gilbert and James FitzGerald, Kenilworth businessman, were married in the Winnetka Congregational Church Monday, March 6.

ABC's Harry Wismer converged on Chicago last Saturday to describe the famous Banker's Mile; the Chicago Daily News Relays at the Stadium. Broadcast began 10:00 p.m.

"The Monroe Doctrine" has been adopted by WWCA, Gary, Chief component is Joe Monroe, former trumpet man with Glen Gray and Jay Teagarden, who has begun an early morning disc show from 7:00 to 8:00 a.m. He comes from KENT, Shreveport, La.

Bob Elson may take the same slot Ted Husing did several years ago and begin his own disc show. It is rumored that Chicago's best night will be the place and 11:30 p.m. to 1:30 a.m. the time.

Osgood Is Promoted At CBS-TV Prod. Service

Stanton M. Osgood has been appointed to coordinator of CBS-TV Production Services by R. J. Raymond, director of CBS general television operations.

Osgood will be responsible for program production planning, including budget advice, production estimates for sales department, periodic re-pricing of production services, and development of production techniques in conjunction with the general engineering department.

COMING SOON

SHOWS THAT SELL + X* = \$

* X is the NEW Associated Program Merchandising Service

Associated program service

151 WEST 46th ST. NEW YORK 19

TELEVISION DAILY

Continuation of RADIO DAILY, Wednesday, March 22, 1950 — TELEVISION DAILY is fully protected by register and copyright

McFADDEN MOVE CUES NBC SHIFT

TELE TOPICS

SOME FIGURES released yesterday by Dr. Orestes H. Caldwell, former U. S. Radio Commissioner and editor of Caldwell-Clements' publications, should prove of general interest in the trade. Dr. Caldwell says that TV already represents an investment of more than two and a half billion dollars. Dealers and distributors account for \$300 million, repairmen another \$100 million, manufacturers another \$30 million, stations \$50 million, the coaxial cables \$50 million, and research, patents, FCC hearings and legal controversies account for another \$50 million—total of \$2,680,000,000. He estimates that by 1950 the total will have surpassed two billion dollars.

THE DIONNE QUINTS will make their TV debut on a special Easter Sunday broadcast of Father Peyton's "Family Theatre." Others who will appear include Bing Crosby and Jimmy Durante. . . . WPIX has signed Maxie Rosenbloom and Max Baer as wrestling commentators to cover the Hempstead matches which will be broadcast under sponsorship of Studebaker starting tonight. . . . Studs Terkel's "Studs Place," a Chicago origination, goes to network over NBC starting April 6. . . . Edna and Della Russell will guest on the "Wynne stint next Saturday. . . . "Phyllis Sings" has been expanded to a half-hour across-the-board. . . . Diana Lynn's vocalizes on the Vincent Lopez show (WABD, Thursday night).

WOR-TV TELECASTS a benefit auction for Beth-El Hospital on Saturday. . . . "We The People" moves from its studio for the first time April 7 to go backstage at the Garden for interviews with Barnum & Bailey performers. Dan Rowland has assumed supervision of the show in addition to his emcee chores. . . . Minnie Olsen goes to Chicago pretty quick for a special wingding. . . . A fluff in this time the other day had "Junior Celebrations at The Little Club" a WOR-TV presentation. It's radio only. . . . "The Black Book" is going off NBC-TV soon but nobody seems to know exactly when. . . . The Advertising Council is now publishing a monthly "Television Bulletin."

ROBERT MONTGOMERY will bow as a TV actor next Monday when he recites the leading role in "Ride The Pink Horse." He will also direct. . . . Bert Parks' new TV series gets a CBS audition next week. . . . Verne W. Behnke joins CBS-TV's Film Syndication department as sales rep. . . . George Cahlan, exec. producer at KECA-TV, was married last Saturday to the former Alice Talton of the movies. . . . Veloz and Yolanda, the dancers, will sponsor a revue emceed by Hank Veloz for 52 weeks over KECA-TV.

TV Meets The Press

The steady and somewhat hectic growth of television has been accompanied by an equally steady but sometimes frantic coverage in the general press. Presented herewith, without comment, are three TV items gleaned from yesterday's general press which might be of some consequence to the social scientist. Item One: Mayor O'Dwyer conferred Monday with reps of N. Y. video stations to discuss a proposed semi-monthly round-table program in which the Mayor would star in a discussion of current municipal issues. Item Two: Valentin Gubitchev, the Soviet spy, sailed for Russia accompanied by his wife and American-made TV receiver. Gubitchev told ship reporters that "Russia invented television." Item Three: A group of 100 Census takers will be trained via video as the result of a cooperative project of the Bureau of Census and the Navy's Special Devices Center.

New Loan Announced Fairbanks New York By ABC President Studio In Operation

(Continued from Page 1)

has added three quarters of a million dollars in new business to the network's television schedule.

Commenting further the ABC president said: "ABC has invested more than \$8,000,000 in television because we believe it is destined to become the greatest means yet developed for reaching Americans.

"If radio and television are to expand their influence as still greater media of advertising, it is important that extensive credit be available to take full advantage of all favorable opportunities as quickly as they may present themselves.

New TV clients of ABC were included in the network's release regarding the loan. They are Packard Motors, Inc., which purchased a weekly half-hour variety program led by theatrical and motion picture stars, the Peters Shoe Company and M&M, Ltd., which will alternately sponsor half of the weekly children's program, "Super Circus"; Esquire Boot Polish; Griffin Shoe Polish; General Mills, Inc.; Peter

The establishment of complete motion picture studio facilities at 157 E. 69 St., New York, for the company, was announced yesterday by Russ Johnson, vice-president of Jerry Fairbanks Inc. Johnson said the studios were established to meet the continuing demand on Fairbanks facilities for TV film commercials and short subjects.

Johnson will head the New York operation with Robert Lawrence in charge of production. Equipment installation has already commenced and production of commercials for Camels, Masland Rugs, and General Foods have already started, Johnson said.

J. Burgi Contner is director of photography. Wayne Colvin is director of commercial art and Austin Croom Johnson will head-up the music department. General offices will remain at their former address.

Paul, Inc; Doubleday & Company, Inc.; Ford Dealers Association; Hotpoint, Inc.; Ronson Art Metal Works, and Gillette Safety Razor.

Paramount-TV Lists Stations In Kinescope Video Network

Paramount Pictures yesterday announced the names of 25 video stations which currently comprise the Paramount TV kinescope network. In addition, according to Paramount, additional stations are expected to be added momentarily. All productions for the kine web originate in the studios of Paramount's Hollywood video outlet, KTLA.

Stations named include WOR-TV, New York; WBAL-TV, Baltimore; WFIL-TV, Philadelphia; WCOP-TV, Cincinnati; KEYL, San Antonio;

KDYL-TV, Salt Lake City; WBNS-TV, Columbus; WHIO-TV, Dayton; KBTB, Dallas; KLEE, Houston; WSB-TV, Atlanta; KSD-TV, St. Louis; WOIC, Washington; WOC-TV, Davenport; KINO-TV, Seattle; WNAC-TV, Boston. WHNC-TV, New Haven; KPIX, San Francisco; WCTN-TV, Minneapolis-St. Paul; WBKB, Chicago; KFMB-TV, San Antonio; WJAR-TV, Providence; WXEL, Parma, Ohio; KOTA-TV, Rapid City, S. D., and WOW-TV, Omaha, Neb.

See Other Changes For O&O Station Executives

The shift of Thomas McFadden, currently station manager of WNBC-WNBT, New York, to be station manager of KIMBC, NBC's San Francisco TV outlet, cues an overall movement of top personnel in NBC owned and operated stations to top-level positions among the web's TV stations.

McFadden's move to KIMBC should take place within the next two weeks but has not yet been officially announced by the station or network. Questioned by RADIO DAILY, Jim Gaines, manager of NBC's owned and operated stations, refused to confirm or deny McFadden's new assignment. He said he had "no comment."

In line with NBC's over-all reorganization and decentralization policy, informed sources at NBC believe that other experienced managers among the O&O AM stations will shortly be shifted to TV.

What will happen at WNBC-WNBT with regard to new managerial personnel is not yet known. However, there is believed to be a fifty-fifty chance that two appointments will be made to fill the dual responsibility job heretofore held by McFadden—a TV station manager for WNBT, and an AM station manager for WNBC.

NBC's owned and operated stations number six in all including WNBC, New York; WTAM, Cleveland; WRC, Washington; KNBC, San Francisco; KOA, Denver, and WMAQ, Chicago. TV outlets include WNBT, New York; WNBW, Washington; KIMBC, San Francisco, and WMAQ, Chicago.

Web spokesmen refused to comment officially on the McFadden move or on the possibility that other station execs would be shifted in the near future.

FCC Refuses Petition Calling For Kine Tag

Washington—The FCC has denied the petition of Charles W. Curran, Jackson Heights, N. Y., that TV stations be required to announce, visually and aurally before a program whether it is broadcast live, from motion picture film on which actors are photographed directly or from a kinescope recording. Curran argued that viewers could then properly adjust their sets, and would know how good a quality to expect, thus absolving the sets of blame for variable reception.

WNEW Business Up; Herbert Optimistic

(Continued from Page 1)

first third of the year was up twenty per cent over last year.

"In my considered judgment," he continued, "radio will continue in that top position for a long, long time to come." Herbert said WNEW billings for the first eighteen weeks of 1950 and future commitments "indicate that, barring unforeseen circumstances, 1950 will be the biggest year we've ever had."

Deploping "fretful pessimism about TV," the WNEW v-p said the answers to the problems facing radio "can be found in a positive appraisal of radio's present competitive position by resourceful and creative programming and hard selling."

New accounts which never before had been on WNEW account for a large part of the increase this year, Herbert disclosed. The additions are primarily in the drug and food products field.

Among the recent sales cited by Herbert was a half-hour show, Let Yourself Go, bought by the Borden Company five times a week.

Scoops Local Stations On Hecht Brothers Fire

Baltimore — Brent Gunts, emcee of "Hello Baltimore" show, on WBAL, scooped all local stations on six alarm Hecht Brothers store, Howard and Franklin Sts, fire on Mar. 10. Fire started few minutes before nine. Gunts telephoned the manager of the drug store across the street from fire and got recorded eye witness account of blaze. Telephone-recording aired at opening of Gunts program. Estimated damage as of now: One dead, one missing, five injured, million dollars damage to store.

WOR Series To Feature Children Of Celebrities

Children of famous people will be featured by WOR's new Sunday afternoon program, Junior Celebrities At The Little Club, beginning April 16. Em-cee for the show is Jack Barry. The 12 to 12:30 p.m. show will originate from Billy Reed's Little Club on East 55 Street.

Stork News

Al Mendelsohn, Universal-International Eastern Radio Contact and Mrs. Mendelsohn became the parents of a son, David John, born Saturday at Doctors Hospital. It's their first, with the newcomer weighing in at 6 pounds 10 ounces.

Takes BAB Post

Meg Zahrt, newly appointed staff member of BAB and formerly the radio and public relations director of Polsky's of Akron, took up her new duties last week.

Award Winners Named At Dinner In Waldorf

Winners in 27 categories were named last night as recipients of the first annual "Michael" Awards, sponsored by the Academy of Radio and Television Best Arts and Sciences. The awards were announced by Ed Sullivan at a \$25-a-plate Awards Dinner at the Waldorf-Astoria, which was co-sponsored by the New York Heart Fund. Winners listed in one-two-three order were as follows:

News & Commentary (radio)—Walter Winchell, ABC; Edward R. Murrow, CBS; Lowell Thomas, CBS.

Comedy & Variety (radio)—Jack Benny, CBS; Amos 'n' Andy, CBS; Godfrey's Talent Scouts, CBS.

Education, Forums, Etc. (radio)—American Town Meeting, ABC; People's Platform, CBS; Meet the Press, MBS.

Religious Programs (radio)—Greatest Story Ever Told, ABC; Eternal Light, NBC; Family Theater, MBS.

Drama (radio)—Theater Guild on the Air, NBC; Lux Radio Theater, CBS; Railroad Hour, NBC.

Educational Documentaries (radio)—You Are There, CBS; Living, NBC; United Nations Series, NBC.

Agricultural (radio)—Farm & Home, NBC; CBS Farm News, CBS; American Farmer, ABC.

Music (radio)—Telephone Hour, NBC; Voice of Firestone, NBC; NBC Symphony, NBC.

Children's Programs (radio)—Let's Pretend, CBS; Juvenile Jury, MBS; Greatest Story Ever Told, ABC.

Outstanding Comedian (radio)—Groucho Marx, CBS; Jack Benny, CBS; Bob Hope, NBC.

Outstanding Comedian (television)—Milton Berle, NBC; Ed Wynn, CBS; Sid Caesar, NBC.

Outstanding Dramatic Actor (radio)—Everett Sloane, House Jameson, Staats Cotsworth.

Outstanding Dramatic Actor (television)—Ralph Bellamy (Man Against Crime), Charles Heston (Studio One), Everett Sloane.

Drama (television)—Phileo Playhouse, NBC; Studio One, CBS; Ford Theater, CBS.

News & Commentary (television)—Camel News Caravan, NBC; Headline Clues, DuMont; Leon Pearson & News, NBC.

Variety Programs (television)—Toast of the Town, CBS; Texaco Star Theater, NBC; Talent Scouts, CBS.

Children's Programs (television)—Kukla Fran & Ollie, NBC; Mr. I Magination, CBS; Singing Lady, ABC.

Sportscasters—Mel Allen, Bill Stern, Harry Wismer, ABC.

Promising Stars—Dave Garroway, Abe Burrows, Jack Carter, Fran Warren.

Special Citations—Lawrence Tibbett, Paul Winchell, Fred Waring.

Outstanding Dramatic Actress (radio)—Helen Hayes (Electric Theater); Agnes Moorhead (Suspense); Ann Sothern (in Theater Guild's "Burlesque").

Outstanding Dramatic Actress (television)—Gertrude Berg, CBS; Felicia Montcallegre; Faye Emerson.

Top Feature Vocalist (radio & TV)—Dinah Shore, CBS; Jo Stafford, CBS; Monica Lewis.

Top Male Vocalist (radio & TV)—Bing Crosby, CBS; Frank Sinatra; Perry Como, NBC.

Outstanding Radio Writer Cy Howard for "My Friend Irma" and "Life with Luigi"; Norman Corwin; Morton Wishengrad.

Outstanding Producer Director (radio)—Homer Flickett for "Theater Guild on the Air"; Fletcher Markle; William Keighly.

Outstanding Producer Director (television)—Worthington Minor for "Studio One" and "The Goldbergs"; Mark Daniels; Burr Tillstram.

Program of the Year (radio)—You Are There, CBS; "Could Be" by Norman Corwin, NBC; "Sister Carrie" (NBC University Theater).

Program of the Year (television)—Godfrey's Talent Scouts, CBS; Eisenhower's Crusade in Europe, ABC; Kukla, Fran & Ollie, NBC.

Patchogue Station OK'd; Other Activities At FCC

(Continued from Page 1)

was the competing application of Patchogue Broadcasting Company for the same assignment.

The Commission okayed the transfer of control of KOWL, Santa Monica, Calif., by sale of 50 per cent of the stock by Gene Autry to Arthur H. Croghan for \$80,000. Also approved was the sale of WHIT, New Bern, N. C., by Coastal Broadcasting Company to Harmon L. Duncan.

KSGN, Centerville, Calif., was denied permission to operate short hours during the summer, the Commission explaining that "to permit decreased hours of operation and less efficient use of broadcast channels and frequencies would not appear to be in the public interest. Moreover, the Commission cannot guarantee any standard broadcast licensee that operation in the public interest will be profitable, nor can the Commission guarantee a licensee that any specific hours of operation will be profitable."

Two new stations were authorized—the first to the Northland Broadcasting Company, Houlton, Me., to operate on the 1400 band with 250 watts unlimited, and the second to the Clinch Valley Broadcasting Company, Richlands, Va., to operate with one kilowatt daytime on the 1050 band.

KYMA, Yuma, Ariz., was permit-

N. Y. Delegation Attending CAB Meeting

(Continued from Page 1)

Cuff of Adam J. Young, Inc., speaking on television; Dr. Robert S. L. Forth, Liaison Officer of UNESCO; and Maurice Mitchell, director of Broadcast Advertising Bureau. Mitchell will show the all-industry "Lightning That Talks," and will then hold a sales clinic in which will diagnose the sales requirements of radio stations as to personnel, facilities, and methods.

Also from New York attending the convention are the heads of station relations from the networks: Robert Carpenter of MBS; Easton Woolley of NBC; William Schiller and Ned Midgley of CBS; Lester Fitzgerald-Sample, J. Walter Thompson, Young & Rubicam, and other large agencies with Canadian accounts will be represented by personnel from Toronto offices.

Among the convention activities outside the meetings will be a tour to Buffalo for an inspection of the television facilities of station WBEN-TV.

It is expected that station WPTZ will shift from the 1240 to the 1400 band, retaining 250 watts unlimited, and WTOB, Winston-Salem, N. C., was permitted to shift from the 710 band with one kilowatt daytime to the 1380 band with one kilowatt unlimited.

Choo Choo

"Joe Cushing's Railroad" is the title of one of Alton H. Blackington's popular "Yankee Yarns"... so popular, in fact, that it was reprinted last month in the Reader's Digest. To reach a BIG audience in all six New England states, you're on the right track when you sponsor Blackington's WBZ broadcast at 7:30 Wednesday evenings. Buy your ticket now from WBZ or from Free & Peters!

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 56

NEW YORK, THURSDAY, MARCH 23, 1950

TEN CENTS

WEB PRESIDENTS DISCUSS COLOR TELE

More Radio-TV Support Sought By Red Cross

Gen. Marshall Asks Further Aid In Campaign

Additional support for the 1950 Red Cross Fund Drive from radio and television has been requested by General George C. Marshall, chairman, in a telegram to Samuel C. Gale, chairman of The Advertising Council. Marshall reported that the drive which ends on March 31, was pro-

(Continued on Page 5)

Census Campaigns Planned By Radio-TV

Radio and television will begin a wide-scale program next week in support of the 17th Decennial Census. Aiding the industry in preparing copy and other material for a three-week concentrated effort is The Advertising Council which handles many public service campaigns throughout the year.

Plans call for use of spots in addition.

(Continued on Page 8)

FCC Attorney Denies Taking Richards' Records

Washington Bureau of RADIO DAILY Washington—FCC General Counsel Benedict P. Cottone denied yesterday that the Commission has taken any material from the files of KMPC, Los Angeles, or WGAR

(Continued on Page 5)

Postponed

An epidemic of influenza at Stephens College and the University of Missouri has cancelled rehearsals of Maude Adam's original drama, "The Saviour," scheduled for an NBC broadcast originating from Columbus, Mo., on Easter Sunday, April 9th, at 2:00 p.m. The drama has been postponed until next year. "NBC Theater" will be reinstated.

Long Range Viewpoint

Montreal—Foreseeing the day when television will be brought into Canadian homes, by telephone, Commander C. P. Edwards, deputy Minister of Air in the Department of Defence, said in an interview that telephone-television is technically possible now. Through the use of screens, cables and other special equipment, it is possible for persons to see one another during a telephone conversation. But the cost of the service is such that it is not being placed on the market at present.

Radio Rate Changes Announced By WFIL

Philadelphia — Rate adjustments predicated on the growing influence of television were announced yesterday by WFIL. The revisions include lowering of Class A rates and extending the period over most of the daytime hours.

Commenting on the changes which will be effective April 1, Roger W. Clipp, general manager of the WFIL stations, said: "We believe that within the next few years the drawing power of televi-

(Continued on Page 5)

Transit Radio In Trenton Will Use WTOA Facilities

Trenton, N. J., will join the 21 other American cities whose transit systems will provide radio programming to passengers riding city buses. Thomas Kerney, publisher of the Trenton Times, which operates WTOA of Trenton, and Rankin Johnson, receiver for the Trenton

(Continued on Page 2)

Asks World-Wide Net For Voice Of America

Washington Bureau of RADIO DAILY Washington — Sen. William B. Benton, former Assistant Secretary of State in charge of the Voice of America, told the Senate yesterday that provision must be made to bring the VOA to every radio set in the world. He and a small group of other Senators introduced a resolution calling for "a greatly expanded program of information and education among all peoples of the

(Continued on Page 8)

Guy Lombardo Show Sold For 28 Southern Markets

Sale of the "Guy Lombardo Show" for sponsorship in 28 markets by the Pet Dairy Products, Johnson City, Tenn., has been announced by Frederic W. Ziv Co., producers of transcribed radio shows. The 28 markets carrying the shows are in N. C., S. C., Va., W. Va., Tenn., and Ky. Sponsorship by Pet Dairy begins in early April.

DuMont Announces 30-Inch TV Picture Tube Development

Development of a 30-inch TV receiver tube for use in schools, hospitals and other public places was announced yesterday by Dr. Allen B. DuMont. He said the tube would be in production by the fall.

Speaking at a press luncheon preceding an inspection tour of DuMont's new cathode-ray tube manufacturing plant in Clifton, New Jersey, Dr. DuMont also announced that WABD will move its New

York transmitter to the top of the Empire State Building as soon as the new transmitting antenna there is completed. A station spokesman, however, said that WABD will retain its present transmitting antenna atop 515 Madison Avenue for emergency purposes.

Referring to the new large size tube, Dr. DuMont said that his firm was relying on its 19-tube for the

(Continued on Page 7)

Final Color Pleas Heard At FCC Yesterday

Washington Bureau of RADIO DAILY Washington — Presidents Frank Stanton and Joseph McConnell of CBS and NBC, respectively, told the FCC yesterday that the quickest way to get color television is to adopt the color systems each has advanced. Adoption of the RCA system would be followed at least by 12 hours

(Continued on Page 7)

Expand Operations Of Daytime Video

Plans to expand television programming operations from 10 to 19 hours weekly on WJZ-TV, New York, beginning in April was announced yesterday at the ABC web headquarters. The increase will be achieved by scheduling regular video programs from 12:30 to 5:15

(Continued on Page 2)

AFRA Antics Planned For Chicago On April 15

Chicago—"The Average Schmo," written by Marvin David, has been selected as the revue to feature the Twelfth Annual AFRA Antics scheduled for Saturday, April 15, in the Hotel Sherman. All proceeds

(Continued on Page 2)

Easter Motif

Using babychicks to encourage Easter advertising, Mrs. Helen R. Moberly, general sales manager of Washington Transit Radio, Inc., packaged one hundred one-day-old Easter chicks for shipment to sponsors and Washington advertising agencies. In addition, each box of chicks contained a small capsule labeled "nest egg" which encouraged advertising.



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

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

FINANCIAL

(March 22)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

BMI Wins Suit

Broadcast Music, Inc. has won its infringement suit against the Chase Hotel of St. Louis in behalf of three of its publishers and regarding use of five songs. \$250 damages for each of the five infringements, an injunction, and attorney's fees were awarded the plaintiff against the Chase Hotel by Federal Judge Rubey M. Hulen of the U. S. District Court for the Eastern District of Mo.

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Expand Operations Of Daytime Video

(Continued from Page 1)

p.m., EST, Wednesdays through Saturdays.

The new plan calls for a shift in the Market Melodies program and the TV Telephone Game telecasts. Beginning Wednesday, April 5, Market Melodies will be telecast from 12:30 to 2:30 p.m. daily, while TV Telephone Game will be on the air from 2:30 to 3:00 p.m.

A new program starring Zeke Manners, whose homespun philosophy and human interest stories have made him a radio favorite for years, will start Wednesday, April 5, and will be telecast from 3 to 5:00 p.m., Wednesday through Saturday. Beginning the second week in April, WJZ-TV will telecast the Mr. Magic video program, now scheduled by another metropolitan television station, from 5 to 5:15 p.m., Wednesdays through Saturdays. The starting date of this series will be announced shortly.

Transit Radio In Trenton Will Use WTOA Facilities

(Continued from Page 1)

Transit Company, have negotiated the contracts. WTOA has affiliated itself with Transit Radio, Inc., of Cincinnati.

Five receiving units are now installed and will operate for a trial period of 30 days, after which, if the agreement is satisfactory, the contract becomes permanent for a five-year term. Trenton Transit Co. operates 179 vehicles, of which 150 will be equipped immediately; the remainder will receive new equipment as it arrives.

Vacation Time Program

Verbal peeks at the nation's resorts and vacation spots will be conducted by ABC correspondent Pauline Frederick in a new 15-minute weekly program, "Vacation Time," over WJZ, key station of the ABC network.

Each week, Miss Frederick will feature two vacation spots or cruises, while background music typical of those regions will add to her descriptions. Aimed to appeal to everyone planning a vacation near or far, the program will be authenticated further by interviews with people familiar with each spot described. First program will treat vacation possibilities in Bermuda and the famed "Cherry Blossom" cruise to the orient.

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AFRA Antics Planned For Chicago On April 15

(Continued from Page 1)

will go to the Sick and Benefit Fund of the radio actors union.

Roy Winsor will direct the revue, tunes for which have been written by Ella Rose Halloran. Jack Halloran will direct the chorus. Dance music will be furnished by Lucio Garcia and his orchestra.

Ticket sales are being handled by newscaster John Harrington, with the assistance of Ann Andrews.

Heavy Reservations

Chicago—More than three-quarters of the hotel rooms assigned for the 1950 Parts Distributors Conference and Show scheduled for the week of May 22nd in the Stevens Hotel have been taken, Kenneth C. Prince, show manager, announced. Prince advised prospective delegates to send in reservations immediately in light of the record-breaking advance attendance more than two months before the conference.

Stork News

William Strauss, WQXR announcer, is the father of a 10-pound, 6-ounce son born at the Harkness Pavilion on March 20. Strauss' third son has been named William David Strauss, Jr.

COMING and GOING

BOB CROSBY yesterday left New York for Hollywood, where he'll prepare for his forthcoming debut on "Club 15" over CBS.

JOHN P. HART, general manager of WBR, Knoxville, Tenn., is in New York on business. He conferred for a while yesterday at headquarters of BAB.

EUGENE S. THOMAS, manager of WOIC, Washington television station, is back in the Nation's Capital following a trip to New York during which he conferred with broadcasting and AAAA officials.

JESSE MAAS, American network staff news-writer, today will leave on an eight-day special press trip to Buenos Aires and other cities of Argentina via the South American airline FAMA.

DON HOLLENBECK, news reporter for CBS has recovered from his recent illness and is convalescing at Daytona Beach, Fla.

EZRA STONE and the members of "The Aldrich Family" program on NBC, will go down to Washington, D. C., next Thursday to participate in the Annual National Cherry Blossom Festival. The program that night will originate in the Grand Ballroom of the May flower Hotel.

BILL GARGAN, who portrays "Martin Kane Private Eye" on NBC-TV and the Mutual net work, tomorrow will fly to Chicago, where he'll remain until Tuesday, serving as good will ambassador for the U. S. Tobacco Co. his sponsor, at the convention of the National Assn. of Tobacco Distributors.

LOWELL THOMAS, Columbia network news-caster, tomorrow will be in Troy, N. Y., and will broadcast from WTRY.

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That's why you can do so much with so little on W-I-T-H. So don't monkey around. Remember that W-I-T-H means profitable business. Get the whole story from your Headley-Reed man.



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"LIFE WITH LUIGI"

**Mae Benoff
Lou Derman**

Cy Howard

LOS ANGELES

By ALLEN KUSHNER

BURL IVES has been set this week to do a series of concerts for BBC. His wife, Helen, is flying to New York to make arrangements.

Mary and Harry Hickox have pulled more than 2,000 cards and letters in their search for the "Couple of the Month" on their "All around the Town" show on KFI.

Hollywood is convinced that TV headliners of the past year will have to move over for Alan Young, who this week scored a solid smash in his first commercial, to be released in the East next month.

As a result of his recent television appearance on the Ford Hour, Jack Carson may return to N. Y. from his Detroit theater appearance and do three more TV programs before returning to Hollywood.

Will Aid Hospital Drive

Newspapermen and women and celebrities of the entertainment world will act as auctioneers in a special "Beth-El Benefit Auction Show" on WOR-TV Saturday, March 25th, 5:30-6:30 p.m. Purpose of the show is to raise funds for the construction of a new wing of the Beth-El non-sectarian hospital of Brooklyn. Doing their "pitch" as auctioneers will be: Danton Walker, Ham Fisher, Paul Dennis, Alma Archer, Nick Kenny, Jimmy Jemail, Frank D. Schroth, Jr., Lisa Kirk, Monica Lewis, Don Saxon, Tony Lane, Tim Herbert and Johnny Thompson. Emcee of the show will be Ray Morgan. The show will originate in the WOR studios atop the New Amsterdam Theater.

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By SID WHITE

Man About Manhattan. . . !

● ● ● **BIGTOWN SMALL TALK:** Don't be surprised if RCA demonstrates a single color TV tube before the FCC in Washington within the next few days. New tube will replace three previously required to register the basic reds, blues and greens. . . . Leading TV manufacturers are reported building up stock piles of components in event of an emergency in which the government would require electronic manufacturing facilities. . . . Admiral TV has worked out receiver endorsements from name radio and television stars. . . . Beverly Kelley, famed circus p.a., has author'd a script called "Kelley's Barbershop" for use in radio or TV. . . . Martha Rountree's "Leave It To The Girls," one of the most widely publicized and discussed stanzas in TV and now being sold co-op, has picked up a Ford Dealer bankroller in Providence. . . . Earl Wilson reports that Eddie Cantor has signed with NBC to start a television variety show in October. . . . Faye Emerson may do that Stork Club TV-er. . . . Mademoiselle mag planning a heavy TV promotion via special filmed pitches. . . . Eddie Jaffe and George (the real) McCoy have offered WJZ a radio series tagged "Breakfast at Nedick's." (His opening line will prob'ly be: This is "Breakfast at Nedick's coming to you from the Orange Room of Nedick's and this is Geo. McCoy squeezing his way thru the crowd, etc., etc.) . . . Jo Lyons, "Sing It Again" scripter, back at CBS after a bout with the flu.

★ ★ ★ ★

● ● ● While Herbert Graf directed the staging of "La Traviata" on CBS-TV last week, Henry Souvaine wants it known that others had a hand in the video achievement. Credit also goes to Fausto Cleva, conductor; Byron Paul, director; Richard Rychtarik, scenic designer; Lawrence Tibbett, artistic director, and Barry Wood, associate producer.

★ ★ ★ ★

● ● ● **ONCE OVER LIGHTLY:** When Joan Benny, Jack Benny's teen-age daughter, rehearsed for her spot on his CBS show, Jack had only one comment: "Sweetie, your throw-away delivery of lines is magnificent, but don't throw 'em away completely." . . . Have you noticed that TV is falling into the same rut as H'wood 'B' pictures? Too many of the sets on the video dramas are the same. You recognize props, walls, stairs, etc., week after week. . . . Nick Keesely postcards from Hawaii where he's combining business with pleasure for the "Original Amateur Hour." . . . Our boy, Frank Gallop, was dynamite on the Texaco commercials Tues. nite with Berle. . . . The Daily News' Rudy Bergman passes on this thawt for today: Confucious say: Many who got in on ground-floor of television wound up in basement. . . . Quiz contestants, according to Jack Durant, are folks who think the world owes them a giving. . . . Jimmy Jemail, dean of the interviewers, doing a sparkling job on his WPIX sessions.

★ ★ ★ ★

● ● ● William W. Golub's report to the Hoover Commission on the FCC, which was published in Nov., 1948, contained a number of recommendations as to the proper organization of the FCC and other government agencies concerned with communications problems. The FCC recently reorganized its staff on functional lines in accordance with the recommendations made—a step of far-reaching consequences. Pres. Truman recently sent a reorganization plan to Congress in which he proposes that the Chairman of the FCC be given full authority over administrative matters, a point suggested in Golub's report. It is now believed more than likely that the recently created President's Communications Policy Board will contact Golub to obtain his suggstions on other matters discussed in his report.

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Radio Corporation of America
RCA Victor Division

Gen. Marshall Asks Radio Aid For R. C.

(Continued from Page 1)
 pressing slowly and asked for help from the broadcasting industry. Following is a text of the wire: "The annual Red Cross Fund Campaign is progressing more slowly than in former years. Economic conditions which prevailed at the start of the campaign and weather conditions have had a retarding effect. From my personal observation I am confident that the American people believe in the Red Cross and will respond to its appeal for funds if they are asked. Radio and television have already cooperated magnificently. To complete the job we need to stimulate workers and to impress the public with the urgency of the needs which Red Cross meets in the name of the American people. "The responsibility is heavy and can be met only with the backing of the great force of public opinion in which radio and television play such an important part. We are urging all chapters to intensify their efforts in completing the nationwide solicitation for funds. To strengthen and support their activities in obtaining a generous response from the public we need the continued help of radio and television networks, advertisers and agencies. All such additional assistance the Advertising Council can obtain for us during the remainder of this month will be greatly appreciated."

Six CBS Programs Lead Nielsen Rating

First six spots in the latest extra-week Nielsen ratings for February 13 to 18 released yesterday went to CBS. Lux Radio Theater at 27.7, Jack Benny at 22.7 and Arthur Godfrey's Talent Scouts at 21.8 held down the one-two-three slots for the second week in a row. Following were: My Friend Irma at 20.3, You Bet Your Life at 19.3, and Amos 'n' Andy at 19.0. Fibber McGee & Molly on NBC took the number seven position with 18.9. CBS's Dr. Christian and Bing Crosby with 18.0 ratings and Walter Winchell at 17.9 on ABC filled out the top ten. Others in the upper brackets were: Mr. Chameleon, 17.6 on CBS; Crime Photographer of CBS at 17.0; People Are Funny on NBC at 16.9; Charlie McCarthy, CBS at 16.8; Mystery Theater on CBS, also 16.8; Danny Brice, 16.4 on NBC; Red Skelton, CBS at 16.4; Dennis Day on NBC at 16.4; Gene Autry on CBS at 16.4; and Bob Hope at 16.3 on NBC.

Wedding Bells

Coral Gables, Fla.—Wedding took place on March 18th, of Dona Dane, star of the WTVJ television show "I'll Sing to Thee I Sing" and Milt Mitler, WTT's director of programs, who also writes and produces his new life's television show.

★ AGENCY NEWSCAST ★

ADDITIONAL speakers for the 46th annual convention of the Advertising Federation of America to be held in Detroit, May 31 through June 2, were released yesterday. Former U.S. Senator James Mead of New York, recently appointed to the FTC, with H. M. McCoy of the Department of Commerce, will represent Government; Wesley I. Nunn, Standard Oil Company of Indiana advertising manager; W. Parlin Lillard, General Foods Corporation, and Bernard Dolan, Peter Frasse Company advertising manager, will represent industry. Other speakers previously named include Eric Johnston and Fairfax M. Cone of Foote, Cone & Belding. Theme of the session is "Advertising's Responsibilities in a Dynamic Market."

HARRY M. IRELAND and **WILLIAM E. HOLDEN** have been elected vice-presidents of Doherty, Clifford & Shenfield, Inc. Ireland is account executive for Bristol-Myers and Holden is merchandising director.

GARRETT E. HOLLAHAN has joined Brisacher, Wheeler and Staff as radio and television director in the San Francisco office. He was formerly commercial program director of KARM, Fresno.

GRAHAM WILSON has been named production director of De Garmo, Inc. He was previously production executive of Barbara Originals, Inc.

More Programs Join Easter Seal Campaign

In support of the 1950 Easter Seal campaign of the National Society for Crippled Children and Adults, ABC's "Breakfast Club" (9:00 a.m., EST) will feature a young handicapped singer, LaVerne Schmetz, who is studying voice at Chicago Musical College, on its Friday, March 24th program. On Wednesday, March 22nd, "Dr. I. Q.," audience participation quiz, will incorporate the Easter Seal message in one of his questions.

Other Programs Will Aid

In addition to the previously published list of programs which pledged support to the campaign are: "Theater Guild On the Air," "Smilin' Ed McConnell," and Judy Canova (all of NBC); "The Contented Hour" of CBS; and the following Mutual programs this week: "True Detective Mysteries," Guy Lombardo, Fulton Lewis, Jr., Gabriel Heatter's Mailbag, "Mysterious Traveler," "Crime Fighters," "Take A Number," "Meet Your Match," "Enchanted Hour," "B-Bar-B Riders," John Steele, "International Airport," "Limerick Show," "Comedy of Errors," Cecil Brown, Bob Poole, Lanny Ross, Harvey Harding, "B & D Chucklewagon," and Harold Turner.

PRESTO RECORDING CORPORATION, manufacturers of recording equipment and discs, has announced O'Brien & Dorrance, Inc., as their new advertising agency. William R. Seth, radio-television director of the agency, will continue to handle the account.

L. MARTIN KRAUTTER, advertising and merchandising consultant, is merging his interests with the Chicago office of Maxon, Inc. He will become vice-president in charge of the Hotpoint advertising account.

RAY RICE, publicity consultant, has moved to 150 East 50th Street from 60 East 42 Street.

HOLLAND MOORE COMPANY has named Robert B. Gray Company to handle advertising for Jefferson Woolen Mills.

GEORGE E. DRAKE BAKING COMPANY of Pittsburgh has appointed Wasser, Kay & Phillips, Inc. for television advertising.

JACKSON INDUSTRIES, INC., of Chicago, has appointed Lawrence Advertising as its advertising counsel. The firm is introducing a new national line of low-cost television sets and radio-phonograph combinations.

MILTON FORMAN has joined Charles Schlaifer & Co. as production manager.

FCC Attorney Denies Taking Richards' Records

(Continued from Page 1)
 and WJR, Cleveland and Detroit, without the knowledge and consent of duly authorized representatives of G. A. Richards, who holds controlling interests in all three stations. A motion was filed last week by counsel for Richards, asking that the Commission be subpoenaed to produce documents taken without knowledge of Richard's representatives for use in the present hearing in Los Angeles.

Autry Renews Contract With Columbia Records

Gene Autry, whose record sales exceed 25,000,000 copies, has renewed his exclusive recording contract with Columbia Records, Inc., it was announced by Goddard Lieberman, executive vice-president of the company. The contract with Autry was negotiated for Columbia by Arthur E. Satherley, vice-president in charge of American Folk Music. Renewal of the contract was expected, since Autry has been under contract to Columbia for more than twenty years. The new contract calls for him to make children's records as well as folk music tunes.

Radio Rate Changes Announced By WFIL

(Continued from Page 1)
 sion will affect the size of the nighttime radio audience to the point where a rate adjustment is indicated. In fairness to our advertisers we are anticipating this situation and are moving toward a one-rate policy for time other than that which might be termed 'classified'—much like a newspaper's rate structure."

The revised WFIL rate card shows Class A time from nine a.m. to 10 p.m. selling at \$300 for one-time. Class A for one-time previously sold at \$330 and included the hours from seven until 10 p.m. Class B now comprises the period between seven and nine a.m. and 10 to 11 p.m. and sells at \$200 for one-time. Class B previously was from eight a.m. until seven p.m. and from 10 to 11 p.m. and sold for \$248 on a one-time basis. The station has also established a special strip rate for the remainder of the broadcast day.

"Daytime rates on most broadcasting stations, in our opinion, have been too low," the general manager continued. In making the adjustments, he said, "We are doing today what we believe most of the industry will do tomorrow."

The station also reported that BMB findings recently released showed an 18.5 per cent increase in WFIL's total radio family coverage, over the 1946 survey. This increase was greater than made by any other network station in Philadelphia, the report showed.

Named Honorary Judge

Jack McElroy, host of ABC's "Welcome to Hollywood," has been named honorary judge of the Los Angeles Daily News' first annual casting tournament, to be conducted in connection with the Sportsmen's Show, April 6 to 16, inclusive. The appointment came from Lupi Saldana, Fish and Game Editor of the Daily News.

D-Day Documentary

A special international broadcast to commemorate D-Day is being prepared by Radio Diffusion Française and KMA in Shenandoa, Iowa. The program will feature interviews with Normandy farmers and will be narrated by a native Frenchman now making his home in Shenandoah. Plans call for the broadcast to be at approximately the same time on June 6 in France and U. S.

Thought for Today

I THINK the first virtue is to restrain the tongue; he approaches nearest the gods who knows how to be silent, even though he is in the right.

—CATO.

NEW BUSINESS

WBAL, Baltimore: S.O.S. Company has extended 13 week campaign, 30-word spots. Business placed through McCann-Erickson, San Francisco. Spots to run during afternoon periods Monday, Thursday and Friday. Armour & Co., makers of Vertagreen Lawn Fertilizer, now running extensive one-minute spot campaign early ayem on Friday and Saturday, and late night Thursday period. Drackett Co., makers of Drano and Windex, through Young and Rubicam, New York, using Mollie Martin and Captain program, Tuesdays and Thursdays. Client using one-minute spots. Charlestown Jockey Club, Charlestown, W. Va., using Al Ross Show to promote forthcoming meet. Client using time signal plus spot. AVCO Corporation—Crosley Division, through Benton & Bowles, Inc., New York, spotting E. T. drive on Crosley Shelvador over period of 13 weeks. Brock Candy Co., makers of Brock Bar, through Liller, Neal & Battle, Atlanta, Ga., renewed another 10-week sponsorship of "Saturday Morning Children's Club," from the stage of Baltimore's Hippodrome Theater. Program is broadcast each Saturday, 9:30 to 10:00 a.m. Looking Glass Reducing Salon, through Azrael Advertising, Baltimore, to sponsor 13-week one-minute spot drive in "Mollie Martin and Captain" program, each Tuesday and Thursday.

KFI, Los Angeles: Leslie Salt Company has purchased a 5-minute strip, 8:00-8:05 a.m., for musical merchandising games called "Guess-A-Tune." Business was placed by Raymond R. Morgan Co., Los Angeles. Wallich's Music City has started sponsorship of a half-hour segment of KFI's Saturday Special, 3:00-3:30 p.m. Saturdays, with program originating from Music City window at Sunset and Vine. Anderson-McConnell Advertising Agency is Music City's agency. Dr. Hiss Shoe Stores has added two quarter-hours weekly to its KFI schedule. Currently sponsoring the early-morning Musical Footnotes show, the shoe stores have added two quarter-hours of Johnny Murray Talks It Over, 10:15-10:30 p.m. Monday and Wednesday. Hal Stebbins Inc. is Dr. Hiss' agency.

Spots Plug Art Show

Public service spot announcements in N. Y., Conn., and N. J. are being released by the Metropolitan Museum of Art to announce an exhibit of art treasures from Vienna. The 300 materpieces on exhibit from the present until May 21st are representative of the Hapsburg Collection in Vienna and include: tapestries, paintings, ornaments (of precious and semi-precious materials), armor, and carved ivory. On each transcription are four spots of one minute length and 11 spots of 20 seconds time.

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 March 10-16, 1950

TITLE	PUBLISHER
A Dream Is A Wish Your Heart Makes.....	Walt Disney
Bibbidi Bobbidi Boo.....	Walt Disney
Blossoms On The Bough.....	Bourne
Candy And Cake.....	Oxford
Chattanooga Shoe Shine Boy.....	Acuff & Rose
Copper Canyon.....	Famous
Cry Of The Wild Goose.....	American
Daddy's Little Girl.....	Beacon
Dear Hearts And Gentle People.....	E. H. Morris
Did Any One Ever Tell You Mrs. Murphy.....	Johnstone-Montei
Enjoy Yourself.....	E. H. Morris
Have I Told You Lately That I Love You.....	Duchess
How Can You Buy Killarney.....	Leeds
I Gotta Have My Baby Back.....	Peer
I Said My Pajamas.....	Leeds
If I Knew You Were Coming.....	Robert
It's So Nice To Have A Man Around The House.....	E. H. Morris
Johnson Rag.....	Miller
Marta.....	E. B. Marks
Music Music Music.....	Cromwell
My Foolish Heart.....	Santly-Joy
Quicksilver.....	E. H. Morris
Rag Mop.....	Hill & Range
Sitting By The Window.....	Shapiro-Bernstein
Sunshine Cake.....	Burke-Van Heusen Assoc.
There's No Tomorrow.....	Paxton
Third Man Theme.....	Chappell
With My Eyes Wide Open.....	Crawford
You Missed The Boat.....	Advanced
You're Wonderful.....	Famous

Second Group

TITLE	PUBLISHER
A Cow And A Plow And A Frau.....	Crawford
All The Bees Are Buzzin' 'Round My Honey.....	Santly-Joy
As We Are Today.....	Remick
Bye Bye Baby.....	J. J. Robbins & Sons
Cinderella Work Song.....	Walt Disney
Crazy She Calls Me.....	Masey
Dearie.....	Laurel
Don't Do Something To Someone Else.....	Fred Fisher
Echoes.....	Laurel
God's Country.....	Robbins
I Can Dream Can't I.....	Chappell
Kiss Me.....	Jefferson
Little Gray House.....	Chappell
Monday, Tuesday, Wednesday.....	Leeds
Out Of A Clear Blue Sky.....	Dreyer
Peter Cottontail.....	Hill & Range
Rain.....	Miller
Rain Or Shine.....	Lombardo
Sorry.....	Henry Spitzer
Wedding Samba.....	Duchess
You Stole My Wife, You Horse Thief.....	Clarick
You're Always There.....	Bregman-Vocco-Conn

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PROMOTION

Station Stages Survey

To determine the 1950 listening habits of the people in that area radio station WSAU, an NBC affiliate in Wausau, Wisconsin, owned by the Milwaukee Journal, made an extensive survey by placing over 9,000 calls, virtually every telephone in the city. Their research staff made the calls at fifteen minute intervals to determine reports on all programs, and, according to the report, these operators did not mention the name of the station or the newspaper owning it at any time.

People reached by phone were asked two questions: (1) "Is your radio now on?" and (2) "To what station are you listening?" The 1-page report gave its findings by listing the percentage of the people tuned in to each station at each fifteen minute interval, and the ratio of the program for each.

Daytime and night reports were listed separately, since three of the seven stations in Wausau do not operate at night. No stations outside the city were listed since the percentage of the people listening to them was too extremely small to justify the extra space in the report.

Plugging Products

In Cincinnati, a campaign aimed at the consumer and retail grocer level has been launched this month by station WLW. The object is to push sales of the 22 products advertised on its "Morning Matinee" radio show and "Fifty Club" simulcast.

Ruth Lyons, mistress of ceremonies on the two shows, and her partner Bill Thall stress the campaign in commercial announcements. While chain stores and the 800 grocers enlisted in the stations' "10 Store" plan are furthering the campaign by using cooperative advertisements, posters, window displays and point-of-sale material to remind consumers of the campaign. Wholesalers, retailers, and group associations have been supplied with follow-up pieces giving information on specific material used, date and listing further details of the campaign.

Stork News

Art Hedges, assistant news director of WMTR, Morristown, N. J., and Mrs. Hedges have announced the birth of a daughter, Barbara Elizabeth, on St. Patrick's Day.

AVAILABLE

For Television Field
Male secretary and motion picture booker, 10 years' experience. Excellent correspondent, capable of handling all office detail and motion picture booking problems. Write RADIO DAILY, Box 120, 1501 Broadway, New York 18, N. Y.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, March 23, 1950 — TELEVISION DAILY is fully protected by register and copyright

STANTON, McCONNELL ON COLOR

TELE TOPICS

Networks' Presidents Hassle On Individual Systems, Each Claiming That His Company Has The Best Potential To Offer Industry

New DuMont Pic Tube For Fall Production

NEW TECHNIQUES in film lighting and production paid off in a quality dramatic half-hour Tuesday night on WNBT when "The Fireside Theater" presented "The Leather Heart," the first of the new Bing Crosby Enterprises TV productions. Aside from presenting an entertaining half-hour based on romance and intrigue in the custom-made boot industry, "The Leather Heart" effectively demonstrated that films for TV can be well made and thoroughly satisfying if the production is in good hands. Frank Wisbar, veteran movie producer, and Brewster Morgan, representing the Compton Agency, are credited with the success of the first of the Bing Crosby Enterprises series. Gene Vernon and Wilton Graf, leads in "The Leather Heart," proved camera-wise and first rate artists as they unfolded a charming story of love, business integrity, and devotion to craftsmanship. The supporting cast was also good.

AS NEWSPAPER FLUFFS GO, the one in yesterday's lead story on this page was a corker. Just for the record, Tom McFadden is going to leave WNBC-WNBT for a new assignment as station manager of KMBH, NBC's Los Angeles outlet. The rest of the story is set. . . Douglas Fairbanks, Jr., and Dinah Shore have been added to the cast of the special Easter show over NBC-TV which will star Bob Hope as emcee. The NBC story is that the show will most probably be the first such in a series of five holiday offerings, all starring Hope. . . Eileen O'Connell will be featured in a new CBS-TV series, "Rendezvous," which preems next Thursday. . . Quincy Howe's "In The First Person" moves over to Thursday nights at CBS. . . Danny O'Neill heads the cast of "Jay's Jamboree" which bows over the DuMont web March 26 originating from WGN-TV. . . Mrs. Roosevelt has definitely cancelled the Paul Robeson appearance on her show.

MAGIC COTTAGE, the DuMont kids show, marks its 200th telecast on the 31st. . . "Howdy Doody" has been signed as a side-show attraction of the Barnum and Bailey circus. . . "The Green Bush," the Colgate Theater's production for next Sunday, features a script that was written after the end of the film was shot. . . INS' daily "TeleneWS" newsreel has been signed by WTAR-TV, "This Week In Sports," starts airing over WTVJ on April 7 and the INP daily spot news photo service has been purchased by WXEL starting March 27. . . "Ask Miss Smith" has been expanded to 30 minutes by DuMont. . . "Southern New York Sports Show" will be televised by WOR-TV from White Plains, N. Y., next Tuesday.

of color-casting weekly in Washington and New York, said McConnell, while Stanton said CBS would be networking at least 20 hours of color weekly within three months after the FCC approves the CBS system. Within two years after adoption of CBS standards, he added, "there can be close to 100 per cent color broadcasting."

Meantime it was revealed that RCA still expects to demonstrate its tricolor tube before the end of this month, and again Stanton said such a tube will work as well or better in the CBS system than in the RCA system.

Other developments included CBS's waiver of rights to cross-examine witnesses on the color testimony, the bare revelation by Commissioner Robert F. Jones that he has seen a single receiver capable of receiving color pictures from all three competing systems, and Stanton's flat statement that CBS would expect no fee or royalty from the installation of scanning devices in sets to enable them to bring in CBS-type color programs in black and white.

Color video will be seriously delayed by adoption of a non-compatible system, McConnell said. He took the stand after Stanton had told the Commission flatly he sees no hope for achieving compatibility with the CBS system. McConnell said adoption of non-compatible standards "would discourage broadcasters from broadcasting choice programs in color and would lead them to schedule color television broadcasts in fringe time." Stanton was emphatic as he insisted that any Commission decision to promul-

gate multiple standards for color would mean that color would be still-born. Likewise, he rejected the idea of a composite standard, as was called for earlier this month by Senate Interstate Commerce Chairman Edwin C. Johnson.

McConnell said relay and cable facilities are presently available to provide color programs for Washington New York, Chicago and Cleveland, with additional facilities scheduled to be ready later this year enabling NBC to bring color to a number of other cities between Boston and Omaha.

Pointing to the difficult financial progress of black and white TV during the early years, McConnell said that adoption of a non-compatible color system "would be a major factor in delaying the coming of a sound color service on a national basis."

Stanton stressed the need for an early decision, observing that the public is buying more than 10,000 black and white receivers daily. The Commission today has all the information it needs, he said, to permit it to reach a final decision, and the sooner that decision comes the fewer people will have to go to the trouble of having their sets altered.

On the subject of compatibility, he said he prefers the positive approach. The important thing is how people can get color, not how they can get black and white, he said. To get color on any system, work will have to be done on sets which have already left the factories, Stanton said.

(Continued from Page 1)

(Continued from Page 1)

heavy consumer play. He said that the Laboratory would soon announce a rectangular 19-inch tube and predicted that eventually all tubes would be rectangular. DuMont said that 40 per cent of the total tube production of his company was now being utilized in DuMont receivers with the other 60 per cent going to other receiving-set manufacturers.

Dr. DuMont said also that DuMont Laboratories was currently experimenting with a direct view 4 by 5 foot tube and said that he expected it would be much more efficient than current projector sets of similar size.

Rosenberg Heard

Preceding Dr. DuMont's talk, Irving G. Rosenberg, manager of DuMont's tube division, said that more than six million TV picture tubes would be produced this year. He said the new Laboratory plant is the largest in the world devoted exclusively to the manufacture of video picture tubes and should produce more than one million tubes annually.

On the subject of color television, Dr. DuMont was emphatic in stating that it was at least nine years away from general commercial use. He said he doubted the practicality of video transmission on a six megacycle band because of the lack of fidelity that could be achieved by transmitting on 18 megacycles.

DuMont stated that in all probability the price of 19-inch tubes would gradually be reduced but said that 12 and 15-inchers had "just about reached rock bottom."

WDTV's New Studios Cue Expansion Plans

The announcement last week that DuMont will build studios in the Chamber of Commerce Building in Pittsburgh's "Golden Triangle" for WDTV, cues a general expansion of that station's activities. Prime motivation for the new studios is that WDTV, like many another station across the country, is interested in supplementing its schedule of network programming with locally originated shows featuring local talent.

As part of its new programming pattern, WDTV is expecting momentary delivery of a mobile unit, the Telecruiser, to cover remote pick-ups.



McCONNELL



STANTON

Birds Of A Feather

Two competing Minneapolis breweries, Gluek Brewing Co. and the Minneapolis Brewing Company were signed yesterday by KSTP-TV as co-sponsors of the Minneapolis Millers' baseball telecasts for 1950. Aim of the deal, according to the principals, is to present the games as a public service and to promote the individual brands. Spokesmen for both companies pointed out that the deal will do an industry job and said that it "may start some thinking among advertisers who have both a product and an industry" selling job.

Asks World-Wide Net For Voice Of America

(Continued from Page 1)

world," including "creation of a world broadcasting network capable of broadcasting on long wave, short wave, or medium wave, with an ultimate goal of reaching virtually every radio set in the world."

The Connecticut Senator, a co-founder of Benton & Bowles advertising agency and head of Muzak, said broadcasting "is a unique medium. It is instantaneous. It is cheap. It can overleap censorship at boundaries. (He said he is informed there is new hope for overcoming Soviet jamming.) Unlike publications or motion pictures it can reach remote and rural areas as easily as metropolitan centers. It presupposes no requirement of literacy. It is not affected by shortage of paper or film stock.

"But shortwave broadcasting is not enough, even if we had adequate transmitters, which we have not. What is required is a unified, world-wide network capable of laying a signal into every receiver in the world. . . . this can be done, despite many obstacles, if we have the will to do it."

Renews Sponsorship

The Chevrolet Dealers Association, Inc., has renewed its sponsorship of the Roller Derby telecasts over WJZ-TV, New York, Friday nights for five weeks from 10:00 p.m. till conclusion. The contract becomes effective March 31st. Agency for the Chevrolet Dealers is Campbell-Ewald Co., Inc., New York.

Roller Derby telecasts on the ABC-TV network on Thursday nights are sponsored by the Chesebrough Mfg. Co., and the Blatz Brewing Co. The Saturday night network showings are on a sustaining basis.

COAST-TO-COAST

City Council Commends Winner

Detroit, Mich.—When WJR tenor Fred Kendall won the Arthur Godfrey Talent Scout contest on March 13th, local Councilman Charles Oakman introduced a resolution at the formal meeting of the Common Council the next night. This resolution recognized Kendall for contributing generously of his musical talent over WJR, as well as in performances with the local Civic Light Opera and the Symphony. The resolution went on to congratulate Fred on his triumph on the Godfrey show and commended Godfrey for giving Kendall and other talented young Americans their big opportunity for national recognition.

Sponsoring Alan Ladd Series

Pittsburgh, Pa.—WCAE has sold the transcribed Alan Ladd adventure series, Box 13, to the Duquesne Light Company of Pittsburgh. The program began March 21, and is heard every Tuesday at 7 p.m. This is the first in a series of adventure-drama shows being scheduled in the Monday through Friday seven o'clock spot.

WSTC To Air Fire Newscasts

Stamford, Conn. — WSTC and WSTC-FM will broadcast forest fire danger warnings, issued by the State Park and Forest Commission, daily on its morning and noon newscasts, until the end of the forest fire danger season. The Forest Fire Danger Forecasts will inform listeners when and how to burn rubbish, what precautions to take, and the extent of current fire danger.

Forum To Discuss Genocide

Baltimore, Md. — The subject of "genocide," the extermination of a race, group, etc., will be the topic of discussion on a WBAL Forum, on March 27th, at 10:00 p.m. Those participating in the forum will be Solicitor General Philip Perlman and Charles Rhyne, for the affirmative, and George Finch of the American Bar Association and Woolsey, for the negative. Program is arranged in cooperation with the Washington Committee for the Ratification of the Genocide Convention.

"Parent" Series Continues

Washington, D. C. — Another in the series of programs "Report to Parents" were heard Wednesday, March 22, over WMAL. These programs are designed to give parents some of the instruction given to the teachers. Dr. Glenn Blough of the U. S. Office of Education, discussed "Science in the Schools" with Keith Johnson, head of the Department of Science in the local elementary schools and Dr. Carl Hansen, assistant superintendent of schools in charge of elementary schools.

WAEB Lists Staff Changes

Allentown, Pa.—WAEB announces the promotion of the following men: Martin Oebbecke, formerly technical director, now will assume the duties of program director in addition to his present duties; Milton Laughlin, formerly general manager of WHWL, is now sales manager for the station, and Martin Musket, formerly copy editor, is now traffic manager.

WMAL Sells Town Meeting

Washington, D. C. — "America's Town Meeting of the Air" will be sponsored for the next 13 weeks by the Amalgamated Clothing Workers of America over WMAL from 9 to 9:30 p.m., every Tuesday evening. The program is heard over the entire ABC network and is conducted by George V. Denny, Jr., president and founder of Town Meeting.

WTFM Suspends Operations

Tiffin, O.—Dale Schussler has resigned as director of WTFM to become announcer for a station in Wheeling, W. Va. Richard Roll, one of the WTFM owners, announced that Schussler's resignation makes it necessary to suspend operations temporarily, pending reorganization.

Census Campaigns Planned By Radio-TV

(Continued from Page 1)

tion to having stars of network shows doing skits or pulling gags, assist in acquainting the public with the census. Coordinating the broadcasting effort is Gordon Kinney, the Ad Council.

Kinney reports that some TV stations have requested slides and second announcements, but that many were yet to be heard from. Providing the public with information on the scope of the drive is major task and the full support of broadcasters is needed, he said.

In a special session at the council's headquarters yesterday, I. Roy V. Peel, the new Census Bureau Director, was introduced and spoke on the problems involved. The drive will be started on April 1, he said.

New Displays Added

The RCA Exhibition Hall in New York has added to its displays ten-minute illuminated slide program showing the research now in progress in the RCA development laboratories at Princeton, N. J. The 48 slides show activities of the laboratories ranging from pioneering in color television to refinement of long-used equipment such as high power radio transmission tubes.

RADIO EXECUTIVES CLUB OF NEW YORK

LUNCHEON MEETING, TODAY,

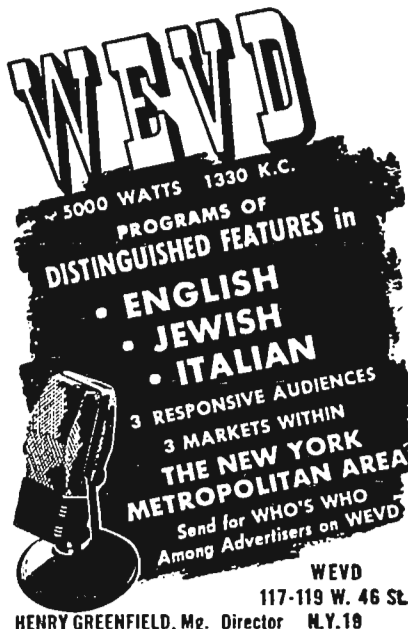
MARCH 23, 12:30 NOON,

HOTEL ROOSEVELT

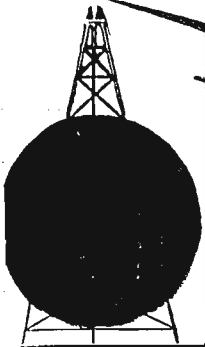
GUEST SPEAKER—Marion Harper, Jr., President, McCann-Erickson, Inc., giving a talk entitled "The Naked Medium".

ADMISSION — Members, \$3.00; Non-Members, \$3.75

Reservations — Claude Barrere, MU 6-0238



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



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 57

NEW YORK, FRIDAY, MARCH 24, 1950

TEN CENTS

FCC DECLINES IN INTERFERENCE CASE

Harper Gives REC Some Views On Television

Tele Has Power To Underline Sales Efficiency

The ability of television to measure sales effectiveness and come in for a "bonanza" was emphasized by Marion Harper, Jr., president of McCann-Erickson, at a meeting of the Radio Executives Club yesterday. Other media are not able to show what they are able to deliver to an ad-

(Continued on Page 7)

Paley Named Trustee Of Columbia Univ.

William S. Paley, chairman of the board of directors of CBS, has been elected a trustee of Columbia University and has notified the University of his acceptance, President Dwight D. Eisenhower of Columbia announced yesterday.

In announcing the election of Paley, President Eisenhower said: "More and more our great educa-

(Continued on Page 3)

Bieser Heads Ziv Office In Southwest Territory

As a part of their 1950 expansion program, the Frederic W. Ziv Co. has announced the promotion of Elmer Bieser to the position of sales manager of the newly formed south-

(Continued on Page 4)

Called—Because Of Rain

Rainmaking experiments of New York City in the Catskill Mountains were called off yesterday on account of rain. NBC's W. W. Chaplin, in the area to make a report for the network, took his mike into the homes of people living in the watershed to get their opinions on the project instead. He will do a roundup over NBC tomorrow at 1:45 p.m. (EST).

Color-Tele Hearing Will Wind Up Today

Washington Bureau of RADIO DAILY Washington—Direct testimony in the FCC hearing on color television is slated to wind up this noon, with gross examination scheduled for the week of April 3.

Hugh Beville, Jr., of the NBC plans and research department, was on the stand late yesterday and will resume this morning with testimony on the public reaction to NBC's color showings here this winter.

Also heard yesterday were W. B. Sullinger of Western Union, on his company's plans to provide micro-

(Continued on Page 2)

Exhibit Space Soldout For AFA Convention

Detroit—Exhibit space at the 46th annual convention of the Advertising Federation of America to be held at the Statler in Detroit, May 31st-June 2nd, has been sold to capacity, it was announced at Adcraft Club Headquarters by Lee

(Continued on Page 6)

Restricts Telecasts Of Crime Programs

Oklahoma City — Adoption of a general policy against the telecasting before 9 p.m. of any program based principally upon "horror story" plots, has been announced by P. A. Sugg, manager of WKY-TV, Oklahoma City.

"With television, as with radio," Sugg said, "it has been considered that juvenile control was a parental problem. However, after checking into the situation, we found that in many homes, children were permitted to view all shows telecast before their bed time. In others, children were left with sitters who did

(Continued on Page 3)

Noble Buys Interest In 1000 Islands Club

Montreal — Edward J. Noble, chairman of the board of American Broadcasting Corporation has purchased from Canada steamship lines its interest in the Thousand Islands Club on Wellesley Island, Alexandria Bay, N. Y.

Commission Drops WOW-KCSJ Case As Closed

Washington Bureau of RADIO DAILY

Washington—The FCC told the U. S. Court of Appeals yesterday that it has no authority to consider the appeal of WOW, Omaha, against a Commission denial of its petition for hearing in the renewal of license of KCSJ, Pueblo, Colorado. The Commission held also that WOW has no

(Continued on Page 3)

Storecast Reveals Plans For FM Outlet

Plans to beam commercial programming to 113 Acme super markets in the New Jersey area from WMCA-FM in New York by Storecast Corporation, were revealed yesterday. The plan is subject to FCC approval of the sale of the station.

Storecast using WYOU Inc., as an operating firm name, expects to use

(Continued on Page 2)

Gittinger Calls Radio A Growing Institution

Cleveland—Speaking on "Radio Is Here to Stay," William C. Gittinger, CBS vice-president and assistant to the president, told the Cleveland Advertising Club here yesterday

(Continued on Page 6)

Video's Public Service Role Emphasized In TBA Survey

Video stations across the country are showing greater interest in public service and educational telecasting than ever before, according to the results of a TBA survey just released. Stations which have indicated increased activity in these inter-related fields include, according to TBA, ABC network, WOR-TV, WCAU-TV, WOW-TV, WLAV, Grand Rapids, WHIO-TV, WNHC-TV, WBAL-TV, WTTG, WNBQ, KPIX, WRBG, KFI-TV, the Don Lee

video web, WXYZ-TV, KSTP-TV and WLW-TV.

Survey results indicate that the stations replying to TBA questionnaires, which thoroughly covered TV public service programming, were increasingly aware of the industry's public relations problem with regard to its role as an audio-visual educational medium.

The stations indicated that there is a mounting desire to incorporate

(Continued on Page 7)

Jumbo Mailer

Capitalizing on RADIO DAILY's "Everybody's Doing It" editorial earlier in the week, Nat Donato of the C. P. MacGregor office in New York yesterday mailed out 500 jumbo sized car cards advertising "Hollywood Theater of Stars." Each card required nine cents postage. The cards when opened to full size measured one by two feet.

Bean Brummel

J. E. (Ted) Campeau, president of KRLW, Windsor, Detroit, is receiving congratulations these days from associates in the radio world as a result of his selection as one of Canada's 10 Best-Dressed men for 1950. Campeau was described as an "immaculate exponent" of good grooming among men in the radio world during the current year.

RADIO DAILY



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

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WEST COAST OFFICES

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

WASHINGTON BUREAU

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

CHICAGO BUREAU

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

SOUTHWEST BUREAU

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

ROME BUREAU

John Perdicari
Ludovisi 16

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

FINANCIAL

(March 23)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	9 1/8	8 7/8	8 7/8	- 1/8
Admiral Corp.	27 3/4	27	27 1/8	+ 3/8
Am. Tel. & Tel.	155 1/8	154	155 1/8	+ 1 3/8
CBS A	34 1/4	33 7/8	34 1/4	+ 7/8
CBS B	34	33 1/2	34	+ 3/8
Philco	39 3/4	38 3/4	39 3/4	- 3/4
Philco pfd.	90	90	90	+ 1/4
RCA Common	15 3/8	15 1/8	15 1/8	- 1/8
RCA 1st pfd.	79	78 1/4	78 1/4
Stewart-Warner	16 1/2	16 1/8	16 1/4	- 1/8
Westinghouse	34 7/8	34 5/8	34 5/8	- 1/8
Zenith Radio	59 1/2	56 1/4	58	+ 2 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	19 5/8	19 5/8	19 5/8	+ 1/4
Nat. Union Radio	4	3 3/4	3 7/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	19 3/4	20 3/4
Stromberg-Carlson	14 3/4	16 1/4

WANTED SALES MANAGER

Radio Station, in medium size New England market, wants qualified and experienced man. Good salary plus percentage. Call PLaza 7-1800 between 2 and 4 P.M. Friday and ask for Mr. Lewis or write

Box No. 121, RADIO DAILY
1501 Broadway, New York 18, N. Y.

★ **COMING AND GOING** ★

EMILIO AZCARRAGA, Mexico's leading broadcaster, accompanied by MRS. AZCARRAGA, arrived in New York from Mexico City yesterday. The Azcarragas are en route to Europe on a two-month vacation trip.

GEORGE NIXON, manager of engineering development for NBC, and BARRY RUMPLE, of the research department, today will go down to Princeton, N. J., to huddle with executives of the RCA laboratories.

WELLS CHURCH, editor-in-chief of CBS news, tomorrow will leave for three weeks of fishing off Orlando, Fla.

DON MERCER, Thesaurus manager; BERT WOOD, program manager, and WADE BARNES, sales manager, left yesterday for the CAB convention in Niagara Falls, Ont.

GORDON W. LEVOY, president of General Television Enterprises, Inc., has arrived from Hollywood and plans to spend three weeks in New York setting deals for the "Strange Adventure" series.

ARTHUR B. CHURCH, president of KMBC, Kansas City, Mo., is in town for conferences at the headquarters of CBS.

RAYMOND F. GUY, manager of radio and allocations engineering at NBC, has returned from Havana, where he spent a week, during which he attended the meeting of the National Assn' of Regional Broadcasters.

EDWARD R. MURROW, Columbia network newscaster, tomorrow will leave for the West Coast. Next week his programs will emanate from Seattle, Portland, San Francisco and Los Angeles.

JULIAN STEARNS, general professional manager of BMI, has returned from a business trip to Hollywood.

THE MODERNAIRES have turned down a holdover engagement at the Mark Hopkins Hotel in San Francisco and have returned to Hollywood to resume their duties on "Club 15" over CBS and to start work on their movie for Columbia Pictures, which is titled "When You're Smiling."

Storecast Reveals Plans For FM Outlet

(Continued from Page 1)
the WMCA-FM facilities for expanding their activities in the New York-New Jersey area. Programs beamed to super markets will also be broadcast for reception on home FM receivers.

In Chicago the company has extended its service to 50 additional stores owned by the National Tea Co. This places the number of stores carrying the commercial FM messages to 150 in the Chicago territory.

Approximately 125 products are now used in the advertising copy broadcast by Storecast. Programs usually consist of music interspersed at three minute intervals with commercials and announcements.

Storecast also operates in the New England area and in the Philadelphia and Pittsburgh markets.

WKBW Skeds Debate

Buffalo—In the public interest, WKBW, Buffalo, will stage a two-hour debate on socialized medicine between Hugh Thompson, regional director of the CIO and president of the Greater Buffalo CIO Industrial Union Council, and Dr. Elmer Hess of Erie, Pa., who is vice-chairman of the Council of the Medical Program of the American Medical Society. The debate, stimulated by the National Health Bill now before Congress, is slated for April 4th, from 8:30 to 10:30 p.m., EST, in the Hotel Statler Ballroom of Buffalo before an invited audience of 1000. Those invited are leading representatives of medicine and labor in western New York.

Emerson Dividend

At a meeting yesterday the board of directors of Emerson Radio and Phonograph Corporation declared a regular quarterly dividend of 30 cents per share on the 879,805 shares of capital stock payable on April 15th to stockholders of record on April 5th.

Color-Tele Hearing Will Wind Up Today

(Continued from Page 1)
wave relay service for the video portion of programs, and A. G. Jensen of Bell Telephone Laboratories, who appeared as a Commission witness. Jensen's testimony was largely the same remarks he made earlier this month at the IRE meeting in New York. He was not convinced that standards should be set now for color, although he said he believes most people would be willing to sacrifice picture quality somewhat to get color.



Shut your mouth, Nellie

When Nellie the hippo yawned it's really a major production. She's got the biggest mouth in the whole zoo.

There's something BIG in the Baltimore radio market, too. I W-I-T-H, the station that gives advertisers a big plus audience.

You know W-I-T-H delivers more home listeners than any other station in town. And now a survey supervised by the Johns Hopkins University proves that 42.3% of all radios playing in grocery stores were tuned to W-I-T-H.

That's a real plus for you! It means that a small appropriation on W-I-T-H will produce big results. Get the whole W-I-T-H story today from your Headline-Ready man.



WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Send Birthday Greetings To—

- March 24
Maurice Coleman Andrew Ross
Henry Sylvan Arthur Boran
- March 25
Robert C. Schewing Ed Begley
Arturo Toscamini Jerry Sears
Frankie Carle Jean Rogers
Raymond Gram Swing
- March 26
Howard L. Schreiber Val Clare
Harry G. Bright Fulton Dent
Frank Merrified George Carhart
- March 27
George Fields Ferde Grofe
Fred Keating Gregory Davis
John H. Henninger
- March 28
Mary Lou Forster Ray Miller
West W. Willcox Al Stevens
E. C. Stodel Paul Whiteman
Frank Parker Frank Lovejoy
Robert Allen Joel Hevesi
Bertram Lebhar, Jr.
- March 29
Nancy Douglas Harvey Goldin
Janice Dunn Lewis King
Leon Levine Eill Berns
William H. Ensign
- March 30
Preston H. Humphrey Mark Hass
William H. Brown Bill Edwards

Paley Named Trustee Of Columbia Univ.

(Continued from Page 1)

onal institutions assume significant roles in the every-day lives of our citizens.



PALEY

ility in the affairs of our colleges and universities."

As a trustee of Columbia, Paley will join a distinguished group which oversees administration work at the University. Frederick Coyendall is chairman of trustees.

Paley, born in Chicago in 1901, graduated from the University of Pennsylvania in 1922 with the degree of bachelor of science. He became president of the one-year-old CBS network in 1928 and served in that capacity until 1946 when he became chairman of the board of directors. He was instrumental in forming Columbia Records, Inc., in 1938 and during the wartime years from 1943 to 1945 took leave of absence from CBS to accept special assignment overseas for the Office of War Information. While overseas he was appointed Chief of Radio of the Psychological Warfare division of SHAEF and commissioned a colonel in the U. S. Army.

Finish Filming Of Quints For Easter TV Appearance

Montreal—The Dionne Quintuplets and their parents, Mr. and Mrs. Olivia Dionne of Callander, Ontario, made their television debut in their own living room this week, and the film & sound track results are now on their way to Hollywood. Their producer Jim Roach will combine them with an Easter Sunday program from Father Patrick Peyton's Family Theater in Hollywood on which Bing Crosby, Jimmy Durante and other film stars will appear.

The Dionnes will be shown reciting the rosary. Jack Chisholm and an eight-man Associated Screen News crew took seven hours to fill the rush assignment given them by J. J. Fitzgibbons, head of Famous Players Canadian Corporation. Chisholm praised the cooperation given him by Dionne and said there was no trouble with any of the "stars" during the shooting of 3,000 feet of film.

The Quintuplets will be sixteen years old in May, and according to Chisholm are attractive, normal, natural and unspoiled.

WOW-KCSJ Case Dropped; No Right To Act, Says FCC

(Continued from Page 1)

claim to hearing and that on public interest grounds KCSJ's renewal is proper.

The case involves WOW interference claims, which were first voiced nearly two years ago—a year after KCSJ took the air. The KCSJ application for the 590 band, with one kilowatt unlimited, was filed in October, 1945, and granted conditionally a year later after hearing. The final grant of permit came in February, 1947, on the filing of a statement that interference with a Mexican station had been worked out. In all this time WOW, which is on the 590 band with five kilowatts unlimited, had shown no interest.

WOW first took an interest in the case, so far as the record shows, when it asked the FCC in August, 1948, to order KCSJ to use the same directional antenna during the day that it uses at night. This request was based on the finding that soil conductivity in the area between the two stations was greater than indicated in the Commission soil conductivity map, with resultant interference. KCSJ filed opposition.

While this petition was pending, WOW filed for a hearing in the renewal application of KCSJ, seeking the same end. The Commission rejected this position, however, holding that while any interested party may challenge and show error in the Commission soil maps by taking appropriate measurements, "such attack must be timely." WOW was too late, the Commission held.

But the FCC went on to observe that it is not ready to "close its eyes" to an interference situation discovered after licensing simply because it was not discovered earlier. In its statement at that time it

Broadway Stars To Aid In Program For Blind

Stars of Broadway shows will serve as readers for the blind on a new WNEW public service project, The Talking Magazine, beginning Monday March 27 from 10 to 10:30 p.m. Each Monday, material from the nation's top magazines which can be presented in no other way, will be read.

Henry Fonda, Ethel Waters, Maurice Evans, Fredric March, Dennis King and Ralph Bellamy are among the stars to be heard. Show is being presented in cooperation with the Industrial Home for the Blind of Brooklyn.

While hundreds of books are circulated to the blind on records and in braille, only two magazines are available in either form. An estimated 20,000 persons in the Metropolitan area will be served.

Patricia Morrison, star of Kiss Me Kate, Sidney Blackmer of Come Back Little, Sheba, and Todd Duncan of Lost in the Stars, will appear on the first program.

pointed out that "we must examine the facts as they are now known to determine what resolution of the problem will best serve the public interest. But in such a situation neither station has any right to a hearing as against the other, and the burden is upon the station seeking to change one or both of the assignments properly arrived at to show that such change would service the public interest."

Failed To Show "Need"

WOW, the Commission said, failed to show "any special or relatively greater need of the area losing interference-free service from WOW than the need for the service from KCSJ in the area where that service would be lost if the proposed modification were made. The Commission denial of WOW's petitions was based also, it said, upon "the uncontradicted fact that the requested modification would result in the loss of service from KCSJ to far more persons, representing a substantially larger per cent of the population within the station's interference-free contours than would secure the interference-free service from WOW which had allegedly been lost through the operation of KCSJ."

Restricts Telecasts Of Crime Programs

(Continued from Page 1)

not share the same sense of responsibility displayed by parents, and would permit children to watch any show they wished.

"We realize fully that television, with sight, sound and motion, carries a tremendous impact and makes immediate impressions upon the viewers. We therefore believe it is to the best interests of all concerned that WKY-TV refrain from telecasting programs that feature 'horror stories' until after that time when the younger children should normally have retired."

Sponsors "Co-Operative"

Sugg pointed out that the Oklahoma City Station had taken the initiative in instituting the new policy in the state and added that program sponsors "have been most cooperative" in agreeing to program schedule revisions necessary to abide by the station's new policy.

As a result of the new policy, two NBC-TV shows have been moved from 7:30 and 8 p.m. to 9:30 p.m. spots. They are the "Lights Out" show now seen at 9:30 p.m. Mondays, and "The Clock" program, now telecast at 9:30 p.m. Wednesday. Both shows feature mystery-violence dramatizations.

• faces • facts • figures • wins •

WINS offers top year-round news coverage with

DON GODDARD
(12 NOON TO 12:15 PM)

AND

CARROLL ALCOTT
(6:30 TO 6:45 PM)

FOR ONLY

\$1.00

PER 1000 RADIO HOMES

WINS
50KW NEW YORK

BROOKLYN BROADCASTING CORPORATION

LOS ANGELES

By ALLEN KUSHNER

JAMES T. "JIMMY" VANDIVEER, director at ABC's Los Angeles video station, KECA-TV, has introduced an entirely new approach to "integrated commercials." Using ABC's Teleparencies Rear Screen Projection Unit, which was developed by Donna Fargo, he is able to make the backgrounds on important sets seem actually live. This tie-in of commercial with actual location scene makes the commercial stand out in the viewers mind.

Chemicals, Inc., Oakland, Calif. will sponsor the Monday, Wednesday and Friday portions of the 5:00-5:10 p.m., PST, "Frank Goss News" over the Columbia Pacific Network beginning April 3rd. The contract which is for 52 weeks, was placed through Garfield & Guild Adv. Agency, San Francisco, and Ole Morby is the CPN account executive.

"Hancock Adventure," having proved very popular during the past 13 weeks on KNBH, will be telecast for another 13 weeks under the continued sponsorship of the Hancock Oil Company of California. Ruthrauff & Ryan is the agency. The weekly half-hour show consists of two 15-minute adventure films which are supplied by Gordon Le Voy, General Television Enterprises, Inc. On a special survey run last week by Tele-Que the program hit a 22.8 rating.

Haven MacQuarries' two outstanding shows "Noah Webster Speaks" and "Do You Want To Be An Actor?" have been getting the "eye" from the television networks here lately. MacQuarrie's shows which have had top ratings on TC for many years over NBC have been off the air for a few months while he was readying a script for television and for possible simulcast. "Noah Webster" heads the list as a natural simulcast and the news around Sunset and Vine is that Haven will soon be a very busy man.

Bieser Heads Ziv Office In Southwest Territory

(Continued from Page 1)

western division with headquarters in Dallas, Texas. Prior to joining the Ziv sales force in 1947, Bieser was in the sales department of station WKY, NBC outlet in Oklahoma City, and before the war had been in the advertising departments of the Scripps-Howard newspapers and the Oklahoman & Times, both of Oklahoma City.

Ave Maria Hour
WMCA — Sunday — 6:30
15th year as the number one
Religious drama of the Americas.
IT'S A DONALD PETERSON
PRODUCTION



By SID WHITE

Man About Manhattan. . . !

● ● ● **ONCE OVER LIGHTLY:** Jimmy Cannon reports that Casey Stengel, manager of the Yanks, has been advising Yogi Berra to start in studying books and acquiring knowledge. The catcher wanted to know why. "So's you can understand Dizzy Dean on the television," cracked Stengel. . . . Watch for some soon-due fireworks up at CBS between a highly touted director-producer and some writers who feel they oughta get at least SOME of the credit. . . . Sam Goldwyn's reaction to color television, as relayed by Erskine Johnson: "I won't believe it until I see it in black and white." . . . Two of the younger, and more successful, recording names had better watch out. The story of their latest escapade (unprintable) is making the Lindy and Toots Shor rounds. . . . Radio writer Mari Yanofsky stole the spotlight from Arturo Godfrey last week with her banter with the ol' redhead when she introduced Lorenzo Fuller, who, incidentally, copped first prize on "Talent Scouts." . . . Bob Monroe describes the Wm. Inge play, "Come Back, Little Sheba," (which spotlights the best drunk scene in years): "Mr. Inge writes about a binge." . . . Lester Lewis and his missus vacationing at the H'wood Beach Hotel, H'wood, Fla. (Say hello to our old pal, Ben Schneider, down there, Les) . . . Ken Murray's TV bankroller bowing out for the summer. A beer sponsor bowing out during the summer? . . . Pome, by Irv Cahn: "Frankie denies misbehavior, with the beauty known as Ava."

★ ★ ★ ★

● ● ● Nothing pleases or flatters a performer as much as getting a fan letter from another performer, which is why Sid Caesar got such a bang out of the following: "Dear Sid Caesar: This is just a fan letter to tell you how much I enjoy the shows you've been doing on Sat. night. It's refreshing to see such artistic and sensitive performances untouched by anything suggestive or off color. Kukla, Fran and Ollie join me in sending our very warmest wishes." (signed Burr Tillstrom).

★ ★ ★ ★

● ● ● **AROUND TOWN:** Sammy Kaye and his ork into the Capitol Theater April 8th. . . . Margaret Phelan to cut a volume of tunes for MGM, following the click of her first platter. . . . Jaunita Hall signed for Langworth Transcriptions. Sears Roebuck mulling a daytime TV stanza. . . . Lenny Herman opens at the Village Barn April 11th with NBC and Mutual wires. . . . Hal Fimberg, H'wood scripter of a flock of air shows and films, has come east to write the new Paul Winchell TV'er and the soon-due Jack Pearl videopus. . . . When Ted Lewis read that Rise Stevens was signed to serve as commentator on a sports show, he flipped: "She'll prob'ly become known as the Red Barber of Seville." . . . Most uniquely-named musician on TV, no doubt, is Cow-Eyes, one of the featured members of the Kirby Stone Quintet. All five lads, incidentally, hail from the Bronx, but hadda go to Philly to be discovered. . . . At the recent Toy Fair, Leonard and Ray Copelan, whose firm, Peter Puppet Playthings, Inc., got the exclusive contract to turn out Howdy Doody marionettes, signed up more than \$100,000 worth of orders without even showing a sample.

★ ★ ★ ★

APPLAUSE DEP'T: Jack Gilford's comedy at the Palace, (Rates a Yakademy award). . . . Herb Sheldon's 6:30 nitely WJZ stuff—topical humor with a tropical punch. . . . Bob Crosby's latest platter "If You Can't Get A Drum With A Boom-Boom-Boom." . . . The Mariners version of "Call of the Wild Goose." . . . John Tillman's human interest-ing "New on the Hour" via WPDX.

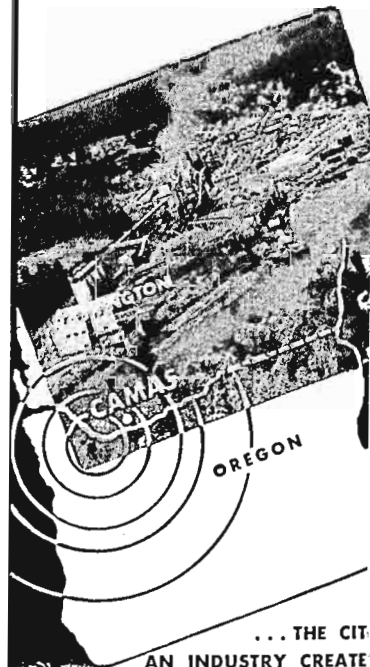
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KGW

PORTLAND
OREGON



AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY CO., INC.

AM-TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, March 24, 1950

FCC-NAB ROUNDTABLE PANEL NAMED

Unique AM-TV Store Reopens Tomorrow

One of the most unusual and modern radio-TV & appliance stores to be seen in New York City will be unveiled tomorrow at the re-opening of Dynamic's store at Broadway and 65th Street in Manhattan.

The Dynamic Stores which handle a complete line of all major radio and TV sets as well as electrical appliances has been completely redesigned to create the effect of three stages, all open and visible from the sidewalk. The entire store front where 3000 square feet have been added to the previous space of 12,000 feet, is covered with stainless steel and all-glass doors have replaced the conventional doors.

The Broadway side of the store will present an expanse of 75 feet of glass and stainless steel, topped by one of the largest neon signs ever built. The 75-foot long, 9-foot high sign will feature Dynamic and Admiral TV sets and refrigerators in 14 animated-effects.

According to Jack M. Winer, president of Dynamic Stores, a similar modernization program has been put into effect for their other five stores in the metropolitan New York area.

Stop, Look, Listen And Hear

If it doesn't shock pedestrians into jumping off the curb, General Electric may have something in their new talking traffic light, one of which has been installed at the corner of Jefferson and S. Salina Streets in Syracuse, N. Y. Each time the signal changes, a friendly voice warns pedestrians to be cautious while crossing the street. This novel experiment is a joint effort of GE, the City Police Department and the Safety Division of the Chamber of Commerce. The talking traffic light's voice is provided by a GE electronic narrator, installed in the signal control box, with a loudspeaker atop the signal's housing. The narrator is a novel tape recording machine and automatically repeats a message or messages an infinite number of times without being rewound or reset. This talking traffic light repeats six different messages.

Philco Microwave Unit On Production Basis

The Philco feedback-type microwave repeater for use in communication networks is now being manufactured on a production basis, according to an announcement by James D. McLean, general manager of the industrial division of Philco Corporation. Capable of handling up to 32 two-way voice channels or combinations of voice channels, program channels, and coded intelligence, the Philco CLR-type microwave repeater is designed for operation in the 5925-8000 megacycle band.

Rectangulars Only For Stewart-Warner Sets

Chicago—Shipments of Stewart-Warner Electric's first TV receiver with a 16-inch rectangular "black" cathode-ray tube began this week to distributors, according to E. L. Taylor, general sales manager for radio and TV products. All future TV sets made by Stewart-Warner will contain rectangular tubes in place of the round tube, Taylor said. The company's first set with rectangular tube is a table model, Model 9106-A and features uni-panel control; turret tuner; automatic gain control; built-in antenna.

Trade & FCC Execs To Take Part At Engr. Confab

Washington Bureau of RADIO DAILY. Washington, D. C.—The individuals who will participate in the roundtable discussion between the representatives of the FCC and the broadcasting industry at the NAB Engineering Conference, to be held on April 15, in the Stevens Hotel in Chicago, were announced here yesterday.

Six FCC and six industry representatives were named to the panel by Neal McNaughten, NAB engineering department director. The participants in this Engineering Conference portion of the NAB 28th Annual Convention will be:

For the FCC: Curtis Plummer, John A. Willoughby, James E. Barr, Cyril M. Braum, Edward W. Allen and Edward W. Chapin, of the FCC's engineering department in fields of research and broadcasting.

For the Broadcasting Industry: Raymond F. Guy, chief allocations engineering, NBC, now president of the IRE; E. K. Jett, WMAR-TV, Baltimore, Md., vice-president and radio director for the Baltimore Sun papers; E. M. Johnson, vice-president in charge of station relations, MBS; William B. Lodge, vice-president in charge of engineering, CBS; Frank Marx, vice-president in charge of engineering, ABC; and Mr. McNaughten, NAB engineering department director.

Stuart Bailey, of Jansky and Bailey, Washington, D. C. engineering consultants, will preside over the FCC-Industry Roundtable discussion, which is expected to touch on problems of vital interest to engineers, such as allocations in radio and TV; the North American Regional Broadcasting Conference; color TV; and the "freeze" of TV allocations, with its attendant problems in the UHF bands.

PRODUCTION PARADE

To Top Tech. Post At Tele-tone

Appointment of Allan Easton to the post of chief engineer of the newly formed product engineering division of Tele-tone Radio Corporation, was announced this week by S. W. Gross, president of the company. Before joining Tele-tone, Easton was senior radio engineer at Emerson Radio Corp. and while there was responsible for the development of radar training equipment in collaboration with the Radiation Laboratory of M.I.T. He also managed a test equipment design and construction project.

RCA Antenaplex Brochure

A non-technical brochure describing RCA's TV Antenaplex system for apartment houses, hotels, department stores, institutions, and other multiple-unit structures has just been published and is available on request from the sound products section of the RCA Engineering Products Department, Camden, N. J. The four-page, illustrated brochure provides a quick understanding of the fundamentals of the new TV equipment, and of the advantages of multiple-receiver operation from a single antenna system. It also describes the nationwide installation and service facilities.

Radio Receiving Tube Sockets

Radio receiving tube sockets conforming to the standards of the RMA and the Underwriter's Laboratories for a wide range of miniature and GT type tube circuit applications have been announced by the parts division, Sylvania Electric Products, Inc. Warren, Pa. Socket types supplied include T5½, T6½ and octal with 7, 8 and 9 cadmium plated brass contacts.

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AGENCIES

STEPHEN H. RICHARDS will return to the public relations staff of the Kudner Agency, Inc. on April 1, resigning from the Buick staff. Kudner is the Buick advertising counsel and he will work on the account.

LOWRY H. CRITES, controller of advertising and director of media of general Mills, Inc., has been elected a director of the Advertising Research Foundation.

NANCY B. HUGHES, formerly with Deutsch & Shea, Inc., has rejoined William von Zehle & Co.

WTTG of Washington has named Harrington, Righter and Parsons as its national rep.

WROK, Rockford, Illinois, has appointed H-R Representatives, Inc., effective March 27.

CHARLES H. PINKHAM, advertising and promotion director of the Lydia E. Pinkham Medicine Company, will launch a new service, the Pinkham Analysis of Advertising Efficiency, at Clifton Station, Mass. on April 17.

PRIZES, INC., a service organization specializing in merchandising and sales promotion of manufacturers' branded products through radio and television, has appointed Williams & Saylor as their advertising agency.

RUTH MAIER reporting resigning as from the public relations department of Pepsi Cola.

Gittinger Calls Radio A Growing Institution

(Continued from Page 1)

day that there is plenty of room for both radio and television and that one service will complement the other.

Gittinger said that CBS in 1949 again increased its radio billings over the previous year and that radio will continue to grow. He added: It is going to take an awfully long time to cut down radio's tremendous size.

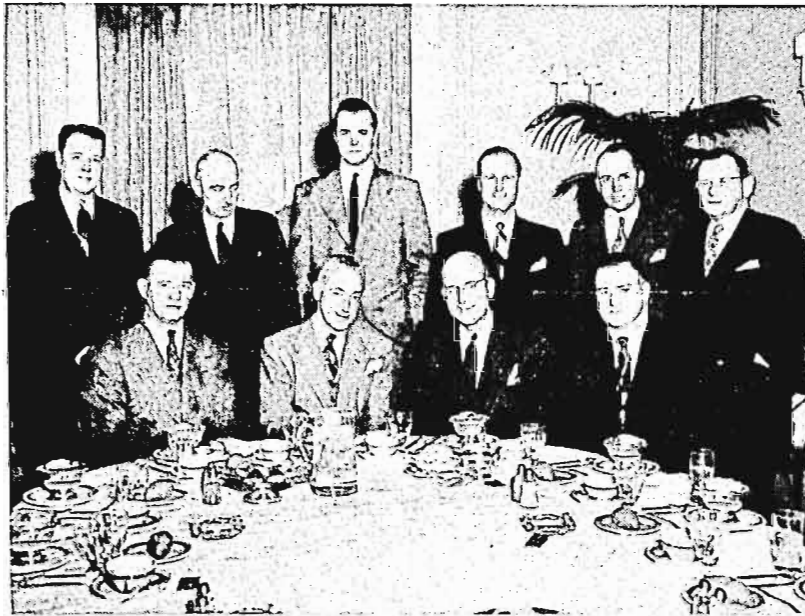
Discussing advertising, he said that radio and television will be complimentary for some products with some advertisers naturally using both.

"Television will bring new advertisers into the field," Gittinger said, "advertisers who never used radio before."

DAVID ROSS

Radio — Television — Films

PICTURE OF THE WEEK



Station rep executives gathered at a luncheon at the Biltmore Hotel last week to conduct a Spot TV Clinic at which Alfred E. Nathan, vice-president of the Ronson Art Metal Works, Inc., was guest of honor. Seated left to right are: Reynold Kraft, Paul H. Raymer Company; Mr. Nathan; Keith Kiggins, Edward Petry & Co., Inc., and Don Kearney, the Katz Agency, Inc. Standing left to right: John Poterfield, Paul H. Raymer Company, Inc.; Norman Farrell, Weed & Company; Elliot Reed, Free & Peters, Inc.; Albert S. Goustin, John Blair & Company; Jack Brook, Free & Peters, Inc., and Scott Donahue, the Katz Agency, Inc.

Exhibit Space Soldout For AFA Convention

(Continued from Page 1)

Vogelsang, chairman of the exhibit committee.

Planning to exhibit, in their individual booths, the latest advertising methods, the roster of 27 includes: from New York: Bourges, Inc., and Outdoor Advertising Co.; from Milwaukee: Kubin-Nicholson Corp., and The E. F. Schmidt Co.; from Detroit: The Burkhardt Co., Harold Bromel, Calvert Lithographing Co., Campbell-Ewald Co., Wm. Carlson Sing Studios, Radio Station CKLW, Evans-Winter-Hebb, Inc., Michigan Electrotpe and Stereotype Co., Midwest Farm Paper Unit, Inc., National Lithograph Co., National Note Book Co., Northern Electrotpe Co., Robotyper Corp., Moss Roy, Inc., The Safran Printing Co., Transportation Adv. Co. of Michigan, George Willens & Co., and station WXYZ, Inc.; Farm Journal and Pathfinder, Philadelphia Multi-Ad Services, Inc., Peoria; Outdoor Advertising Association of America, Inc., Chicago; The Strathmore Paper Co., West Springfield, Mass.

Stork News

Ralph J. Roberts, national sales promotion and publicity director of Muzak Corporation, is the father of a six-pound, eight-ounce daughter, born March 18th in University Hospital in Philadelphia.

The new arrival will be called Catherine.

FM Tieup Effective, Says WQXR-FM And WFMZ

Feeding of evening programs by WQXR-FM to WFMZ, Allentown, Pa. FM station, have met with great success and the plan will be continued indefinitely, the Times station reported yesterday. The broadcasts were set up for a trial period on February 1 with WFMZ carrying all WQXR-FM programs from 6 p.m. to midnight on weekdays and from 1 p.m. to midnight on Sundays. Some 1,000 letters have been received by the Allentown station hailing the good music programs.

Plans are now being made by WQXR to extend the service to other stations in the East.

Reschedule Documentary

Voices and Events, half-hour NBC documentary program, will move from 2 p.m. (EST) on Saturdays to a new slot on Sundays at 5 p.m., beginning April 2. Last broadcast on Saturdays will be on March 25.

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

on "RADIO BALTIMORE"

Contact
EDWARD
PETRY CO.

WBAL

NEW BUSINESS

KTTV, Los Angeles: Citizen's National Trust & Savings Bank, through Hixson & Jorgensen, Inc., Los Angeles, has purchased the fifteen-minute program Lucille Norman Sings for 52 weeks. Nicro Steel Products Company, Inc., Kay-Way Company, Inc., Kordite Corporation, Bostwick Laboratories, Phoenix Table Mats Company and J. G. Coughlin Company, through Lee Arter Company, Los Angeles, have purchased the fifteen-minute twice-weekly period, The Bruce Anson Show, for 52 weeks. McMahan Furniture Stores has purchased a half-hour period weekly, McMahan's Minstrels, 52 weeks. The agency is John Freiburg & Company, Los Angeles. The May Company, 26 weeks of 15-minute show, Music Shop. The agency is Milton Weinberg Advertising Company, Los Angeles. Holmes Tuttle, Ford Dealer, through Mogge-Privett, Inc., Los Angeles, 30 minutes of weekly hour-long show, Western Barn Dance, for 52 weeks. Samuel A. Mannis Company, weekly hour-long show, Auction Theater, 26 weeks. The agency is Allied Advertising, Los Angeles.

J. V. Baldwin Chevrolet Company, through Campbell-Ewald Company, Los Angeles, 50 weeks hour-long period, Wrestling, February 10, 1950 through February 2, 1951 (not broadcast February 17 and March 3, 1950). Serv-all Armchair Tray, one-minute participation in Wheeler & Rourke Show. The agency is Bradshaw Whitney Company, Beverly Hills. Earl Lamm, through Landsdale & Baldwin, Los Angeles, one-minute participation Wheeler & Rourke Show, from March 2. Jewell Summer (Talko), three participations Wheeler & Rourke Show. The agency is Heasley & Heasley Advertising, Los Angeles. Protective Engineering Co., through Cleveland-Collins Advertising, Los Angeles, one-minute participations in Wheeler & Rourke Show, for 26 weeks.

Crane Paint Co., one-minute participation in Wheeler & Rourke Show, twice a week for 26 weeks. The agency is Cleveland-Collins Advertising, Los Angeles. Kar Seal Corporation, through Mogge-Privett, Inc., Los Angeles, one-minute participation in Wheeler & Rourke Show, 26 weeks.

RUBY EDITORIAL SERVICE, INC.

8 Complete Film Editorial Rooms
For Motion Pictures & Television

RENTALS BY DAY, WEEK OR MONTH
ALL NEW MOVIOLA EQUIPMENT

Also Off the Premise Rentals

Tel.: Circle 5-5640

729 — 7th Ave. N. Y. 19, N. Y.

TELEVISION DAILY

Section of RADIO DAILY, Friday, March 24, 1950 — TELEVISION DAILY is fully protected by register and copyright

TV CAN PROVE AD ABILITY—HARPER

TELE TOPICS

AS A BABY that was pretty much running before it was fully able to learn to walk, television still faces, and must eventually solve, a goodly number of problems. Gradually, however, the scientific and creative imagination and initiative which built the communications arts into giants of industry within a relatively short period, are making steady progress. Dr. DuMont's 30-inch direct view picture tube, the several methods of carrying numerous programs simultaneously over wires and cables, the constant improvement of programming, better production facilities and more experienced personnel are all part of the progress pattern.

ELEANOR ROOSEVELT will chair the two sessions of the opening meeting of the United Nations Human Rights Commission which will be carried for a total of three and one-half hours over CBS-TV next Monday. . . . Leon Levine, "People's Platform" producer, is huddling with engineers on plans for a debate in which participants are in different cities. . . . Babs the Baboon, animal star of WAAM's "This Is Your Zoo," received a total—to date—of 992 birthday cards and letters following her first birthday celebration on Tuesday. . . . Bernie London, formerly of CBS-TV, has been signed to produce and direct the TV coverage of the Cleveland Indians ball games over WXEL-TV, Cleveland. . . . And the "Howdy Doody" alter-ego contest has drawn 3,386 entries thus far.

WCPQ-TV WILL AIR the annual St. John's Passion Play for the first time in the Cincinnati play's 33-year history on March 26. The station is also airing a thrice-a-week pre-season "Baseball Previews of 1950" starting today. . . . WOR-TV has renewed Frost Refrigeration as sponsor of the wrestling telecasts from Jamaica Arena, and, in addition, announces two 52-week, one 39-week and two 13-week renewals. . . . WPIX signed 17 advertisers during the first two weeks of this month. . . . CBS-TV is auditioning the Bert Lahr series early next week and will reschedule "Stage Door" to make room for the Ed Wynn Show on Tuesdays. . . . WDTV, Pittsburgh, has added Lloyd Tweedy to the staff and has announced the addition of "Baseball Preview" to its schedule. . . . WXYZ-TV is the first Detroit video station to regularly schedule more than 10 hours of programming a day.

BILL KOCH and Dick Farrell have joined Transfilm as scripters. . . . Earl Wrightson is now a regular on ABC-TV's Paul Whiteman Revue. . . . and WOR-TV reports a 71 per cent program audience gain as measured by Pulse following the change of the program's title from "Apartment 3C" to "Mr. and Mrs. Mystery."

Success Of Operation Outlined By Mitchell

In the midst of its most successful year of operation, WBKB is finding that its eight years of television pioneering have paid off. "The accumulated knowledge over the year," said John H. Mitchell, general manager, this week, "has helped us build a solid, economy-minded organization. Short cuts, inexpensive production technique and rock bottom rates have enabled us to pass many advantages on to advertisers."

It is because of its production tricks and general know-how, Mitchell feels, that the station has been able to charge the lowest rates among Chicago's four stations.

Now 90% Commercial
WBKB is currently 90 per cent commercial in a ten-hour-per-day operation, a figure which is something of a record in the industry. Films and heavy remotes constitute a large part of this schedule. Live shows are built around personalities. WBKB maintains a large staff of contract personalities including among them: Joe Wilson, Russ Davis, Ernie Simon, John Dunham, Allan Harvey, Bruce Roberts and Bill Evans.

TV Film Council Forum

The Fourth Quarterly Forum of the National Television Film Council will be held at the Hotel Astor, Thursday, March 30, it was announced yesterday by Melvin L. Gold, president of NTFC.

John H. Mitchell, sales manager for United Artists Television, will head the distribution forum at 10 a.m. At 1 p.m., the production forum headed by Henry Morley, president of Dynamic Films will go into session. Robert M. Paskow, film director for station WATV, Newark, will chairman the TV station forum.

Video's Public Service Role Emphasized In TBA Survey

public service programming as an integral part of their schedules; that they cooperate on a large scale with local schools and universities for in-school and home consumption educational programs; that they prefer to use sound films and slides provided by cooperating agencies; that the stations willingly absorb time

Program Survey	
(March 1 to 8)	
New York	
Star Theater	68.8
Toast of the Town	60.6
Talent Scouts	57.6
The Goldbergs	53.3
Godfrey and Friends	50.7
Studio One	41.1
Saturday Revue	38.3
Boxing—N. Y. (NBC Fri.)	35.8
Children's Hour	33.8
The Lone Ranger	32.4
Philadelphia	
Star Theater	78.4
Talent Scouts	69.8
Toast of the Town	63.4
Boxing—N. Y. (NBC Fri.)	63.0
Godfrey and Friends	56.6
Cavalcade of Stars	55.9
Film Theater (WFIL-TV Sun.)	52.8
Lights Out	51.7
Stop the Music	50.6
The Goldbergs	50.1
American Research Bureau	

British TV Receivers To Enter U. S. Market

London — Pye Ltd., British TV equipment manufacturers who claim to have made one-third of all English TV receivers produced during 1949, plans to enter the U. S. market in the very near future, it has been announced here. Pye will have the financial backing of the British government in its venture.

According to a Pye spokesman, the company feels that it can successfully compete with American video receiver manufacturers on the basis of underselling them from 10 to 15 per cent for receivers similar to those currently being produced and distributed by American companies. The Pye firm did not go into details on its proposed method of distribution nor did it specifically release any information as to costs, retail prices, types of models to be offered or other data importance. No date for its entry into the U. S. market has been announced as yet.

TV Measurement Held Important To Agencies

(Continued from Page 1)
vertiser as television, which compare areas that have and do not have video, Harper said. The approach is one of "default," he continued and not one of showing "naked effectiveness."

Pointing to video as the new comer, the agency head said, "we know she has plenty of something but we're not sure quite what. Two unfavorable appraisals current with nothing to support either, and that television is only for the big time advertiser because of high price tags and that video, in terms of market coverage is too thin, too sectional," he declared. "To the contrary," he continued, "there seem every indication that TV is now and will continue to be a strong, valid new kind of medium qualified for the proper consideration and use of practically any advertiser."

Defines Title Of Address

In defining "The Naked Medium" title of his address, Harper said "The only value which the advertiser receives from any media purchase generally is the extent to which it enters into the purchaser's selling life and actually creates sales for his merchandise. In this sense it does not matter a hoot really how popular the medium is, nor how big, nor how exclusive, nor how glamorous, nor how noble in its contributions to the people it reaches. These can help. But they are merely factors in producing the only benefit to business life which basically matters—namely to sales. That is what 'the Naked Medium' means."

Bell Telephone Has Multi-Use TV Cable

Montreal—Development of a two-inch cable which could carry color television and as many as 7,200 long distance telephone conversations simultaneously was outlined before the Board of Transport Commissioners by George D. Edwards of New York, director of quality assurance at Bell Telephone laboratories. He testified during the Board's hearing of Bell Tel.'s application for a 20 per cent average increase in rates in Quebec and Ontario.

Among the collection of exhibits placed before the Commissioner was a two-inch-long microwavetube developed for transmission of beams to carry television programs

(Continued from Page 1)

and facilities costs; that they prefer 20-second spots to one-minute PS announcements; and that they use, generally speaking, twice as much rehearsal as air-time. TBA plans to publish the complete survey results as part of their Committee for TV Public Service Programming study data.

RADIO DAILY

PLUG TUNES

**a hit — A Hit — A HIT
"TWO-FACED HEART"**

Recorded by Eddie (Piano) Miller
ON RAINBOW RECORDS
MICHAEL MUSIC CO., INC.
1619 Broadway Jerry Johnson
New York City Gen. Mgr.

Next Top Ballad!

COUNT EVERY STAR

PAXTON MUSIC, Inc.
1619 Broadway, N. Y. C.

getting **BIG!**
IT'S THE LITTLE THINGS
REGENT MUSIC CORP.

1619 BROADWAY N. Y. C.

Nothing Can Stop This!

"FOREVER WITH YOU"

by the writer of "My Happiness"

FORSTER MUSIC PUB., INC.
1619 Broadway, New York 19, N. Y.
216 S. Wabash Avenue, Chicago 4, Ill.

Slightly Sensational!

MY BABY IS BLUE

JEFFERSON MUSIC CO.
1619 Broadway New York City

My Heart Goes With You

By Thomas G. Meehan

JAMES MUSIC, Inc.

1650 Broadway Room 709 N. Y. C.

GOD'S COUNTRY

recorded by

VIC DAMONE Mercury
BILL FARRELL M-G-M
PHIL HARRIS RCA Victor
AL JOLSON Decca
SNOOKY LANSON London
RALPH SIGWALD Magnolia
FRANK SINATRA Columbia

ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Several months ago we ran into Fred Rose in front of the poor man's RKO Building, namely the Brill Building and congratulated the songwriter-publisher on his firm's sensational ballad, "Jealous Heart." . . . in his slow-easy-goin' manner of speech, Fred suggested that we 'get a load' of a new rhythmical number, "Chattanooga Shoe Shine Boy." . . . you'll agree that said mythical ragamuffin, comes royalty time, oughta have enough of that green stuff to migrate No'th and set himse'f up as Harlem's Cinderella Man. . . . anyhow, we had occasion to phone Fred in Nashville, yesterday and in the course of our talk, Roy Acuff's partner waxed a bit eloquent re: a new number, "Honky-Tonkin," written by Hank Williams. . . . so when a phlegmatic, down-to-earth realist like Fred Rose starts to use descriptive adjectives in speaking of a ditty, we must go along with him. . . . Theresa Brewer's London waxing of the song is due for release next week. . . . ● Dennis James reveals another ace in his bag of tricks by subbing for Peter Donald on "Can You Top This?" on WOR. . . . ● Too bad CBSolons don't shift Ted Steel's TV series from 5 p.m. to a later slot. . . . his friendly patter and organ wizardry rates an adult audience. . . . ● Hal Miller's Allen Music has a commercial ballad in "Come Back Home," written by Jerry & Sky, Mutual's top-ranking hillbilly song team. . . . ● Country's number one waltz is "Daddy's Little Girl," written by Bobby Burke and Horace Gerlach. . . . the distaff 'Sonny Boy' is published by Beacon Music.

☆ ☆ ☆ ☆

● ● ● Charles Ross Music has a clever novelty in "The Dixieland Ball," written by Buddy Kaye and Al Frisch. . . . ● Radio Rowgues still talking about the cocktail party tossed last Friday by Dorothy and Frank Luther to celebrate F.L.'s 20th Anniversary as a Decca Recording star AND his 3rd year as NBChirper. . . . ● Post Music Corp getting behind two numbers, "Peace of Mind," acquired from Dubonnet Music and a new beguine, "Melinda," words & music by Nick Bonasera. . . . ● Maestro Paul Taubman, whose organ magic provides mood music for a half dozen top soaperas, has purchased a half interest in the swank Penthouse Club on Central Park South. . . . ● Max Liebman will produce-direct a special Easter Sunday Show, starring Bob Hope, Dinah Shore and Beatrice Lillie. . . . General Motors will pick up the NBTAB. . . . ● Happy Godday, has opened Gotham offices in the Brill Building. . . . ● With the success of ditties like "Rudolph The Red-Nosed Reindeer" and "Peter Cottontail," Laurel Music is readying an all-out campaign on a clever novelty titled, "Myrtle the Turtle and Flip the Frog." . . . this number is made to order for Frank Luther, Gene Autry, Spike Jones, Fran Allison and Guy Lombardo.

☆ ☆ ☆ ☆

● ● ● **ON AND OFF THE RECORD:**—Comparative newcomer, Bobby Colt adds another bit of proof that he's big time via his latest Admiral waxing, a coupling of two ballads, "A Chapel In Your Heart" and "No Love Have I." . . . ably assisted by Russ Case's Ork and choral group, this is a deejay special. . . . ● It could be that he is simply ca-razy about the very thought or merely likes the ditty but deejay Bert Mulligan WKBSpins Tony Pastor's "If I Had A Million Dollars" every day. . . . (don't wake him up; let him dream.) . . . ● Sunshine Boys Quartet, whose spirituals and hymns are enjoyed by thousands daily on WWVA, Wheeling, have been signed by Decca.

☆ ☆ ☆ ☆

● ● ● **ADD SHARPS AND FLATS:**—Tito Guizar wowing the cash customers at the Strand on Broadway with his Spanish interpretation of "Choo Choo Ch'Boogie." (arriba). . . . ● As we predicted, Knickerbocker's "Sentimental Me," with 14 recordings, is well on its way to the Hit Parade. . . . ● Paxton Music follows "There's No Tomorrow" with two more ballads, "Count Every Star" and "Over and Over." . . . the ex-maestro sure can pick ballads.

PLUG TUNES

DEARIE

LAUREL MUSIC CORP.

1619 Broadway New York City

Open Door - Open Arms

LEEDS MUSIC CORPORATION

A Great Ballad!

SENTIMENTAL ME

Knickerbocker Songs, Inc.

1619 Broadway, New York, N. Y.

I WISH I KNEW

ASK MY HEART

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

Another BMI Pin-Up Hit!

PETER COTTONTAIL

Published by Hill and Range

Recorded by
Roy Rogers (Vic) Mervin Shiner (Dec)
Frank Luther (Dec) Guy Lombardo (Dec)
Jack Day (Coral) Johnny Lee Wills (Bul)
Gene Autry (Col) Jimmy Wakely (Cap)
Curt Massey (Lon) Two Ton Baker (Mer)
Derry Falligant (MGM)

Licensed non-exclusively by
BROADCAST MUSIC, INC.

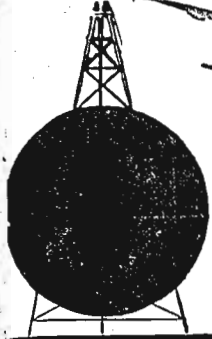
Diamonds Are A Girl's Best Friend

from

'Gentlemen Prefer Blondes'

JO STAFFORD Capitol
DOROTHY SHAY Columbia
CAROL CHANNING... Columbia
ETHEL MERMAN Decca
JANE HARVEY M-G-M

J. J. ROBBINS & SONS, Inc.
1619 Broadway N. Y. C.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 58

NEW YORK, MONDAY, MARCH 27, 1950

TEN CENT

CANADIAN BROADCASTERS MEET TODAY

CONFIRMATION

STRONG confirmation that "Everybody's Doing It" has come to the offices of RADIO DAILY by telephone calls, letters and additional mailing pieces since publication of the editorial on wasteful direct mail advertising last week.

ONE of the most convincing arguments against the direct mail practice is contained in a letter from Linnea Nelson, J. Walter Thompson Company, one of the country's top time buyers. Miss Nelson's views follow:

"**JUST** think — we get one copy of everything for each of our time buyers, plus copies addressed to the department, plus copies sent to account representatives which they route to us 'just in case'—until we were developing nightmares.

"**LESS** than 10 per cent is usable and fileable. And from the many reprints of advertisements the stations send us they seem to assume no one reads their display advertising and so they have to clutter the mail with additional copies.

"**WE** have a clearing house for this—a person who drops hundreds of pieces of mail into the wastebasket each week and routes to the entire buying group only that which is worth our time to read."

CONVINCING words by one of radio's better known personalities. Proof that direct mail is expensive waste in trying to cover the markets of the radio and TV industry.

Thanks, Linnea Nelson—your opinion is valued and respected in the trade.

—BURKE.

Contradictory

Seven years brought many changes in the Russian viewpoint as NBC's news dept. pointed out on "Voices and Events" Saturday. With the Kremlin claiming invention of the airplane last week, NBC used a record of the first secretary of the Soviet Embassy praising, of all things, the Wright brothers for the invention of airplanes.

Electronic Trap

Soon it may be possible to kill mosquitos as well as tedium with the family radio, according to Dr. Morton C. Kahn of the Cornell University Medical College. The sound of a female mosquito (*Anopheles quadrimaculatus*) when amplified 1,000,000 times and played through a bevy of big horns can attract every male mosquito with siren-like magnetism. When Dr. Kahn performed his experiment in Cuba, he surrounded the loudspeakers with an electrical grill charged by 10,000 volts to kill the amorous male mosquitos drawn there by the female voice.

Spot Campaigns Set By Agency Clients

Radio and video campaigns by four of its clients was disclosed by McCann-Erickson on Friday. One, Junket Brand Foods, will break into TV for the first time when it starts sponsorship of CBS-TV's Homemaker's Exchange program over 18 stations. The show heard on Fridays from 4:00 to 4:30 p.m. (EST) will be

(Continued on Page 2)

Decline In Philco Sales Reported During 1949

A drop of more than \$60-million in sales and a cut of nearly \$5-million in earnings by the Philco Corporation in 1949 was reported over the weekend. However, the company

(Continued on Page 2)

Fifty TV Stations To Carry Special Easter Production

West Coast Bureau of RADIO DAILY
Hollywood — Over 50 television stations have already programmed "The Triumphant Hour" for Easter Sunday, April 9, which is currently under production at the Jerry Fairbanks studios in Hollywood for the Family Rosary Crusade.

The full hour video program, similar to the radio version which will be heard on the coast to coast Mutual network, is being produced

Annual CAB Convention Starting At Niagara Falls, Canada, Today; Two Hundred Will Attend

Sets-In-Use 88 Million At End Of '49—RMA

Washington Bureau of RADIO DAILY
Washington—NAB and RMA said jointly Friday that 88,694,000 radio and TV sets were in use by the end of last year. A total of 14,500,000 were purchased in 1949, according to the first joint annual study of industry statistics, made under the direction of Dr. Kenneth H. Baker, NAB director of research, and Frank

(Continued on Page 2)

Broadcasters Seek Full Charge Of BAM

Difference of opinion as to whether the broadcasters or the agency organizations will dominate the new Broadcast Measurement Bureau, Inc., are reported to have arisen with broadcasters holding out for 100 per cent personnel on the board

(Continued on Page 2)

Burnett Agency Changes Reported By Weddell

Chicago—William L. Weddell, vice-president in charge of radio of Leo Burnett Co., Inc., has announced several changes in agency organization and additions to personnel to

(Continued on Page 8)

Niagara Falls, Can. — Two hundred Canadian broadcasters and a delegation of nearly 100 from the United States representing NAB, agencies and station reps began gathering over the weekend for the four-day convention for the Canadian Association of Broadcasters which opens to

(Continued on Page 4)

NAB Plans 2 More Convention Sessions

Washington Bureau of RADIO DAILY
Washington — NAB announced Friday the tentative programs for two more special sessions of its Chicago convention, to be held at the Stevens Hotel April 12-19. They are the day-long meeting of delegates from affiliated stations, Sunday April 16, and the morning session

(Continued on Page 3)

AM-TV Companies Report Sharp Rise In Revenue

Two radio-television companies have reported sharp rises in net earnings for 1949 over 1948. Hoffman Radio Corp., Los Angeles, announced 1949 earnings of \$1,276,030 after taxes and charges, resulting in \$5 per share for 255,051 shares of common stock. The previous year

(Continued on Page 8)

Senatorial Candidate

Movie actor Edward Arnold. "Mr. President" on the American network every Sunday for the past three years, will run for U. S. Senate if nominated by the Republican party in the June primaries. A native New Yorker, Arnold likes politics and often attends official Washington meetings on behalf of Hollywood and the entertainment industry.

New Tri-Color Tube Of RCA Impresses FCC

TURN TO PAGE 7



Established Feb. 9, 1937

Vol. 50, No. 58 Mon., March 27, 1950 10 Cts.

JOHN W. ALICOATE : : Publisher

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

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- WEST COAST OFFICES**
Allen Kushner, Manager
4425 Hollywood Blvd. Phone: Gladstone 8436
- WASHINGTON BUREAU**
Andrew H. Older, Chief 6417 Dahloanea Rd.
Phone: Wisconsin 3271
- CHICAGO BUREAU**
Herbert M. Kraus
188 West Randolph St.
Phone: ANdover 3-6050
- SOUTHWEST BUREAU**
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9
- ROME BUREAU**
John Perdicari
Ludovisi 16

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

FINANCIAL

(March 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 1/8	8 5/8	8 7/8	...
Admiral Corp.	27 1/2	27	27 1/8	...
Am. Tel. & Tel.	155 1/2	154 1/8	155	...
CBS A	35 1/2	34	35 1/2	+ 1
CBS B	35 1/2	34	35 1/2	+ 1 1/2
Philco	39 3/4	38 3/4	39 3/4	+ 1
Philco pfd.	91 1/2	90 3/4	90 3/4	+ 3/4
RCA Common	15 1/8	14 7/8	15 1/2	...
RCA 1st pfd.	78	78	78	...
Stewart-Warner	16	15 3/4	15 3/4	...
Westinghouse	34 3/4	34 3/8	34 3/8	...
Zenith Radio	60	56 1/2	59 7/8	+ 1 7/8

NEW YORK CURB EXCHANGE

	Bid	Asked
DuMont Lab.	19 3/4	20 3/4
Stromberg-Carlson	14 3/4	16 1/4

CBS News Reporters Reassigned By Chester

Reassignment of CBS news staff reporters was announced by Edmund A. Chester, CBS director of news on Friday. Effective April 3, Allan Jackson of the Washington staff, will take over the Monday-through-Friday 6:00 to 6:15 p.m. (EST) program, now broadcast by Eric Sevareid. Sevareid on the same date will take over the 11:00 to 11:15 p.m. show, now handled by Richard C. Hottelet.

Hottelet will go to Berlin on May 15 to take over the post formerly held by Bill Downs. Downs will return to the states for a new assignment.

Institutional Spot

Spot schedules on five Inter-collegiate Broadcasting System stations in New York State, have been purchased by the New York Bell Telephone Company. The one-year contract includes: WNTC, Clarkson College of Technology, WVBR at Cornell University, WRPI at Rensselaer Polytechnic Institute, KSLU at St. Lawrence University and WRUC, Union College.

Sets-In-Use 88 Million At End Of '49—RMA

(Continued from Page 1)
W. Mansfield, chairman of the RMA Industry Statistics Committee.

Home radio set sales account for 7,956,000 last year, automobile sets for 3,964,000, and TV sets for 2,594,000.

Auto sets in use totalled 14,764,000 which included the sets that went into 78 per cent of all cars manufactured last year.

The number of sets in the hands of the public at the end of 1949 was 70,436,000, of which 5,000,000 were in places of public assembly and 65,436,000 in homes.

Total number of TV sets in use at the end of 1949 was 3,764,000.

Average number of radio sets, including television, was 1.70 per home, the same as in 1948. The ratio of automobile sets to cars which hit a peak of 88 per cent in 1947, was down to 78 per cent in 1949, although a million more radio sets were produced.

It is estimated that only 401,000 television sets were in the distributor or dealer pipelines at the beginning of 1950, or approximately one month's production.

Broadcasters Seek Full Charge Of BAM

(Continued from Page 1)
of directors, RADIO DAILY learned Friday.

Broadcasters, who will bankroll the outfit, are reported to be opposed to a plan whereby agencies or advertisers would pull the strings, AAAA and ANA on the other hand, are reported seeking control such as they enjoy in the Audit Bureau of Circulation.

Although the first board will be almost entirely broadcasters, agency and advertising men will probably be voted in under a revised charter at a later date when BAM has decided its future role in the survey field.

BAM will be incorporated in Delaware.

Will Discuss Census

To acquaint listeners with the reasons behind the 17th decennial census, ABC Washington correspondent John Edwards will interview Dr. Ray Victor Peel, director of the Bureau of Census, on a special ABC program Saturday, April 1st, 5:00-5:15 p.m., EST.

Spot Campaigns Set By Agency Clients

(Continued from Page 1)
under the Junket banners beginning April 7.

Other campaigns now beginning include a radio spot drive for Tru-Val shirts. New musical jingle announcements are being used in 14 markets with four others yet to be lined up. New York outlet is WJMG.

Clark's Teaberry Chewing Gum got its campaign on radio under way last week on some 50 stations in major markets. Musical jingles are also being featured. Drive will run until October 14. Fourth of the McCann-Erickson accounts is the Manufacturers Trust Company which will soon begin using 20-second breaks on video.

Decline In Philco Sales Reported During 1949

(Continued from Page 1)
said its financial position at the end of the year was the strongest in many years and that the outlook for 1950 was good.

Sales for the year totalled \$214,884,000 compared to \$275,424,000 in 1948. Earnings totaled \$5,692,000 in 1949 while in 1948, earnings were \$10,532,000.

According to the report, TV production was greatly expanded during 1949 and was now at an annual rate in excess of 800,000 receivers a year. In spite of this, video sets were allocated. With demand high, a good market was anticipated in 1950, Philco said.

Granik Forum's Birthday Draws Johnson's Praise

Calling the American Forum of the Air "our unofficial Congress," Sen. Edwin C. Johnson of Colorado paid tribute to the program on the occasion of its 22nd anniversary on Saturday night over NBC-TV. Johnson appeared only to mark the special occasion, not as a participant.

Hailing the program and its moderator, Johnson said: "I wish it were in the power of Congress of the United States to award an 'Oscar,' an award for democracy, to my friend, Ted Granik, and to this program, which has brought speakers of all political persuasions squarely before the citizens of our nation for public inspection of their views."

The program is rebroadcast over NBC radio on Sundays.

Passover Program Tonight

Claude Rains will star on a special program, Like Men Who Dream, in observance of Passover tonight on WOR-Mutual from 9:30 to 10 p.m. (EST). The celebration of the Jewish holiday will be dramatized, with the traditional symbolism being described.

Eddie Cantor will be heard at the conclusion with a special message on the United Jewish Appeal. The show is the first of two WOR-Mutual presentations for the Holy day.



Be careful, Dobbin!

This little kitten could easily get hurt playing around the stable. But faithful old Dobbin takes great care to protect his tiny pal.

The best way you can take care of any sales problem in Baltimore is to put your advertising on W-I-T-H, the BIG independent that gives you a BIG plus audience. In addition to the biggest home audience at lowest cost in town, a survey supervised by the Johns Hopkins University proved that of all radios playing in taverns, 67.3% were tuned to W-I-T-H!

That's why W-I-T-H produces low-cost results. That's why W-I-T-H should be on your list! That's why you should get the whole W-I-T-H story from your Headley-Reed man today.

FM **AM**

W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Two More Special Sessions Planned For NAB Convention

(Continued from Page 1)

on FM stations' problems the next day.

The unaffiliated stations session will open at 9:30 a.m. with a welcome by Lee Jacobs, KBRR, Baker, Ore., chairman of NAB's unaffiliated stations committee. Then will follow discussions on audience measurement and mail order business.

Edgar Kobak, former MPS president, will address the luncheon, with a 2:30 session on developing and selling new programs to be led by BAB chief Maurice B. Mitchell. Participating will be Jerry Franken, Billboard; Arnold Hartley, WOV, New York; Carl Haverlin, president of BMI; Charles E. Rynd, the Ampex Company; Edward Gruskin, chief radio officer, ECA; Foy Kohler, Voice of America; Pierre Crenesse, North American Service, French Broadcasting System; Sellman C. Schulz, vice-president, Decca Records; Joe Csida, director of popular artists and repertoire, RCA-Victor, and John Sinn, Frederic W. Ziv Company and World Broadcasting System.

Sports Clinic, Set

This will be followed by a clinic on sports programs under Patt McDonald, WHHM, Memphis.

Radio lawyer Leonard Marks will talk on legal aspects and Ben Strouse, vice-president and general manager, WWDC, Washington, will talk on programming and selling.

Following is the tentative agenda for the FM session:

Opening remarks—Matthew Bonebrake, chairman, FM committee.

Specialized adaptations of FM broadcasting—"Functional Music," Howard Lane, Field Enterprises, Inc., Chicago.

"Transit Radio—A Retail Med-

ium." C. L. Thomas, president, Transit Radio, Inc.

"Advertising's biggest challenge to radio; how FM will meet it"—Stanley Joseloff, president, Storecast Corporation of America.

"FM networking" — Matthew Bonebrake.

"Summary of FM's special services—how to use one or all"—Edward Wheeler, president, WEAW, Evanston, Ill., and WOKZ and WOKZ-FM, Alton, Ill.

How to build the FM audience and sell it—"Why I Duplicate"—Merrill Lindsay, WSOY and WSOY-FM, Decatur, Ill. "Why I Do Not Duplicate"—Robert Dean, KOTA and KOTA-FM, Rapid City, S. D.

Question and answer period—FM panel—Howard Lane, C. L. Thomas, Stanley Joseloff, Merrill Lindsay, Robert Dean and the following members of the FM committee: Matthew Bonebrake, Edward Wheeler, Everett Dillard, general manager, WASH, Washington, D. C.; Frank U. Fletcher, co-owner of WARL and WARL-FM, Arlington, Va.; Victor Diehm, president and general manager, WAZL and WAZL-FM, Hazelton, Pa., and Josh Horne, president WCEC and WFMA, Rocky Mount, N. C.

NAB on Friday announced that Paul W. Morency of WTIC, Hartford, will chair the resolutions committee at the convention. Also on the committee will be Campbell Arnoux, WTAR, Norfolk; Quentin Cox, KGW, Portland; Mel Drake, WDGY, Minneapolis; Henry Johnston, WSGN, Birmingham; Lee Little, KTVC, Tucson; G. Richard Shafto, WIS, Columbia, S. C.; F. C. Sowell, WLAC, Nashville, and Chet Thomas, KNOX, St. Louis.

Frances Jarman, WDNC, Wins "Wendy" Contest

Frances Jarman, Women's News Editor of radio station WDNC, Durham, N. C., and winner of the Women's Commentator Contest recently conducted by CBS' "Wendy Warren and the News" is currently in New York for a week as part of her "Wendy" prize for submitting the best local news story to the web show.

Mrs. Jarman's husband, J. Frank Jarman, is general sales and promotion manager for the station.

The story which won the women's commentator her New York visit was based on the rehabilitation work being done by a young distaff prison superintendent in Raleigh N. C.

Thomas Going To Coast

After a lecture date in Troy, New York, CBS newscaster Lowell Thomas will spend a month on the West Coast where his broadcasts will emanate from Coronado Beach, Calif.

Stromberg-Carlson Shows Decline In 1949 Sales

Losses after taxes of \$478,056 by the Stromberg-Carlson Company in 1949 were revealed in the annual report to stockholders released last week. Net sales for the year showed a slight increase, but the opening of a new video station, WHAM-TV in Rochester, and a new inventory resulted in the losses for the year, the company reported.

Net Sales \$29,597,011

Net sales for 1949 were \$29,597,011 with a loss before a tax refund of \$728,056. A drop in the TV receiver market during the summer resulted in losses for six consecutive months.

One achievement noted by Stromberg-Carlson was the reduction of inventories from more than \$9-million in June to \$6,111,000 at the end of the year. The figure was \$1.8 million less than at the end of 1948.

Looking to the future "with reasonable confidence," the board said there are indications that the appeal of TV will continue and hopes for 1950 are good.

Here's the Sensational LOW-PRICED WESTERN That Should Be On Your Station!

MODEL DAIRY REPORTS ...

300% SALES INCREASE WITH

"CISCO KID"



Model Dairy, of Owensboro, Kentucky, hired "Cisco Kid" as a milk-products salesman. Against tough competition—in three months—their sales showed a 300% increase! "Cisco Kid's" merchandising program pulled over 7,000 requests for Model Dairy in a few weeks' time! Dealers phoned ... demanding Model Dairy milk! Youngsters crowded the company's office for "Cisco Kid" giveaways.

SENSATIONAL PROMOTION CAMPAIGN

... From buttons to guns — is breaking traffic records!

LOW PRICED!

1/2-Hour Western Adventure Program . . . Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

"Cisco Kid" can do a great selling job for your sponsor. Write, wire, or phone for details. It's a TERRIFIC story!



FREDERIC W. **ZIV** COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD



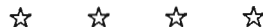
By SID WHITE

Man About Manhattan. . . !

● ● ● ONCE OVER LIGHTLY: With the exception of the glib, professional emcee job turned in by Paul Douglas and the cross-country chat between Ginger Rogers and Fred Astaire, the broadcast of the Academy Awards was generally on the dull side. As for Douglas, he was a top mike man before he ever saw the inside of a movie studio. Radio Row oughta be happy over two other winners—Mercedes McCambridge, a product of the 'soaps,' and Bill Slater, whose top notch narration on "Aquatic Houseparty" proved the big swing in copping the one-reeler Oscar. . . . Here's a switch: "Sports For All" faded on TV after Friday's session and will continue strictly on radio from now on. . . . Our CBS gumshoe informs us that there's an employee over there initial'd N.B.C. . . . Aside to Fred Allen: Understand you're changing your plans again about radio. . . . One of the major TV nets readying a deal with Ed Wolf on Alonzo Dean Cole's "Witch's Tale"—(the first of radio's thriller-dillers). . . . Recommended reading: Ben Gross' zingy piece on Ted Granik and his "American Forum of the Air" in the current Collier's. . . . Robert Q. Lewis' personalTV keeps "The Show Goes On" on. . . . Irv Cahn's pome for today: Oh, say, can you see, on your small TV."



● ● ● Story going the rounds about the autographed foto Jack Benny got from Pres. Truman when the comic was in Washington. Seems the Waukegan Wit told the Pres. that he would give anything for an autographed likeness. Knowing Benny's professional economy, the Pres. retorted: "How much, exactly, would you give?"



● ● ● Mike memories of WJZ disc jockey, Joe Franklin, the youngest big-timer in radio with the longest memory: Sam 'n Henry, advancing in 1928 from WEBH to WGN, but furious over having to change their names to Amos 'n Andy because WEBH owned the original tag. . . . Ben Bernie's "I hope you like it" was radio's number one catchphrase—and Tony Wons queried nitely: "Are you listening?" . . . Kate Smith was the number one vocalist and still is and Bing Crosby was changing his air signature from "Just An Echo in the Valley" to "Blue of the Night" because somebody in CBS pointed out that the "Valley" song was an unconscious plug for his NBC competitor, Rudy Vallee. . . . Little Jack Little was big in appeal and Joe's top favorite, Eddie Cantor, was teasing Rubinoﬀ, the violinist, whose voice was supplied by Teddy Bergman—now known as Alan Reed. . . . Lawrence Tibbett was the first Metropolitan Opera singer to go network. . . . A young writer named Gertrude Berg was submitting an odds-against serial called "Rise of the Goldbergs" to station after station, agency after agency, with the same aghast reaction at the 'dialect.' . . . Milton Cross, so serious now with his commentaries on the musical greats, was doing nursery rhymes over NBC. . . . David Ross spun his "Poet's Gold." . . . Alice Joy was "Radio's Dream Girl" and Joe White was "The Silver Masked Tenor." . . . Kate Smith proved she was America's most beloved singer when she sneezed on the air one nite—and thousands of gezuntheits poured in by telegram the next day. . . . The Voice of Experience, after untangling lives of countless thousands of faithful listeners, committed suicide because of his own unsolvable problems.



● ● ● Paul Denis reports that they were shooting some complicated shots of the new Jimmy Durante-Donald O'Connor comedy at Universal studios. Writer Martin Ragaway sighed: "Just think. All this fuss—just so 20 years from now, this movie can be shown on television!"

CAB Confab Opening; 100 From U. S. Attend

(Continued from Page 1)

day at the Hotel General Brock on the Canadian side of the Falls.

Convention interest centers in two things. First the forthcoming investigation of radio and television in Canada by the current session of Parliament and the special sitting of the Royal Commission next week at which time CAB will present a final summary brief which will outline a suggested pattern for Canadian broadcasting of the future.

Optimism reigns among the broadcasters on the prospects of government taking steps to curb practices of the Canadian Broadcasting Corporation and give the private broadcasters greater latitude in their commercial operations. The private broadcasters are especially concerned over the future development of television in Canada and will insist on equal representation with government stations in areas to be served by TV.

R. T. Snelgrove, president of CAB, sums up the future of broadcasting in Canada with the following comment:

"The biggest news in Canadian radio in 1950 will be the issue of the Royal Commission's report, probably mid-year or later. Whether or not that report is implemented immediately by the Government, it will have a profound bearing on the future pattern of Canadian broadcasting, both in the sound and television fields. The Royal Commission investigation remains the biggest and most important job of the CAB; and its members are satisfied that their interests are being efficiently and fully protected."

Will Carry ET Series

New Orleans—Station WWL will be the New Orleans outlet to air the Louisiana Dept. of Education's transcribed series of programs featuring cultural activities of students in public high schools throughout the state. The programs, given the 2:15-2:30 p.m. time slot on Saturdays, will begin by featuring the Alcee Fortier High School Band of New Orleans on the first show.

DAVID ROSS

Radio — Television — Films

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

on "RADIO BALTIMORE"

Contact EDWARD PETRY CO. **WBAL**

"THE EARLY BIRDS"

celebrate

20 YEARS

on WFAA, Dallas

(7:15—8 a.m.

MONDAY THROUGH

SATURDAY). They

have MORE LISTENERS

and are doing

MORE SELLING

than ever for:

Earl Hayes Chevrolet Company (six quarter hours weekly), The Mennen Company, Morton Foods, and Red Arrow Drugs (each three quarter hours weekly). Chap Stick and Chap-ans, Birds Eye Foods, Vitalis, Nob-Hill Coffee, Anacin Tablets, Republic National Bank, Gold Tip Gum, B & B Cafe, and General Electric Company use participating announcements.

"THE EARLY BIRDS"

820 **WFAA** DALLAS

The 28th ANNUAL CONVENTION
OF THE
NATIONAL ASSOCIATION
OF
BROADCASTERS

Daily Coverage!

News While It's News!

RADIO DAILY, in addition to its regular complete news coverage of the radio and television industry, will give its readers and the Convention delegates up-to-the-minute and on the spot news of the doings at both the Engineering and Management Conferences. Seven days of complete coverage to be read at the Convention or at your desk.

APRIL 12th to 19th inclusive

HOTEL STEVENS, CHICAGO

Advertising forms close for all RADIO DAILY convention issues on April 10th

THE WEEK IN RADIO

Spring Inspires Biggies

By BOB GREBE

WITH the coming of Spring last week, a lackadaisical attitude might have been anticipated in the broadcasting industry, but it was not to be found as optimism was voiced and new plans were laid for the future. Taking note of the growing importance of video, Ira Herbert, WNEW vice-president, called radio the nation's number one mass medium if properly programmed and sold. And in Philadelphia, WFIL's general manager, Roger Clipp, announced rate changes which were based on the influence of television and the greater importance of daytime radio. William C. Gittinger, CBS v-p, told that Cleveland Advertising Club that radio was still growing and that there was plenty of room for both radio and television.

New business announced during the week included the purchase of more than 100 programs weekly in addition to spots on eight New York stations by Crawford Clothes. Also, Pet Dairy Products of Johnson City, Tennessee, bought the Guy Lombardo Show in 28 Southern markets. Another buyer was the Baker Brush Company which started sponsorship of Lee Tracy over WOR. Thirteen MBS stations revealed baseball sponsors for the Major League "Game of the Day." Pall Mall expanded its Big Story coverage on NBC to the newly affiliated Alaskan Broadcasting System stations. In an effort to keep advertisers on the air over the Summer months, WLW in Cincinnati disclosed a bonus plan.

Renewals included Miles Laboratories for the Edwin C. Hill newscasts on ABC and Metropolitan Life Insurance Company for the CBS news programs nightly at 6 p.m.

Personalities crashing into type during the week were: William S. Paley, CBS board chairman, who was named a trustee of Columbia University; James Sauter, elected president of the Veterans Hospital Camp Shows, Inc.; Dr. Peter Goldmark of CBS appointed to the faculty of the University of Pennsylvania; and Kenneth Baker, acting BMB president, who was being boomed for director of the newly established Broadcast Audience Measurement, Inc.

Convention-wise, plans were readied for the AFA in Detroit on

WINDY CITY WORDAGE

By HERB KRAUS

Chicago TV producers are all agog over Artie Johnson, the diminutive University of Illinois grad who came as a guest on WGN-TV's Woman's Magazine of the Air and stayed on as a regular. . . .

Chicago

Artie is being touted as the hottest young local comic discovery since Cliff Norton. . . . and Art has a beautiful singing voice to boot. . . . Norton, incidentally, has been paged to headline the entertainment at the kick-off luncheon for the American Cancer Society's fund raising drive March 30 at the Sherman. . . . Carl Krueger's Chicago-financed and shot "Golden Gloves Story" was world-premiered in typical Hollywood fashion—with a parade of stars (in convertibles), klieg lights, video pickup and coast-to-coast radio (Mutual) coverage. . . . On hand for the hoopla were Jimmy Dunn, Kay Westfall, Gregg Sherwood and Dewey Martin, all of whom appear in the pic. . . . and Margaret O'Brien and Buddy Rogers, who are headlining the stage bill this week at the Oriental. . . . Local radioites serving on committees of the Chi Headline Club for 1950 include George Herro, Mutual flack chief; WBBM newscaster Julian Bentley, and Corny O'Dea of ABC. . . . Club is the Chi professional chapter of Sigma Delta Chi, the journalistic frat. . . . Andy Murphy, one-time NBC flacker, has been added to WBBM's rolls. Until recently he was drum-beating for tennis pro Pancho Gonzales.

★ ★ ★ ★

Bernard Miller, WMOR prexy, and chief announcer Jack Pitman, laying plans for an independent TV package firm. And the rumor mill sez they're going to kindle a fire or two of their own tele-wise. . . . Some switches at WGN: Rey Taylor, traffic mgr. and announcers' supervisor moving to sales; Win Jolly, ass't flack chief, replacing Taylor, and Larry Whitney, currently in continuity, joins the press office. . . . Edgar S. Riedel, Chi investment banker and general sales head of Raytheon Mfg. company, reported negotiating for use of name of Berkey & Gay (Grand Rapids furniture firm) on line of video sets. . . . WENR-TV has signed a local clothier for six pickups of roller derby from the Coliseum starting March 25. . . . Frank Atlass, formerly with the Daily News, has joined WBBM's local sales staff. . . . The "Veep" exchanged quips with Bob Elson aboard the Century Friday (March 24).

May 31 to June 2; the ANA and AAAA this week in Virginia and West Virginia; AFRA in Chicago on April 15; the NAB in Chicago, April 12 to 18; and Brand Names Day on April 5.

Storecast revealed plans for its new FM outlet in New York City, WMCA-FM. . . . French Broadcasting System disclosed that more than 200 stations now subscribe to their good will programs. An additional 100 stations are expected to join the ET net in the next month. . . . And the FCC, which was occupied for the most part by color television hearings, told the U. S. Court of Appeals that it has no authority to consider the case of WOW, Omaha, which requested a hearing in the license renewal of KCSJ, Pueblo. Both stations are on the 590 band and the Commission said WOW was too late in asking for hearing.

Two public service campaigns entered into radio news during the week. First, when General George C. Marshall asked for added help from broadcasters to bolster a sagging Red Cross Drive. Latter was the 17th Decennial Census which will call on radio for support beginning this week.

'Screen Gems' Schedule At New Production High

Beginning today Screen Gems hits a new production high for any one week. In addition to five 20-second for the Borden's Milk account through Young and Rubicam, the television advertising outfit is producing, within a five-day period three 1-minute spots for Clark Candy through BBD&O; two 1-minute spots for Bromo Seltzer (again BBD&O); six spots for Lucky Strike (BBD&O) to be incorporated into two live programs, This is Show Business (Clifton Fadiman-Abe Burrows) and Your Lucky Strike Theater (Robert Montgomery); and three 1-minute spots starring Jinx Falkenburg for Columbia Pictures on their latest release, "No Sad Songs For Me."

Ironic part of the situation is that of all the deals, the one with Columbia was the hardest for Screen Gems to land. Irony rests in the fact that Ralph Cohn, top man in Screen Gems, is the son of Columbia's executive vice-president Jask Cohn and nephew of Columbia's president Harry Cohn.

LOS ANGELES

By ALLEN KUSHNER

SPONSORSHIP of "In the Morning Manner," featuring Russ Moroff and his ork and guest entertainers, was acquired for 13 weeks on KECA-TV and started Wednesday, March 15th from 8:30 to 9:00 p.m. by the J. M. Ceazan Co. of Los Angeles in cooperation with Eleca City.

A very nice gesture on the part of Cy Howard, producer of "Life With Luigi" and "My Friend Irma" who received the "Michael" from the Academy of Radio & TV Best Arts & Sciences in New York last Tuesday to announce that the credit really belongs to his very good writers such as Mac Benoff, who it only writes "Luigi" but also directs the top rated show.

Dick Haymes makes his farewell appearance on the "Club 15" program over CBS-KNX tonight wailing the ballad hit of a few years back, "I Only Have Eyes For You." The Andrews Sisters, Del Sharkey and Jerry Gray's orchestra will lead the studio audience in singing "Jingle He's a Jolly Good Fellow" as a sign-off tribute to Haymes. Bob Crosby returns as headman on the Campbell Soup ailer this Monday, March 27th.

McMahan's Furniture Stores will sponsor the regular Friday night telecasts of the boxing matches from the Hollywood Legion Stadium, beginning April 7th on KTSL, Don Lee-TV station. Jack Freiburg & Co. is the agency handling the account; John Reynolds is the Don Lee account executive.

KTLA, Hollywood, again inaugurates a tee-vee first. Telecasting professional girl baseball games.

Harry Maynard, KTLA sales manager, announced the following new sponsors — Hot Point Dealers through the Ross, Gardner & Wheeler Agency for 13 weeks starting March 13th on "Handy Hints" Air France for 52 weeks starting March 13th through J. M. Mathes, Inc., Sills Paints, through McNeill & McCleery for 13 weeks.

NBC
CHEVROLET - TELE - THEATRE
Presents
DICK FORAN
in
THE GREAT EMPTINESS
Produced by
VICTOR McLEOD
Directed by
BARRY BERNARD
TONIGHT AT 8 — CHANNEL 4

COMING SOON

SHOWS THAT SELL + X = \$

* X is the NEW Associated Program Merchandising Service

Associated program service

151 WEST 46th ST. NEW YORK 19

TELEVISION DAILY

ection of RADIO DAILY, Monday, March 27, 1950 — TELEVISION DAILY is fully protected by register and copyright

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TELE TOPICS

HOLIDAY HOTEL, which premiered on ABC-TV Thursday night, is a big production right out of a Broadway show or Hollywood musical. Starring Edward Everett Horton and featuring Leonore Lonergan in a supporting role, "Holiday Hotel" chiefly proved the production advantages of ABC's huge New York studio. The sets were beautifully executed and there were at least eight of them. Production-wise, the show is an enormous success with capable direction, good lighting and smooth camera work. The musical numbers were spritely, the dancers young and attractive and the story line inoffensively musical comedy-like. Horton wandered in and out of camera range with gay abandon and probably satisfied his fans. Monte Prosser produced, Preston Wood directed, the story and lyrics were prepared by Tom Adair and by James McNaughton.

ARTHUR GODFREY has signed to do two more 15-minute weekly stints on CBS-TV. He is going to teach viewers how to play the ukelele under sponsorship of the Hi-V Corp., of which he is a member of the board of directors. Godfrey's going to have to get an armored car to haul that loot away from 485 Madison Avenue every week. . . . Lucky North will headline a new twice-a-week WOIC show, "Modern Living." . . . Bill Marreau, DuMont director, was confined to 10-minutes of waist shots the other day when costumes for "Magic Cottage" were late in arriving. . . . Marjorie Morrow, CBS casting director, says young actors want in to radio more than TV. . . . Charles Sanford, musical director of ABC's "Your Show of Shows" has been signed as musical director of the big rigidaire Easter show.

CBS-TV TALK is now that that beer company will renew the Ken Murray Show in its current time slot as a weekly feature starting in October. Could be. . . . "Stage Door" and "Pantomime Quiz" will bow off CBS-TV this week. . . . WMAQ premiered "Sunday Mateline" with Len O'Connor yesterday. . . . CBS-TV has shifted the Kuda Bux time to 6:30 on Saturdays. . . . KSL-TV is cooperating with the U. of Utah on a "culture" program. . . . WENR-TV booked \$80,000 worth of billing during first 20 days of March. . . . KTTV signed the Retail Clerks Union, Local 770, as sponsor of a local public service show. Signing marks first labor union sponsorship of a local TV show, says the station. . . . WOIC-TV preems "Food and Thought" next Thursday with Elinor Lee and Bob Kilgrim. . . . WFIL-TV loses director Dave Davidow of the "TV Telephone Game" soon. He has been signed to do a Double-day-sponsored program over WNBT.

ABC's Financial Year

ABC and subsidiaries report a loss of \$519,085 for the year ended December 31, 1949. This loss, according to the web statement, is after reduction of \$327,000 for recovery of Federal Income Taxes under carry-back provisions of the Internal Revenue Code. The network showed a net income after Federal taxes for the year ending December 31, 1948, of \$468,676. Unofficial feeling at the web's New York headquarters was that the main reason for the loss over the past year was an estimated seven to eight million dollar investment in TV facilities during the past fiscal year. ABC invested in extensive property in Hollywood and New York for video studios and also put five owned and operated stations on the air in that time.

"Triumphant Hour" On 50 TV Stations

(Continued from Page 1)
sequence of the Dionne quintts saying the rosary at their home in Canada will be included in the production.

Unfolded in retrospect from a modern church setting, the story will feature the Resurrection and the Ascension. Nelson Leigh, well-known actor, will appear as Christ. A cast of more than 50 now is being set. Script is by James D. Roche, who also is associate producer.

Everybody's Volunteering

Stars and camera crews, of all denominations, are contributing their services and Fairbanks is cooperating by providing studio facilities. He also will supervise filming. Wardrobe and props will be furnished by major studios.

The video film presentation will have a three-day shooting schedule and Fairbanks will use his Multi-cam Process in photographing the program.

"The Triumphant Hour" will be the initial video presentation of the Family Theater. The Family Rosary Crusade which is sponsoring the dramatic performance, seeks to in-

N. Y. Parents To Study TV's Impact On Kids

One of the largest TV surveys to date, designed to study video's impact on school children, will soon be started by the United Parents Associations in New York City, it has been announced. The survey will completely blanket New York City and will be conducted with the approval of the city's Board of Education.

It is expected by the School Board and Parents Associations that the survey will prove valuable in helping school officials to teach "school children to use television wisely," and will serve to give parents and educators a good rule of thumb measurement of the medium's real effect on children.

Three hundred fifty New York schools will be covered, accounting for more than 100,000 parents 25 per cent of whom are believed to be video receiver owners. The survey, according to Mrs. Belle Cosmides, chairman of the Association's TV committee, is in response to many requests from parents.

spire daily prayer by families of all creeds.

Press-Time Paragraphs

G. E. To Exhibit At Chicago

Syracuse—General Electric will exhibit their latest developments in TV transmitters and studio equipment at the NAB convention in Chicago from April 12 thru 19. Feature of the GE exhibit will be a new, completely air-cooled 5-kw low channel video transmitter with a low cost tube complement and low power consumption. GE's exhibit will be at the Windy City's Hotel Stevens.

Northwestern To Have TV Course

Chicago—The eighth annual NBC-Northwestern University Summer Radio Institute will feature a required general TV survey course to demonstrate the impact of video on the broadcasting industry. The six week radio and TV training session opens at Northwestern's School of Speech on June 26.

New RCA Device Draws Praise In Capital

Washington Bureau of RADIO DAILY

Washington—Members of the FCC were reported to be greatly impressed by an informal showing here Thursday night of the new RCA Tri-Color Single Tube. The new development from the RCA Laboratories is slated for an early formal demonstration here, with the FCC to set the date.

Just how much the new tube will affect Commission thinking on the color question was difficult to determine, although it was learned that the demonstration was an impressive one.

At the RCA demonstration, the picture on the single-tube was said to be slightly inferior to that shown on the three-gun set RCA has been using for color—but Commission technicians believed it would not be too difficult to improve the resolution. The tube itself was longer than comparable black and white tubes, but this was not held to be a major problem. Registration was said to be excellent. Formal showing of the tube will be on the morning of April 6.

The Commission, in meeting Friday, announced that it has scheduled color hearing for the weeks of April 10, 17 and 24 if the time is needed. Only one day has been set aside for the Commission's hearing on the setting of a uniform policy for applicants guilty of violating anti-trust or other federal laws.

Direct testimony was nearly wound up Friday on the color phase of the TV hearings, with RCA's Dr. George Brown still to be heard briefly on technical matters. As the hearing enters what is expected to be its last week on color. Bulk of this week's testimony will be given over to cross-examination of witnesses who have already been heard.

In addition, kinescope recordings in color and black and white made by Lt. Comdr. W. E. Fraser in cooperation with CBS were shown the Commission. The consensus of opinion was that the color recordings far excelled the black and white, but most viewers were unable to see any difference between the 405-line black and white and the 525-line black and white.

AMA Panel Meets

"The Effect of Television on Other Media" is the title of a panel discussion to be held under the auspices of the Radio and Television group, AMA, tomorrow at the Hotel Shelton, N. Y. at 12:15 p.m.

COAST-TO-COAST

Benton & Bowles Speak

Stamford, Conn.—Governor Chester Bowles, Sen. Brien McMahon and Sen. William Benton were the principle speakers at the Jackson Day dinner which was aired by WSTC and WSTC-FM at 9 p.m. on Saturday, March 25th. The program originated in this city.

Engineer Joins WERE Staff

Cleveland, O.—Harry Dennis, formerly with WJW, has been added to the WERE engineering staff. In his new position, he will specialize in the baseball broadcasts, traveling with the Indians as well as handling the home games. Dennis had been with WJW for 15 years and handled the Indians' games there during 1946, 48 and 49.

Joins KWK Continuity

St. Louis, Mo.—Virginia Lee Mitchell joins the continuity staff of KWK, replacing Patricia Walsh, who has resigned after an extended absence because of ill health. Miss Mitchell was formerly on the continuity staff of WTMV.

Health News On WMAL

Washington, D. C.—A regular series of health news programs are being broadcast each Saturday from 7 to 7:15 by WMAL. "Your Lease on Life" for Saturday, March 25th, was presented by the Diabetes Society and disclosed new treatment and other news of diabetes. Paul Riviere, of the WMAL staff, conducted the discussion, which described diabetes and related the experience of several people with the disease.

Airs Mexican Boys Choir

Detroit, Mich.—Station WJR recently presented a radio concert by the Mexican Boys Choir, composed of boys between the ages of six to sixteen years, under the direction of Rogelio Zarzosa Y Alarcon. Currently on tour throughout the U. S., the Choir has also traveled through the Latin-American countries, and has been received most favorably by Presidents of many of those nations.

Assigned To RCA Post

Toledo, O.—George P. Lohman has been named field sales representative for RCA-Victor home instruments in this city, and also in Detroit, Cleveland, and Pittsburgh districts, with headquarters in Cleveland. He was previously with Allen B. DuMont Laboratories, Inc., as eastern regional manager with headquarters in New York.

Writer Joins KLS Staff

Denver, Colo.—M. Maxine Mulvey has joined the writing staff of KLZ, according to an announcement by general manager Hugh B. Terry. Mrs. Mulvey was formerly associated with KOIL, Omaha, and the Universal Advertising Agency of that city.

Burnett Agency Changes Reported By Weddell

(Continued from Page 1) provide for the agency's rapidly growing radio and TV activities. Lee Bland, formerly with WCCO, CBS affiliate in Minneapolis, has joined the agency as an assistant director of radio, and Gilbert McClelland, ex-promotion manager for Mutual in Chicago, has joined the agency as promotion head for radio. Present staff changes include: Verne Burnett, Jr., to assistant promotion manager; and Clair Callihan, placed in charge of both AM and TV operations in Chicago, New York, and Los Angeles.

At the present time, Burnett handles, among other network shows, "Pure Oil News Time," "Smilin' Ed McConnell," "The Fred Waring Show," "Grand Central Station," and "House Party."

AM-TV Companies Report Sharp Rise In Revenue

(Continued from Page 1) profits brought only 86 cents a common share. The company's 1948 sales were more than doubled in '49. Olympic Radio & Television, Inc. reported a 1949 net income of \$578,163 which paid \$2.24 a share on common stock. The previous year the company lost \$46,771. Sales of 1948 were almost tripled in '49.

Folsom To Speak

Frank M. Folsom, president of RCA, will be a principal speaker on Friday, March 31st, at the annual meeting and Eastern regional conference of the National Urban League at the McAlpin Hotel, New York. His talk, "Industry Turns the Dial," will concern industry's role as a social action influence.

AGENCIES

JOHN R. SHEEHAN has joined Cunningham & Walsh, Inc. as a associate director of radio and television. He was previously with Buchanan and Company, General Electric and OWI. Ransom P. Dunne, Robert E. Eastright and Kenneth Vincent will retain their duties as associate directors of radio and television on Liggett and Myers shows.

WOLVERINE HARNESS RACING, INC. to BBD&O. The account will be handled through the agency's Detroit office.

WTTG of Washington, D. C. has named Harrington, Righter & Parsons, Inc. as national rep.

THE NUMBER ONE BUY OF 1950!

THE BROOKLYN DODGERS!!



You can be first with Brooklyn!

Don't Wait! Ask Now!

YOU

Can Sponsor Brooklyn
On the Dodger Network
Outside New York City

WRITE—PHONE—WIRE

The Baseball Broadcasting

Company

299 Madison Avenue
New York 17

MU 7-8642-3 MU 2-5088

P.S.: Stations desiring Dodger games will be considered.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 59

NEW YORK, TUESDAY, MARCH 28, 1950

TEN CENTS

HERALDS GROWTH OF CANADIAN RADIO

Dodgers Building Regional Baseball Network

Eight AM Stations Already Signed To Air Games

Brooklyn Dodger baseball games in 1950 will be aired by a minimum of eight stations outside New York City in addition to WMGM in the Metropolitan area, according to an announcement made by Harold Roettger, club publicity director and James Stevenson, head of Baseball

(Continued on Page 6)

Foreign Radio Group Welcomed Via Video

Delegates from 13 countries, five private operating agencies and one manufacturing organization to Study Group 11 of the International Radio Consultative Committee were welcomed via television, to the United States yesterday by Undersecretary of State James Webb and FCC Chairman Wayne Coy. The dele-

(Continued on Page 6)

North Carolina Men Convicted In WBT Case

Charlotte, N. C.—Sterling L. Hicks was convicted Friday night in Mecklenburg court with Chesley M. Lovell of conspiracy to damage WBT transmission facilities on Nation's Ford Road. Hicks and Lovell were each sentenced to eighteen

(Continued on Page 4)

Pearson Scores Beat

Drew Pearson once again has scooped the nation's press. On his Sunday night broadcast over ABC, the commentator named Owen J. Lattimore as the man identified by Senator Joseph McCarthy as Russia's top secret agent in the United States. Confirmation came later from various personal and news quarters in Washington.

Handicapped Operators Grateful

Expressions of appreciation are being wired the FCC from physically handicapped radio operators at sea for the revisions in the FCC order proposed last April to bar from shipboard radio jobs men with handicaps that would "limit performance" of their duties. Many who had lost a leg, an arm, or an eye had been gravely concerned with the order until the FCC hearings were attended by the American Radio Assn. (CIO). Naval officials, and doctors who appealed for the new wording. The order will now go into effect May 1st, and will bar only those "afflicted with uncorrected handicaps which would clearly prevent" performance of their duties.

Coy To Be Guest Of Radio Pioneers

Wayne Coy, chairman of the FCC, appearing before a Meet The Press radio panel, will be the guest of honor at the annual Radio Pioneers dinner which will be held at the Ritz Carlton Hotel on the evening of April 4, William Hedges, president of the Pioneers announced yesterday.

The FCC chairman will be questioned by a panel composed of Lawrence Spivak, Mutual; Elmer Davis, ABC, Dorothy Gordon,

(Continued on Page 5)

Emerson Drug Replaces Inner Sanctum Program

Emerson Drug Company will drop sponsorship of Inner Sanctum on April 17 and beginning April 24, will place the Hollywood Star Playhouse in the CBS slot from 8 to 8:30 p.m.,

(Continued on Page 5)

WOR-TV Adopts Code Of Movie Producers

Adoption of the principles of the Motion Picture Production Code in the programming operations of WOR-TV was announced yesterday by Theodore C. Streibert, president of the station. The action of WOR-TV is said to be the first instance where a TV station has adopted standards of the movie code in the acceptance of commercial films and programming produced by the station.

"Since the television medium also

(Continued on Page 7)

Wilcox Gay Operations Get New Management

Charlotte, Mich.—Chester Wilcox, founder, and Dr. Emil E. Mayer, president, announced that an agreement has been reached for acquisition of substantial holdings in the

(Continued on Page 6)

FCC Rejects 'Competition' As Factor In OK Of Permit

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday declined again to refuse to permit a second station in Cullman, Ala., on the ground that there is insufficient advertising support in the town for two stations. WKUL, Cullman, made the charge after the Commission had granted a permit, without hearing, to the Voice of Cullman for a new station on the 1300 band with one kilowatt daytime only. The Commission wrote that the Sanders case

ruling by the Supreme Court "held expressly that the licensee is not entitled to protection against competition, that such licensee cannot resist the grant of a license to another on the ground that the resulting competition may work economic injury to it, and that the Commission is not required to make findings as to any such economic injury."

Rejecting WKUL claims that it would be contrary to the public interest

(Continued on Page 5)

CAB Speaker Gives Report On Radio Expansion

RADIO DAILY Staff Correspondent
Niagara Falls, Ont.—Radio broadcasting is today a \$25 million dollar industry, and the second largest advertising medium in Canada, declared Pat Freeman, director of sales and station services, in his report to the 25th annual convention of the Canadian Association of Broadcasters, con-

(Continued on Page 2)

Nielsen Reports Progress In Trade

Enthusiastic response has been received from former users of Hooper's network services. A. C. Nielsen, president of the Nielsen Company reported on Friday. Being "specific," Nielsen reported the following:

"1. Contracts for National Nielsen Radio index services have been received from 59 agencies, advertisers,

(Continued on Page 6)

Muzak Expands Facilities To Make 45 rpm Records

Complete facilities for making 45 r.p.m. records are now available to other companies, the Muzak Corporation announced yesterday. Muzak also disclosed that Helen S.

(Continued on Page 2)

Distinction

James H. Calvert, president of Joske's of Texas, San Antonio department store and widely known user of radio, has been named "Retailer of the Year" in brand education by the Brand Names Foundation's Retail Advisory Committee, headed by Samuel J. Cohen, sales manager of Lit Bros. department store in Philadelphia.

Television Plans For NAB's Convention Completed [TURN TO PAGE 7]



Established Feb. 9, 1937

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

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WEST COAST OFFICES

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

WASHINGTON BUREAU

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

CHICAGO BUREAU

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

SOUTHWEST BUREAU

Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Rlverside 3518-9

ROME BUREAU

John Perdicari
Ludovisi 16

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

FINANCIAL

(March 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	9 7/8	9	9	- 1/2
Admiral Corp.	30	28 1/2	28 3/4	+ 1/8
Am. Tel. & Tel.	155 3/8	154 7/8	154 7/8	- 3/8
CBS A	38	35 3/4	36	- 1 3/4
CBS B	37 7/8	35	35	- 2 3/8
Philco	44 1/2	42	42 7/8	+ 1
RCA Common	16	15 1/2	15 1/2	- 1/4
RCA 1st pfd.	78 3/4	78 3/4	78 3/4	+ 3/4
Stewart-Warner	16 5/8	15 5/8	16	- 3/4
Westinghouse	34 7/8	34 1/8	34 1/2	+ 3/8
Zenith Radio	68	64	65 3/4	+ 1 1/2

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	20 1/2	21 1/2
Stromberg-Carlson	15 1/4	16 3/4

Guest From Greece

One of the guests scheduled to take part on the Second Honeymoon show over WOR on Thursday, March 29 is the police commissioner of Athens, Greece, Hercules Petounis. The commissioner recently married a linguist for 20th-Century Fox and he will vie for a "second honeymoon" at sponsor's expense.

Massce-Barnett Co. Inc.

Established 1887
723 - 7th Ave., N.Y.C. Tel.: Cl. 5-6080
INTERNATIONAL FILM FORWARDERS AND CUSTOMS BROKERS FOR THE TELEVISION AND MOTION PICTURE INDUSTRIES.
Agents in all parts of the world.

Freeman Gives Report On Growth Of Can. Radio

(Continued from Page 1)

vened at the General Brock Hotel today. Nearly 250 delegates and guests had registered by noon Monday, presaging a record attendance before conclusion of the four-day affair. The station turnout has never been higher and there was a definite air of "let's stick to business" when William M. Guild, chairman of the board, called the first meeting to order. No morning meetings are scheduled in view of the evening entertainments, and sessions the first two days are closed to all but delegates. Highlight of the convention is expected Thursday when Maurice Mitchell, NAB's sales director, speaks and introduces the Canadian premiere of "Lightning That Talks" at the Capitol Theater, a switch from the Convention Hall, at 11:30 a.m.

A new record high of 100 members and 23 associate members was reported by James Allard, general manager. Highlight of his annual review was the indication that "probably by next year" the \$2.50 license fee now collected from Canadian radio set owners will be abandoned, and replaced with a Parliamentary grant direct to the Canadian Broadcasting Corporation. Highlights of 1949, he said, were the Massey Commission now investigating Canadian radio and the NARBA conference at which interests of the member stations had been successfully protected.

He warned of a new threat to commercial broadcasting, the growing activities of certain religious groups objecting to commercially sponsored radio programs on Sundays in Canada.

Ways and means of setting up a co-operative plan for providing stations with saleable ideas and public service programs, and of suitably recognizing stations and personnel with 25 years service

Muzak Expands Facilities To Make 45 rpm Records

(Continued from Page 1)

Wallace has resigned as director of sales and service and will continue her association with the company on a consulting basis.

Private companies will now be able to record new releases and convert entire catalogs to 45 as a result of the new service to Muzak industrial clients. The 45 recordings will be in addition to Muzak's operations in the transcription and standard and microgroove phonograph record manufacturing field.

Miss Wallace, whose resignation was announced simultaneously will make her residence temporarily at North Hollywood, Calif. Edward Rogers will coordinate her sales activities for the time being with staff associates Charles Broderick, Patrick Cavuto, Eleanor Guthrie, Mrs. Rose Pellgrin and Walter Warner.

were included in resolutions adopted by the meeting. Possibility of radio outstripping daily newspapers as Canada's leading advertising medium within a period of three to five years was hinted by Mr. Freeman in his report. Already seven million radio sets have been sold in Canada since the end of World War II which is more than the total circulation of all 88 daily newspapers. By 1953, he estimated, Canada would have six million sets less than eight years old. He made a plea for the CAB to develop research to take advantage of this gain; lack of statistical data was hampering sales.

Directors elected for 1950 were: F. H. Elphicke (CKWX) Vancouver; William Rea, Jr., (CKNW) New Westminster, BC; Ed Rawlington (CKBI) Prince Albert, Sask.; Wm. Guild (CJOC) Lethbridge; Finlay MacDonald (CJCH) Halifax NS; Dr. Charles Houde (CHNC) New Carlisle, Quebec; Malcolm Neill (CFNB) Fredericton, NB; Phil Lalonde (CKAC) Montreal; Harry Sedgewick (CFRB) Toronto; Ken Soble (CHML) Hamilton and Bill Burgoyne (CKTB) St. Catharines, Ont.

COMING and GOING

IVOR KENWAY, vice-president of the American network in charge of new business, will leave tomorrow for an advertising meeting at White Sulphur Springs.

ERNEST de la OSSA, director of personnel at NBC, is back at his desk following a trip to the Westchester Country Club, where he spoke at the conference of controllers of General Foods Corp.

WILLIAM A. SCHUDT, JR., director of station relations for CBS, and C. E. MIDGEY, sales service manager, are in Niagara Falls for the CAB convention.

A. E. JOSCELYN, director of operations for CBS-in-Hollywood, is back on the West Coast following three weeks in New York.

ALLEN M. WOODALL, president of WDAK, Columbus, Ga., is in New York. Visited yesterday at the offices of BAB.

WILLIAM A. BANKS, president of WINX, Washington, D. C., and WHAT, Philadelphia, Pa., is spending these few weeks at Miami Beach, Fla.

JERRY GRAY, band-leader on "Club 15," is back on the West Coast following a four-day visit with Eastern disk jockeys.

HORACE FITZPATRICK, assistant commercial manager of WLSL, Roanoke, Va., is here for conferences with officials of BAB.

ED KLETTNER, president of the PAC Advertising Agency, left yesterday in the company's private plane on a business trip to Rochester, Buffalo, Cleveland, Detroit, Chicago, Minneapolis, Pittsburgh, Indianapolis and Washington, D. C. He is accompanied by Gene West.

Secrets of Love



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

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

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

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



W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

Advertising Agency News And Notes From Here And There

SHERMAN K. ELLIS has joined Benton & Bowles, Inc. as vice-president and a member of the plans committee. He was formerly president of Sherman K. Ellis & Co.

PATHE TELEVISION CORPORATION to Joseph Katz Company for advertising.

JEFFERSON CHEMICAL CO., INC., to Hazard Advertising Company for all its products.

FRANK C. MURPHY of Geare-Marston, Inc. has been elected chairman of the Atlantic Council of the American Association of Advertising Agencies (AAAA). He succeeds Wesley M. Ecoff who has been named to the national board of governors of AAAA.

GUILD COPELAND has been named vice-president of Cecil & Presbrey, Inc. He will continue working on drug accounts and serve as creative consultant on all agency accounts.

WILLIAM KOSTKA has taken over the management of W. W. MacGruder, Inc., Denver advertising agency, as executive vice-president and general manager. Kostka was formerly national public relations and advertising director of the United States Brewing Foundation. The agency's name has been changed to MacGruder, Bakewell & Kostka, Inc.

JOSEPH A. PROCTOR, vice-president in charge of merchandising of James T. Chirurg Company, has been elected to the board. Leo J. Hardiman, treasurer, has been elected vice-president and general manager of the Boston office.

JOHN FRANCIS HIGGINS, advertising manager of Manning, Maxwell & Moore, has been elected president of the Advertising Club of Bridgeport, Conn. He was previously an account executive of BBD&O.

HENRY HALPERN has joined Ward Wheelock Company, Philadelphia as research manager. He was previously with Young & Rubicam, Inc., and prior to that was associated for many years with Dr. George Gallup.

WASSER, KAY AND PHILLIPS, INC., Pittsburgh, are moving into new offices in the Clark Building April 1st. This is the third expansion for this company. The agency was formerly known as the Pete Wasser Company.

THE GEORGE E. DRAKE BAKING COMPANY of Pittsburgh has appointed Wasser, Kay and Phillips, Inc. as their advertising agency. The greatest portion of Drake's advertising budget is now being used in television.

WEST DISINFECTING CO. of Long Island City to G. M. Basford Company for radio and other advertising.

WILLARD E. STEVENS has been appointed to the Chicago staff of Fletcher D. Richards, Inc.

RICHARD WERDEN has been named a space buyer of Dorland, Inc. He was formerly with Norman D. Waters & Associates, Inc.

ROGER H. LEWIS, account executive of Monroe Greenthal Company, has been named assistant to the president.

KAL, EHRlich AND MERRICK, has named Laurence Dobrow as newspaper copy chief. Dobrow has been associated with the agency for the past year, joining after serving as advertising manager of Bloomington's department store.

MRS. JANET CHATFIELD-TAYLOR has joined Irwin Serwer Advertising, Inc. to direct fashion-merchandising programs. She was formerly with Saks Fifth Avenue.

THE HENRY LOHREY COMPANY of Pittsburgh, packers of Silver Star Hams and pork sausage, have appointed Wasser, Kay and Phillips, Inc. as their advertising agency, effective April 1st.

FACTS ON CHICAGO'S OUT-OF-HOME AUDIENCE*

MONDAY-FRIDAY 6:00 AM-6:00 PM **W-I-N-D IS SECOND**

WITH 19.5% OF THE TOTAL AUDIENCE

SATURDAY 6:00 AM-6:00 PM **W-I-N-D IS FIRST**

WITH 18.6% OF THE TOTAL AUDIENCE

SUNDAY 6:00 AM-6:00 PM **W-I-N-D IS FIRST**

WITH 18.3% OF THE TOTAL AUDIENCE



*PULSE OF CHICAGO, OUT-OF-HOME SURVEY, JANUARY-FEBRUARY, 1950

CHICAGO

By HERB KRAUS

THE story of Stewart's transfer from WCFL sales to WGN was a little exaggerated, like Mark Twain's demise. Harrison "Stu" Stewart changed his mind at the last minute and didn't make the switch, but is very flattered by all the excitement the squib in this column evoked.

Harry Christian, announcer-about-town, who free lances on ABC-TV and WMOR-FM, signed as a summer replacement on Chicago ABC beginning April 30.

Further re-alignment on Chicago NBC personnel includes John F. Whalley, from business manager to controller; William Ray from news and special events chief to the same with press and public affairs added; and Leonard Anderson from personnel manager to manager of integrated services. Sounds like a case of top-level semantics to us.

Bill Balaban, WBKB remote director, will be a little more remote for three weeks or more . . . He's leaving for a California vacation before the start of the baseball season April 21.

Is John Harrington leaving WBBM and Garroway pulling up stakes for the West Coast next month? These were the hottest stories in town over the week-end.

Nine quarter hours a week were sold on WNBQ this past week, according to sales manager John McPartland. "Today's Ball Game," a 15-minute re-creation of highlights of Cubs and Sox home games goes on seven nights a week at 10:15 p.m. (11:00 p.m. Saturday and Sunday) with two sponsors beginning April 18. Ford Dealers of Chicago, through J. Walter Thompson, taking Mon., Wed., and Fri., and Schoenhofen-Edelweiss Brewing, through Olian, taking the other four days. Tom Duggan will narrate. Third new sponsor is Peabody Coal for Clifton Utley newscast Mon., Wed., and Fri.

Pauline Gregory, sales secretary at WBBM, resigns today to become registrar of Columbia College of Drama and Radio.

North Carolina Men Convicted In WBT Case

(Continued from Page 1)

months in jail. Hick's attorney filed notice of appeal and Hicks was released on \$1500 bail, pending, the outcome of appeal. Jury of nine men and three women deliberated one hour after hearing testimony for two days.

BOOKKEEPER Radio Experience

Wanted for Metropolitan New York Area. Write Box 122, RADIO DAILY, 1501 Broadway, New York City.



By SID WHITE

Man About Manhattan. . . !

● ● ● **ONCE OVER LIGHTLY:** What television needs is less plunging necklines and more plunging sponsors! Most of the TV budgets are cut lower than a glammer gal's gown. . . . Ever since Nick Kenny brought the house down singing "Scattered Toys" at a Miami benefit, a recording company has been hounding him to ink his fog-horn baritone to a contract. Nick sounds like Arturo Godfrey with a heavy cold. . . . With Berle the King of Television, it's time someone crowned Caesar Emperor—Sid Caesar, that is, a guy who's making Sat. nite the loveliest nite in the TV week. . . . Those Kate Smith-Ted Collins commentating sessions via WOR every noon never sounded better. Could it be because of the happy reports Ted's been getting on the chances of his new pro football team this year? . . . WW was never more right than when he tabbed Joe Franklin's WJZ "Record Shop" as a nitely program "that stayed in the heart." Joe's interview with Eddie Cantor has the ad agencies tossing Spring sponsors at Joe. . . . Toni Arden, the sensational singing star at the Capitol, is another in the succession of bright newcomers who skyrocketed into stardom via a single TV shot. Ed Sullivan can take the bow on this one. . . . Milton C. Herman, a solid radio performer for years, can take a low bow for the spine-lingling job he turned in on DuMont's "Hands of Murder" last week as the old bookkeeper who had outlived his usefulness. . . . Good to hear that Bob Sylvester's "2nd Oldest Profession" has been bought up by 20th Century. Philco's presentation of it Sunday with Victor Jory and Wm. Prince impressed as one of the most powerful newspaper yarns we've yet seen.



● ● ● The story behind Leo Fuld's heart-stirring interpretation on his London recording of "Where Can I Go" was broadcast by Roger Pryor and Norman Brokenshire on their Saturday "Your B'way Correspondents" show, Leo found the song in a D.P. camp, written by a tortured Polish musician whose family had been killed at Auschwitz while he had been saved and forced to entertain for the Nazis who'd massacred his family and friends.



● ● ● **AROUND TOWN:** Warren Hull giving up one of his many shows in order to take on four more—which is good percentage any way you figure it. He's leaving "Cavalcade of Bands" after tonite's session because, starting next week, his "Strike It Rich" stanza for Colgate goes across-the-board every afternoon at 4:30. . . . Eileen Barton, hotter than Hopalong's pistol ever since her best-selling platter, "I'd've Baked a Cake," takes a stab at straight dramatics on "H'wood Screen Test" Sat. nite. . . . The two gals applauding the lustiest for Jeanne Garry of the B'klyn Women's Assembly luncheon were Dorothy Kilgallen and Dorothy Stickney. . . . Buddy Basch and Art Ford drop the col'm a line from Paris where they went via B.O.A.C., informing us, among other things, that there are now 50,000 TV sets there as compared to 3,000 in 1948. . . . Pome, by Irv Cahn: "Imagine TV, without Milton B."



● ● ● **QUOTABLE QUOTES:** Herb Sheldon, in Quick magazine: "Spring is such a pleasant thing when it's in the air, it's a pity it doesn't crowd out some of the war rumors there." . . . Jack Durant: "I'd like to get one thing on my television set—my original investment back." . . . Mimi Benzell: "TV may be displayed some low necklines, but it's also presented some very high type entertainment." . . . Martin Block: "Disc jockies were once unheard of; today everyone's out giving others the needle."



SAN FRANCISCO

By NOEL CORBETT

SSIX BAY AREA gals have been selected to compete for the title of "Miss San Francisco Television." Winner will be presented at the Academy of Television Arts and Sciences at a dinner held in the Gold Ballroom of San Francisco's Fairmont Hotel. Newspaper columnists will be the judges. A silver trophy will be awarded to one of the three Bay Area stations (KPIX, KGO-TV, KRON-TV) for outstanding achievement in 1949. Best live show; best live children's program; best live personality; best live commercial; best local film commercial, and others will win Academy Awards.

The "Ford Kay Kyser" program is signed for local release on KRON-TV, Thursdays through NBC.

Garfield and Guild, for their clients, Chemicals, Inc., has signed for 52 weeks on CBS, three times a week, on the Frank Gross news program. Starts April 3. (KGBS locally) Ole Morby is the sales rep.

Richard Rothlin is new salesman with KRON-TV. He was formerly with Y&R.

The Western Scenic Studios are designing the sets for Ruby Hunter's new "Admiral Magic Mirror" show, Mondays, 7:30. William Hollenbeck directs this program.

KSAN is broadcasting the feature race from Tanforan at 4:15 and the re-running at 6:30 to 7:00 of all races. Hal Moore calls.

KPIX has a new 1:30 p.m. show of interest to ladies who like to sew (and men who do, too), "Adventures in Sewing," sponsored by the Domestic Sewing Machine Dealers of the Bay Area.

Frozen Food Products have signed for participation in the Jane Tood women's commentary program on KCBS. Kelso Norman is the agency.

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

Competition Ignored In FCC's CP Grants

(Continued from Page 1)

Interest to put a second station in Fullman, the Commission declared that "the public interest strongly favors competition in the broadcast industry. The whole scheme of regulation embodied in the Communications Act of 1934 is based upon the proposition that the Governmental policies appropriate to the areas of free competition rather than those applicable in the public utility and common carrier fields will achieve the most satisfactory utilization of our available broadcast spectrum.

"Revenues" Called No Factor

"Similarly the public interest is not concerned with the possibility that the new station or WKUL may be forced to cease operation because of inadequate revenues. The likelihood and even the certainty of some business failures is the price of competition. Congress in determining that the broadcast industry should be competitive has decided that that price is not too high considering the benefits which flow herefrom. . . .

"If the new applicant does not succeed in getting enough of the available business to survive, it will go under. If in the competitive struggle the new applicant attracts enough business to survive and the petitioner is unsuccessful in its efforts and has to turn in its license, this is what competition means—petition is not protected against this risk."

In a concurring opinion, Commissioner Robert F. Jones differed somewhat from his colleagues as he held that the Commission should take into account whether the licensing of a new station will affect an existing station in a manner adverse to the public interest.

Jones Views Quoted

Jones said that "the effect of the Commission's action would be to permit competition to drive the service to which the public is entitled below the low-water mark permitted by the Communications Act. If the petitioner had pleaded sufficient facts to show that the service rendered by both houses would be pulled down below the low-water mark required by the Act, I would grant a hearing.

"According to the majority, the public, after the second station has been established, would decide whether or not it wished to support the second station as well as the first. That is a decision I think we are forced to make before the second grant is made when we have a petition before us properly pleading facts alleging that the public could not support two stations."

Joins Times Staff

Joseph Durso, news director and radio commentator at WINS, has joined the national news staff of the New York Times. He became WINS news director in July, 1947.

Emerson Drug Replaces Inner Sanctum Program

(Continued from Page 1)

on Mondays now occupied by the mystery chiller. Big names and dramas will be spot-lighted on the West Coast show. Norman Broken-shire is set to do commercials from New York, but no other plans for the program have yet been released. Inner Sanctum's future is not known.

Allen Visiting Como

Radio comedian Fred Allen will team up with Perry Como on the "Chesterfield Supper Club" on NBC, Thursday, March 30th, at 10:00 p.m. As a part of their comedy routine, Allen sings "Shortenin' Bread" as he relates to Como how he just missed becoming a great crooner. As usual, Fontane Sisters will be heard.

WBBQ Post To Watkins; Weiss Moving To N. Y.

John W. Watkins has been named general manager of WBBQ, 250-watt Mutual station in Augusta, Georgia, replacing George W. Weiss, who has been granted an indefinite leave of absence by the Savannah Valley Broadcasting Co., operator of WBBQ and the Augusta Baseball Club. Watkins, a veteran radio man previously connected with WHAS, WCKY, WCSC, WGRC, WING, and WGAC, has been commercial manager of WBBQ since its beginning in 1946.

Weiss will take up residence in New York on April 1st to broaden his radio and television interests; however, he plans to retain his position as president of the company and holder of 37 per cent of the stock. He also retains 93 per cent

Coy To Be Guest Of Radio Pioneers

(Continued from Page 1)

WQXR; H. V. Kaltenborn, NBC, and a newscaster from CBS yet to be announced. The half-hour program from 10:30 to 11:00 p.m., will be broadcast over WOR Mutual.

It is expected that around 500 will attend the annual dinner. The occasion will mark the retirement of Bill Hedges as president and the installation of Frank Mullen as the incoming president.

interest in WPAL, 1,000-watt station in Charleston, S. C. Weiss organized Savannah Valley Broadcasting Co. in 1946, at the age of 23, after being discharged from the Army Signal Corps.

REGENCY'S productions:

U. S. TOBACCO COMPANY (TV Commercials for Old Briar Tobacco)

"MARTIN KANE, PRIVATE EYE" (TV Commercials)

Starring William Gargan

Produced and Directed by Edward Sutherland

Agency—The Kudner Agency, Inc.

"Alfred Hitchcock, the great film producer-director . . . favors filmed versions of drama, the pictures to be made especially for video, (and) he sees a real step in the right direction in the manner used on the Wm. Gargan 'Martin Kane, Private Eye' series, whereby good live action, continuity commercials and specially integrated movie sequences are combined to give a whodunit a nicely tailored effect."

(Radio Daily, March 8, 1950)

SEDAGEL (TV Commercials)

Commentators—John Daly, John B. Kennedy, Westbrook Van Voorhis

Client—Sedagel Pharmaceutical, Inc.

Agency—Roy S. Durstine, Inc.

★ ★ ★ ★ ★

REGENCY PRODUCTIONS, INC.

112 West 48th Street

(Our New Address)

JUdson 2-0274

(Our New Telephone)

Dodgers Building Regional Network

(Continued from Page 1)
Broadcasting Company, organizer of the chain. Stations outside the city will sell the games to local advertisers with the possibility of a national advertiser buying some of the games.

The move by the club which buys the time on stations, follows a pattern by major league clubs to broadcast games on a network basis.

Lined-Up Stations Listed

Those stations already lined up to carry the games are: WPTR in Albany, WKRT in Cortland, WWSC in Glen Falls, WWHG in Hornell, WHLD in Niagara Falls, WEAV in Plattsburg, WSAY in Rochester and WNDR, Syracuse. Applications from other outlets in New York State, Pennsylvania and New England are now being considered.

Games will be aired live from Ebbets Field and road games by wire reconstructions. Sportscasters for the net are yet to be chosen.

Brooklyn games in the New York area are also being televised by WOR-TV.

A. C. Nielsen Reports Progress In Industry

(Continued from Page 1)

stations, artists and program producers previously using 'Program Hooperatings.' On a dollar basis, this includes 71 per cent of the total, and this percentage is almost identical for each of the principal types of customers.

"2. Agreements have been signed by all but eight of the Hooper-subscribing agencies who handle one or more network programs.

"3. Contracts have also been signed by twelve organizations who are not currently sponsoring or handling any network radio programs.

"4. Orders for Pacific Nielsen-Ratings have come from many agencies and advertisers, in addition to two of the four networks.

"5. Positive assurances have been received, from many others, to the effect that their orders for various Nielsen Radio Index services are on the way.

"6. 'TV Network Hooperatings' have not been included in the above statements because, aside from the change to Nielsen ownership, there have been no alterations in the form of service rendered, and hence no need for new contractual arrangements with customers. It is expected that this condition will continue until the fall of this year, at which time A. C. Nielsen Company expects to have enough Audimeters available to permit use of the electronic recorder technique in the production of National Network TV service."

The computations of radio subscribers "include not only those who have contracted for Nielsen Ratings Service but others who have elected to buy complete form of Nielsen Radio Index Service," Nielsen added.

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 March 17-23, 1950

TITLE	PUBLISHER
A Dream Is A Wish Your Heart Makes.....	Walt Disney
All The Bees Are Buzzin' 'Round My Honey.....	Santly-Joy
Bye Bye Baby.....	J. J. Robbins & Sons
Candy And Cake.....	Oxford
Chattanooga Shoe Shine Boy.....	Acuff & Rose
Copper Canyon.....	Famous
Cry Of The Wild Goose.....	American
Daddy's Little Girl.....	Beacon
Dear Hearts And Gentle People.....	E. H. Morris
Dearie.....	Laurel
Enjoy Yourself.....	E. H. Morris
I Can Dream Can't I.....	Chappell
I Don't Know Whether To Laugh Or To Cry Over You.....	Porgie
I Gotta Have My Baby Back.....	Peer
I Said My Pajamas.....	Leeds
If I Knew You Were Coming.....	Robert
It's So Nice To Have A Man Around The House.....	E. H. Morris
Music Music Music.....	Cromwell
My Foolish Heart.....	Santly-Joy
Peter Cottontail.....	Hill & Range
Quicksilver.....	E. H. Morris
Rag Mop.....	Hill & Range
Rain.....	Miller
Sunshine Cake.....	Burke-Van Heusen Assoc.
There's An X In The Middle Of Texas.....	Simon House
There's No Tomorrow.....	Paxton
Third Man Theme.....	Chappell
Wilhemina.....	Feist
With My Eyes Wide Open.....	Crawford
You're Wonderful.....	Famous

Second Group

TITLE	PUBLISHER
As We Are Today.....	Remick
Ask Me No Questions.....	Witmark
Bibbidi Bobbidi Boo.....	Walt Disney
Charley My Boy.....	Bourne
Cinderella Work Song.....	Walt Disney
Did Any One Ever Tell You Mrs. Murphy.....	Johnstone-Montei
Don't Do Something To Someone Else.....	Fred Fisher
God's Country.....	Robbins
Have I Told You Lately That I Love You.....	Duchess
It Isn't Fair.....	Words & Music
Johnson Rag.....	Miller
Leave It To Love.....	Broadcast Music
Little Gray House.....	Chappell
Lost In A Dream.....	Triangle
Mama Mia.....	Beacon
Monday, Tuesday, Wednesday.....	Leeds
Old Master Painter.....	Robbins
Sentimental Me.....	Knickerbocker
Sitting By The Window.....	Shapiro-Bernstein
We've Got A Sure Thing.....	Burke-Van Heusen Assoc.
You Kissed Me.....	Chappell
You Missed The Boat.....	Advanced
You're Always There.....	Bregman-Vocco-Conn

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Foreign Radio Group Welcomed Via Video

(Continued from Page 1)

gates are in this country for a week demonstration tour of American video studios, transmitters manufacturing plants to study U.S. TV standards prior to seeking to draft an International Telecommunications Standards Code.

The televised welcoming speeches were broadcast from Washington New York by the DuMont network.

Of prime concern to the foreign delegates now in the U. S. is the problem of setting a uniform standard for telecommunication. America, for example, is currently transmitting a 525-line signal, Great Britain 405 lines, and the Netherlands and Russia, 625 lines.

While in the United States delegates will visit Washington and Philadelphia. They represent, in addition to the U. S., the United Kingdom, France, the Netherlands, Norway, Denmark, Belgium, Ecuador, Columbia, Egypt, Italy, Pakistan, Sweden, and Switzerland.

From the U. S., the delegates will proceed to Paris, then the Netherlands and back to Paris where they will draft their recommendations to be presented to their parent organization, the International Telecommunications Union on May 1, 1951.

The itinerary of Group 11 includes visits to the DuMont and NBC studios in New York, the transmitting site of the new Empire State antenna, the laboratories of RCA, DuMont and the Federal Telecommunications organization, AT&T, Zenith and Philco manufacturing plants and the DuMont transmitter division.

Wilcox Gay Operations Get New Management

(Continued from Page 1)

Wilcox-Gay Corporation by Edward H. Lippin, president of Philadelphia Harmonic Radio Corporation, New York, John S. Meck, president of John Meck Industries, Inc., Farmingdale, N. Y., and Leslie Evan Roberts, president of Long Island Battery, New York. Expansion of production and distribution of Wilcox-Gay television sets, recorders and other electronic products is planned. The firm has been manufacturing electronic devices for 30 years under the trade names Wilcox-Gay and Recordio.

Universal Elects Officers

Hollywood—"In a meeting of the Board of Directors of Universal Recorders, Inc., Arthur B. Hogan, who recently purchased Wesley I. Dumm's interest in Universal Recorders, was elected chairman of the board. Will H. Voeller, executive vice-president of Universal Recorders, was elected president, filling the spot vacated by the resignation of Wesley I. Dumm."

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, March 28, 1950 — TELEVISION DAILY is fully protected by register and copyright

TV PLANS FOR NAB CONFAB MADE

TELE TOPICS

GEORGE PUTNAM'S "Broadway To Hollywood Edition" over the DuMont is one of the most progressively improved news programs in video. Putnam and his editors, Eddie Higgins and Lee Putnam, often go far afield to come up with some top flight feature stories. Typical was Putnam's interview of Hugh Drum and Dr. Thomas Goldsmith last Friday night relative to the new Empire State transmitting antenna and its value to viewers in improved reception. Another example of this team's approach to video news was their touting of Tom McFadden in his appointment as top man at NBC-TV's KNBH, Los Angeles. Putnam's staccato delivery sometimes seems a little harsh for living room consumption but it probably serves to hold the viewers' attention—unfortunately a good many video news shows don't.

THE JACK CARTER end of the big Saturday night NBC show improves every week with the last being the best to date. It was given a tremendous lift by the Keane Sisters who might make a welcome addition to the regular cast. . . . Danny Dare joins NBC-TV as a producer. . . . DuMont's "Hands of Murder" switched its title to "Hands of Destiny." . . . T. J. Dunford has been upped to general production manager at Transfilm, Inc. . . . Jim Kirkwood and Lee Goodman bow as a comedy team on WOR-TV next Saturday. . . . Nancy Kelly has been signed for her TV debut by the "Silver Theater."

RICHARD ARLEN of the movies has been inked by Mal Boyd as lead in Hollywood in Three Dimensions" over KTTV, Los Angeles, replacing Alan Mowbray. Boyd is due back in New York next week. . . . KFI-TV will alternate telecasts of the Los Angeles Angels baseball games with girls' softball games. . . . KGO-TV will televise 28 home ball games of the Oakland Acoms starting March 28. . . . WVAOI-TV has acquired exclusive rights to televise San Antonio wrestling matches for a year. . . . Al Cirillo's "Bowling Highlights" over WJZ-TV has a clever gimmick whereby instructions to viewers and guest stars are illustrated via a miniature bowling alley. The show, incidentally, has heavy mail pull. . . . Peter Donald has been signed by Roberts and Carr to star in an hour-long across-the-board "Nightcap" video show.

CHARLES IRVING is reported sitting pretty in a hassle involving ABC-TV, CBS-TV and Toni for rights to Irving's "That Wonderful Guy" series which is now on sustaining over ABC-TV. . . . "The Great Volta" will be sponsored over WCBS-TV by Amalie Motor Oil. The magic show features Burling Hull.

NIELSEN TV RATINGS New York Area Rank Of Top TV Programs, Eve., Once A Week 4 Weeks Ending March 11, 1950

RANK	PROGRAM	(Number of Telecasts)	% Homes	Nielsen-TV-Rating Homes (000)	% TV Homes Using At Telecast Time TV	Radio
1	Texaco Star Theater	(4)	75.5	757	82.6	8.2
2	Godfrey's Talent Scouts	(4)	59.9	601	80.0	5.7
3	Toast of Town	(4)	56.3	565	72.8	3.9
4	Godfrey & Friends	(4)	43.0	431	76.6	8.1
5	Lights Out	(4)	39.1	392	82.0	4.9
6	Gillette Boxing	(4)	38.5	386	66.6	4.1
7	Man Against Crime	(4)	37.7	378	71.0	7.0
8	Studio One	(4)	36.5	366	68.5	3.5
9	Philco TV Playhouse	(4)	36.1	362	73.4	4.5
10	The Goldbergs	(4)	35.9	360	82.2	4.0

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WOR-TV Adopts Code Both Good, Poor Pix Of Movie Producers In Phonevision Test

(Continued from Page 1)
consists of sight combined with sound, the basic standards developed the last 20 years should be directly applicable," Streibert said. "Practically all the movies shown in television made for theatrical release were produced under the Code, and there is no reason why the live programs should not meet the same standards. Indeed they do, for the most part. However, a set of guides and specifications to make clear what is considered acceptable and in good taste will assist all concerned in assuring that the station meets its public responsibilities."



STREIBERT

The movie Code is administered by a Production Code Administration and sets forth its applications to crime, sex, vulgarity, obscenity, profanity and other offenses.

Chicago—The trial run of Phonevision, which Zenith has scheduled for this city in the late Summer or early Fall, will feature a "cross-section" of Hollywood film product, it was revealed here yesterday by Comdr. Eugene F. McDonald, Jr., Zenith president, who declared, "We don't want only the best pictures, we want to see if the public will pay for the 'bum' pictures as well as for the best."

Zenith's president disclosed that Phonevision tomorrow will be placed before the European and other foreign delegates of the International Radio Consultative Committee of the United Nations in New York.

CBS Wins Suit Involving Use Of Name 'Columbia'

Judgement was entered Friday granting CBS a permanent injunction against use of the name "Columbia" by a TV store in the Bronx, New York. The decision protects Columbia's use of the name in the entire field of radio and TV.

SONGS WITH THE LARGEST TV AUDIENCES Survey Week Of March 17-23, 1950

THE TOP 5 SONGS OF THE WEEK

Enjoy Yourself	E. H. Morris
If I Knew You Were Coming	Robert Johnson Rag
Music Music Music	Cromwell
So In Love	T. B. Harms

THE 5 FAVORITE STANDARDS OF THE WEEK

Fine And Dandy	Harms
Georgia On My Mind	Peer
Runnin' Wild	Feist
Yankee Doodle Boy	Vogel
Yours	E. B. Marks

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Tele Session Skeds Industry Execs And Stars

Washington Bureau of RADIO DAILY
Washington — Dave Garroway, television master of ceremonies, will preside over a television session featuring Kukla, Fran and Ollie, of NBC, their creator, Burr Tillstrom, and prominent television, advertising and manufacturing executives, at the 28th annual NAB convention in Chicago, April 12-19. The tentative program of the TV session, which will be held Wednesday morning, April 19, at 10 o'clock, was announced yesterday by the NAB as follows:

Television session, 10 a.m., Wednesday, April 19, 1950. Dave Garroway, presiding: "The Morning After," Kukla, Fran and Ollie, NBC; "A Show A Day," Burr Tillstrom; "NAB-TV," Eugene S. Thomas, manager, WOIC, Washington, D. C.

Panel: "I Watch It," (speaking for the public), a radio-television critic, to be announced; "I Produce It Nationally," (speaking for the network), Ernest Walling, producer, NBC; "I Produce It Locally," (speaking for the station), Robert D. Swezey, manager, WDSU, New Orleans, La.

"Welcome to Show Business," speaker to be announced.

Panel, theme: "Teleprofit Motive." It includes: "Television Has Paid Off for Me," (speaking for the advertiser), Jim Moran, Courtesy Motor Sales, Inc., Chicago; "It Must Pay Off for My Clients," (speaking for the agency), Marion Harper, Jr., president, McCann-Erickson, Inc.; "And It Must Pay Off for Me," (speaking for the station), William B. Ryan, manager, KFI, Los Angeles.

Ideas and questions from the floor. "Our Television Privilege," Robert C. Tait, president, Stromberg-Carlson Co., Rochester, N. Y.

The television session will be the final one in the management conference portion of the convention, April 16-19.

Empire State Move To Reach 15,000,000 Viewers

The congregation of transmitting antenna of five metropolitan New York video stations atop the Empire State Building will yield a potential television audience of 15,000,000 viewers, General Hugh Drum, president of Empire State, Inc. told a WABD audience last Friday. Drum appeared with Dr. Thomas Goldsmith as guests of George Putnam on the stations' "Broadway to Hollywood Edition."

SOUTHWEST

THE EARLY BIRDS" on WFAA, Dallas, are this week celebrating their 20th anniversary, which should establish a record of some sort for station - produced breakfast - time programs. Since 1930, The Early Birds have sold almost everything from bath soap, lumber and mattresses through automobiles, shoe polish and chile con carne, to say nothing of shampoos, coffee and linoleum.

The breakfast-time show, which was originally planned as a participation period, has recently emphasized the quarter hour segment plan of sponsorship and has an enviable waiting list of advertisers who believe in the Early Birds and the audience they have built during the past two score years.

One of the few remaining live talent locally produced programs in the country, The Early Birds have a cast that averages 25 singers, actors, comedians and musicians, and throughout the years many now otherwise famous artists have been regulars on the Early Bird roster. The only records ever used by the Early Birds are the records they have established in mail and sales responses (30,000 replies to a recent pig naming contest).

Currently sponsoring quarter-hour segments are: Earl Hayes Chevrolet, Morton's Foods, Southwestern (Red Arrow) Drugs, and Mennen's. Only three quarter-hours during the week are now open to participating announcements and these periods are filled with national accounts to the point of saturation.

Still a feature on the program, "Little Willie," the porter at the mythical Hackberry Hotel, is still only 14 years old and "in the high 4th at school," just as he was when the character was established over 19 years ago by Ben McCleskey, who still plays the part. The Early Birds roster of alumni includes: Eddie Dunn, first announcer, now on Jack Berch Show, NBC; Gus Levine, now arranger for Mark Warnow; Pem Davenport, pit conductor, "Red Mill" ('45), "Look, Ma, I'm Dancing," "Are You With It," now musical director of "Kiss Me, Kate."; Dale Evans, Roy Rogers' leading lady—and wife; Lois Moseley, coach for Decca Recordings; Cass County Kids, Gene Autry group now; Fred Lowery, famed Horace Heidt whistler, now touring with ex-Birds vocalist, Claire Stewart; Jimmy McClain, ex-Dr. I. Q.; Nancy Gates, RKO starlet.

Sponsor Religious Series

Washington—Saturday night camp meetings from the Capital Memorial Seventh-day Adventist Church will be broadcast by WASH-FM for the next 52-weeks under a contract signed recently by the station and the church group. The program will be heard from 8:30 to 9:00 p.m.

COAST-TO-COAST

New Newscast Series

Worcester, Mass.—WTAG (and FM) will launch a new five-minute newscast series on March 22 at 5 p.m. The Monday-through-Friday broadcasts will feature Jim Little, radio news editor. This will be in addition to Little's other special show, "Your City Government," on which he quizzes city officials about city hall activities.

Listeners Aid Announcer

Rock Island, Ill.—When Chuck Harrison, announcer at WHBF, mentioned that he was having trouble finding an Easter bonnet for his wife, he didn't realize how many sympathetic listeners heard his tale of woe. Within a few days, Easter creations began arriving by the dozens. Then listeners demanded a picture of Chuck in the prize winning hat. So, with every request accompanied by a contribution for the cancer drive, goes a picture of Harrison, resplendent in an original spring chapeau.

Joins Promotion Dept.

Salt Lake City, Utah—A. Richard Robertson has been appointed to assist in promotion and merchandising at KSL, according to Sherril Taylor, promotion and publicity manager. Formerly a member of the public relations staff at the University of Utah, Robertson is at present completing his work towards a master's degree in journalism. He received his BA degree in the same field from the University in 1949.

Religious Radio Group To Furnish ET Programs

An organization designed to furnish transcribed program material to Catholic broadcasters throughout the country has begun operations, according to an announcement by Michael O'Brien, head of the newly-formed Catholic Broadcasting Service. Talks by clergy as well as vocal and instrumental liturgical music will be furnished, O'Brien reports. The service is planned to supplement local features and not as a program replacement. First pressings will be available about May 1, 1950 and all transcriptions will be offered at near cost. In the event of surplus after six months operation, the service will use the money for its choir and special music.

Where speakers approve, broadcasts will be translated into Spanish for distribution to South America. None of the programs will be contrary to the faith, though there is no direct connection between the organization and the church.

Chief assistant to O'Brien is Charles L. Dodson, whose background includes work in video, theater and films. Margaret Mahon, who will serve as secretary, will devote her time to the Catholic women's viewpoint.

Children's Series On WSTC

Stamford, Conn.—WSTC and WSTC-FM, will present a new series of children's programs called, "The Fairy Princess," on Tuesdays and Thursdays, beginning today at 4:45 p.m. The program is made up of songs, nursery rhymes and stories. Mail requests and birthday greetings are also included.

Phaup Records Interviews

Richmond, Va.—WMBG's roving sports reporter, Allan Phaup, has just completed a swing around the campuses of this state's colleges recording exclusive interviews with football coaches. The interviews are being incorporated into the nightly sports program of WMBG as a means of informing the football fans what they can expect from these colleges in the way of football teams for next season.

Beville Nominated for Mayor

Washington, D. C.—Ross H. Beville, chief engineer of WWDC, AM and FM, is one of the two candidates nominated for mayor of Takoma Park, Md., by the community's biennial caucus. Active on FMA and RMA committees, Beville has been a member of the engineering executive committee of the NAB.

BEHIND THE MIKE

BOBBOY COLT'S latest Admin waxing, "High In Sierra," is sleeper out West. Watch the eastern disc jockies pick it up in a few weeks.

Andy and Della Russell guesting on the Ed Wynn stanza this week. Jody Miller, "Miss Washington" 1948, now managed as a singer by Vincent Gallagher, who discovered Evelyn Knight.

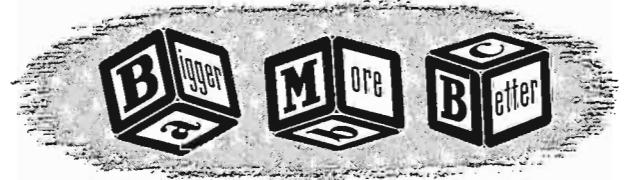
Hottest songwriting team today: Robert Wells and David Sax. They have 7 top records on "A Me No Questions."

Sheriff Bob Dixon's CBS "Chuck Wagon" won the rare distinction of being approved by national Parents-Teachers Groups.

Jeanne Garry, the glamour singing star of Leon & Eddie's, a favorite with UN delegates because she sings in six languages. She's making a series of recordings to be played on radio programs in Italy, Spain, France, Greece, England and So. America.

Judy Parrish, of "As You Like It" will double into a featured role in the Theater Guild of the Air production of "The Milky Way" Sunday.

No one in radio's made quicker strides than Herb Sheldon, whose witticisms are exciting a who is aired weekly ten times on WJZ.



Bigger by 120,590 (18.5% MORE) listening families in the daytime and 112,780 (16.1% MORE) listening families at night than in 1946 . . .

. . . WFIL is the only Philadelphia network station to show audience gains both day and night in BMB's 1949 survey.

WFIL has increased its *actual* listening audience by half a million people—both day and night—since 1946. Progress with Philadelphia's most progressive station. Right now, in 1950, WFIL will work night and day to carry your sales message to the largest BONUS AREA in BMB's Philadelphia Report.

Better Buy WFIL . . . A BETTER BUY THAN EVER . . .



Represented by **THE KATZ AGENCY** ABC AFFILIATE

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 50, NO. 60

NEW YORK, WEDNESDAY, MARCH 29, 1950

TEN CENTS

HEAVY VIDEO EXPANSION FORECAST

Urges Broadcasters To Stress Radio's Value

Agency Executive Addresses CAB Convention

RADIO DAILY Staff Correspondent
Niagara Falls, Ont.—Of the \$70,000,000 spent by Canadian advertisers in 1949 more than 80 per cent was handled by Canadian agencies and it is time that radio broadcasters recognized they owed it to themselves to spend more time, money, and initiative in acquainting every executive,
(Continued on Page 6)

Passover Programs Slated For Weekend

In observance of the Jewish Passover, which begins at sundown, Saturday, and lasts for eight days, networks and indie stations have scheduled special programs of music and drama commemorating the Exodus of the Jews from Egypt.
Melvyn Douglas will star in WOR-Mutual's special Passover presentation of John Hersey's "The Wall"
(Continued on Page 8)

McCray Reported Moving Headquarters To Coast

NBC officials last night declined to comment on the report that Tom McCray, NBC's national program manager, would be shifted to Hollywood to head-up the web's west-
(Continued on Page 2)

Big Show Ballyhoo

"Phineas T. Barnum," a radio biography of the showman who launched "The Greatest Show on Earth," will be presented on WOR-Mutual's "Family Theater" tonight from 9:30-10:00. Producer Jaime del Valle has adapted Barnum's life story for a drama that will star Parley Baer and will be narrated by film and radio star, J. Carrol Naish.

Broadcasters Get Rainmaker Jitters

ABC affiliates in the Adirondack Mountains area are getting a case of rainmaker jitters. The stations, having been alerted several times for service to the network's Headline Edition, yesterday were again told to relax when Dr. Wallace E. Howell, New York's rainmaking consultant, cancelled plans to "seed" the clouds with dry ice. The rainmaker standbys are Richard Crans of WKIP, Poughkeepsie; Clark Hungerford of WENE, Endicott, N. Y., and John Von Bergen of WARM, Scranton, Pa.

Name Thornburgh To Board Of WCAU

Philadelphia—Donald W. Thornburgh, president of the WCAU stations, was named a member of the board of directors of WCAU, Inc., and two departmental heads were chosen as vice-presidents when the board held its annual meeting Monday.

Charles Vanda, director of television, was named vice-president in charge of television, and Robert N. Pryor, director of promotion and publicity, was named vice-president in charge of that operation. All
(Continued on Page 3)

Foote Takes Year's Leave From F. C. & B. Agency

Emerson Foote, president of Foote, Cone & Belding, has stepped down as head of the agency to take a year's leave of absence with Don Belding, formerly head of the Los Angeles office, taking over his post;
(Continued on Page 8)

CBC Announces Ban On Paid Lotteries

Montreal—CBC board of governors decided yesterday to ban bingo games, lotteries and giveaway programs from the air waves when the contestant or competitor pays to participate in the program.

The ban becomes effective May 1. The board's announcement followed a public meeting Saturday at which the last of representations for and against a ban on radio bingo games were heard.

Several church organizations urged that a ban be placed on bingo
(Continued on Page 2)

ASCAP Board Re-elected For Another Three Years

Mack David, chairman of the Committee on Elections of ASCAP has announced the re-election yesterday of all members of the board of directors of ASCAP for three-year terms. Writer members re-
(Continued on Page 2)

Tele Hits Other Media Hard, Agency Home-Survey Shows

Video's impact on other media was brought out yesterday by Samuel Northcross, manager of the TV department of the William Esty Company, speaking at a luncheon of the American Marketing Association in the Hotel Shelton. Northcross documented the claim with results of a survey made for the agency by Audience Research, Inc., in non-television and video homes. In answer to a question on activities on the preceding evening, 62%

of non-video homes reported that they had listened to radio while only 28% in video homes reported in this group. For magazines persons were revealed as reading them in 30% of the non-tele homes and only 23% in video homes. Books compared 25 to 15% while newspapers had a 69 to 64% ratio.

Northcross said that the television curve of development had already passed radio at a comparable stage
(Continued on Page 7)

RMA Spokesman Sees Rapid Tele Growth By '55

Ten thousand TV receivers in operation at the end of 1945 have mushroomed to 3,600,000 sets-in-use as of January 1, 1950, and it is now estimated that there will be 8,100,000 sets-in-use by January 1, 1951 and 28,200,000 by the beginning of 1955, according to Dr. W. R. G. Baker, vice-president
(Continued on Page 7)

Campbell Soup Eyes Daytime AM Market

A portent of a major policy shift by major advertisers on radio may be carried in an announcement made yesterday by the Campbell Soup Company that daily participation spots have been bought on two New York stations during the daylight hours. The agency for the Camden manufacturer, Ward Wheel-
(Continued on Page 3)

Radio Listening Reported Up In The New York Area

Radio sets-in-use in the Metropolitan area are above last year's figures, according to a Pulse survey released yesterday. In March, 1950, Pulse reported 25.3 per cent radio sets-in-use against 24.3 per cent for last March. The figures were for the
(Continued on Page 3)

Promotional Plan

Washington—RMA said yesterday that plans for an all-out campaign to promote phono-TV-radio combination receivers will be worked out next month by a special committee under Chairman A. D. Plamondon, Jr., of RMA's parts division. A special steering committee for the phonograph industry will meet at the Stevens April 11.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

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

WASHINGTON BUREAU

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

CHICAGO BUREAU

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

SOUTHWEST BUREAU

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

ROME BUREAU

John Perdical
Ludovisi 16

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

★ **COMING AND GOING** ★

BING CROSBY and ARTHUR GODFREY are in Chicago, where each will guest on the other's program. They're appearing in the Windy City as a feature of the Convention of the National Association of Tobacco Distributors.

JANE BARTON, who forsook this town to become director for the New York State Radio Bureau, is back on Broadway momentarily for the preview of the State Discrimination Committee's series and for the cutting of a dramatic feature for the Health Department.

JOHNNY OLSEN, PENNY and the other members of the "Ladies Be Seated" cast heard on ABC, left last night by plane for Chicago, where they'll transcribe two programs to be presented for the entertainment of the tobacco dealers now meeting there.

BILL TODMAN, of Goodson-Todman Productions, yesterday left by plane for a Hollywood audition, details of which were not revealed. MARK GOODSON will leave for the Coast on Sunday.

WALT STEGMAN, of the Music Library at WNYC, today will board the Queen Elizabeth bound for Europe, where he'll study music under the G. I. Bill for the next four years in Rome.

EVERARD W. MEADE, vice-president and director of radio and TV for Young & Rubicam, today will arrive in Hollywood almost at the very moment when WALTER BUNKER, vice-president and manager of Hollywood radio-TV, shows up in New York.

JACK PERLIS, radio and video public relations consultant, has returned from a business trip to Washington, D. C.

GALEN DRAKE, commentator heard on WCBS, is sojourning in Floridian climes.

ARTHUR LUBO, vice-president of Empire Broadcasting Corp., and MRS. LUBO, are vacationing in Bermuda. They'll be back in New York next week.

HOWARD D. STEERE, former Detroit agency man, has arrived in Miami, Fla., to take over control of WFEC. No changes will be made in the station's personnel.

BILL TREADWELL, publicity head for the Tea Bureau, has arrived by plane in Hollywood, where he'll spend three weeks conferring with radio scribes.

PHIL ALAMPI, farm news editor for ABC, is back from Summit, N. J., where he addressed the Rotary Club of that town on the subject of home gardening.

CBC Announces Ban On Pay-Enter Lotteries

(Continued from Page 1)

which was particularly popular in parts of Western Ontario. Some radio stations and some service clubs urged that no ban be placed on the game.

ASCAP Board Re-elected For Another Three Years

(Continued from Page 1)

elected are: Stanley Adams, Otto A. Harbach, Edgar Leslie, and Deems Taylor; publisher members: Irving Caesar, Frank H. Connor, Abe Olman, and Lester Santly.



Kitten on the Kernels

Since this kitten got a taste of corn on the cob, she can't get enough of it.

And once advertisers get a taste of low-cost results on W-I-T-H, they can't get enough of this BIG independent station with the BIG audience.

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

So get in on this big bargain radio buy in Baltimore! Get the whole W-I-T-H story from your Headley-Reed man today.

FM  AM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

FINANCIAL

(March 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	9 3/8	9 1/8	9 1/4	+ 1/4
Admiral Corp.	30 5/8	28 7/8	30 5/8	+ 1 7/8
Am. Tel. & Tel.	155 5/8	154 7/8	155 1/8	+ 1/4
CBS A	36 3/4	35 1/2	36 1/2	+ 1/2
CBS B	36 1/2	35 1/2	36 1/2	+ 1 1/2
Philco	44 1/8	42	44	+ 1 7/8
Philco pfd.	90 3/4	90 1/2	90 1/2	- 1/4
RCA Common	17 1/2	15 5/8	17 1/2	+ 2
RCA 1st pfd.	78 3/4	78 3/4	78 3/4
Stewart-Warner	17	15 3/4	16 7/8	+ 7/8
Westinghouse	34 5/8	34	35 5/8	+ 3/8
Zenith Radio	69 5/8	64	69 1/2	+ 3 3/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	19 1/4	19 1/2	+ 1/4
Nat. Union Radio	4	3 7/8	3 7/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	21	22
Stromberg-Carlson	15 1/4	16 3/4

McCray Reported Moving Headquarters To Coast

(Continued from Page 1)

ern operation. The report gained credence around the network as the result of the refusal of top execs to deny McCray's shift. It is believed that McCray, who is now in Hollywood, will return to New York shortly to clean up his affairs here and will then return immediately to the West Coast. No successor has yet been named, nor is it generally known what the shift means in terms of the web's programming policy.

CIRCLE SPREADS!

Writes a new advertiser on KDKA's *Shopping Circle*, the participation program aired at 9:30 AM Mon.-Fri. by Janet Ross: "Already we have opened six new very worth-while accounts. They can be attributed to the fine job being done by Janet Ross." Want more 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

Name Thornburgh To Board Of WCAU

(Continued from Page 1)

members of the board were re-elected at the meeting and all officers will continue in their respective capacities.

Thornburgh assumed the presidency of the Evening Bulletin radio and television stations on August 1, 1949. Before coming here he was vice-president of the Columbia Broadcasting System in charge of the western division. Vanda, former executive producer for the western division of the Columbia Broadcasting System, became director of television at WCAU on January 16 of this year. He joined the staff here in September 1949.



THORNBURGH

Pryor has been public relations and promotion director at WCAU since November, 1944. He has been identified with the development of the prize-winning programs "Career Forum," the crusade for better drinking water, "its up to you," the "University of Pennsylvania Forum" and other public service programs.

Radio Listening Reported Up In The New York Area

(Continued from Page 1)

18-hour period from 6 a.m. to midnight.

WNEW was reported by Pulse as having the highest March rating since 1942 in the 8 a.m. to 8 p.m. quarter-hour period. The station showed an increase of 14 per cent over the same month last year.

Francis Trout

Hollywood — Francis (Dink) Trout, who played Mr. Anderson on the Dennis Day radio show, died on Sunday, March 26th of cancer, at the age of 51. Another one of his well-known radio roles was Luke Spears, the lunchroom operator in "Lum 'n' Abner." Also to his credit, Trout had made screen and vaudeville appearances and played in the late Ben Bernie's band.

Boston Banker On WCOP

Boston—Sponsorship of "Americans Speak Up" over WCOP, Boston, by Raymond & Co. of that city has been taken as an indication that an increasing number of investment houses and bankers are going into AM radio. Produced by America's Future, Inc., the program teed off March 28th, at 9:45 p.m., and is to feature outstanding American personalities speaking on current problems affecting the American way of life. Agency handling the account is Albert Frank-Guenther Law, Inc.

Rolling FM

Installation of a Zenith-Major FM radio service in one of its high-speed Electroliners operating between Chicago and Milwaukee was announced by T. Houston Clinch, president of the Chicago, North Shore, and Milwaukee Railroad. Installation was done by engineers of Evanston's FM station WEAW. Results: static free and satisfactory.

Campbell Soup Eyes Daytime AM Market

(Continued from Page 1)

lock of Philadelphia, reports that the 52-week contracts signed with WOR and WJZ are not a test, but that the Metropolitan market is regarded as very important and may serve as a guide for future purchases in other areas during the daylight time.

Reasons given for the participations are that Campbell hopes to hit more women and is taking recognition of the affect of video on the evening hours. While tele is in the mind of the company for the future, no plans have been set as yet. The agency also reveals that Campbell, a heavy network nighttime radio bankroller, contemplates no changes on their network shows.

The lineup for New York includes participations, Monday through Friday on the Dorothy and Dick program and Luncheon at Sardi's over WOR. Shots on the Nancy Craig show on WJZ have also been purchased on the five times a week basis for a year.

Another similar move made by an advertiser toward daytime radio was the purchase of the Strike It Rich show over CBS by Colgate-Palmolive-Peet. The soap concern will take Strike It Rich off its Sunday night position and run it five days a week from 4 to 4:30 p.m. Agency is William Estly Company.

Raibourn To Speak

Louis Nizer, attorney for the New York Film Board of Trade has announced that Paul Raibourn, v-p of Paramount Pictures Corp., will address the regular meeting of the Film Board of Trade at noon today on television and motion pictures. Phil Hodes, president of the N. Y. Film Board of Trade, will preside.

WLIB Treats 'Discrimination'

A series of broadcasts on discriminatory practices in housing, education and employment will be started by WLIB on Thursday, March 30 from 5:30 to 6 p.m. The show will be heard every Thursday for a period of four weeks and is produced in cooperation with the Jewish War Veterans.

State-Law ET's On 50 Stations

More than 50 of the AM and FM stations in New York State currently are broadcasting transcriptions produced by the State Radio Bureau on the subjects of State taxes.

14% SALES INCREASE IN RECORD TIME...

results in sponsor* adding 6 new markets!



*This medium-sized Southern bakery (name on request) tested "Cisco Kid" for 90 days . . . in a market where distribution was thin . . . during the summer, when bread sales are lower.

Now In 2nd Renewal! Results were so sensational—14% sales increase—that this bakery decided to sponsor "Cisco Kid" in six additional markets! "Cisco's" performance, as a record-breaking salesman for many products and services, is ready for your inspection. Write, wire or phone for details. See the proof — before you commit yourself on any Western!

Sensational "Cisco Kid" Promotion Campaign—
From buttons to guns—is breaking traffic records.

LOW PRICED!

½-Hour Western Adventure Program . . . Available 1-2-3 times per week. Transcribed for local and regional sponsorship.



Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!

LOS ANGELES

By ALLEN KUSHNER

ANDY AND DELLA RUSSELL have checked back into Hollywood after a personal appearance tour in the East where they guested on several teevee and radio shows, and have been set as guest stars on the Ed Wynn show for April 8th. The Russells have aroused much interest in a contemplated Mr. and Mrs. TV show.

General Motors Corp. for Buick, has extended its spot campaign on Don Lee TV, renewing for nine weeks, May 1 through June 29, its thrice weekly one-minute film announcements in the "Hands of Murder," "Lee's Lair" and "Famous Jury Trials" programs. Kudner Agency services.

Two of the ABC's Pacific Coast radio affiliates—KPQ, Wenatchee, Wash., and KUGN, Eugene, Oregon, shortly will increase sharply their power under construction permits received from the FCC. KPQ will increase its power to 5,000 watts on 560 kilocycles and KUGN will increase to 1,000 watts on 590 kilocycles.

Jimmy Wakely has organized Jimmy Wakely Enterprises to handle his Capitol recordings, personal appearances, realty properties and transcribed show activities. Wakely has established his office at 1595 Crossroads of the World, Hollywood.

Best Foods, Inc. will sponsor spot announcement series on KNX, Hollywood, for two of its products, Rit and Shinola, through Earle Ludgin & Co., Chicago. The Rit contract is for six weekly announcements beginning March 27th for six weeks. Shinola will sponsor seven weekly announcements for a 10 week period beginning April 3rd. Maier Brewing Co. Los Angeles, will sponsor a 52 week series of one weekly spot announcement on KNX beginning April 4. Brisacher, Wheeler & Staff, Los Angeles, is the agency for the account and Meredith Pratt is the KNX account executive.

KLAC and KLAC-TV broadcast the Hollywood-Chicago White Sox ball game on Sunday, March 19 at 2:15 p.m. Sam Balter was at the mike on TV and Oscar Reichow was at the mike on radio.

Howard Buick Co. of Los Angeles has renewed its contract with Don Lee Television for Monday night (8:30-9:00 p.m.) kinescoped "New York Wrestling Bouts," effective March 13 for 13 weeks.

Groucho Marx has been awarded the "Michael" of the Academy of TV & Radio Best Arts & Sciences in New York as the outstanding radio comedian of the year.

DAVID ROSS

Radio — Television — Films



By SID WHITE

Man About Manhattan. . . !

● ● ● **BIGTOWN SMALL TALK:** Reason why so many of the top film stars are free-lancing these days is because studios are still set against TV appearances—and the boys won't sign long-term contracts. Every movie firm, incidentally, has a master plan for television production and are merely awaiting the go-ahead sign to swing into operation. . . . Ex-Army grizzer Glenn Davis launches a radio and TV sports session in Los Angeles in Sept. . . . One of the major webs has offered Ernest Hemingway a fabulous fee to do a commentary series. . . . Stop-et picks up the tab on "What's My Line" April 12th via CBS. John Daly will emcee, with Arlene Francis and Louie Untermyer on the permanent panel. . . . Goodrich Rubber, which bankrolls "Celebrity Time," upping the budget next fall and seeking a really "big name." . . . Budd Hulick, of the old team of Stoopnagle and Budd, launched a new husband-and-wife disc jockey show on WKBW, Buffalo, last week. (That's the station from which he and Stoop graduated to the big time 20 years ago).

★ ★ ★ ★

● ● ● Bernie Prockter entering independent movie production, utilizing the documentary format of his "Big Story" TV'er. Plans two films a year with the first starting this Spring. . . . Alan Sands and Jesse Kaplan writing material for the Sat. nite NBC "Show of Shows." . . . Len Ruskin, advertising director of TV Guide, and Phyllis Levine (daughter of the Brass Rail prop), will tie the knot in Sept. . . . Ernest Brooks, publicity director for the swank Colony restaurant and former Stork Club p.a., has joined forces with jovial Paul Benson, well-known theatrical exploiter whose clients include Tony Martin, Eddie Condon, Pearl Bailey, Ray Bolger, etc. . . . John Wilkinson, of McCann-Erickson, will direct "Dr. Christian" when it moves to N. Y. next month.

★ ★ ★ ★

● ● ● When Evelyn Knight arrives in town next month for her Persian Room chore, she'll bring along a TV show that she's writing tagged "Lonely Knights"—a situation comedy idea. . . . G & W Television Productions have signed Chester Morris to star in a new TV whodunit, a series adapted from the well-known "Merlini Mysteries," of Clayton Ramson. Morris will play a magician-detective who believes that murder and magic are both based upon deception and uses one to unmask the other. Jack Binkover is doing the scripting. . . . Tony Leader has recorded a new show for NBC in which he's the writer, producer, director and narrator. In line with cutting costs, the show is called, appropriately enuf, "A Slice of Life." . . . Television sales will skyrocket soon with the approach of the baseball season. The Giants, Yanks and Dodgers draw a pretty penny from the sale of their radio and TV rights, approximately \$750,000 of the \$1,500,000 which the sponsors now pay for major league baseball.

★ ★ ★ ★

● ● ● Didja know that Jane Russell owns radio rights on herself but not TV? And Rob't Q. Lewis chimes in with: "She's no dope. She's letting someone else worry how to get her on a small screen video set." . . . And speaking about small screens, Bill Tabbert sez his is so small he saw one wrestler use a one-third Nelson on his opponent the other nite. . . . John Tillman doing a smooth subbing job for the vacationing Art Ford. . . . Jack Durant sez with all the murders going on in TV mystery stories, he's convinced that TV is here to slay. . . . First new drink named after celebs at the Fireside Inn is the Mary Martini. . . . In a word, observes Mimi Benzell, the Quiz Kids are AIRudite. . . . Today's Irv Cahn: How'll Fib McGee Fib on Teevee?

CHICAGO

By HERB KRAUS

SUCH is the nature of TV programming today, that one day's announcements are the next day's cancellations. As previously reported, "Studs' Place" with Studs Terkel behind the counter, will not begin its new network series Thursday April 6. It goes on April 13 instead. NBC producer Ben Park has scheduled a one-shot presentation of "Deadline Dramas" starring veteran radio and movieman Bob White. Bob and Geraldine Kay will present ad lib dramas from story suggestions submitted by viewers. The show will be sent over the NBC-TV network at 7:00 p.m. Chicago time.

Look magazine is now picking up the tab three times a week on Earl Nightingale's "Talk of the Town" over WBBM. During Earl's vacation, Jim Conway will act as host on the show.

WBBK has sold 693 spots during the past two weeks. . . . Ulmer Turner's "Hobbies For Profit" maintaining a solid mail pull in its second week. During the first week there were more than 1,500 calls and letters, including 621 calls within three hours after the show.

John Harrington, WBBM veteran, begins his eighth consecutive year as a newscaster under the sponsorship of Procter and Gamble this month. He's been on twice each day for the soap maker since the beginning of the contract.

Patsy Lee off the Breakfast Club for a week while she takes a short vacation at her home in San Francisco.

FLY TO

HONOLULU

\$121.50 - Plus Tax

RETURN—

\$97.20 - Plus Tax

Telephone:

Los Angeles - - - - Stanley 7-1829
Oakland-SF - - - - L0ckhaven 9-3223
New York - - - - - REctor 2-5835

4-Engine Government
Licensed Douglas Skymaster
U.S. Government Registered
Non-Scheduled, Non-Regular
Common Carrier

TRANSOCEAN AIR LINES



STOP



STUFFING your sales promotion messages into the mail boxes at the NAB Convention in Chicago. This is no way to sell merchandise or your services.

TAKE the uncertainty out of this type of circulation by using advertising space in RADIO DAILY, which will be distributed at the Convention to each delegate on date of issue. The impact of your name and message in RADIO DAILY will do a complete job.

ALL ADVERTISING WILL RECEIVE 100 PER CENT VISABILITY AND READER INTEREST.



ADVERTISING FORMS CLOSE APRIL 10TH
CONVENTION DATES APRIL 12TH TO 19TH INCLUSIVE
STEVENS HOTEL—CHICAGO

AGENCIES

DIANA BOURBON, national director of radio of the Ward Wheelock Company, is resigning, effective late this summer, after 16 years with the agency. Acknowledged to be the first woman to direct a transcontinental radio show (Burns & Allen in 1935), Miss Bourbon has also been associated with such airshows as Hollywood Hotel, Ken Murray, Milton Berle, Orson Wells, Campbell Playhouse and numerous daytime programs.

HENRY HALPERN has joined Ward Wheelock Company of Philadelphia as research manager. He was formerly with Young & Rubicam, Inc.

ALFRED GOLDMAN has joined Hubert Hoge & Sons. He was formerly with VanSant, Dugdale and Co., Inc. of Baltimore.

CLAY T. MORGAN, formerly assistant to NBC's president, has joined Allied Syndicates, Inc. of New York and Washington.

RADIO REPRESENTATIVES, INC., have been engaged as exclusive national representatives for the Ottawa stations, WENE, Binghamton-Endicott, New York, WDOS, Oneonta, New York, and WVPO, Stroudsburg, Pennsylvania.

NORTH POLE COLD STORAGE AND ICE COMPANY to Wasser, Kay & Phillips, Inc. Radio and other media will be used.

MISS HARRIET LINGO has been appointed an account executive by Wasser, Kay & Phillips, Inc.

Conley Offering Scripts Of KYW Salute To BMI

Philadelphia—J. B. Conley, general manager of Westinghouse Radio Stations, Inc., who has been instrumental in setting a half-hour program over the local Westinghouse outlet KYW commemorating the 10th Anniversary of Broadcast Music, Inc., stated yesterday he would be glad to make available copies of the script to other stations requesting it. Conley's BMI show is now in preparation and he was of the opinion that, "since BMI is the industry's offspring, he saw no harm in doing a little bragging about it, in suitable terms of course."

The KYW script is expected to be used by the other Westinghouse outlets. Understood it contains comparatively little talk, but has several of the BMI hits cued in enroute. Script is easily adaptable to a 15-minute program. Also, Conley said, he saw no reason why any station couldn't fix up its own script commemorating the BMI 10th Anniversary, if consistent with its policies.

BMI will observe its 10th Anniversary during the NAB convention in Chicago.

More Contact With Agencies Urged Upon CAB Delegates

(Continued from Page 1)

not just the radio director, in agencies with the value of the radio medium. This was the plea made by Don Henshaw, public relations director of MacLaren Advertising agency, Toronto, addressing the 25th annual convention of the Canadian Association of Broadcasters at yesterday's luncheon meeting which marked the second of the four-day convention at the General Brock Hotel here. President W. Guild, Lethbridge, Ltd., presided.

By noon yesterday the attendance figures had been smashed for all time with nearly 350 registrations. The New York advertising contingent was swelled overnight to more than 25 executives.

"Ours is a common fate, a common destiny," Henshaw declared, in his plea for greater radio broadcasting appreciation of the problems of agencies. He felt that one reason agency men knew so little about the proper use of the radio medium was because broadcasters did not take the time to enlarge their contacts with agency men beyond discussions with the radio personnel. Such comment was received by the audience with mixed feelings in view of the fact that on the afternoon's business agenda is an agency plea for an increase in agency Commission from the present 15 to 17%.

Henshaw also presented a dramatic word picture of the impact of TV in the United States, referring to it as "a new medium, tremendously exciting to all advertisers." Pleading that the Canadian Government and the C.B.C. should allow free enterprise to develop TV in Canada, he observed: "I don't know what's happening to TV in Canada."

Report on BBM

Eighty per cent of the 142 radio stations in Canada have subscribed to the Bureau of Broadcast Measurement whose survey for 1950 is already under way and will be available to advertisers by September, Lou Phenner, Toronto, president of BBM, and president of Canadian Cellucotton products, told the convention.

"Strike-It-Rich" Expanding

"Strike-It-Rich," starring Warren Hull, goes across the board, Monday through Friday (4:00-4:30 p.m.) over the full CBS network starting April 3, sponsored by Colgate-Palmolive-Peet Co., Inc. "Strike-It-Rich" was formerly heard in the late Sunday afternoon 5:30-6:00 p.m. spot on CBS. Agency is William Esty.

Because of the expansion of this show, and the possible conflict of products, Warren Hull is relinquishing his emcee role on DuMont's "Cavalcade of Bands" Tuesday nights for Whelan Drug chain. Hull is still seen on "The Warren Hull Show," Mondays, 11:15-11:30 p.m.

Already 38.8 per cent of the ballots mailed this month have been returned, he said, 11 days since they were sent out. The survey, which, for the first time, will show daily listening, will cost some \$23,000 of the \$27,530 collected in fees this year. There would be no increase in fees.

Dr. Kenneth Baker of Bureau of Broadcast Measurement ruefully commented on the difference between the Canadian success story and the fact that BBM can claim membership of only 600 of some 2,000 U. S. stations.

Directors Are Elected

The following BBM directors for 1950 were elected:

Advertiser Group — C. R. Vint, president of Canadian Colgate-Palmolive-Peet Co; E. P. Cooper, Imperial Oil Co.

Agency Group — Frank Mills, Spitzer & Mills, and Stuart P. Smith, James Lovick, Ltd.

Broadcaster — W. C. Cranston, manager CKOC, Hamilton, Ont., all other members are from Toronto.

The morning session also heard the third annual report of B.M.I., Canada, Ltd., activities from R. J. Burton, general manager which showed 3,000 Canadian compositions have been published; 17,000 radio scripts produced, 6,000 records, 135,000 copies of music and 9,000 orchestration produced. He asked continued support.

Montreal Gets Next Meeting

Montreal and the Mount Royal Hotel next April will be the scene of the next annual meeting of the CAB. It was decided at Monday afternoon's session here in Niagara Falls. It was also agreed all future meetings would be rotated between Montreal, Toronto and the city of Quebec.

All members of the CAB board of directors were instructed to attend the final sittings of the Royal Commission on Arts, Letters, and Sciences in Ottawa, starting April 11 for two weeks. The CAB will present its final brief then. It will continue to press for an independent body, to control all radio in Canada as against present CBC control.

Heads Bond Campaign

Columbus, Ohio—Albert Albinger, general manager of radio stations WOOL and WOOL-FM, ABC affiliates, has been appointed State Radio Chairman of the Savings Bonds Division for Ohio. The appointment was announced by Loring L. Gelbach, state volunteer chairman, who said Albinger will head radio promotion and production of the Savings Bonds program throughout Ohio as a member of the volunteer state committee.

over CBS-TV for Doubleday. He also is host of Doubleday's "Premiere Theater" on WPIX Friday nights, 8:00 p.m.

NEW BUSINESS

WBAL, Baltimore: Beechnut Packing Company, makers of Beechnut Gum and other products, running 52 week spot drive each Sunday at 7:30 p.m., Thirty word spots are ET. Business placed through Newell-Emmett Co., New York. Standard Brands, through Compton Advertising, New York, spotting one minute announcer drive on Instant Coffee and Regula (Chase & Sanborn) Coffee. Client using mid-morning break period. Contract runs for 52 weeks. R. J. Reynolds Tobacco Company, makers of Cavalier Cigarettes and others, renewed for 17 weeks. Business placed through Wm. Esty Co. New York. American Safety Razor, through Ruthrauff & Ryan, New York, sponsoring 6 week, one minute announcement campaign to sell Silver Star Blades. Using morning and dinner hour periods. Grov Laboratories, currently using one minute, as well as 30 word break to sell Antamine. Account handled by S.S.C. & B., 437 Fifth Avenue, New York. General Foods, to run one minute morning spot campaign in "Al Ross Show." G.F. also spotting 30 word breaks in afternoon periods—selling Swansdown Devil Food Mix. Business placed through Young & Rubicam, New York. Meatcutters Institute, Hazette Hotel, using one minute spots in Chud Richards Show, "Swing Until Midnight," Monday through Saturday. Hotel using Fridays—Meatcutters, Monday, Wednesday and Friday.

WOR-TV, New York: Frost Refrigeration, Inc. has renewed for 13 weeks their sponsorship of wrestling from Jamaica Arena on Friday evenings. Agent for Frost is Gettschall & Richard, Inc., New York. Wynn Oil Company, Jamaica, New York, contracted for 52 weekly spots in the late evening program of film shorts, "Comedy Carnival." Agency is J. T. Crossley Co., Los Angeles. A contract for another 52 weekly spots was made with the New York Telephone Company for the Friday telecasts of the five-a-week show "Mr. & Mrs. Mystery." Contract was made via BBD&O. Also via the same agency Trans World Airlines, Inc. placed a 39 week series of announcements to be seen on WOR-TV Friday evenings. Marcalus Manufacturing Co. and the Murine Co., have each taken a 13-week series of announcement on Channel 9; Marcalus a live participation in "Dinner At Sardi's" Wednesday evenings, and Murine, a filmed commercial in Thursday evening Boxing from Broadway Arena.

Available by Day, Week or Month

Modern Sound Studios for TV and Commercial Production

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

TELEVISION DAILY

Section of RADIO DAILY, Wednesday, March 29, 1950 — TELEVISION DAILY is fully protected by register and copyright

28,000,000 VIDEO SETS BY 1955

TELE TOPICS

ABC-TV's "Blind Date" is a clever and entertaining program idea for video. It features six girls, three each from two girls' schools, competing in pairs to win blind dates with three college boys. The boys, being much pursued, are naturally hard to get. The patter is fast, lively and humorous. Arlene Francis as emcee holds the show together and keeps it moving, albeit somewhat effervescently—but the real show is with the kids. The viewer can't help but feel sorry for the three girls who don't get the dates, particularly so since they are usually the sincere ones. Show might overcome this debit, however, by lining up some name star to date the three kids who don't make the grade. The necklace they get as consolation is hardly compensation for their letdown.

KEN MURRAY, as per the item in this column last week, has been pacted by Anheuser-Busch for a weekly video show starting in October in his current Saturday night time spot. Murray, incidentally, is still under a three-year exclusive contract to CBS. . . . Norman Livingston on WOR-TV will address the TV station session at the National Television Film Council's Forum tomorrow. . . . R. J. Myers has been named assistant to Carleton Smith at NBC-TV. Myers was formerly NBC-TV controller. . . . Lester Blumenthal has been appointed an account exec. for CBS-TV sales.

WMAR-TV COVERED the opening of the Laurel Park track Sunday. . . . KFI-TV went back to evening programming last week. . . . Chevrolet has renewed as sponsor of the "Roller Derby" over ABC-TV. . . . WPIX will carry the "Telecade of Sports" starting Thursday. . . . Hecht Co. of Washington has been inked as sponsor of "Leave It to the Girls" over WNBW. The station will cover 16 days of horse racing at Havre de Grace under sponsorship of Gunther Brewing Co. . . . "Toast of The Town" will telecast its April 16 show from Philadelphia. . . . WJZ-TV starts airing "Ranger Ranch Roundup" April 2. . . . NBC denies the "rumor" currently circulating the agencies to the effect that they plan to cancel out the big Saturday night show at the end of its first 13 weeks. Such a "rumor," says a spokesman, is "a natural reaction from certain pessimistic quarters."

"STUDIO ONE" will present "The Scarlet Letter" on April 3 to mark the Hawthorne Centennial. . . . "Movie Life," a 15-minute film series of Hollywood star closeups has been packaged and will soon be offered for sale by a couple of well known TV personalities. As a low budget weekly show, judging by the audition film, the series should be a commercial success.

Dr. Baker Traces Growth Of Television With Some Startling Predictions On Future Before CIRP Delegates At New York Meeting

(Continued from Page 1)

in charge of electronics at General Electric. Dr. Baker, who is also director of the RMA's engineering department, spoke Monday before the delegates to the CIRP conference now being held in New York.

Dr. Baker outlined for the delegates the whole pattern of television's growth in this country. He said that the current 103 video stations in operation service 61 market areas which represent about 67 per cent of the total retail sales in this country.



BAKER

Baker pointed out that, until the freeze is lifted, the U. S. will be limited to a total of 109 video stations and said that these would cover 63 market areas accounting for a total retail sales volume of billions of dollars annually.

Points To Laboratory Work

Baker told the CIRP delegates that U. S. TV broadcasting standards are based on the results of intensive laboratory work and field testing during the period from 1936 to 1941 which were presented to the FCC by NTSC and the RTPB. "The real measure (of the practicality of the standards) which is not subject to controversy is the acceptance by the public of the system of B&W television made possible through the application of a specific set of system standards."

Elliot Sees No Decline In Video Set Market In 1950

Chicago—There will most likely be no decline in the public's demand for new television sets during 1950 despite the FCC freeze on granting new station licenses, according to Joseph B. Elliot, RCA vee-pee, who spoke yesterday at the National Installation Credit Conference here. The NICC is sponsored by the Committee on Consumer Credit of the American Bankers Association.

Elliot said the demand for receivers "should hold up" not withstanding the fact that the FCC order forces all produced sets to go to

Dr. Baker pointed out that his estimate of sets-in-use is "conditioned on the assumption that the freeze will be lifted in the Autumn of this year.

He said that, "At present there are about 41½ million families in the United States. At the close of 1947 there were 12.2 million families in TV areas. This represented a saturation within the television areas of 1.2 per cent with 150,000 sets-in-use. By the end of 1954 television areas should include 33 million families and within these areas the saturation should be 74.5 per cent.

Sees Many Dual-Set Homes

"As the television receiver family penetration increases there will appear the 2nd set in the home. It is estimated that by the end of 1950 a total of 200,000 families will be served by two sets. Further that by the end of 1954 of the 24.6 million families having television receivers at least 3.6 million or 14.6 per cent, will have two television receivers. There probably is every reason to believe that eventually 50 per cent of the television homes will have at least two television receivers. Perhaps, a better measure of the expansion of television in the United States can be stated in terms of retail sales. In 1947 the retail sales of radio receivers was 1,110 million as compared with 80 million for television receivers. In 1950 the estimates are 360 million dollars for radio broadcast receivers and 1,215 million for television receivers. A ratio of 3.3 to 4 to 1 in favor of the retail dollar expenditure for television which may continue for the next 3 to 4 years."

Tele Hits Other Media Hard, Survey Shows

(Continued from Page 1)

and that in December 1949, there were more than 2,300 advertisers on the medium. Video takes away 85 to 100 homes from radio, he added.

Another member of a panel speaking on video was Vince Kelley, vice-president of Jann & Kelley, Inc., newspaper reps, who doubted that the medium would affect the papers. He pointed out that radio had stimulated interest in news and that video was primarily an entertainment medium. "No medium, except possibly radio, will suffer from television," he said.

"Many Problems," Says Karol

John Karol, national sales manager for CBS, reported that many survey problems to uncover the effect of tele were yet to be solved, but that some effect on radio was anticipated. "I wish I knew more," was also the comment of MacLean Hoggson, advertiser-director of Redbook magazine. He hoped that as in radio, more advertisers would be introduced to the market.

Though tele may result in eliminating less important media, someone will figure out a new way to appeal to people through present media, according to Henry Schachte, national advertising manager of the Borden Company. He concluded by saying that all substantial members will have no difficulty.

WPIX's New Rate Card Has New Category Scale

A new scale of frequency discounts, time classifications and weekly strip rates are incorporated in rate card No. 2 just released by WPIX, New York. The basic rates remain the same with one hour of Class A time selling for \$1,200 and 20-second Class A spots going for \$150. The card became effective March 15.

RCA Exhibit Today

Washington—RCA will reveal its new tri-color tube to the press here this morning, in a demonstration which many believe may foreshadow the final outcome of the bitter battle for supremacy in color video. Initial impressions of members of the FCC and the Senate who saw the tube in an informal demonstration last week were uniformly favorable.

COAST-TO-COAST

Dartmouth Choir On WSTC

Stamford, Conn.—The Dartmouth College Glee Club will present a special concert over WSTC and WSTC-FM on Wednesday, March 29, from 10 to 11 p.m. The 50-voice group will present a program of folk songs, spirituals and semi-classical selections in addition to such old Dartmouth favorites as "Han-over Winter Song" and "Eleazor Wheelock."

Appointed Chief Announcer

Washington, D. C.—Nelson M. Griggs has been appointed chief announcer for WASH-FM and the Continental Network. Griggs has been announcing the U. S. Navy Band and the U. S. Marine Band concerts, and specializing in classical music programs and news. He has been in radio for 15 years and has had an extensive background in classical music programming.

WCAE Features Choir Music

Pittsburgh, Pa.—For the third year, the All City High School Chorus, made up of 33 girls, has resumed broadcasting over WCAE, Mondays at 6:45 p.m. The program is presented by choir members of the various high schools here under the direction of Jacob A. Evans, special supervisor of vocal music of the local public schools. The choir will present music dating as far back as a thousand years, starting with the music of the present day.

KXOK Presents New Program

St. Louis, Mo.—A new hour-long noon-time program has premiered on KXOK titled "Howdy Neighbors." The show features farm editor Charley Stookey in the 12:00 to 12:30 p.m. period and disc jockey, Hal Fredericks in the 12:30 to 1:00 p.m. spot. Stookey is heard Monday through Friday and features hymns and band music; while Fredericks highlights the popular and modern style.

'Pete' Peterson Joins WNAX

Yankton, S. D.—The appointment of Roland "Pete" Peterson to the staff of the WNAX farm service department has been announced by Robert R. Tincher, general manager. Peterson joins Chris Mack, farm service director, and George B. German, farm reporter, in the department, where he will handle writing and production of farm shows.

Foote Takes Year's Leave From F. C. & B. Agency

(Continued from Page 1)

Belding, denying reports that Foote would sell out his share in the agency, said Foote had been working too hard and was merely taking a rest.

Foote, who also headed the agency's international division, is now in Bermuda. Peter Franceschi will take over this position.

Passover Programs Slated For Weekend

(Continued from Page 1)

Thursday, March 30, 9:30-10:00 p.m. Morton Wishengrad has adapted the novel for the program, which is being produced in cooperation with the American Jewish Committee and directed by Roger Bower. Previously, WOR-Mutual sounded a note of the Passover theme when Claude Rains starred in "Like Men Who Dream" on Monday, March 27.

Hebrew folk songs and Jewish holiday songs usually sung during and after the Sedar ceremony have been scheduled by WQXR for Sunday, April 2nd, 12:45-1:00 p.m. The songs will be rendered by the Free Synagogue Choir conducted by A. W. Binder, and by the David Putterman Choir. Later in the day, a recording of Ernest Bloch's "Sacred Service" (a setting of texts translated into English by David Stevens from the written Jewish heritage) will be presented from 11:07 till midnight of "The World of Music."

Songs from the Hagada will be heard on WMGM's "Public Performance," Sunday, April 2nd, 1:15-1:30 p.m., as a part of the American Jewish Hour, 1:00-2:00; this portion of the hour is sponsored by Stuhmer Baking Co.

NBC's "The Eternal Light" (Sundays, 12:30-1:00 p.m., EST) produced under the auspices of the Jewish Theological Society of America, will be off the air on April 2nd and 9th for these holidays. However, in connection with the Passover, "The Eternal Light" presented Morton Wishengrad's radio fantasy "The Tender Grass" on March 26th.

Taking part in CBS' special Passover program is Senator Herbert H. Lehman, who will deliver a message from Washington on the special program Friday, March 31st, 4:30-4:55 p.m., EST. Also on the program, Sam Jaffe, of stage and screen, will relate the story of the Exodus of the Jews from Egypt; and Rabbi de Sola Pool, of the Spanish and Portuguese Synagogue of New York City, will explain the symbols of the Passover service. Cantor David Putterman and the choir of the Park Avenue Synagogue will chant traditional music.

Preferences Of States Shown In Hooperatings

Substantial differences in program preferences in Denver, Indianapolis and Washington are revealed by the Fall-Winter Hooperatings just released. Top five in Denver for the period were: People Are Funny, Fibber McGee & Molly, Radio Theater, Big Town and Bob Hope. In Indianapolis, Radio Theater, My Friend Irma, Jack Benny, Fibber McGee & Molly and The Fat Man comprised the upper brackets while in the national capital, Jack Benny, Amos 'n' Andy, Radio Theater, Gang Busters and Bob Hope were on top.



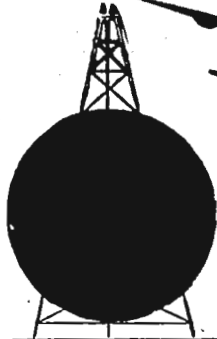
He "beats" as he sweeps as he sells

Scoring news beats is an old habit of his. Selling customers for his sponsors is another, equally well-established custom. Says Mr. J. C. Thompson of *The Southland Corporation*, Texas grocery organization which sponsors him on WRR, Dallas; KFJZ, Fort Worth, and KVET, Austin:

"We value our Fulton Lewis, Jr. program very highly. As you know, we have the program 100 percent of the time in Dallas and Fort Worth. . . . I would not take \$25,000.00 for the program.

"I hope this does not encourage you to raise your rates, but we feel the Fulton Lewis, Jr., program is most successful."

Encouraging indeed—but the rate structure remains unchanged! The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers network prestige at local time cost, with pro-rated talent cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 61

NEW YORK, THURSDAY, MARCH 30, 1950

TEN CENTS

FORD DEALERS RESUME WEB CAMPAIGN

Color TV Using Single Tube Viewed By FCC

New RCA System Gets Okay At NBC Preview

Washington Bureau of RADIO DAILY
Washington — Plunging into what he obviously believes is the last round in the color video battle with CBS, General David Sarnoff, RCA board chairman, said yesterday that "color television begins with the single tube." He spoke following the demonstration of two types of single color tubes
(Continued on Page 7)

CAB Tables Plea For Agency Rate Hike

Niagara Falls, Ont.—A year's postponement was given the plea of the Canadian Association of Advertising Agencies for an increase in the rate of commission paid on radio time from 15 to 17 per cent by the Canadian Association of Broadcasters in the second day of their four-day annual convention here at the General Brock Hotel yesterday. The
(Continued on Page 2)

Texas Town Renamed Truth Or Consequences

Ralph Edwards of NBC's "Truth or Consequences" has received official notice from Mayor J. G. Mimms of Hot Springs, N. M., that the City Council of that southwestern resort has approved a measure changing
(Continued on Page 2)

Brand Names Day Official

Mayor William O'Dwyer, New York City's chief executive, has proclaimed next Wednesday, April 5, "Brand Names Day," it was announced yesterday. The city-wide proclamation was issued as more than 1,000 of the nation's civic and business leaders prepared to gather for the fifth annual conference on brand themes to be held that day at the Waldorf-Astoria. It will be held in connection with the annual member meeting of Brand Names Foundation.

Milwaukee Journal Drops FM Operation

Milwaukee, Wis. — The Journal Company has announced that it will discontinue its association with FM broadcasting. Its two FM stations, WTMJ-FM at Milwaukee and WSAU-FM at Wausau, will be permanently shut down after the end of program schedules on Sunday, April 2, and operating licenses will be returned to the FCC for cancellation.

In a letter to the licensing authority
(Continued on Page 4)

Toffenetti Regains Control Of WMOR, Chi.

Chicago—Dario L. Toffenetti, who severed all connections with FM station WMOR last month, made a comeback Monday — on his own terms. He asked and got resignations from the ten-man board, appointed his own board of seven, and took over active direction of the station, which has become quite well-known for its independence
(Continued on Page 5)

Radio-TV Courses Attract 15% Of Vets

Radio, television and other communication courses have attracted 15 per cent of all World War II vets studying in schools below the college level under the G.I. Bill, according to an announcement made yesterday by the Veterans Administration. Enrollments in radio and related courses have increased by some 40 per cent in the last three years, the V-A also revealed.

On December 1, 1949, GI's study-
(Continued on Page 5)

CBS Rates First Ten In New Nielsen Report

A clean sweep of the top ten programs on the national Nielsen ratings for February 19 to 25 released yesterday has been scored by CBS. The other half of the top twenty shows two NBC programs placing, one of ABC and the remaining shows to CBS.

Lux Radio Theater rating 25.7 holds the top spot for another week
(Continued on Page 5)

Advtg. Continuity Stressed As ANA Convention Opens

Hot Springs, Va.—The Association of National Advertisers spring convention got under way yesterday at The Homestead with company executives sharing the spotlight. More than 200 ANA members gathered for the session, which will come to a close tomorrow evening. One of the opening day's talks by Eldridge Peterson, editor of Printers Ink, was on continuity in advertising. Peterson pointed to the fact that radio

had shown the importance of continuity in advertising with the result that frequency of advertising was stepped up in other media and increased overall results per dollar of advertising even further. Co-ordination of schedules in all media was also emphasized by Peterson. He concluded by saying "Continuity in advertising does pay."

Speaking on "What I Expect of
(Continued on Page 4)

Use Four Nets As Limited-Time Sponsor

The Ford Dealers of America, who invested heavily in radio limited time sponsorship of sustaining programs on the major networks to introduce the 1950 Ford in the early part of the year, have resumed that policy, it was announced yesterday. New contracts call for April sponsorships of sus-
(Continued on Page 5)

Movie Company Hits Jackpot In Tieups

A radio and television campaign valued at \$450,000 has been lined up for the new Marx Brothers comedy, "Love Happy," United Artists producer Lester Gowan reported yesterday. Companies whose products are mentioned in one manner or another in the movie will contribute advertising time to plug the film. "Love Happy will have its pre-
(Continued on Page 2)

NAB Questionnaires Sent For Operating-Cost Study

Washington Bureau of RADIO DAILY
Washington — NAB yesterday mailed questionnaires to gather data for its second annual study of radio station operating costs to station owners and managers. The study is
(Continued on Page 8)

Program Premiere

Fourth graders of a school in Newburyport, Mass., who have been using a make-believe mike (a stick and a tin can) to play-act at radio broadcasting will soon do the real thing. After seeing a news item about the kids, ABC affiliate WLAW, Lawrence, will do a live broadcast from the classroom in their school.

"Open Sesame"!

Room 512 at the Stevens Hotel in Chicago during the NAB convention promises to be a very crowded space as a result of a unique piece of promotion by Thesaurus. Keys to the room have been sent out to friends of the company as a personal invitation. An attractive social and business program is being prepared for the occasion.



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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- WEST COAST OFFICES**
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- WASHINGTON BUREAU**
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271
- CHICAGO BUREAU**
Herbert M. Kraus
188 West Randolph St.
Phone: Anderson 3-6050
- SOUTHWEST BUREAU**
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9
- ROME BUREAU**
John Percicarl
Ludovisi 16

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

FINANCIAL

(March 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	97 3/4	95 3/4	93 3/4	+ 1/2
Admiral Corp.	31 3/4	30 3/8	31	+ 3/8
Am. Tel. & Tel.	155 1/4	154 1/2	154 7/8	+ 1/4
CBS A	37 1/4	36 1/4	36 1/2
CBS B	36 7/8	36	36 1/2
Philco	44 3/8	42 1/2	42 3/4	- 1/4
Philco pfd.	92	92	92	+ 1 1/2
RCA Common	18 1/8	17 5/8	17 3/4	+ 1/4
RCA 1st pfd.	79 1/4	79 1/4	79 1/4	+ 1/2
Stewart-Warner	17 1/8	16 3/8	16 1/2	- 3/8
Westinghouse	34 7/8	34 1/2	34 5/8
Zenith Radio	69 7/8	67	67 1/4	- 2 1/4

OVER THE COUNTER

DuMont Lab. Bid 22 1/2 Asked 23 1/2
Stromberg-Carlson 15 3/4 17 1/4

Stork News

John Coburn Turner, manager of ABC's Script and Program Promotion Department, became the father of a eight-and-a-half pound daughter, Coburn, Tuesday, March 28, at New York Hospital.

RCA INSTITUTES, INC.
A Service of
Radio Corporation of America

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

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

Movie Company Hits Jackpot In Tieups

(Continued from Page 1)

miere in New York's Criterion Theater on April 7 with release date scheduled later in other parts of the country. The advertising will be keyed to the opening date in the particular area.

The radio campaign includes use of Bulova Watch spots together with a spot for Kool Cigarettes in approximately 50 major cities. The latter will break about a week before the opening date in the area. Ted Bates Agency is working out details.

On video, Young & Rubicam has placed 30-second spots for Sunsweet Prune Juice on 22 stations in 19 markets over a three-month period. The Marx Brothers are featured on the spots. Curtis Candy has also scheduled a group of five-minute spots with the Marx Brothers on New York, Chicago and Boston stations and other key markets. C. L. Miller Advertising Agency handled the account for Curtis.

A third advertiser on video, Guild Wine, has set a TV campaign to cover key cities, also over a three-month period.

Texas Town Renamed Truth Or Consequences

(Continued from Page 1)

the city's name from Hot Springs to Truth or Consequences in honor of the Saturday night radio show. Plans have been completed to celebrate the 10th Anniversary of the program Saturday night with a broadcast from Hot Springs during which the name change will become official (NBC, 8:30-9:00 p.m.). Edwards and the entire crew of "Truth or Consequences" will arrive in Hot Springs today where they will be welcomed by Mayor Mimms and city dignitaries and taken on a tour of Carrie Tingley Hospital for Crippled Children.

WEVD
5000 WATTS 1330 K.C.

PROGRAMS OF DISTINGUISHED FEATURES in

- ENGLISH
- JEWISH
- ITALIAN

3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA

Send for WHO'S WHO Among Advertisers on WEVD

WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 19

CAB Tables Plea For Agency Rate Hike

(Continued from Page 1)

association decided to wait and see what the reaction of other media to the same request might be.

The request for increased commissions was received coldly by the membership when presented by a delegation of agency men. The general feeling was that if such an increase was granted it would have to result in increased rates.

Yesterday, the delegates took time off to look over WBEN-TV in nearby Buffalo then assembled for a panel session on TV with Sam Cuff, New York TV consultant as speaker.

AVCO Earnings Up

Consolidated net income of AVCO Manufacturing Corporation for the three months ended February 28, 1950, after all charges including Federal taxes, amounted to \$1,137,581, equal after preferred dividend requirements to 15 cents per common share, Victor Emanuel, president, announced yesterday. This compares with consolidated net income of \$1,078,787, or 14 cents a common share, in the first quarter of the 1949 fiscal year.

Consolidated net sales for the three-month period ended February 28, 1950, amounted to \$37,919,344, as compared with \$35,825,613 in '49.

COMING and GOING

EMILIO AZCARRAGA, accompanied by MRS. AZCARRAGA, sailed last night on the Queen Elizabeth for a three-month business and vacation trip to Europe. While in Paris and London he'll study the advancements of television.

ALLAN WOODALL, general manager of WRDW, Augusta, Ga., is in town for conferences with executives at CBS, with which the station is affiliated.

JACK BARRY, producer-emcee at NBC, left yesterday for St. Petersburg, Fla., where he'll huddle with Joe Di Maggio on plans for the slugger's forthcoming web show.

WILLIAM ASHWORTH, promotion manager of WDVA, Danville, Va., a visitor yesterday at the New York office of BAB.

HARRY WISMER, top sportscaster at ABC, to Front Royal, Va., for the premiere of Bing Crosby's "Riding High." Der Bingle also will be there in person.

WILLIAM ORR, commercial manager of WBNS, Columbus, has arrived from Ohio for conferences at CBS headquarters.

SPENCER HARE, publicist, is back in New York following a short business trip to Atlantic City.

GRADY COLE, commentator on WBT, Charlotte, N. C., in New York this week for conferences with agency execs. on his "Mr. Chesterfield" program which is heard seven times weekly on the station.

G. W. "JOHNNY" JOHNSTONE, director of radio and TV for the NAM, is back in New York after having visited Houston, Tex., and Atlanta, Ga., on business.

Wrong bailiwick



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

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

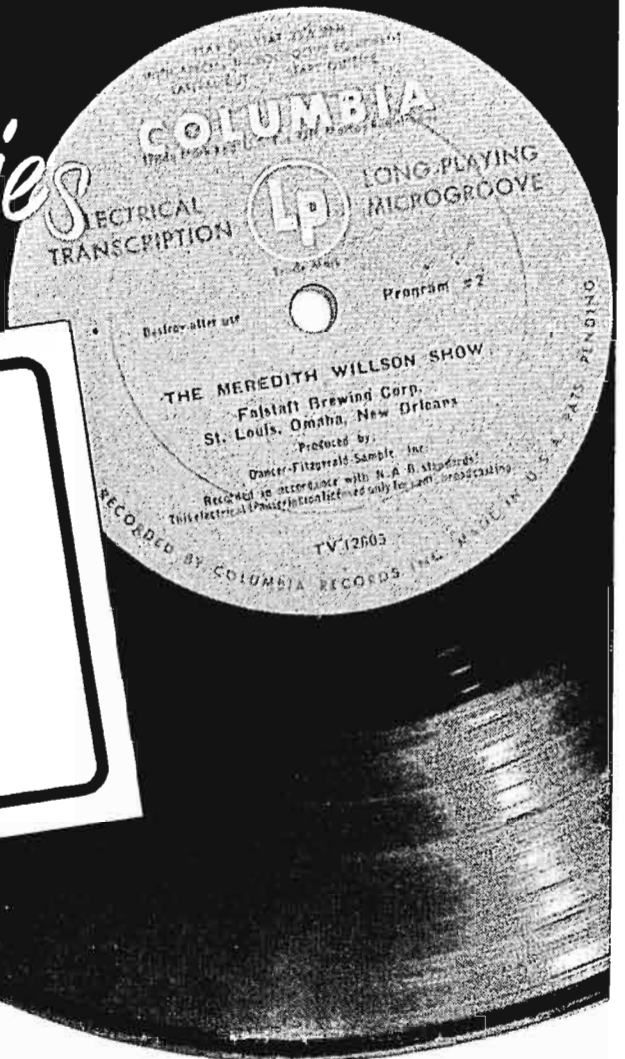
Because W-I-T-H is the big bargain buy in this rich town. W-I-T-H delivers its big audience to you at the lowest cost-per-listener on any station in town. It covers 92.3% of all the radio homes in the Baltimore trading area.

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

WITH
BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

66
 Another Great Series
 ON



"THE MEREDITH WILLSON SHOW"

A FULL 15 MINUTES ON A 10" DISC!

SPONSOR: FALSTAFF BREWING CORPORATION (ST. LOUIS, OMAHA, NEW ORLEANS)

Three times as much program per disc is only one outstanding advantage of the sensational Columbia LP Microgroove Transcriptions. Multiplied by 48 stations on a 3-per-week basis, it means substantial savings to the sponsor, Falstaff Brewing Corporation (St. Louis, Omaha, New Orleans). Columbia LP Transcriptions not only cost less per record, permit more program time per record—they save on packing, shipping, and storing! Let us supply the complete details. Call, phone or write.

**DON'T MISS
 OUR EXHIBIT
 NAB CONVENTION
 APRIL 12
 Suite 509**

Columbia Transcriptions

A Division of Columbia Records, Inc. ©

Los Angeles: 8723 Alden Drive, Bradshaw 2-2759 • New York: 799 Seventh Avenue, Circle 5-7300

Chicago: Wrigley Building, 410 North Michigan Ave., Whitehall 6000

"Columbia," "Masterworks," and © Trade Marks Reg. U. S. Pat. Off. Marcas Registradas

Milwaukee Journal Drops FM Operation

(Continued from Page 1)
ity, Walter J. Damm, vice-president and general manager of radio, wrote as follows:

"This is to inform you that The Journal Company has decided to discontinue the operation of its two FM broadcasting stations, WTMJ-FM in Milwaukee, Wisconsin, and WSAU-FM in Wausau, Wisconsin.

"As your records will show, this company became interested in FM soon after the new form of broadcasting was developed and our Milwaukee station (then W9XAO) was the first FM station west of the Alleghenies when it went on the air in February, 1940. We had high hopes for FM as evidenced by our heavy investment in two 50 kilowatt transmitting plants, the first on the old low band and the second on the present high band, which investment was made to bring FM service to the southeastern part of Wisconsin. In 1948 we added a 10 kilowatt plant at Wausau to serve the north-central part of the state.

"Much to our regret FM has not lived up to the bright promise of ten years ago. The radio listeners in Wisconsin have not seen fit to invest in a sufficient number of FM receivers to make the continued operation of WTMJ-FM and WSAU-FM a worthwhile undertaking.

"The Journal Company does not sell time on WTMJ-FM or WSAU-FM. Since it derives no financial revenue from either station the only justification for underwriting the cost of continued FM service would be a body of listeners far larger than the very limited one which our research has shown to be in existence at the present time and which shows no signs of material growth. Our decision to drop FM, however, does not change in any way The Journal Company's announced policy to bring the latest developments in radio and television to the people of Wisconsin, if such development can be and will be of service to a substantial number.

"WTMJ-FM and WSAU-FM will shut down at the close of programming on April 2, 1950, and our operating licenses for these two stations will then be returned to you for cancellation."

Ad Club To Welcome Levers

Lever Brothers, which has recently moved its offices from Boston to New York, will get an official welcome to the city on April 5 from the Advertising Club. Fred A. Schneller, general merchandise manager of the club, will speak on the occasion.



By SID WHITE

Man About Manhattan. . . !

● ● ● **ONCE OVER LIGHTLY:** The Dave Garroway show has lost considerably since it went commercial on TV. The commercials are too long and are a chore which should not be saddled on Garroway. . . . Our idea of a tip-top TV dramatic actress is Felicia Montealegre. (Izzat how it's spelled?) . . . Any time you're discouraged about the sports announcing in New York, lend an ear to the blundering inaccuracies on the Florida grapefruit circuit. . . . "We Take Your Word," soon to be televised as well, has the potential of an "Information, Please." . . . Chas. Collingwood ranks as one of the best moderators on the air. . . . Bud Palmer, still not at home while reading the commercials, has blossomed into a top basketball broadcaster with an unhurried, analytical, authoritative style which conveys a thorough picture to the listener. . . . Aside to news announcers: Why must so many of you speak with a ring to your voice like a judge pronouncing a Supreme Court decision, rather than a touch of humility which might indicate that you, too, like other humans, are prone to error? . . . As we see it, there are far too many Westerns on television for the average youngster to take. At least, with the movies, you went on occasion. Now the range-riders come into your home and from present indications, will never leave it.



● ● ● Sam Goldwyn got off some cogent comments on video vs. H'wood films in last week's Times. Goldwyn insisted the two can dwell in peace with each other—but H'wood has got to make better product to meet this new challenge. He paid tribute to several first rate teevee stanzas, signalling out the Ford Friday Theater, among others. And, following this gesture, he's now reported angling to get Ford director Marc Daniels for a megaphoning chore. He liked Daniels' recent version of Barrie's "Dear Brutus," after Brian Ahearne had urged him to catch the show.



● ● ● **IN ONE EAR:** Columbia Records will sponsor the second half of Robert Q. Lewis' hour-long "The Show Goes On" starting April 20th, buying only the TV portion of the show. . . . "Mr. Magic" shifting from WPIX to ABC-TV on April 5th. . . . Allen Funt has over 500 disguises which he'll use in order to avoid detection by people he interviews. He's also dickering for a full-length "Candid Camera" film. . . . Chick Vincent back in town with a Miami sun-tan. . . . Morey Amsterdam tilling his autobio, "My Life And Who Cares." . . . Shirley Eder readying a daily celebrity interview series for TV. . . . Bob (High Adventure) Monroe's description of the youngsters who're constantly glued to their TV sets: Juvenile Telenquents. . . . During a lull on "20 Questions" some weeks ago (when the panel was obviously stuck) Herb Polesie leaned over to the guest of the day, Gov. Driscoll, of N. J., and handed him a Ronson Penciliter. "Don't you wanna sign a few pardons while we're waitin' Guvnor?" he flipped. . . . Emery Deutsch bows in at the Rendezvous Room of the Plaza on April 6th. . . . Danny Shaw, comedy lead on "Front Row Center" has had his option picked up for another 4 weeks, making a total of 26 weeks on the series.



● ● ● Two things have been added to Roger Kay Enterprises—an "Inc." and swanky new Fifth Ave. offices. The former stands for some generous backing and a board of directors squarely behind Roger's methods. The offices are now being decorated under the personal supervision of Bernice Gladstone. With this added impetus (plus such loyal and mountain-moving associates as Jack Simon, Mal Braveman and Kay Norton), Roger's path in TV should bear watching.

Advtg. Continuity Topic At ANA Meet

(Continued from Page 1)

Advertising Today," Philip Liebmann, president of Liebmann Breweries, Inc., called advertising "not only the voice," but "the free speech of business." "It doesn't stand by itself," he continued, "but it is a vital and integral part of the merchandising evolution of which we are a part."

Other speakers were: Thomas H. Young, U. S. Rubber Company director of advertising; Robert Gunning, president of Robert Gunning Associates; Ben Wells, Seven-Up vice-president, and James J. Nance, president of Hotpoint.

Today's session will feature a talk by Marion Harper, Jr., president of McCann-Erickson, on what television is going to mean to radio. A panel composed of Niles Trammell, NBC chairman; Frank Stanton, CBS president; A. N. Halverstadt, of Procter & Gamble; A. C. Nielsen, of the A. C. Nielsen Company, and Leonard Bush, of Compton Advertising, also will take up the subject.

Brewery Sales Increased 28% By Use Of Radio Time

Nashua, N. H.—Acting independently of the manufacturers, Silver Brothers Co. of Manchester, N. H., distributors of Krueger Ale and Ruppert Beer, is sponsoring a three-a-week show on WOTW AM-FM, Nashua, N. H., that has raised their sales 28 per cent for Jan., 1950 over Jan., 1949. Interviews by Stan Morgan with Krueger and Ruppert retailers from Nashua about their hobbies is the general plan of the show.

Increasing their local-flavor programming, WOTW has inaugurated two other shows: one in which Mayor Hugh Gregg of Nashua interviews people on policies and plans for the city, and the other emceed by Nashua's Supt. of Schools, H. Raymond Danforth, and participated in by students from various schools.

SPECIAL SOUND EFFECTS!

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

CARROLL DRUM SERVICE

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

SHOWS THAT SELLS + X = \$

* X is the NEW Associated Program Merchandising Service

Associated program service

151 WEST 46th ST. NEW YORK 19

COMING SOON

Ford Dealers Resume Concentrated Drive

(Continued from Page 1)
 taining shows for various periods on each of the four major networks. Mutual, with nine evening sustainers picked up between April 9 and 27, got the lion's share of the billing. Their programs picked up and the dates of broadcast include: "Adventures Of The Falcon" (9), "Mysterious Traveler" (11), "I Love A Mystery" (14 and 27), "Mutual Newsreel" (14 and 25), "The Saint" (16), "Adventures of Peter Salem" (17), and "Can You Top This" (26). CBS will be the vehicle for Ford's concentrated campaign over a ten-day period from April 11 through 21. CBS programs to be used include "Adventures of Philip Marlow," "Lum and Abner," "Pursuit," and "Broadway Is My Beat." ABC snared the Ford dealers as sponsors of two web sustainers, "Blondie" on April 13 and "Date With Judy" on the 20th. NBC signed Ford as sponsor of two airings of "Dangerous Assignment," on April 10 and 17.

Add More Stations

Mutual network has announced that National Biscuit Co., through its agency McCann-Erickson, Inc., will include 56 more stations in the coast-to-coast network already carrying its "Straight Arrow" program, Tues. and Thurs., 5:00-5:30 p.m.

Toffenetti Regains Control Of WMOR, Chi.

(Continued from Page 1)
 during little more than one year of operation. Donald Kiseau, executive vice-president of the Chicago Restaurant Association, was elected new president of the station, succeeding Bernard I. Miller, one of the original veterans who resigned as president and general manager. No successor for the post of manager has been named as yet. Board members include Toffenetti, Kiseau, Edward Olin, president of Goldenrod Ice Cream Company; Meyer Field, trustee of the 188 Randolph Tower Building in which the station is located; Emil Vodicka, Toffenetti's son-in-law, and two holdovers, Attorney Morris Alexander, and Ralph Wood, Jr., one of the original organizers who was removed as president and general manager after the annual stockholder's meeting last October. The new board will serve until the next regular stockholder's meeting in October. Toffenetti stated that no radical changes in programming were contemplated. However, a concentrated effort to attract new business will be inaugurated to damp the loss which WMOR has been sustaining for the past year. Many of the present staff members of WMOR are expected to resign as soon as replacements can be gotten. Miller and Chief Announcer Jack Pitman are teaming up to open their own TV and radio production agency.

CBS Rates First Ten In New Nielsen Report

(Continued from Page 1)
 with Godfrey's Scouts at 21.6, Jack Benny at 21.3, Mr. Keen at 19.9 and Mystery Theater at 19.0 filling out the first five. Following were F.B.I. in Peace and War at 18.6, Amos 'n' Andy at 18.4, My Friend Irma at 18.3, Charlie McCarthy at 17.8 and Life with Luigi at 17.7. NBC's Fibber McGee and Molly placed eleventh with 17.1 with four CBS shows—Red Skelton at 17.0, You Bet Your Life at 16.5, Bing Crosby at 16.3 and Mr. Chameleon at 16.2—in close pursuit. Walter Winchell on ABC with 16.0, Inner Sanctum on CBS at 15.9, Baby Snooks on NBC at 15.9, Dr. Christian on CBS at 15.8 and Suspense with 15.7 on CBS completing the upper brackets.

Promoted By Ziv

In keeping with their expansion program for 1950, which called for the opening of a new sales division throughout the country and for additions of personnel to its sales staff, the Frederic W. Ziv Company announces the promotion of Elmer Bieser to the position of sales manager to the newly formed Southwest division. Bieser has been member of the sales force of Ziv since September, 1947 and will headquarter in Dallas, Texas where he will be in charge of Ziv sales in the Southwest territory.

Radio-TV Courses Attract 15% Of Vets

(Continued from Page 1)
 ing in the electronics field totaled 91,242, the second largest category of the veterans' school training. Mechanics placed first. The 1949 total compares to 65,037 in radio courses in 1947. College enrollments in electrical engineering and other radio and video courses showed a drop of nearly one-half over the same period, the V-A reported. College enrollments on December 1, 1949 were 14,786.

Hearing-Assistants Office Established By The FCC

Washington Bureau of RADIO DAILY
 Washington—The FCC has announced the setting up of an office of formal hearing assistants, consisting of legal and technical assistants assigned to work on hearing matters for the Commission. It results from the Commission move of last June taking staff members engaged in decision and opinion work from supervision of officials having prosecutory and regulatory functions. Parker D. Hancock is chief of the new group, with Sylvia Kessler as attorney-advisor, Horace E. Slone as electronic engineer, Charles S. Borum as accountant and Herbert Sharfman as attorney-advisor.

how a WOR sponsor's sales went up — in smoke!

Wally Frank makes pipes (what ad man doesn't know that!).
 Wally Frank wanted to sell *more* pipes — though it's no slouch when it comes to getting rid of high-priced briar.
 Said they to WOR, "Hey, can you sell lots of pipes for us fast, at, mind you (they raised a warning finger), *low cost*?"
 Said we, "Sure." Brass, you know.
 Anyway, eight newscasts on WOR—just 8, mind you—started 5,899 people dropping coins into phones to call Wally Frank and say, "Look, let's have a pipe." The result? \$23,301 in cold, hard cash for nice new pipes!
 In other words, every dollar Wally Frank spent on WOR, produced \$7.00 in sales.
 That's selling. We do it daily. Can we do it for you?
 Our address is —



WOR

— that power-full station at 1440 Broadway, in New York

PLUG TUNES

a hit — A Hit — A HIT
"TWO-FACED HEART"
 Recorded by Eddie (Piano) Miller
 ON RAINBOW RECORDS
MICHAEL MUSIC CO., INC.
 1619 Broadway New York City Jerry Johnson Gen. Mgr.

It's *New* But It's *Big* Already!
OVER AND OVER
 Recorded by Vaughn Monroe
PAXTON MUSIC, Inc.
 1619 Broadway, N. Y. C.

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

Slightly Sensational!
MY BABY IS BLUE
JEFFERSON MUSIC CO.
 1619 Broadway New York City

Smash Revival Hit!
WHY DO THEY ALWAYS SAY "NO"
STASNY MUSIC CO.
 1619 Broadway N. Y. C.

JOHNSON RAG
 recorded by
 PEARL BAILEY.....Harmony
 GENE COLIN.....Rondo
 JIMMY DORSEY.....Columbia
 RUSS MORGAN.....Decca
 ALVINO REY.....Capitol
 JACK TETER TRIO.....London
 CLAUDE THORNHILL.....Victor
MILLER MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Most hillbilly writers turn out tear jerkers like "Jealous Heart," "Two-Faced Heart," "You're Breaking My Heart," "Throwing Rice At The Girl I Love," "Quicksilver," etc., but not Scotty Wiseman of the famous hillbilly team of Lulubelle & Scotty. . . . this tunester presents a positive approach in his ditty, "Have I Told You Lately That I Love You," which Duchess Music will probably land on the Hit Parade before the end of April. . . . ● Aside to Roland Martini—Just give a look and listen to Bill Harrington and you'll find the natural successor to Bob Crosby on your program. . . . (you're welcome.) . . . ● The stem's waiting for Rudy Vallee's opening next week at the Roosevelt Grill. . . . In our book Vallee is easily one of the outstanding personalities of the past two decades. . . . Paul Cohen presented a gold record of his waxing of "Chattanooga Shoe Boy" yesterday to Red Foley, thus adding Red to Decca's select circle of 'Million Record Club' artists. . . . (Paul, you should let Red cut a ditty called "Myrtle The Turtle and Flip The Frog," it'll prove to be another smash for the carrot-topped warbler.) . . . ● Bob Miller, Inc., takes over active management of Knickerbocker Music Co., which is riding high with the smash hit, "Sentimental Me." . . . Bob Sadoff will handle exploitation on the catalogue. . . . ● The Robbins Trio, J. J. Buddy and Brother, are clicking with a trio of hits. . . . "Bye Bye Baby," and "Diamonds Are A Girl's Best Friend" from the hit musical, 'Gentlemen Prefer Blondes' and the revived "It Isn't Fair."



● ● ● Pickwick Music (newest link in the music chain forged by Lou Levy) has a sure hit in its latest British importation, "Scottish Samba." . . . Decca thinks so highly of the ditty, it teamed Guy Lombardo's Band with Ethel Smith for a fine platter. . . . ● One of the best-liked contactmen in the country, Al Friedman, joins Hill and Range to head the Chicago office. . . . firm will follow its current hit parader, "Peter Cottontail" with "Swamp Lady." . . . ● Thirty years ago a quartet of tunesters, Harry Pease, Ed Nelson, Billy Glason and Frankie Davis, penned a slick click titled, "Why Do They Always Say No." . . . Stasny Music is giving the novelty the revival treatment. . . . ● Tony Colucci, ace guitarist, succeeds Paul Taubman as head of the trio featured at the Shelton Corner, Hotel Shelton. . . . Taubman will head a new band at the Penthouse Club, where he now is a partner. . . . ● Ethel Stein, Gal Friday to Southern Music's Bob Gilmore, sporting a new Ford, gift of her hubby, Harold Stein, radio photographer. . . . ● Tuesday nite's wrestling match on CBS-TV, featured an interesting match between the Golden Superman and Antonino Rocca. . . .but what thrilled us was the really fine refereeing job turned in by a young official named John Garan, the calibre of whose work was reflected in the fast, clean and entertaining bout.



● ● ● **ON AND OFF THE RECORD:**—Bob Crosby's latest Coral platter, pairing "If You Can't Get A Drum With A Boom Boom Boom" with "When My Sugar Walks Down The Street," is a biscuit that's headed for big things. . . . Crosby's warbling of the top side is the hepcat at his best with instrumental background in true Dixieland. . . . Deejays will eat this side. . . . Victor has one of the best renditions of "Peter Cottontail" in Fran Allison's platter of the Jack Rollins-Steve Nelson ditty. . . . flip is a ballad "Stars Are The Windows of Heaven." . . . Jack Fascinato's Ork offers splendid support with special emphasis on the "Cottontail" side. . . . ● Victor has an ace in the Toy Martin-Fran Warren pancake of "Darn It Baby, That's Love," flipped with "That We Is Me And You." . . . smooth background by Henry Rene's ork adds lustre to a solid piece of wax. . . . ● Ames Bros. in their latest Coral pancake, offers a pair of polkas which should get mucho deejay attention. . . . sides are "Sing Until The Cows Come Home" and "Bring Her Out Again." . . . Roy Ross Ork backs up with solid support.

PLUG TUNES

Our Latest HIT
"ECHOES"
VALANDO MUSIC CORP.
 1619 BROADWAY NEW YORK CITY

THE WEDDING SAMBA
DUCHESS MUSIC CORPORATION

A Great Ballad!
SENTIMENTAL ME
Knickerbocker Songs, Inc.
 1619 Broadway, New York, N. Y.

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

Another BMI Pin-Up Hit!
PETER COTTONTAIL
 Published by Hill and Range
 Recorded by
 Roy Rogers (Vic) Mervin Shiner (Dec)
 Frank Luther (Dec) Guy Lombardo (Dec)
 Jack Day (Coral) Johnny Lee Wills (Bul)
 Gene Autry (Col) Jimmy Wakely (Cap)
 Curt Massey (Lon) Two Ton Baker (Mer)
 Derry Falligant (MGM)
 Licensed non-exclusively by
BROADCAST MUSIC, INC.

IT ISN'T FAIR
 recorded by
 LES BROWN Columbia
 BENNY GOODMAN Capitol
 BILL HARRINGTON Coral
 RICHARD HAYES Mercury
 SAMMY KAYE Victor
 FRED WARING Decca
Words & Music, Inc.
 1619 Broadway N. Y. C.

TELEVISION DAILY

Section of RADIO DAILY, Thursday, March 30, 1950 — TELEVISION DAILY is fully protected by register and copyright

RCA DEMONSTRATES COLOR TUBE

TELE TOPICS

THE NEW YORK STOCK EXCHANGE, which has experienced a steady wave of television stock activity since the first of the year, once again reports a bull market in video shares. Heaviest play within recent days has been given shares of such manufacturing firms as Zenith, Admiral and RCA. The reason for the heavy speculation in these stocks is, of course, the fat 1949 earnings reported by most manufacturers and the undiminishing demand from the public for additional receivers. It is worth noting, perhaps, that the Exchange has asked member firms to supply transactions data on those exchanges which have been accompanied by "spectacular price increases."

"WE TAKE YOUR WORD," the semantics show, debuts as a regular CBS-TV feature next Saturday evening. If it follows its radio pattern, it could become the "Information Please" of video. . . . "Bamboo," with a Latin American cast, bows over WCBS-TV sponsored by Winston Television Stores on Friday, replacing "After Hours Club." . . . "Presenting Sandy Spillman" premiered on KPIX last Thursday. . . . The Johns Hopkins Science Review will be televised starting tomorrow in Baltimore and Washington by WAAM and WTAG. . . . "The Big Story" has passed out six times as much money to outstanding newsmen as the Pulitzer Prize. Show's annual awards amount to \$35,000. . . . The Hooperating which showed more than 50 per cent of the night broadcast audience in Baltimore to be video viewers has local stations bursting their buttons. . . . "Celebrity Time" moves to CBS-TV on April 2.

TOSCANINI WILL BE an "inaudible, invisible" panel guest on "Who Said That" over NBC-TV next Monday. . . . Harry Mulholland replaces Henry Fraser as Technical Operations Engineer at WABD. Fraser is on a leave of absence due to illness. . . . Morton Downey added to the "Triumphant Hour" Easter show cast; also Nan Merriman. . . . Henry Morganthau III joins CBS-TV's production staff assigned to "Vanity Fair." That network, incidentally, has signed Garry Moore to an exclusive five-year radio-TV contract.

J. J. MORGAN, star of ABC-TV's "A Couple of Joes" has been designated by Life "as TV's first really important actor and critic combined." J. J. is a dog. . . . WOR-TV's "Happy Felton's Knothole Gang" bows as a regular baseball season video show on April 21. Telecasts will be limited to home games. . . . "Kid Lid Beans" are running a heavy spot campaign in N. Y., Chicago, Boston and Philadelphia.

Faught Main Speaker At Video Film Forum

Dr. Millard Faught, of The Faught Co. and author of the Faught Report, will be the featured speaker at the Fourth Quarterly Forum of the National Television Film Council to be held today at New York's Hotel Astor. Others who are scheduled to appear before the all-day sessions include John Mitchell, W. W. Black, Henry Morley, Jules Bricken, Robert Paskow, Helen Buck and others.

The sessions, which start at 10 a.m., will include a Distribution Panel under Mitchell's chairmanship, a Production Forum under the direction of Henry Morley, and a Television Station Forum with Paskow in the chair. Dr. Faught will address the dinner meeting following the close of the regular sessions at about 5 p.m.

The NTFC, which has been in operation for the past two years, has for its raison d'être the promotion of the use of films in television. Its more than 100 members are comprised of executives in agencies, TV stations, package TV film producers and Hollywood producers and distributors.

Ed Pauley's TV Appeal Dismissed By The FCC

Washington Bureau of RADIO DAILY
Washington—The U. S. Court of Appeals yesterday dismissed the appeal by Ed Pauley's Television California, Inc., from the FCC action of 1948 separating the Don Lee TV application from other applications pending for San Francisco, while the question of Don Lee's fitness to retain its licenses is pending. One channel was withdrawn for Don Lee.

More Pennsylvania Stations Requested By Congressman

Washington Bureau of RADIO DAILY
Washington — The question of more television stations for Western Pennsylvania, long an issue of popular discussion in that area, has been placed before Congress by Rep. A. B. Kelley, who asked on the floor of the House of Representatives that an effort be made "to have this condition resolved to the satisfaction of those citizens who are being

Stanton Comments

Frank Stanton, president of the Columbia network, commenting last night upon the new single-tube, three-color TV of RCA, declared:

"CBS is happy to learn that RCA's three-color single-tube is sufficiently far advanced to have been demonstrated. We are looking forward to the official demonstration of the tube scheduled next for week in Washington.

"We also are looking forward to an opportunity to use the tube with the CBS color television system, because when the single-tube is developed to the point where it is fully practicable for home use, and at an economic price, it can be used with the CBS system more simply than with any other color television system."

Impress Viewers With Preview Of New Set

(Continued from Page 1)
to a large group of newspapermen at the NBC studios here.

Observers were agreed that the three-gun single tube delivered color on a par with the best RCA has yet shown,

while a single-gun color tube which Sarnoff thinks may eventually be the answer to production problems in color TV was impressive but not quite as good as the other. News-men were impressed also by the high quality of the black and white reception of the color programs, with several remarking that they have never seen black and white TV so good.



SARNOFF

Sarnoff told reporters he was ready to give them "the facts of life about color television."

He is "not nearly so pessimistic as Dr. DuMont, who believes color is ten or 20 years away," said the RCA head, "nor so unrealistic as the CBS spokesmen who say that color television is here tonight, or tomorrow morning. All we've got to do is say abracadabra." He said RCA is today more ready than CBS.

But although much more work is ahead on the tube, he said the FCC can and should set broad standards now—outlining the three important standards he would have the Commission adopt. First is band-width—six megacycles; second, that color picture quality be not inferior to black and white in terms of resolution and definition; and third, that any color system used be compatible.

"From that point on," he said, "let any system go forward." He said CBS has been modifying its system to bring it closer to the RCA system, and that if the CBS system were to adopt the RCA single tube the only important difference would be the CBS uses field sequential rather than dot sequential. "And is that a virtue of a vice? With the dot sequential you get compatibility, with the field sequential you cannot get compatibility.

"All CBS needs to do now is to accept the dot sequential system and that will settle the argument."

Phonevision Will Save Movies, Says Bonfig

Phonevision is the savior, and not the competitor, of the motion picture industry, H. C. Bonfig, Zenith Radio Corp. vee-pee declared last night at the first press demonstration of Phonevision principles in New York. Bonfig said that video *per se* was the movie industry's competition.

Bonfig attacked the quality of video programming now being offered by broadcasters as did Zenith's Phonevision film presentation. He said that Phonevision would give the American public, at relatively small cost, the quality of entertainment they demanded.

In his talk, Bonfig cited statistics which showed a startling decline in movie attendance figures in TV serviced cities and flatly stated that within a short time almost 9,000 theater operators would go out of business. He said these were owners of marginal theaters.

deprived of many of the wonders of television."

Kelley said that he has received inquiries from residents of his district (27th Congressional) relative to the ban which has limited the Greater Pittsburgh area to one TV outlet, and he pointed out that the FCC now has on file seven applications for new stations in that section.

COAST-TO-COAST

Ned Skaff Joins WCHS

Charleston, W. Va.—Ned Skaff has joined the announcing staff of WCHS. Before moving to WCHS, Skaff was a member of the staff of WKOY in Bluefield. In addition to regular announcing duties during the evening, he will emcee the station's dancing party starting at 11:15 p.m.

Reveals Protection To Homemakers

Worcester, Mass.—A plan for protecting homemakers from door-to-door-salesmen rackets was presented on WTAG's five-a-week "Julie 'n' Johnny" program by Mrs. Josephine Peirce, manager of city's Better Business Bureau. When Mrs. Peirce visited the program to warn homemakers about new spring rackets, she suggested they send for a free card to place above their doorbells. The card states that the homemaker is in touch with the BBB, and warns salesmen not to ring the bell unless they are registered with same.

WSTC Has New Dixieland Show

Stamford, Conn. — WSTC and WSTC-FM will spotlight Dixieland jazz on two new program series designed to cover afternoon and evening listening hours. "From Memphis to Mobile," with comment by Bill Reynolds, will be aired Thursday nights at 9:30, beginning today. Rollin Smith will present "Spotlight on Dixie," on Mondays and Fridays, at 1:30 p.m. He will spin discs from his own collection of Dixieland jazz, discuss the origin and development of the music and will interview guests.

WFIL Aids Red Cross

Philadelphia, Pa. — By exclusive arrangement with Red Cross headquarters here, WFIL and WFIL-TV launched an intensive radio and television campaign recently to attract blood donors to the Red Cross Blood Donor Center. To publicize the urgent need for donors, the stations made an all-out appeal to radio listeners and viewers in this area by means of spot announcements, interviews on regularly-scheduled programs, special broadcasts and stories on newscasts.

Joins WCCO Sales Staff

Minneapolis, Minn.—Charles H. Smith has joined the WCCO sales department, announces Carl Ward, sales manager. Smith comes to WCCO from Batten, Barton, Durstine & Osborn, for whose four western offices he has been radio and television counsel since June, 1948. Smith joined the CBS New York staff in 1939 as assistant to Frank Stanton, who was then research chief for the network. Smith subsequently became supervisor of research for Columbia-owned stations and was market research counsel for network sales when he left CBS to join BBD&O.

PICTURE OF THE WEEK



American Stores Company, Paterson, N. J., has taken up their option for the third thirteen-week cycle of their fifty-two week contract sponsoring WPAT's "Bargin' With Boulton" a daily interview show featuring Milo Boulton. Participating in the contract signing are (at left) Herman Bess, WPAT vice-president of sales and programs; Paul Cupp, manager of Jersey division of American Stores, while standing (left to right) are Jack Sloan, WPAT account executive; Milo Boulton and Herbert Herr, advertising manager of Jersey division of American Stores.

NAB Questionnaires Sent For Operating-Cost Study

(Continued from Page 1)
compiled jointly by Dr. Kenneth H. Baker, research director, and Richard P. Doherty, employee-employer relations director. Arranged according to station types and sizes, gross incomes, and geographical regions, the analysis will offer station managers comparative figures covering the entire broadcasting industry. The questionnaire replies, covering total broadcast revenues and expenses of the stations answering, will be confidential. Answers will cover 1949 operations in much the same way as the first annual study covered in 1948, the analysis to follow as quickly as the figures can be processed.

The study has been made an annual event in response to comments by broadcasters who used the figures and the analysis last year as a yardstick against which to measure their operating costs.

"Hundreds of broadcasters have saved thousands of dollars by studying these figures and then bringing their operations into line," the Baker-Doherty memorandum to

WSFA Will Celebrate 20th Anniversary, April 1

Montgomery, Ala. — Howard E. Pill, president of WSFA, Montgomery, has announced a gala celebration of the station's Twentieth Anniversary with a round-the-clock broadcast on Saturday, April 1st. Local government heads and civic leaders will be heard via taped recordings during the celebration. In addition, all open time has been purchased by local well-wishers to congratulate the station on its community value for twenty years. As a treat to listeners, twenty prizes of twenty dollars each will be given for answers to telephone questions about the station's history.

managers accompanying the questionnaire said, and it added. "All over the nation, in all segments of the industry, broadcasters have insisted that we continue these industry-wide operating-cost studies on an annual basis."

The 1948 study was also used by Doherty as the basis of a cost-control session he conducted last fall at each of the 17 NAB district meetings.

AGENCIES

ROBERT S. KELLER, INC., has been engaged effective March 27th as the sales promotion representative for WSSB, Durham, N. C. according to an announcement by Tom Sawyer, president of the 25-watt Mutual affiliate. WSSB was principal in the recent consolidation move reducing the number of stations in Durham to four, which resulted in the termination of operation of WHHT. Harold Thormann of the latter, is now chairman of the board of WSSB.

MRS. MARJORIE CHILHUSTED has been appointed advisor of consumer service for Dance Fitzgerald-Sample, Inc. Previously, Mrs. Husted directed the home service department of General Mills.

MILTON DOUGLAS and ROBERT SCHOELLHORN have been elected vice-presidents of the Product Advertising Corporation. Co. Story has also been elected secretary.

JACK ROME has joined The Bio Company as an account executive for the Philip Morris group. He was formerly with Roy S. Durstine, Inc. and Abbott Kimball Company.

THE MINUTE MAID CORPORATION has named Ted Bates & Company for advertising of frozen orange juice and other Minute Maid products.

STELMAN PHONOGRAPH RADIO COMPANY to Ray-Hirsch Company, Inc.

ALVIN J. HETFIELD has been named president of Van Diver Crowe, Inc. He succeeds Vernon Van Diver, who will continue as vice-president.

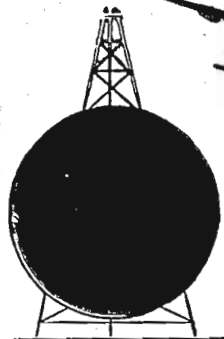
HENRY HOKE, JR. has been elected president of the Association of Advertising Men, succeeding Philip Carling of BBD&O. Hoke is advertising manager of Reporter of Direct Mail Advertising.

DAVID RATKE has joined Radio Bargain Guild, Inc. as vice-president and radio director. He was formerly with Radio Offer Company.

RICHARD E. FREDERICKS ALVERTISING is moving from 23 West 47th Street to 55 West 42nd Street on April 1.

Relations Appointments

Washington—Stephen J. McCormick, veteran Washington radio reporter, has been named assistant director of public relations for the National Capital Sesquicentennial Commission, Robert E. Fowler, commission public relations director, announced yesterday. McCormick was formerly with WOL and is known as Mutual's "President Announcer."



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 50, NO. 62

NEW YORK, FRIDAY, MARCH 31, 1950

TEN CENT

FCC OK's FIVE NEW OUTLETS, 3 SALES

Campbell Doubles Daytime Radio Over NBC

3 Million Budget Set For 'Double Or Nothing'

Indicating growing importance of daytime radio to a network sponsor, Campbell Soup company yesterday doubled the amount of time for its NBC network, "Double or Nothing" show and announced the program would be heard both in the morning and afternoon, five times a week, be-

(Continued on Page 3)

CAB Hears Mitchell As Confab Is Ended

Niagara Falls, Ont.—Any time-buyer who says radio rates must come down because television is eating into night-time listening habits, and any station that accepts it, is "a traitor to his class" declared Maurice Mitchell, director of NAB's sales division, addressing the final session of the four-day annual convention of the Canadian Association

(Continued on Page 6)

World Peace Series Scheduled For WNEW

Prominent Americans and world leaders will be presented on a new peace series beginning over WNEW starting April 9 from 5 to 5:15 p.m. Carlos P. Romulo, president of the

(Continued on Page 2)

Promotion Minded

Hollywood—CBS is setting up a special planning group in Hollywood to develop new ideas for the exploitation of its programs and personalities. The new group will be headed by Irving Fain and will include Lloyd Brownfield of Press Information, Arthur Wilde, Hollywood representative of Network Sales Promotion, and Rodney Voight.

Heavy Trading In ABC Stock

Heavy trading in American Broadcasting Company stock on the New York market yesterday revived rumors that a deal for the sale of the web was pending. A total of 86,300 shares exchanged hands yesterday and the stock closed at 11 1/2.

Rumors in Hollywood were that Howard Hughes was acquiring blocks of the stock.

An ABC official in New York said: "No comment. We have a policy not to discuss stock transactions."

Radio-TV Complaints Mount, BBB Reports NAB To Vote At Meet Via Certification Plan

Complaints regarding radio and television sales and service have nearly trebled in the past year, the Better Business Bureau of New York City reported yesterday. Reasons for the great jump are not clear as yet, the bureau said, but it is believed that the rapid expansion of video sales and service is partly responsible for the increase.

Many persons cannot give the ex-

(Continued on Page 2)

Washington Bureau of RADIO DAILY
Washington—NAB yesterday announced details of a certification plan to govern voting at its convention in Chicago April 12-19. Certification cards for 1950, bearing names and stations of certified representatives of active member stations, have been mailed to members, with a covering letter from President Justin Miller, to put the plan into effect. The cards will be

(Continued on Page 6)

Recess In FCC Hearing On Richards Case Set

Washington Bureau of RADIO DAILY
Washington — Holding that the petition was premature, the FCC yesterday dismissed the move by its general counsel to block any recess in the Los Angeles hearings on KMPC renewal. Hearing examiner J. Fred Johnson had indicated that

(Continued on Page 4)

W. U. Again Informs FCC B.B. Web Charge Is Fair

Washington Bureau of RADIO DAILY
Washington—Western Union protests that its \$2 per station charge for networking of baseball games is fair have been registered with the FCC for a second time. The Commission legal department claimed that the January decision of hearing

(Continued on Page 6)

Radio Webs Giving Support To 1950 Cancer Fund Drive

Major network programs, transcribed shows, spot material, scripts and video films have been readied for the 1950 Cancer Crusade of the American Cancer Society, opening April 1 and ending April 30.

Kickoff broadcast will be on NBC, Monday, April 3 from 10 to 11 p.m. when Al Capp and Bob Hope will share em-cee responsibilities on a show which includes talks by Ezio Pinza and General Bill Donovan

and performances by Morton Downey, Georgia Gibbs, Mel Torme, Martha Lipton, Jimmy Durante and others. Other transcribed kickoff shows for indie stations have been distributed and include Dick Haymes, Steve Allen, the Andrew Sisters, Ida Lupino and Jackie Gleason.

On April 17 over ABC from 10 to 10:30 p.m., John Gunther's best

(Continued on Page 3)

Commission Action Involves AM Stations

Washington Bureau of RADIO DAILY

Washington—The FCC yesterday okayed the sale of KRIS, Corpus Christi, Tex., from Houston Harte and others to T. Frank Smith for \$228,000, while WESX, Salem, Mass., went from C. W. and M. B. Phelan and E. F. Flynn to James D. Asher and Joseph H. Tobin for \$75,000. The

(Continued on Page 6)

Closed Session Held At 4-A Convention

White Sulphur Springs, Va.—A closed business session marked the first day of the 1950 annual meeting of the American Association of Advertising Agencies yesterday at The Greenbriar. Sessions were held at which various reports were given and discussions took place. The new chairman, who will be named on

(Continued on Page 2)

A-I Sauce Expanding Coverage Of Markets

Having met with success in using radio in seven key cities, G. F. Heublein & Brothers, Inc. has expanded its coverage to include the New York market and possibly will use

(Continued on Page 6)

Guest Speaker

Gen. Dwight D. Eisenhower, president of Columbia University, will speak at the annual luncheon of Associated Press radio and newspaper members on Monday, Apr. 24th, at the Waldorf-Astoria. His acceptance of the invitation to address the meeting was announced by Robert McLean, president of AP and publisher of Philadelphia's Bulletin.



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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6425 Hollywood Blvd. Phone: Gladstone 8436

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Andrew H. Older, Chief 6417 Dahlonaga Rd.
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188 West Randolph St.
Phone: ANdover 3-6050

SOUTHWEST BUREAU
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Dallas, Texas
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ROME BUREAU
John Perdicali
Ludovisi 16

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

FINANCIAL

(March 30)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

Closed Session Held At 4-A Convention

(Continued from Page 1)

Saturday, was elected during the day. The AAAA also held a closed meeting on television from the viewpoint of agency management. Today's sessions will feature talks on Advertising's Responsibility in an Expanding Economy, theme of the meeting. Secretary of Commerce Charles Sawyer will be guest of honor at the annual dinner tonight. This will be a joint affair with the ANA which will wind up its meeting.

★ COMING AND GOING ★

LEON LEVINE, producer of "People's Platform" on CBS-TV; JOHN PEYSER, director, and HARRY MARBLE, announcer, will broadcast today's program from Washington, D. C. CHARLES COLLINGWOOD will fly up from Key West to moderate the show, which will have as guests Harold Stassen and Robert F. Wagner, Jr. Subject will be "Do We Need a National Health Insurance Program."

EMILE CHAMAGNE, chief of the study and research services of French Broadcasting System, has arrived in this country for a two-week look-see at the American radio scene. He is a member of the International Radio Consultative Committee.

HERB GORDON, producer, off to Hollywood for conferences regarding new radio and television program plans for the Frederic W. Ziv Company.

JESSE MAAS, staff writer at ABC, returned yesterday from an eight-day trip to Buenos Aires planned by the Argentine Airways Service. While in B. A., he broadcast a talk in Spanish.

CAROLYN FITTS, formerly with Benton & Bowles in New York, is in Hollywood to take up her new duties as secretary to Bob Hussey, head of the talent and program development department.

PAULA CARR, of Roberts & Carr Productions, has left on a two-week trip to the Middle West, where she'll talk with agency officials regarding commercial spots and television shows.

ART FORD and BUDDY BASCH, his publicist, have arrived in Paris and are renewing their acquaintance with the good old spots along the Left Bank.

MANNIE GREENFIELD, president of Mannie Greenfield Associates, publicists, has arrived at the Shamrock Hotel in Houston, Tex., where he is setting the stage for Tommy Dorsey's opening on April 4.

JOHN REED KING, master of ceremonies on the American network's "Chance of a Lifetime," off for Boston, originating point of Sunday's program.

WILLIAM A. SCHUDT, JR., director of station relations for CBS, and C. E. MIDGLEY, sales service manager, are back at their desks after having attended the CAB convention in Niagara Falls, Ont.

World Peace Series Scheduled For WNEW

(Continued from Page 1)

U. N. General Assembly will be guest speaker on the first of the Sunday programs. Mrs. Franklin D. Roosevelt will be heard on the second broadcast of I Speak for Peace on April 16. Others to be heard in the coming year include: Trygve Lie, UN Secretary General; Charles P. Taft, former president of the Federal Council of Churches; Henry Fonda, actor; Henry Morgenthau, Jr., former Secretary of the Treasury; Al Capp, cartoonist; Oscar Hammerstein II, producer and author, and Clifton Fadiman.

Many Co-Operating Cooperating with WNEW in arranging for the series to be broadcast overseas are the radio section of the United Nations, BBC and the French Broadcasting System. C. O. Langlois, Sr., president of Langworth Feature Programs, Inc., has

Radio-TV Complaints Mount, BBB Reports

(Continued from Page 1)

act cause of the complaint other than the fact that their set is now working up to standard, thus presenting a problem to the bureau requiring further investigation. During the first two months of 1950, the bureau handled a total of 766 actions as against 374 cases in the same period of 1949. Whereas radio and television accounted for nine per cent of the total merchandise activity handled in the first two months of 1949, BBB disclosed, it constituted 15.6 per cent for the same period in 1950, the records of the bureau revealed.

announced that he will distribute recordings of the series to more than 600 stations in the United States subscribing to his service. Transcriptions will also be made available to any station requesting them at actual cost.



The Lion's Share

This is a picture of a baby lamb and a baby lion. At this tender age the lamb needs four times as much milk as the lion. So the lamb really gets the lion's share.

There's a sure way for you to get the lion's share of business in Baltimore. You just buy W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H regularly delivers more listeners-per-dollar than any other station in town. And that means that you can produce BIG results from SMALL appropriations on W-I-T-H.

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

FM AM logo with a stylized face, and large text 'WITH Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed'

Advertisement for CKLW radio station. Text includes: 'Now Covering 17,000,000 Population Area in 5 States!', '50,000 WATTS in the middle of the dial 800 kc.', 'CKLW MUTUAL', 'The DETROIT AREA'S Better Than Ever Buy!', 'Adam J. Young Jr., Inc. National Representative', 'Guardian Building Detroit 26 Michigan', 'J. E. Compeau, President'

Campbell Doubles Day-Programming

(Continued from Page 1)

ginning May 1. The new schedule will feature Walter O'Keefe as emcee of the audience quiz show mornings from 10:30 to 11 a.m., and afternoons from 2:00 to 2:30, EST. Morning session will be devoted to plugging Campbell soups and the afternoons to their brand of pork and beans.

Present plans call for the programs to be heard on 170 NBC stations in the United States with additional coverage in Canada through the facilities of the Canadian Broadcasting corporation. The deal represents a network time commitment of \$3,000,000 on a 52-week basis.

Harry C. Kopf, vice-president in charge of sales at NBC, characterized the deal as giving impetus to daytime network radio. He also pointed out that the new time commitment gives Campbell the greatest number of hours in daytime network radio of any single program.

Kopf negotiated the deal with the Ward Wheelock agency in Philadelphia. The agency, incidentally, recently bought participating spots on daytime programs on stations in the New York market.

Will Discuss Income Tax

Two discussion roundtables on the proper procedures for filing N. Y. State income tax returns are slated for WNBC on April 1st and 8th, 12:15-12:30 p.m. State income tax officials will comprise the two discussion panels. The programs will be conducted by Robert Denton and produced by Jay J. Heitin.

FLY TO

HONOLULU

\$121.50 - Plus Tax

RETURN—

\$97.20 - Plus Tax

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

4-Engine Government
Licensed Douglas Skymaster

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

**TRANSOCEAN
AIR LINES**

★ AGENCY NEWSCAST ★

DAVE ELTON has rejoined the radio department of Young & Rubicam to supervise radio activities on the Borden account. He was formerly with the department as a producer on various network shows, including the Eddie Cantor and Ozzie and Harriet shows, prior to which he was with NBC for 10 years.

FRANK DENMAN has joined the copy staff of Geyer, Newell & Ganger, Inc. He was formerly copy chief at Buchanan & Company and Kenyon & Eckhardt, Inc.

ROBERT E. DAVIS has been named a vice-president of Williams & Saylor, Inc., effective April 3. He is formerly of Wallachs, Inc.

FORSTER G. BOWEN, president of Forster G. Bowen, Inc., has been elected a director of Starlight Television Productions, Inc.

J. B. HUNTRESS has been named advertising manager of the Nash-Kelvinator Corporation, succeeding S. W. Williamson, who has been appointed sales promotion manager.

LESLIE H. HUGHES has joined the staff of Meldrum & Fewsmith, Inc. of Cleveland. He was formerly advertising manager of the Brown Fence and Wire Company.

JOHN RODGERS, director of J. Walter Thompson Company, Ltd., was elected to Parliament in the recent British elections.

AMERICAN SAFETY RAZOR CORP. has named McCann-Erickson, Inc. for their cigarette lighter line, effective May 1.

ROBERT C. WOOD will join Victor van der Linde Company on April 3. He has resigned as vice-president in charge of the New York headquarters of the Radio Features, Inc.

JOSEPH P. QUIN, JR. has been elected a vice-president of Philip Ritter Co., Inc.

BROWNE VINTNERS, INC. to Armstrong, Schleifer & Ripin for Kijafa wine, an import from Denmark. Account executive is Joel Lifflander.

ROLAND HORVATH and **IRWIN STERN** have joined White, Berk & Barnes as vice-presidents. They formerly headed their own agency and will continue service through White, Berk & Barnes.

Cancer Fund Drive Gets Radio Support

(Continued from Page 1)

seller, Death Be Not Proud, will be dramatized as a special for the crusade. MBS will follow with a half-hour variety program on April 28 and CBS will present a full-hour documentary on April 30. Full plans for the two latter shows have not been completed as yet.

Broadcast material distributed to stations throughout the country includes an extensive volume containing spots, talks, foreign language material and other data. Also sent out on transcriptions were five-minute musical programs, one-minute name appeals, narrations, station breaks, and 15-minute dramas.

A broadcast of Puerto Rico is being prepared for the Cancer Crusade in cooperation with the Voice of America. General Donovan will appear on this show also.

Joins WBBM Staff

Chicago—Milton F. Allison, former sales manager for WLW-TV, Cincinnati, has assumed the position of assistant sales manager of WBBM, Chicago. Other previous radio experience for Allison includes: radio manager for the Skelly Oil Company of Kansas City, Mo., and promotion manager of KMBC.

Send Birthday Greetings To—

March 31

Lester Damon Bob Reynolds
Dwight E. Rorer Bob Coe
William Carley Henry Morgan
James I. Saphier

April 1

Eddy Duchin Arthur King
Linton Wells Bob Dwan
Roland Martini Jim Waldrop
H. C. Hudson, Jr.

April 2

Frances Carlon Jerry Cooper
W. Arthur Rush Gary Stevens

April 3

Peter Van Steeden Jane Barton
George Jessel Gilbert Field

April 4

Ed East Dorothy Gordon
Jay Freeman Doris Rhodes
Johnny Forrest

April 5

Vincent F Callahan
Judson La Haye, Jr.
William McGrath
Robert Q. Lewis
Marjorie Whiteny
E. Schulyer Ensell

April 6

Clyde North Lowell Thomas

• faces • facts • figures • wins •

WINS offers top year-round news coverage with

DON GODDARD
(12 NOON TO 12:15 PM)

AND

CARROLL ALCOTT
(6:30 TO 6:45 PM)

FOR ONLY

\$1.00
PER 1000 RADIO HOMES

WINS
50KW NEW YORK

CROSBY BROADCASTING CORPORATION

LOS ANGELES

By ALLEN KUSHNER

JACK BENNY's p. a. tour will be one of the greatest in history. He will play 22 one-night stands in 22 days. Phil Harris and Rochester will be starred with Benny in a two-hour show which will also include a prominent feminine motion picture personality as well as a number of big name vaudeville acts and Phil Harris' orchestra. This is the first time that Jack has ever gone out on a one-night stand tour.

John A. Serrao, manager of network sales service for CBS, Hollywood, is enroute to New York and Chicago in connection with Bing Crosby programs to be taped in those cities.

Ted Byron, former writer of "Aldrich Family," "The Romance of Helen Trent" and a number of commercial and training films, is now scripting KECA-TV's "Mama Rosa," sponsored by Sun Vista foods.

Recess In FCC Hearing On Richards Case Set

(Continued from Page 1)

he might recess the inquiry today until September because of the press of other business in Washington. The hearing, which is also expected to go to Detroit and Cleveland, deals with charges of bias against G. A. Richards, who owns controlling interests in KMPC, WGAR, Cleveland, and WJR, Detroit.

In the meantime, Sen. Styles Bridges yesterday called upon the Senate Interstate Commerce Committee to look into the KMPC hearings. He said it "would be outrageously un-American if any radio station were denied an extension of its license merely because the management of that station did not subscribe to the political opinions of the present administration."

Majestic Offers Dealer Aids

Majestic Radio and Television, Inc., Brooklyn, N. Y., has released a new series of advertising and sales promotional material offering the dealer eight newspaper mats on a 12 1/2" TV receiver model 12T2, at \$199.95; and a 16" TV console, model 16C4, at \$299.95. Descriptive literature includes four new catalog pages and a consumer folder. For interior and window display, Majestic offers two new window streamers, plus a new rayon banner which is silk-screen printed in a new fluorescent material which vividly reflects daylight or artificial light.

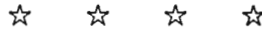
Ave Maria Hour
WMCA — Sunday — 6:30
15th year as the number one Religious drama of the Americas.
IT'S A DONALD PETERSON PRODUCTION



By SID WHITE

Man About Manhattan...!

● ● ● FRIDAY-DREAMING: Despite CBS' denials that the web has negotiated for the purchase of the old Warner movie lot in H'wood for TV studios, rumor still persists that the deal is closed. In fact, a Warner spokesman in New York confirmed it. . . . American radio and TV manufacturers are getting strong competition from Phillips and Pye, European manufacturers, who can deliver equipment at a lower price based on current rates of exchange. Foreign companies are reported particularly active in the Latin American markets. . . . Further evidence that "Everybody's Doing It" in the direct mail advertising field came to this desk yesterday. One was a crossword puzzle map of the coverage area of a Baltimore TV station and the other was a gadget weekly program schedule for a Cincinnati station. Each item prob'ly cost the station plenty. . . . Bing Crosby hits town this week-end to tape 5 shows and then shoves off for England and a golf date. (Fred Allen will be his first tape guest). . . . James Durante set for a Palladium date this summer. . . . Sen. Edwin C. Johnson, who's been blasting away at H'wood, is readying another salvo if and when that proposed video series by Rossellini and Bergman hits these shores. . . . American Tobacco in the market for a sports series. . . . NBC-Hedda Hooper stanza due for a May preem. . . . Look for "The Cisco Kid" to make its local bow on TV any edition now.



● ● ● Paul Denis tells of the movie audience, held spell-bound by the stormy romance unfolding on the screen. Suddenly, the hero slapped the heroine, then stalked off. In the tense silence that followed, a child's voice piped up from somewhere in the audience: "Mama, why doesn't she hit him back like you do?"



● ● ● WHAT'S NEW: MinaBess Lewis, well-known TV personality (she sparked the "Charade Quiz" panel on DuMont last year) is the new DuMont Television Shopper, starting her daily series Monday from 11:30 to 12 noon. MinaBess had auditioned against 28 of the town's top glamour gals and commentators and won the finals hands down. . . . Garry Moore signed to 5-year radio and TV pact by CBS and is due in town in May to huddle on his new assignments. . . . Don Ameche will be next big-name acquisition by CBS. He's to audition new radio comedy series, "Count Your Blessings," for the web next week on the coast. . . . Rob't Q. Lewis back at his chores after a 10-day jury stint. . . . Herb Sheldon's first short for U-I such a click they're now discussing a series with him. . . . CBS will continue "County Fair" as a sustainer after Borden's drops it April 1st. Web has acquired the show from Bill Gernannt and it now becomes a CBS package. . . . Designer Raymond Marinelli (the lace king) has been cutting in heavily on Ceil Chapman's monopoly for costuming TV show. . . . Revlon's big new promotion of their new color, "Sunny Side Up," should bring the old song out of hiding fast. . . . Gene Patterson, who resigned as producer of "Welcome Travelers" in Chicago, here to stay in N. Y. . . . Today's Irv Cahn: Amazed at the data, dispensed by Bill Slata.



● ● ● APPLAUSE DEP'T: Ted Husing's colorful handling of the St. Nick bouts via CBS-TV. . . . The Mariners' version of "Stars Are The Windows Of Heaven." . . . Chas. Sanford's ace musical direction on "Show of Shows." . . . Mel Torme's Capitol album, "California Suite," plus his song styles at the Paramount Theater. . . . Doug Edwards' CBS-TV newscasting. . . . Lovely Rusty Arden playing WFIL-TV's telephone game. . . . Milo Boulton's weekly disc jockey session via WPAT from Le Vouvray. . . . Bill Tabbert's CBSongs.

KGW

THE ONLY STATION THAT ACTUALLY DELIVERS

COMPREHENSIVE COVERAGE

in the

Fastest Growing Market in the Nation



Longview's deep-water harbor means easily-available transportation

Advocates of diversity of income sources as the best backlog for community stability will find in Longview-Kelso a textbook example. They'll find proof of their theory also in the expanded buying power of the two communities . . . buying power YOU can tap through KGW's COMPREHENSIVE COVERAGE.

Much of the industry in these twin cities has arrived in the last ten years, keeping pace with Oregon's amazing growth, whose population increase during this period has been largest in the nation.

KGW PORTLAND OREGON



AFFILIATED WITH NBC REPRESENTED NATIONALLY BY EDWARD PETRY CO., INC.



Sure he wants to walk... AND YOU CAN HELP!

Can you think of a finer way to celebrate Easter? You can help some youngster throw away his crutches and get a fresh start. You can help give some handicapped child the proper medical care and special training he needs to grow up to be a useful, happy citizen.

GIVE...during the Easter Seal Campaign

THE NATIONAL SOCIETY FOR CRIPPLED CHILDREN AND ADULTS, INC.
11 S. LaSalle Street • Chicago 3, Illinois

CAB Hears Mitchell As Confab Is Ended

(Continued from Page 1)

of Broadcasters held here yesterday. "Mitch's Pitch" and the Canadian premiere of the film "Lightning That Talks" were the two items marking the closing day of the event, which broke all previous attendance records both in number of stations represented and the number of visiting guests. First meeting of the new board of directors was slated for Thursday night to elect a president and chairman.

On Wednesday afternoon the CAB staged an "Information Please" panel on advertising problems under chairmanship of Vic George, CFCF, Montreal. Panel members were W. D. Byles, Toronto, Young & Rubicam; Miss Ruth Jones, New York, Benton & Bowles, Inc.; Robert M. Campbell, Toronto, J. W. Thompson; R. S. McGill, advertising manager Tuckett Tobacco Co., Hamilton; W. Dippie, Montreal Radio Representatives, Ltd., Joseph Weed, New York, Weed & Co., and Guy F. Herbert, Toronto, All Canada Radio Facilities.

Views of Miss Jones

"We're going to look to stations to reduce rates for night-time listening hours," Miss Jones told the panel audience. She said this applied to the United States only, for the present, since Canada has nothing much to fear in this regard as long as there is no TV in more than Montreal and Toronto as projected. She also expects a 25 per cent drop in talent charges on major network shows due to TV in the U. S.

Byles revealed that Canadian advertisers are to be faced with a proposed increase of one third in rates May 1 due to a decision of the Musicians Union. It would mainly hit network advertisers.

W. U. Again Informs FCC B.B. Web Charge Is Fair

(Continued from Page 1)

examiner Elizabeth Smith was too kind to Western Union. Miss Smith had recommended that the \$2 charge and the \$1 per station charge for summaries be dropped, but that no disciplinary action be taken against Western Union.

Although not believed to be planning prosecution, the Commission's legal staff pressed the point that the examiner had gone beyond her authority in registering the recommendation against punitive action.

Also appearing were counsel for WIND, Chicago, and KFBC, Cheyenne, Wyoming.

DAVID ROSS

Radio — Television — Films

FCC Okays 5 New Stations, Three Sales, 5 Control Shifts

(Continued from Page 1)

Commission also approved the sale of KTLN, Denver, Col., by former Kansas Governor Alf Landon to Leonard Coe for \$45,000.

Five new stations were okayed, including one to operate with 250 watts unlimited on the 1230 band in Leadville, Colo., with V. N. James the applicant. Midwestern Broadcasting Company, Gaylord, Mich., was okayed to operate with one kilowatt daytime on the 900 kc band, and Rev. John M. Morris was okayed for operation in Red Lion, Pa., on the 1440 band with one kilowatt daytime and engineering conditions.

One For Puerto Rico

Mayaguez Radio Corp. was given a permit for a new station on the 1300 band with one kilowatt unlimited in Mayaguez, P. R., with engineering conditions. Arthur Wilkerson Lumber Company was okayed for a new station on the 730 band with 500 watts daytime in Lenoir City, Tenn.

The Commission consented to the transfer of control of WTOR, Torrington, Conn., from Joseph Schifini to Harold Thomas, with 51 per cent of the stock going for \$5,000. Eighty-eight per cent of KLAS, Las Vegas, Nev., went to Frederick G. Style, R. G. Jolley, A. J. Brown and R. W. Eldredge for \$25,400. Control of KMHT, Marshall, Tex., went from J.

P. Duncan and others to the Fort Worth Broadcasting Company for \$52,500, while J. M. Stephenson and W. J. Davis acquired 60 per cent of WFVG, Fuquay Springs, N. C. for \$34,000.

Control of KLKC, Parsons, Kan., passed from Clyde M. Reed and others to the Sun Publishing Company through sales of 50.2 per cent of the stock for \$12,550.

WMON, Montgomery, W. Va., was permitted to shift from the 1340 to the 790 band, increasing its power from 250 watts to one kilowatt daytime and 500 watts night, while KFRD, Rosenberg, Tex., was permitted to up its power on the 980 band, daytime only, from 500 watts to one kilowatt. WORK, York, Pa., was permitted to change its power on the 1350 band from one kilowatt, unlimited, to five kilowatts limited, and KJCK, Junction City, Kansas, was okayed for a change from the 1570 band to the 1420 band with one kilowatt.

The FCC yesterday issued an initial decision denying the renewal application of KPMO, Pomona, cal., and also a pending application for the transfer of control of the station. Instances of concealment of ownership and misrepresentation were charged against the station.

WEAS Public Service Defended By Owner

Washington Bureau of RADIO DAILY

Washington—E. D. Rivers, Jr., licensee of WEAS, Decatur, Ga., asked the FCC to dismiss the petition filed earlier this month by five Savannah broadcasters protesting the grant of a station to Rivers in Savannah. The Savannah group protested on the ground that program policies of Rivers in Decatur indicated his Savannah programming would lower the ethical level of radio there, but Rivers charged that the petition "is nothing more than attempt . . . to keep further competition out of Savannah."

Letters of Praise Submitted

The reply filed this week by attorney Philip Baker for Rivers charged that the "attempt to smear" has no basis in fact, and is "frivolous and malicious."

Attached to the reply were copies of five dozen letters from civic, cultural and governmental groups in Decatur testifying as to the public service of WEAS since it went on the air three years ago. "These letters," the Commission was told, "are representative of the many more that have been received, unsolicited by anyone connected with WEAS."

Recounting that over 10,000 public service announcements have been made by the station, Rivers asked, "can any one of the five 'holier-than-thou' stations in Savannah point to a better record of public interest?"

A-1 Sauce Expanding Coverage Of Markets

(Continued from Page 1)

the New England market at a later date. The new time bought through Duane Jones Company, Inc. is for participations on The McCanns at Home program over WOR, Monday through Saturday from 9:30 to 10 a.m.

Established radio programs were purchased in January in Cincinnati, Portland, Los Angeles, St. Louis, Detroit, Minneapolis and Chicago. These programs have been renewed for another 13-week period.

Heublein has begun its biggest advertising campaign this month to promote sales of A-1 Sauce and its new product, A-1 Mustard.

FCC Hearing Set For New Transmitter Rule

Washington Bureau of RADIO DAILY

Washington—The FCC announced yesterday that it will hold a public hearing May 12 in Washington on its proposed new rule dealing with separate operation of the aural and visual transmitters of TV stations. Oppositions were filed by NAB, TBA, AMC, NBC, Television Service and Installation Association of Chicago, RCA Service Company, KPIX, KTTV, Radio Service Corp of Utah, Paramount Television Productions, Jefferson Standard Broadcasting Company, Fort Industry Company and Radio Cincinnati, Inc.

NAB To Vote At Meet Via Certification Plan

(Continued from Page 1)

used to admit certified voting representatives to a reserved-seat section in the Eighth Street Theater of Chicago's Stevens Hotel for the NAB general business session on Tuesday morning, April 18.

Only member representative seated in the reserved section will vote on issues and resolutions at the business session.

NAB also announced plans for a panel on labor relations, and added the name of the Chicago News TV editor, Jack Mabley, to its TV panel.

Labor Panel April 17

The labor-management panel which will discuss the special problems of relations between broadcasters and employees, will meet before the delegates to the convention on Monday afternoon, April 17, at 3:30 o'clock. It will be composed of the following leading representatives of labor organizations and broadcasters:

Labor: Daniel A. Tracy, president of IBEW, and A. Frank Reel, executive secretary of AFRA.

Broadcasters: Joseph A. McDonald, vice-president and general attorney, ABC, and Harold Essex, vice-president and managing director, WSJS, Winston-Salem, N. C.

Justin Miller will act as moderator for the discussion, which will take place in the Eighth Street Theater of the Stevens, as will all major events of the convention except luncheons and banquet events.

Join Thesaurus Staff

Three field sales representatives have just been appointed to RCA's Thesaurus and syndicated program sales staff, it was announced by Donald J. Mercer, manager of RCA recorded program services. The new salesmen and their respective territories are: Henry A. Gillespie, Southeast; David B. Rogers, North Central; and William T. Davies, Southwest. Gillespie, who moved with the organization in its recent transfer from NBC to RCA Victor division, was sales service supervisor of syndicated programs until his promotion. Both Rogers and Davies have been associated with the agency-radio field in the Middle West for several years.

SAM LEVENSON

Guest Starring

On

"We The People"—March 31
WNBT—8:30-9:00 P.M.

"This Is Show Business"—April 2
WCBS-TV—7:30-8:00 P.M.

"Cavalcade of Stars"—April 29
WABD—9:00-10:00 P.M.

Represented by: Sol Tepper

RKO Bldg.

New York City

TELEVISION DAILY

Section of RADIO DAILY, Friday, March 31, 1950 — TELEVISION DAILY is fully protected by register and copyright

TV SETS DOUBLE IN SIX MONTHS

TELE TOPICS

THE RADIO VERSION of "Arthur Godfrey and His Friends," aired over CBS as a morning feature daily, often successfully employs the formula of having Godfrey broadcast from his Virginia farm while the friends air from a New York studio. The net result of using the same technique on video Wednesday—with Godfrey in Chicago and friends in N. Y.—was, however, one of the most boring hours of TV viewing to date. Tony Marvin, normally a personable and charming guy, looked downright ludicrous staring square into the camera lens while Godfrey talked for the better part of the first half hour. The second half, with Godfrey also on the screen, was not much better. The Godfrey show on video is much better when Godfrey is an integral part of the production.

CBS-TV WILL PREMIERE "Joey Faye's Frolics" with Faye and Audrey Christie on April 5 as a regular weekly feature. The web in addition, is introducing "The Earl Wrightson Show" on April 3. . . . ABC-TV's "Buck Rogers" series will be sponsored by Peter Paul starting April 15. . . . WAAM will devote an hour a day to promoting the 1950 Cancer Drive. . . . "Midwestern Hayride" has been renewed by Bavarian Brewing Co. over WLW-D, T & C. . . . Crosley Broadcasting has purchased rights to 65 J. Arthur Rank films. . . . WFIL-TV will adhere strictly to the Motion Picture Production Code. . . . NBC has postponed presentation of "The Tales of Hoffman" until May 1.

VIDEO HAS BEEN FOUND to be helpful in teaching lip-reading to deaf children at the Lexington School. . . . "Time For Beany" preems over WOIC next Monday. . . . Studebaker will sponsor the Stanley Cup playoffs over WPIX. . . . Martin and Lewis are due in New York soon for a series of TV guest shots. . . . "People's Platform" originates in Washington tomorrow. . . . Guys who got "Howdy Doody" marionette franchise picked up \$100,000 worth of orders without a sample of the product. . . . David Cole replaces Butch Cavell on "Mr. I. Magination." . . . A. William Bluem won the first CBS-World Video script prize for "Walter's Elephant" to be presented to-night.

GLEN ALLVINE is resigning from the film and TV office of the State Department of Commerce to produce TV films. . . . Dr. Frank C. Back told WXEL viewers all about the Zoomar lens which he invented. . . . Ed Evans leaves WPIX to join RKO Pathe. . . . Screen Gems, Inc., currently has 19 different commercials before the cameras. . . . "Crusade In Europe" adds WGRB to its list of stations tomorrow.

RCA Color Patents To Be Available

Washington Bureau of RADIO DAILY
Washington—Full facilities of the RCA laboratories and service division will be made available to manufacturers who desire to produce color video equipment based on RCA patents, a group of manufacturers was assured yesterday by RCA vice-president Ewen C. Anderson during a demonstration here for the new RCA color tubes. Several dozen key officials in set-making firms were on hand for the showing, and came away as much impressed, on the whole, as were newspapermen the day before.

The FCC yesterday released a letter to Color Television Inc.; in which it agreed to send one member of the Commission and staff members to San Francisco for further showing of the CTI system provided CTI can offer assurance that something significantly better than what was shown here this month will be displayed in San Francisco. The demonstration would be in the first week of May. He said the Skiatron projector offers the least expensive basis for getting color into theater TV.

On the theater TV front, NBC and RCA were accused of having conspired to freeze out the Skiatron projection of theater TV over a period of nearly a decade. The Skiatron supersonic projector, which is to be offered commercially soon, operates without any cathode ray tube.

Writes TV Foreword

Hollywood—Harry R. Lubske, director of teevee research and Colorvision for Don Lee Television, has furnished the foreword for Eric Heath's "Writing for Television," the latest book on the subject of TV scripting, now being released by the Research Publishing Co.

Rebuttal

David Sarnoff, chairman of the Board of RCA, says in reply to Frank Stanton's statement yesterday: "I have read Mr. Stanton's statement about the RCA Color Tube which he has given to the press today. While it is true that CBS can, and probably will, throw away its mechanical disk and replace it with an RCA Color Tube, this would not overcome the deficiencies inherent in the CBS system. "I would still not be compatible with black-and-white. It would still have low instead of high definition pictures. It would still have color break-up and flicker. The only way I know how the CBS can overcome these deficiencies is to use the RCA all-electronic, fully compatible dot-sequential system of color television, and I hope they will."

4,835,000 Sets In Use Throughout Country

In the past six months the number of television sets installed in U. S. homes has more than doubled, Hugh M. Beville, Jr., NBC director of plans and research, announced today. Estimate for March 1, 1950, place the total at 4,835,000, compared to a total of 2,310,000 receivers for the Sept. 1, 1949, period. Sales of television sets in February reached an estimated 461,000, Beville stated, marking the fifth consecutive month with volume above the 400,000 level. Continued strong production and purchasing of receivers in March indicates that total television installations are certain to exceed 5 million before April 1. With the recent addition of three new stations (WSYR-TV, Syracuse, KEYL, San Antonio, and WOI-TV, Ames, Iowa) there are now 101 television stations operating in 59 markets. NBC is the only network furnishing television service in all 59 markets.

Sees Phonevision Aid To Economics Of TV

Phonevision may be "the answer to the economics of television," the National Television Film Council was told last night by Dr. Millard C. Faught, author of the Faught Report. Speaking at the quarterly forum held in conjunction with the monthly meeting of the council, Dr. Faught declared: "Television is radio plus films any way you take it. The future of television lies on celluloid. It must bring the box-office to the television screen." Chairman of the forum, which was held at the Brass Rail Restaurant, was Milton L. Gold, head of advertising and publicity for National Screen Service, who is also president of the NTFC.

McFadden Shift Occurs On April 6, Says NBC

Confirming RADIO DAILY's story of last week, the promotion of Thomas B. McFadden to assume management of KNBH, NBC's Hollywood TV outlet, was announced yesterday by James M. Gaines, director of O&O stations. McFadden's appointment is effective April 6. He started with NBC as a page in 1934 and has been a news writer, broadcaster, assistant manager and manager of various NBC stations. No replacement has yet been named to fill in for McFadden at WNBC.

Will Increase Air Time

Hollywood—Frank Samuels, vice-pee of ABC-TV, Hollywood, has announced that KECA-TV will be on the air 84 hours each week commencing with June. Every-night programming starts now and as soon as sufficient technical crew is available noon-to-midnight scheduling will start.

Fada In TV Market

Fada Radio and Electric Company, Inc. has entered the mass market for video receivers with the introduction of a new line of receivers to retail from \$199.95 to \$359.95. Fada's lowest retail priced receiver to date has sold for \$325.

First 15 N. Y. Evening Hooperatings—March	
ALL HOMES	TV HOMES
Sponsored Network Programs	
1. Texaco-Milton Berle 28.7 TV	1. Texaco-Milton Berle 66.4
2. A. Godfrey's Talent Scouts 20.7 TV	2. A. Godfrey's Talent Scouts 49.7
3. Toast of The Town 18.3 TV	3. Toast of The Town 45.9
4. Lights Out 17.9 TV	4. The Goldbergs 43.2
5. The Goldbergs 16.8 TV	5. Lights Out 41.4
6. Jack Benny 14.7 Radio	6. Studio One 33.4
7. A. Godfrey's Talent Scouts 14.7 Radio	7. Philco TV Playhouse 31.3
8. My Friend Irma 13.6 Radio	8. A. Godfrey & His Friends 30.4
9. Studio One 13.2 TV	9. Cavalcade of Sports 30.1
10. Radio Theater 13.2 Radio	10. Silver Theater 28.9
11. Bing Crosby 13.0 Radio	11. Man Against Crime 26.8
12. Walter Winchell 12.9 Radio	12. Suspense 26.5
13. Cavalcade of Sports 12.7 TV	13. Kraft TV Theater 26.4
14. A. Godfrey & His Friends 12.1 TV	14. Break The Bank 25.3
15. Philco TV Playhouse 11.8 TV	15. Lone Ranger 25.0

AM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, March 31, 1950

Whirlwind TV Study For CIRR Delegates

The official delegation of some 40 odd European radio technicians, representing 16 European nations who are now in the U. S. to study our methods of TV operation for recommendations before the International Telecommunications Union on May 16 in London, are being afforded a whirlwind education into the medium during their 12-day visit here.

Hosted thus far by NBC in New York, where they were conducted on a personal tour of the net's TV facilities, including a visit to the NBC TV and FM transmitter atop the Empire State; IT&T and AT&T's plants in N. J.; Zenith Radio Corp. at the Waldorf-Astoria to watch a Phonevision demonstration; Paramount Pictures, where they watched a special large screen TV demonstration at the Paramount Theater in New York; a visit to RCA's tube plant in Harrison, N. J.; the group today will inspect DuMont's transmitter, receiver and tube plans and will view a demonstration at Clifton, N. J. and this evening will visit the CBS studios and transmitter in New York. On Monday the delegates will visit the RCA Laboratory in Princeton, N. J. as well as the company's plants in Camden, where demonstrations of RCA's TV receivers and cameras will be given. Wednesday the delegates will be hosted by Philco in Philadelphia.



Commander Mortimer W. Loewi (l.), director of the DuMont Television Network, shows Dr. Belthzer Vanderpool (c.), director, and Leslie Hayes, (r.), vice director of the Consultative Committee of International Radio, a strip of film developed to move complete TV programs to stations throughout the country which are not on coaxial cable, during a visit to WABD headquarters.

AM Antenna Outlets For Luxury Liners

Passengers on ocean-going luxury liners of the American President Lines and the American Export Lines will be able to plug their portable radios into built-in antenna outlets in their staterooms and for the first time in the history of sea travel be able to get clear AM and shortwave radio reception, it was revealed at a meeting of executives of the two lines, the Commercial Radio-Sound Corp., and RCA.

The two lines have contracted for installations of a new marine RCA Antenaplex System which will feed more than 200 individual outlets from a single whip antenna mounted above-decks. This new system overcomes the obstacles to radio reception in passenger quarters usually presented by the single-shielding effects of the steel hulls and bulkheads of vessels.

Installation of the new systems is now being made in five modern luxury ships of the two lines; in cabins and staterooms as well as public areas and crew quarters.

"In addition to giving passengers dependable radio service in their own quarters for the first time," the joint announcement pointed out, "the new antenna system can be used to contribute to safety, convenience, and administrative operations on shipboard by serving as an extension of the ship's sound system."

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Philco Dealers To Meet

The largest dealer-distributor sales convention in the history of the appliance industry will be held in mid-June at Atlantic City, according to an announcement by Philco Corporation. Plans for the convention were revealed by Raymond B. George, sales promotion manager of Philco. Over 5,000 Philco dealers from every part of the U. S. will be guests of the company at their mid-summer convention which runs from June 19 through June 22. New lines of Philco merchandise will be presented to the dealers and the company's advertising and promotional plans for the Fall selling season will be unveiled.

Three New G. E. Radios

General Electric has announced three new portable radios available in five models priced from \$19.95 to \$39.95. Trade and consumer advertising on the new line breaks in April and May. A special dealer promotion highlights a Baby Brownie camera "at no extra cost" to the consumer for every set purchased.

Sylvania Has 19" Tube

A new nineteen-inch Metal TV picture tube which provides a useful video image measuring 11 3/4 x 15 3/4 inches, has been announced by the Television Picture Tube Division, Sylvania Electric Products, Inc., New York, N. Y., according to C. W. Shaw, general sales manager.

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