

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 52, NO. 1

NEW YORK, MONDAY, JULY 3, 1950

TEN CENTS

SEES INDUSTRY ALERT TO COMMUNISTS

Four Major Networks Give 'Relay' Testimony

Hear AT&T Offer 4-Pt. Objection To WU Plan

Washington Bureau of RADIO DAILY
Washington — Representatives of the four major television networks were cross-examined last week as the FCC hearings on interconnection of the intercity TV network of the Bell System and Western Union facilities drew to a close. The broadcasters agreed that their network
(Continued on Page 7)

Commercial Radio Introduced In Austria

Adoption of commercial radio in Austria is a slow process and the use of singing commercials and jingles at this stage would have a frightening effect on the listeners, Eugen Leissing, director of Radio Vorarlberg, 20 kilowatt station in Dornbirn, Austria, declared in New York Friday. Leissing who is here as guest of the United States Gov-
(Continued on Page 4)

Signs Allen Young Show In 18 Midwest TV Markets

Sponsorship of CBS-TV's "Alan Young Show" in 18 midwest and southern television markets has been negotiated by the Kroger Company, food store chain, becom-
(Continued on Page 6)

On The Beam

Several U. S. Air Force pilots who have just returned from Japan where they took part in the Air Forces' Korean operation, will be interviewed by Tex and Jinx McCrary on their early morning WNBC show, tomorrow, July 4th, at 8:30 a.m. The program will be aired from the studios of NBC's Washington station, WRC.

Report Sinatra Signs With CBS Radio-TV

Frank Sinatra has signed a long-term contract for exclusive radio and TV services with CBS, it was reported on good authority in radio circles Friday. Sinatra's first assignment, it is believed, will be a full-hour TV show on CBS to start in October. He will also be offered for sponsorship on a half-hour radio show. At present the singer is in London for a two-week appearance at the London Palladium.

Chas. Hammond Dies; Authority Of FCC Was NBC Vice-Pres. Challenged By Burns

Charles P. Hammond, vice-president of NBC in charge of advertising and promotion for radio, was found dead Friday afternoon in his automobile close to his home in Chappaqua, N. Y. He was 47. He is survived by his wife, Rosemary Siström Hammond, and two daughters, Mary Louise, 8, and Deborah, 5.
Hammond joined NBC in 1943, and the next year was made direc-
(Continued on Page 3)

Sterling Drug Renews Two Programs On CBS

Sterling Drug, Inc., New York, has renewed its sponsorship of two CBS dramatic shows, "Mystery Theater" and "Mr. Chameleon" for another 52 weeks effective with the broadcasts of August 1 and 2 respectively. "Mystery Theater" is presented Tuesdays on CBS radio, 8:00-8:30 p.m., and air time for "Mr. Chameleon" is Wednesdays, 8:00-8:30 p.m. Agency for Sterling Drug is Dancer-Fitzgerald-Sample, Inc.

Children's Programs Chosen By National PTA Group

Chicago — Including the aptly named ABC radio show "No School Today," the National Congress of Parents and Teachers recommended a list of radio and television programs which it considers suitable for children.
Selections were made by a jury of twelve headed by Thomas D. Riskworth of Austin, Tex., radio and television chairman of the NCPT and director of Radio House

West Coast Bureau of RADIO DAILY
Hollywood — Charging that "a grand jury investigation is being held under the guise of an FCC hearing," Joseph W. Burns, counsel for G. A. Richards, took the Commission to task during the hearing on the license renewal of KMPC, Los Angeles; WJR, Detroit, and WGAR, Cleveland, here last Friday. "The Commission counsel," Burns declared, "has finally admitted that he is so anxious to get something
(Continued on Page 3)

WOIC Price \$1,400,000; Record For Station Sale

Washington Bureau of RADIO DAILY
Washington—Filing of the formal application for sale of WOIC, Washington TV station, to WTOP, Inc., revealed that the price for the station is a record-breaking \$1,400,000. Announcement of the sale to WTOP, 55 per cent owned by the Washington Post and 45 per cent by CBS, was made last week.

Fail To Infiltrate The Radio Field, Says Trammell

Washington Bureau of RADIO DAILY
Washington — Speaking at the graduation exercises of the National Academy of the Federal Bureau of Investigation, at the invitation of J. Edgar Hoover here yesterday, Niles Trammell, Chairman of the Board of NBC, told the new FBI graduates that Communists in the United States
(Continued on Page 3)

NBC Confirms Deal To 'Angel' Show

A new relationship between radio and TV and the theater has been opened through the announcement by Joseph H. McConnell, president of NBC, that RCA and NBC will back the forthcoming Irving Berlin musical "Call Me Madam," to be presented this Fall. It is rumored that NBC and the parent company have sunk at least \$200,000 in the
(Continued on Page 3)

New Clients, Renewals Signed By MGM Library

Eight new stations have signed to air the recorded programs produced by M-G-M Radio Attractions and seven stations have renewed the programs for an additional 26-
(Continued on Page 2)

111,925,000

Washington—The Radio Manufacturers Association said Friday that sale of TV receivers to dealers during April was estimated at 369,000, bringing the total for the first four months of the year to 1,119,250,000. A major portion of the shipments went to New York, Chicago, Philadelphia, Los Angeles and Detroit, the report pointed out.



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WEST COAST OFFICES
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Phone: Wisconsin 3271

SOUTHWEST BUREAU
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ROME BUREAU
John Percicari
Ludovist 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

(June 30)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURE EXCHANGE

Table with columns: High, Low, Close, Net Chg, and various stock symbols like Hazeltine Corp., Nat. Union Radio, etc.

Rash Is Kiernan Sub

Vacation replacement for Walter Kiernan on AEC's "One Man's Opinion" (3:25 p.m., EDT) will be Bryson Rash, who has just been signed by Philip Morris.

No Paper Tomorrow

Tomorrow, Independence Day, is a legal holiday throughout the nation. In observance RADIO DAILY will not be published.

WEAV

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

COMING AND GOING

GORDON GRAY, vice-president and director of sales at WIP, Philadelphia, was in New York last week on station business.

DON MANN, general manager of WKNK, Muskegon, an affiliate of the Mutual network, is in New York on business.

CARLETON WARREN, staff announcer at WOR, tomorrow will read the Declaration of Independence at the annual ceremonies on the town green of Fairfield, Conn. It is the second consecutive year he has been picked for the assignment.

JAMES W. COAN, president of WTOB, Winston-Salem, N. C., and JOHN G. JOHNSON, general manager of the station, were in conference last Friday with officials of the Mutual net.

MARIE PLOMIN, of CBS Radio Sales in Chicago, left over the week-end for a vacation in Colorado Springs, Colo.

WILLIAM P. ENGLAND, vice-president of KFPW, Mutual network outlet in Fort Smith, Ark., was welcomed last Friday at the New York headquarters of the web.

ROBERT Q. LEWIS returned to New York Saturday following a four-day trip to Hollywood, during which he made disk-jockey appearances and visited the studios.

L. HERSCHEL GRAVES, general manager of WTAL, Tallahassee, Fla., a caller Friday at the offices of MBS, with which the station is affiliated.

HOWARD LINDSEY, playwright, producer and actor, has sailed for England aboard the Caronia. He is accompanied by his wife, DOROTHY STICKNEY.

PEGGY LEE and DAVE BARBOUR, her husband and musical director, have arrived by plane in New York. On Wednesday, Peggy starts an engagement at the Paramount.

New Clients, Renewals Reported By MGM Library

(Continued from Page 1)

weeks, it was announced by WMGM, the Loew, Inc., subsidiary

Featuring many of the movie company's high-priced talent, M-G-M Radio Attractions produces eight weekly programs including: the hour-long "M-G-M Theater of the Air," "At Home With Lionel Barrymore," "Crime Does Not Pay," "The Story of Dr. Kildare," "The Adventures of Maisie," "The Hardy Family," "Hollywood U.S.A." and "Good News from Hollywood."

The new stations who have contracted to broadcast from one to all eight of the M-G-M packages on a 26-week basis, are WDLP, Panama City, Fla.; WCOH, Newman, Ga.; KQV, Pittsburgh; WRGA, Rome, Ga.; WDMG, Douglas, Ga., and KXJK, Forrest City, Ark.

Stations renewing for an additional 26 weeks include KICA, Clovis, N. M.; KFI, Los Angeles, and Utah's Intermountain network of KALL, Salt Lake City; KLO, Ogden; KOVO, Provo; KVNU, Logan and KOAL, Price.

Music critic Deems Taylor will be heard in a new half-hour musical series over WQXR, New York, Monday-through-Friday, at 4:30 p.m., beginning on July 10th.

The transcribed series will offer a combination of classical music selections with introductions and comments by Taylor.

Deserting Radio And TV

Detroit—After nine years in the fields of radio and, more recently, television, disc jockey Malcolm Richards is entering the automotive business. Heard in recent months as a morning personality on WJBK, Detroit, Richards has chosen retail sales and advertising as his branch for specialization in the auto industry. Richards will move his family to Cincinnati, where he will assume his new position with one of that city's major auto dealers.

Resigns CBS Post

Howard L. Hausman, vice-president in charge of personnel relations at CBS, resigned on Friday.

Observe Anniversary Of Discrimination Law

Albany — Statewide cooperation by New York radio and television marked the fifth anniversary of the Empire State's Law against Discrimination this week. Stations are helping to make the occasion a week-long educational campaign by broadcasting at least one of the series of two 15-minute dramas titled "Opportunity, Unlimited," in many cases following the transcription with a live panel discussion or interview.

Six Broadcasts Saturday

On July 1—the actual date on which the Law went into effect in 1945—New York City had six AM broadcasts and one TV film on the work of the State Commission Against Discrimination. These included a showing by WCBS-TV of the Commission's film, "An Equal Chance." WLIB broadcast the "Case of Johnny Wilson" in the "Opportunity, Unlimited" series followed by an interview with Discrimination Commissioner Elmer A. Carter, and WFDR broadcast the "Case of Frieda Goldstein" program followed by an interview with Commissioner Caroline K. Simon. WHOM broadcast the dramatic programs 4 times that day, each time translated into a different foreign language (Polish, Italian, German and Spanish) and each followed by a panel discussion. They broadcast the Jewish translation on July 3.

Also on July 1, the Mayor of Syracuse, Thomas Corcoran, took part in a panel discussion on WFBL, Syracuse, immediately following the dramatic broadcast. On that same date, WXRA, Kenmore, featured a talk about the Commission.

Among the stations that will broadcast one or more of the dramatic programs at other times during this week will be WNYC AM and FM, New York City; WFAS, White Plains; WXKW, Albany; WCSS, Amsterdam; WKRT AM and FM, Cortland; WKNY, Kingston, WIBX, Utica.

The dramatic series, "Opportunity, Unlimited," was produced by the New York State Radio Bureau, written by Lillian Schoen, and directed by Martin Andrews.



HE 8660
R2
"Let's have a meeting of the Plans Board"
V. 52
"Just a minute till I get through gazing into my crystal ball and I'll be all set for a big conference. We want to discuss the radio situation in Baltimore."

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

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

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

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

Authority Of FCC Challenged By Burns

(Continued from Page 1)

on Mr. Richards that he is going outside the field of FCC regulations."

The Burns charges were voiced against Benedict Cottone, general counsel for the Commission, as Cottone questioned Robert G. Reynolds, manager of KMPC, concerning payment to Rupert Hughes for a series of anti-New Deal broadcasts.

Washington — FCC Chairman Wayne Coy wrote three members of Congress last week that the Commission is in no position to support or repudiate the testimony of Newscaster Clete Roberts concerning G. A. Richards and the management of KMPC, Los Angeles, until the testimony comes to the Commission. Only the transcript of the present hearing is available to the Commission now, he said, and the orderly procedures have left no occasion as yet for evaluation of Roberts' testimony.

On the other hand, he said, parties to the hearing "will have adequate opportunity to argue the credibility of Roberts." Coy's letter went to Reps. Anthony Tauriello of New York, Peter Rodino and Hugh Addonizio of New Jersey. They had written the Commission asking that it repudiate and apologize for alleged testimony by Roberts reflecting upon inhabitants of South Italy. Although spoken of as testimony in this proceeding the remark about southern Italians was part of a letter written from there by Roberts just as World War II drew to a close.

The Congressmen, each of whom attacked Roberts and the FCC on the floor of the House earlier, wrote that "telephone inquiries elicit no information as to whether or not you intend to support" Roberts. Coy wrote that neither his office nor that of any other Commissioner had any record of a call from any of the three. "I would have been very glad to give you the information which I am now giving you in this letter had you phoned me," he said.

Named Sales Manager

Cincinnati, O.—Don L. Chapin, veteran television time salesman, has been appointed local sales manager of WKRC-TV, U. A. "Jake" Latham, general sales manager of the station, has announced. Chapin, who spent nearly two years as sales executive with WLW-T, was formerly sales manager of WIMA, Lima, O.; and WMOH, Hamilton, O.

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

Trammell Tells FBI Grads Radio Can Cope With Reds

(Continued from Page 1)

will fail in their campaign to infiltrate the broadcasting industry.

Trammell revealed that Communists were ordered, several years ago, to infiltrate the press, broadcasting and movie industries to propagandize the international Communist movement. They were especially interested in broadcasting because of its great influence on American life.



TRAMMELL

However, American broadcasters are alert to the danger, Trammell said, and with the help of authorized investigations and enforcement agencies will thwart the attempted infiltration.

Radio and television broadcasting are contributing to the nation's peace and security and by explaining the meaning and value of American democracy, Trammell said, are mobilizing the moral forces of the nation and awakening the citizens to the dangers which currently threat-

en them in the present crisis in world affairs.

Mystery programs and programs of crime news are great educational forces against crime and delinquency. Trammell pointed out. By drama and by example, radio and television reveal the criminal in all his ugliness and futility. Without seeming to read a lesson the broadcasters impress upon millions of young Americans that crime is not glamorous and that the relentless process of the law puts the criminal where he belongs, he said.

But America, Trammell declared, today faces a menace greater than crime—the menace to its internal security and the threat of war by the expansion of Communist power. We won the shooting war, he said, but Communist power has risen to offer a new threat.

Trammell declared further that broadcasters are fully alert to the danger of Communist infiltration and assured the FBI graduates that the industry does not intend to let them succeed. He said the industry welcomes the assistance of the authorized agencies of investigation and enforcement in helping to keep broadcasting a vital force in the service of the American nation.

Chas. Hammond Dies; Was NBC Vice-Pres.

(Continued from Page 1)

tor of advertising and promotion. He was elected a vice-president in 1947. Prior to his association with the network, he was promotion director of the bureau of advertising, American Network Publishers Assn.

Hammond was born in New York May 13, 1909, and graduated from Cornell with the class of '31. Following graduation he did reportorial work for the N. Y. Herald and the N. Y. Post, and later was an editorial associate on the Literary Digest. He was a member of the Zeta Psi fraternity, the Players Club and the Advertising Club of New York.

Hillbilly Program Set For Premiere On WBAL

Baltimore—In line with upsurge of square dance and hillbilly tunes on popularity polls WBAL to air Monday through Friday top hillbilly disc jockey, 7:30-8 p.m., effective July 3rd. Star is Tommy "Butterball" Paige, of Gran Ole Opry fame. Show is titled "Butterball Barn Dance." Paige started hillbilly music career in Raleigh, North Carolina, back in 1938. Since, he's been featured on WSM's Grand Ole Opry with Ernest Tubb and Texas Troubadors and Eddie Arnold's Tennessee Plowboys. Has also appeared in movie, "Jamboree" and disked many rural items.

NBC Confirms Deal To 'Angel' New Show

(Continued from Page 1)

venture. This is the first time a radio network has provided financial backing for a stage play.

Through the terms of the contract NBC acquires full rights to radio, TV and cast album recording rights to the show. In his announcement McConnell stated "this is an historic marriage between radio and the theater and by this move NBC will go forward with show business."

"Call Me Madam" with music and lyrics by Irving Berlin will try-out in New Haven Sept. 11 and be presented on Broadway in the Fall. The book will be written by Howard Lindsay and Russell Crouse, with George Abbott, directing. It will feature Ethel Merman and be presented by Leland Hayward. Paul Lukas, veteran actor will be featured.

Package Deal At WOV

Packaging three nighttime shows as the "Daily Triple," WOV, New York, on Friday offered a combination time deal on "1280 Club, Prairie Stars and A Ramble in Erin." The package is being offered on the basis of "three different audiences, three different markets as one unit purchase."

WANTED FINISHED PRODUCT

FOR
LATIN AMERICAN TELEVISION
MOTION PICTURE SHORTS AND FEATURES—TELEVISION
SHORTS—KINESCOPES

COMPLETED SERIES ESPECIALLY REQUIRED!

FOR
MEXICO—CUBA—BRAZIL
ALL LATIN & SOUTH AMERICAN COUNTRIES
SUBJECTS SUITED TO LATIN TEMPERAMENT &
PSYCHOLOGY CONSIDERED

ENGLISH LANGUAGE NO BARRIER

WILL ADVANCE DUBBING COSTS

SUBJECTS TO BE DUBBED
INTO SPANISH AND PORTUGUESE

AT
R.K.O. CHURUBUSCO STUDIO, MEXICO CITY
CALL, WRITE or WIRE **F. L. FOUCE**

PAN AMERICAN TELEVISION CORPORATION

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

Language Outlet Row Ended By FCC's Edict

Washington—Affirming its faith in the value of foreign language broadcast in major cities, the FCC Friday nevertheless announced a grant to Pilgrim Broadcast Company of the one-time WORL assignment in Boston Mass. WORL was yanked from the air for misrepresentation of ownership, and the Commission has assigned its 950 kc spot to Pilgrim, for daytime broadcast with five kilowatts. Turned down were Beacon Broadcasting Company and Joseph Solimene.

Solimene had planned to devote more than 25 per cent of his broadcast time to foreign-language programming—with the emphasis upon Italian. Hearing examiner Hugh Hutchinson, in an initial decision had attacked foreign-language programming, and ran into a storm of protests from WHOM, New York, the American Civil Liberties Union and the FCC general counsel. Exceptions by the general counsel to the examiner's decision were specifically granted by the Commission.

The Commission held that in the case of Boston, the balanced overall program policies of Pilgrim and Beacon appeared to be more in need than the concentration on foreign-language programming promised by Solimene. In addition, the Commission mentioned the heavy use of commercials by Solimene in timebroker programs in Italian he has run in the past over WCOP and WMEX, Boston.

Preference for Pilgrim over Beacon was on the strength of more complete identification with Boston by the numerous stockholders of Pilgrim.

The Commission found that Solimene had not clearly demonstrated the need for an additional foreign-language outlet in Boston. But, the Commission added, "it should be specifically noted that the preference of the Beacon and Pilgrim proposals flows from the failure of the record to establish a need in the area for additional foreign-language programs. Therefore, upon a different record and with an adequate showing of need, a program proposal embodying foreign language programs may well be favorably considered in comparative proceedings."

20th Anniversary

George V. Denny, Jr., president of Town Hall and founder of "America's Town Meeting," celebrated his 20th anniversary at the concert-lecture hall on July 1.

The Land of the Free

Dramas of American Opportunity
This week: John Hayes Hammond

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



By SID WHITE

Man About Manhattan...!

● ● ● ONCE OVER LIGHTLY: Studio audience reaction still obfuscates (that means 'confuses,' printer; we looked it up ourselves) us. A pro comic's heart splinters when his most contrived punchline lays an omlet—but Godfrey has only to shake his head like a wet Newfoundland dog and mutter in his whiskers: "I dunno, I dunno," to send the gathering into paroxysms of laughter. . . . What a contrast in the styles of Jack Benny and Bob Hope. Jack works calm and unhurried. After a Hope gag, you can practically see the perspiration ooze thru the loud-speaker. Yet their disparate modes are equally effective. . . . The setup at Motion Picture Stages, Inc., the TV studio at 5th and 57th St., typifies New York's answer to H'wood on TV production. . . . Keenly disappointed that Bill Tabbert quit "Main St. Music Hall," Bill, juve lead of "So. Pacific," is merely wonderful and a welcome relief from those anemic-voiced male thrushes. . . . Jean Arthur, who refused to play the girl who is eager to grow up in "Born Yesterday," is now playing Peter Pan, who never wanted to grow up. . . . A Los Angeles bus company has whipped up a clever gimmick to stimulate bus travel. It's installed TV sets in back of the drivers. But the company had better figure out a gimmick now to keep the customers from scrapping over which program they're gonna view.

★ ★ ★ ★

● ● ● New Yorkers are the most cynical people. They wouldn't buy Manhattan Island back from the Indians for \$23.99 (even if they threw in the Dodgers), figuring there must be a catch in it somewhere. All of which leads up to this: At the Pimms Cup party at the Chatham Walk, a make-believe mint tree was erected. On it was scotch-taped \$250 in ones, five and ten dollar bills. The hundreds of people who attended the party all gazed at the tree, many fingered the money, but no one took any. They all figured it was a fake.

★ ★ ★ ★

● ● ● MAN STREET SEEN-ery: On Fifth Ave., Carol Channing, who sings "Diamonds Are A Girl's Best Friends" in "Gentlemen Prefer Blondes," looking over a host of 'friends' in a jewelry shop window. . . . Thrush Toni Arden being followed by a bunch of youthful Ardent followers outside of Lindy's. . . . Bernard Baruch kibitzing a checker game near his office-bench in Central Park. . . . Robert Q. Lewis sharing a soda with champion Faye Emerson in a 57th St. sweetery. . . . Outside the 45th St. CBStudio, Alan Dale's bobby-soxers indulging in some idol-chatter with the crooner. . . . Gorjus Geene Courtney, the eyeful, chatting with a ham outside of Sardi's and getting a lotta "T" full.

★ ★ ★ ★

● ● ● The story line of Roscoe Karns' "Inside Detective" telecast Sat. about a hit-and-run killer was prompted by an irate patrolman. Scriptor Larry Menken and Karns were driving in Long Island City when they were halted by a Patrolman Hackett for passing a red light. When they explained they were busy discussing plots for their "Inside Detective" stanza, he lambasted them for their negligent driving and snorted: "A plot? How about writing one about hit-and-run drivers?" So they did. P. S.: They still got the ticket.

★ ★ ★ ★

● ● ● On the "Dorothy & Dick" session, Danny Thomas revealed that he used to do serious stuff on radio in Detroit. One day a lady sent in a note about him asking: "Is that really your nose or are you eating a banana?" The letter was read on the air and created such a mail response that Danny soon switched to comedy. If that letter-writer hadn't been so corny, Danny might still be making a dramatic salary.

Commercial Radio Introduced In Austria

(Continued from Page 1)

ernment and the NAB for a four-week tour of American radio, is seeking to improve programming and commercial techniques of radio in Austria.

"Singing commercials and jingles are alright for America but they would frighten an Austrian listener today," Leissing said. "I am impressed with the commercial impact of these commercials but find in some instances too many of them are used."

Leissing is seeking an increased exchange of music between the United States and Austrian radio in the allied zone. He thinks the Economic Cooperation Administration plan to furnish recordings of European symphonies to American radio stations to be a step in the right direction. He would like this plan furthered so that some of the great symphony orchestras of America could be heard on European stations.

"In furtherance of the musical exchange we will produce some special orchestral programs in Austria and forward them to the Austrian legation in Washington," he said. "The legation in turn will make them available to American radio."

About 20 per cent of the programming on the Vorarlberg station is commercial, Leissing said. He explained that the use of commercial announcements is a post-war development for government-owned radio was non-commercial in pre-war days.

Discussing the Voice of America, Leissing said the quality of programming has so improved that the Voice has many listeners in Europe. He recommends that programs of a documentary nature on a human interest level be used to portray the American way of life rather than facts and figures pronouncements.

ATLANTIC CITY

Jefferson

AMERICAN PLAN

- PLANTATION ROOM •
- Cocktail Lounge & Grille
- NEW AUDITORIUM
- COFFEE SHOP • SODA BAR

MONTICELLO

AMERICAN AND EUROPEAN PLANS

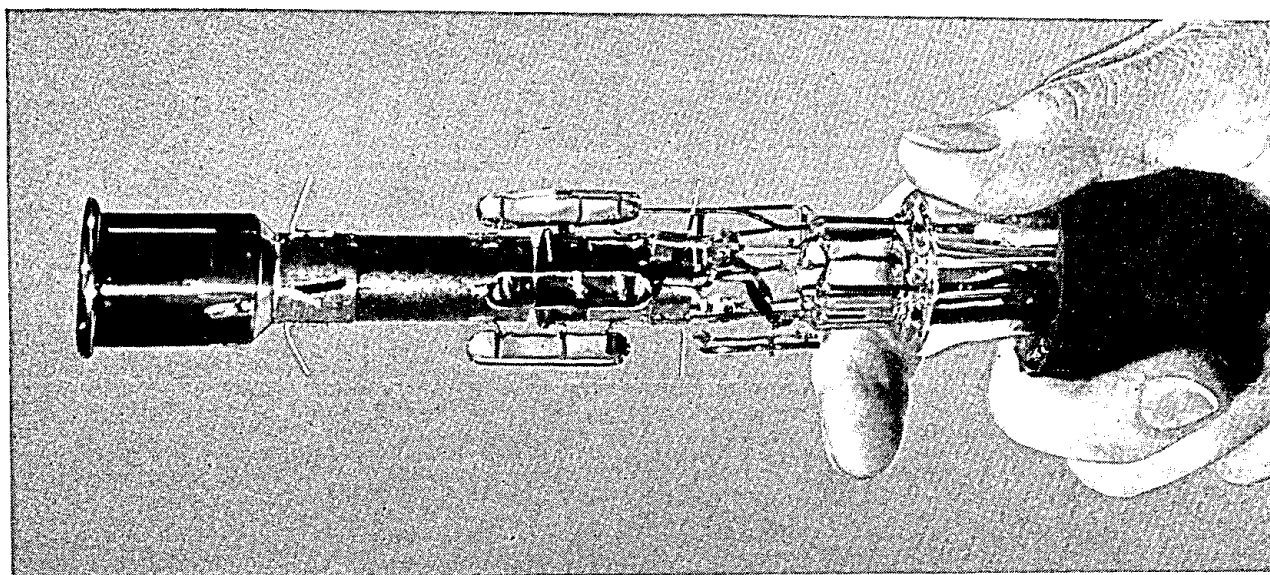
- Coach-and-Four •
- Cocktail Lounge

BOSCOBEL

EUROPEAN PLAN

ATLANTIC CITY'S POPULAR
PRICE FAMILY HOTEL

KENTUCKY AVE., Nr. Beach



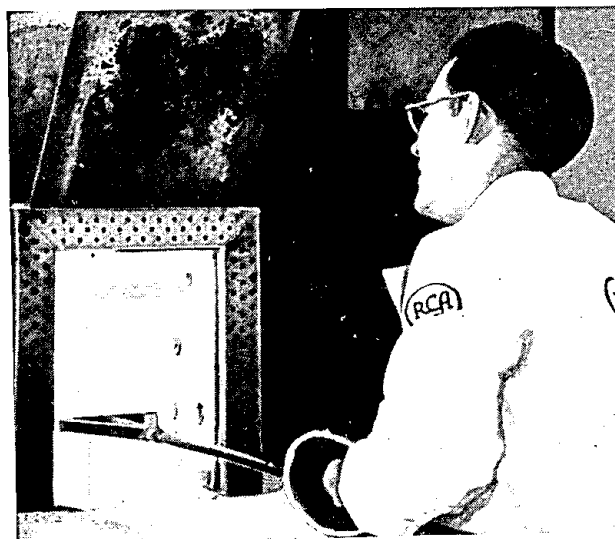
Electron gun which generates the pencil-like beam or "brush," of electrons that paints the television picture on the kinescope's luminescent face.

Wonderful peacetime "gun" shoots electrons

**How a pencil-thin electron stream
"paints" television pictures on TV screens**

No. 7 in a series outlining high
points in television history

Photos from the historical collection of RCA



After this white-hot block of luminescent material is taken from the furnace, it will be spread on the face of a kinescope to form the screen for television pictures.

● Though television now is familiar to millions, few know what makes pictures on the screens of home receivers. And little wonder! This, to most laymen, is a highly complex operation.

Many factors are involved, but in home receivers the kinescope tube—developed by Dr. V. K. Zworykin of RCA Laboratories—is undoubtedly most important. The face of this tube is the receiver's "screen." On it, an amazing electron gun paints pictures in motion.

Inserted inside the kinescope—in a vacuum 10 times more perfect than you'll find in any standard radio tube—this electron gun is machined and assembled with watchmaker precision . . . to 1/1000th of an inch. Such care is necessary to assure that the electron stream, emitted by an electrically heated surface, is under perfect control—compressed into a tiny beam, in perfect

synchronization with the electron beam in a distant television camera.

In obedience to a signal originating in the camera controls—then telecast and received in your home—this electron beam moves back and forth across the luminescent screen of the kinescope . . . to paint areas of light and shade. In turn, your eye automatically "combines" these areas, and sees a picture!

One of the miracles of all this is that, although the electron beam moves across the face of the kinescope 525 times in a *thirtieth of a second*—not a single mechanical moving part is involved! Thus there is no chance, in a kinescope, of any mechanical failure.



Radio Corporation of America
WORLD LEADER IN RADIO—FIRST IN TELEVISION

COAST-TO-COAST

WWDC Audience Survey

Washington, D. C.—A special supplement to the American Research Bureau for April-May, 1950, points out that WWDC draws 26.1 per cent of all evening radio listening in television homes in this area. The ARB survey covered the 6 p.m. to midnight time segment, when TV stations are going at their peak. Commenting on the survey, Ben Strouse, vice president and general manager of WWDC, said, "The ARB study indicates forcefully that television owners do not forsake their radio sets. They merely do a different kind of listening when they turn their radios on. WWDC's 26.1 per cent bonus audience of viewers is proof positive that when the TV audience switches to radio they turn to independent stations, especially to the station which accents news, sports and music."

WTVJ Signs University Students

Miami, Fla.—Personnel addition at WTVJ include two of the 10 students who recently received Bachelor of Arts degrees in radio from the University of Miami. Five other radio graduates were added to the station staff in part-time positions. WTVJ has co-operated with the University during the past year by lending station personnel for instructional purposes.

Zaiman Judges Beauties

Hartford, Conn.—Jack Zaiman, president of the "Needle Club" program heard nightly over WDRG, was one of the judges for the "Miss Hartford" beauty contest held at the Loew's Poli Theater. The winner of the contest will compete in the "Miss Connecticut" finals slated for Bridgeport on July 4th.

WING Exec. On C. Of C.

Dayton, O.—John Pattison Williams, executive vice-president of WING of this city and WIZE in Springfield, has been selected to serve as the National Councilor for the local Chamber of Commerce. The National Councilor is the person who represents the local Chamber on all referendum votes or votes for Board members of the United States Chamber.

Joins KCMO Staff

Kansas City, Mo.—Hugh Bowen has joined the KCOM staff in the announcing department. Hugh was formerly associated with KWDM, Des Moines, Iowa. He has been in radio over seven years including duties at KFOR, Lincoln, Nebraska.

Thought for Today

THAT WRITER does the most, who gives his reader the most knowledge, and takes from him the least time. —C. C. COLTON.

THE WEEK IN REVIEW

... Radio-TV News Highlights

By BILL NOBLE

THE big news of the week was the excellent coverage job done by networks, indies and TV on the current crisis in the Far East. With regular program schedules interrupted, stations and networks, generally, kept the public informed as to happenings as they occurred. Radio listening reached a high level and stations reported a deluge of telephone calls, requesting information on the scheduling of special round-ups of the news and commentaries. Networks "alerted" staffs and instituted leeways.

Early separation of BAE from NAB was assured as the NAB board agreed on appointment of a five-man committee to hasten the action. Five AM licenses for CP's were approved. Sponsor increase was reported by Transit Radio.

Color TV briefs were filed with the FCC by RCA, CBS and CTI. Purchase of TV receivers was reported leveling off, according to a survey released by Cunningham & Walsh, Inc. Johnson Wax announced changes in top personnel. Advertising expenditures reached a new high in 1949 according to Fred Gamble, pres. of 4A's, but were lower in percentage of national income as compared to 1947. Leading TV manufacturers, showing new lines announced drastic price cuts.

TV will adopt Better Business Bureau Code for TV receiver advertising and servicing of sets. WGN-TV gets exclusive rights for Chicago Fair for the next five years. Networks continue to give full and complete coverage of the Korean affair. Westinghouse reports that more TV sets have been shipped in first six months, 1950, than in entire year, 1949. NBC will report briefly of correspondents from the Pentagon. Pet Milk to sponsor Fibber McGee & Molly for coming season. Two TV stations planned for Cuba, Jan. 1st.

Eight college football telecasts will be sponsored next Fall over CBS-TV by Esso. Parents-Teachers Association recommends first list of approved radio and TV shows for children.

TV, in Mexico City, expected to debut before end of the year. Old Gold Cigarettes add 24 stations on ABC for the Original Amateur Show. FM, despite closing of some stations this year, definitely reviving, according to Henry Bonfig, v-p, Zenith Radio Corporation. NAB takes strong stand on ASCAP-TV pact.

New AM station approved by FCC for New Rochelle, N. Y. Reorganization of RMA under way. Town Meeting now being sponsored in New York and Washington by Amalgamated Clothing Workers of America. David Halpern, v-p, Owen & Chappell, re-elected president of American Television Society. Penn. Assoc. of Broadcasters protest excessive fees charged for radio coverage of school sports.

Survey by TBA seeks specific information regarding technical and programming requirements from all TV stations. Optometric okay given TV by Dr. Carl F. Shepard, Chicago optometrist. FCC allows sale or transfer of 8 stations. Liberty Network eyes Washington for additional outlet. General Foods renews Gangbusters on CBS. Red Channels, anti-communist weekly, lists names of persons in radio and television said to have been under the influence of organizations sympathetic to the Red Cause.

Radio and TV rights for the All-Star Game, to be played at Comiskey Park, Chicago, July 11, purchased by Gillette Safety Razor Co. Radio via MBS and TV over NBC, plus four Mutual TV stations. New Coax cable between Omaha and Des Moines to be ready in October.

Signs Allen Young Show In 18 Midwest TV Markets

(Continued from Page 1)

ing effective with the program of Sept. 14, it was announced by J. L. Van Volkenberg, CBS v-p in charge of web sales. Agency for Kroger is Ralph H. Jones Co., Cincinnati.

Eastern network telecasts are sponsored by Esso Standard Oil Co., who will continue their backing after the show takes a summer vacation from July 13 until Sept. 14. Starring character-comedian Alan Young, the program made its CBS-television debut in April this year and is now seen on Thursdays, 9-9:30 p.m.

Chicago Distribution

Appointment of Remco, Inc., of Chicago, Illinois, as distributors of Sylvania radio and television sets for the Chicago area has been announced.

Will Open Exhibit During Nat. Radio Week

Pittsburgh—To mark the 30th year of radio broadcasting, a "History of Radio Room" will be opened to the public on October 30th, as part of the Steel City's observance of National Radio Week.

The exhibit is being established by the Pittsburgh Radio & Television Club in cooperation with the Carnegie Museum and the Electric League of Pittsburgh. Efforts are now being made to secure historical equipment, pictures and documents for display in the museum.

Persons willing to loan such material or donate it as a permanent part of the "History of Radio Room" are asked to write to Joseph E. Baudino, station KDKA, Pittsburgh 19, Pa.

Baudino is the vice-chairman of committee.

AGENCIES

CHARLES L. HUTCHINGS added to French & Preston, Inc., as copy director. Previously, he was with Erwin, Wasey, Inc.; Brisacher, Wheeler & Staff; and Cockfield Brown, Ltd.

LEWIS B. WALL, former president of Pre-Mix, Division of Pillsbury Mills, Inc., has joined the Borries Organization, radio and television program producers, as vice-president and general manager. Wall will supervise all sales merchandising policies as a member of the plan board of the package organization.

KEMCAL, INC., San Francisco, to Roy S. Durstine, Inc.

WILLIAM J. WATT, formerly a chain store sales manager for the A. D. McKelvey Co., and William M. Nagler, Jr., previously with Audience Research, Inc., and Procter & Gamble Distributing, have joined the plans-merchandising staff of N. W. Ayer & Son, Inc.

LOUIS SEGAL, president of Segal Lock and Hardware Company Inc., of New York, manufacturer of jimmy-proof locks and builders hardware, has announced the appointment of Marlen E. Pew, Jr., as public relations counsel for his firm and its divisions, the Norwalk Lock Company, South Norwalk, Conn., Segalock Fasteners, Inc., and the Segal Safety Razor Corp., of New York.

WJII Has Golf Champ

Montgomery, Ala.—Ed Brown, WJII announcer, is the new city golf champion. Brown made a triumphal march through the first annual City Championship Tournament with a 4 to 3 victory over his nearest competitor.

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

TELEVISION DAILY

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

MAJOR WEBS AT 'RELAY' HEARING

TELE TOPICS

FUMORS in New York the past week had NBC buying about every movie in Hollywood (except Paramount) the facts are that while NBC is shopping for additional studio space no deal has been consummated with any one company. Hal Roach is reported to have offered his studios to the Bell System and net executives have also indicated the old Warner studios on Sunset Blvd. and the RKO studios . . . just where and where NBC will spread out is still undecided . . . in the meantime proposals are open to proposals.

OPENING the Chicago Fair Saturday night, WGN-TV telecast an hour-long variety show presenting stars from various shows now being staged at the Fair; emcee was Crosby M. Kelly. WFIL and WFIL-TV encouraging admissions in the National Guard. . . Chase emulating TV heroines with long necklines—hilarious. . . Title of the vehicle starring Lynn Bari as a cunning eye-fel is still being disputed by CBS-TV, but the packagers call it "The Detective's Wife"—giving away the formula. . . "They Live in Brooklyn" switched from Tuesdays to Thursdays as of July 6 at 8:30 (WPIX). . . Columbia Records put Paul Tripp's "Mr. I. Maginath" shows on wax. . . Starrett Tele Corp. closing down for ten days vacation presently the Brooklyn Dodgers' Gromanski, Campanella, and Podbielan hearing on WOR-TV's "Happy Felton's Kot Hole Gang" on July 5, 6, and 7 respectively. . . Watch for an August try of WOR-TV's Warren Hull written by his father, Paul Hull.

RIGHTS OUT recreating four of its past shows for televiewing on NBC during the next four weeks (Mondays, 8:30 p.m., EDT); Gordon Duff is producing during Herbert Swope's absence. "Sports Clinic" on WFIL-TV moves to the seashore resort of Wildwood, N. J., originate for five weeks from the Regent Theater, as of July 8. . . Meredith Rollins, small daughter of Mary Rollins, editor of all women's mags of Woman Periodicals, appeared on DuMont's "Magic Cottage" over the week-end. . . Menasha "the Magnificent" Sulnik returns to NBC-TV tonight (8:30 p.m., EDT) in the slot vacated by Chevrolet Tele Theater. . . "The Bob" debuts on CBS-TV tomorrow night (10-10-00 p.m., EDT). . . WABD's "Manhattan Spotlight" to carry the "Block and Races" from Long Island Sound on July 6, 7:30-7:45 p.m. . . Charlton Heston, discovered by virtue of television, is being signed by Hal Wallis for a film career. . . Headlining Paul Whiteman's 15th show for the summer last night was the lightful Lisa Kirk.

Top Ten TV Shows			
As Reported by Pulse, Inc. for the week of June 1 to 7.			
BOSTON		CINCINNATI	
Texaco Star Theater	57.8	Texaco Star Theater	45.0
Godfrey & His Friends	52.8	Godfrey & His Friends	38.9
Saturday Night Revue	47.9	Reds vs New York	38.4
Toast of the Town	44.0	TV Teen Club	35.8
Stop The Music	41.8	Reds vs New York	38.1
Red Sox vs Chicago	40.9	Toast of the Town	34.1
Super Circus	38.5	Cavalcade of Stars	33.4
Red Sox vs Chicago	36.4	Reds vs Boston	32.5
Red Sox vs Cleveland	35.4	Dugout Dope	31.5
Suspense	34.5	Know Your Fans	31.5

Radio-TV Programs Listed By PTA

(Continued from Page 1)
 Recommended programs: ABC—"Mr. President," "Breakfast Club," "Carnegie Hall," "No School Today," "Junior Junction," and "American Farmer."
 CBS—"Hallmark Playhouse," "You Are There," "The Goldbergs," "Let's Pretend," and "Junior Miss."
 NBC—"Quiz Kids," "Harvest of the Stars," "Voice of Firestone," "Fred Waring Show," "Stamp Club," "Archie Andrews," and "Smiling Ed McConnell."
 MBS—"Choral Series," "Juvenile Jury," "Don Wright Chorus," and "Symphonies for Youth."
 Recommended TV programs were as follows: ABC—"Irene Wicker, the Singing Lady," "America's Town Meeting of the Air," "Twenty Questions," and "Paul Whiteman Club."
 CBS—"Candid Camera," "The Goldbergs," "Lucky Pup," and "The Ford Theater."
 NBC—"Howdy Doody," "Kukla,

Two Theaters Leased By CBS-TV In N. Y.

Expansion of CBS-TV studio accommodations for fall programming was consummated on Friday by the leasing of New York's Town Theater (55th Street and 9th Ave.) and The Peace House (109th Street and 5th Ave.). According to present plans, both houses will be completely remodeled to meet video requirements. When completed, in mid-September, they will be the largest operating stage areas under the network's control.
 The Town, seating 1,568, is the first chain-operated movie theater in the midtown Manhattan area to be taken over by TV interests for studio use. Originally built in 1922, this theater is now operated by the Brandt Circuit. After conversion, the orchestra section will be turned into a 71 by 75 foot studio.
 Fran and Ollie," "Quiz Kids," "We the People," "Voice of Firestone" and "Aldrich Family."

CBS, NBC, ABC, DuMont Execs. On The Stand

(Continued from Page 1)
 needs are now being met by the Bell System channels and that the facilities which Western Union tentatively plans to build would generally duplicate the routes now in existence.

No Plans Regarding W. V.
 None of the broadcasters, all of whom use Bell System facilities, had any present plans for taking Western Union's offering, they said during questioning in which the net executives were asked the factors which would govern their choice of a network and whether they would rather secure service from one or two organizations.

Heard by the Commission were Adrian Murphy, CBS; Rodney K. Chipp, DuMont Television Network; Ernest Lee Jahncke, ABC, and William S. Hedges, NBC.

AT&T Has 5 Reps
 Five representatives of the AT&T long lines department have presented the Bell System argument against the proposal to inter-connect the intercity TV network of the common carriers. The Bell System testimony boils down to the following:

- (1). Interconnection would increase the cost of furnishing service and serve no demand which is not already being met.
- (2). Providing intercity TV channels is unique among communications offerings in the business risks involved. Because of this, costly facilities must be planned carefully so as to have few idle channels. As there would be no way of knowing in advance where and when interconnection may be required, such circumstances would slow TV network development.

Warn of Disruption
 (3). To permit Western Union to inter-connect between New York and Philadelphia with Bell System channels beyond these cities would disrupt the balance already provided in telephone company facilities and render idle Bell circuits on that route. Western Union would thus extend its coverage at the expense of the Bell System and the increased cost of duplicating facilities would ultimately fall upon the TV industry.

(4). With interconnection, the quality of TV service would be impaired, overall coordination of the service would be made more difficult, and serious problems in effective network operation and planning would be presented.

Doc Kilowatt Says:

Headline in newspaper last week screamed "Color Television May Arrive in Fall." It also said for U. S. Televiewers.
 Well, if it did arrive, it would be a fall you bet, a landfall for those who would like to see TV drop dead. It did arrive this Fall for U. S. Televiewers, it would be very wet behind its electronic ears. The word "Televiewers," it would be very wet in idiom. The words "Reliable Reports from Washington," like cake in a baker's window, could be frosting sprayed on a little square box—soap box, that is.
 When my father had a backache, he hurried out of a morning and chopped down a tree or two—"Just to firm up my back muscle," he used to say.
 Seems like I'm always reading some expert who's saying, "Television needs this" or "Television needs that." Maybe so, maybe so. It might help a mite if some of those doing great things with it could find time to firm up their back muscles by dashing out of a morning and chopping down a few wishbacteria trees just so the public could the better see the picture.
 Doc Kilowatt

Wake Up, America!

J. Edgar Hoover, director of the Federal Bureau of Investigation, spoke out on the menace of Communism, and the treason perpetrated by the Communists in our midst, at a dinner in this city on May 2. The timeliness of his advice and his warning has been enhanced by subsequent events in Korea, and it is proper indeed that Hoover's words be presented anew on this, the eve of American Independence Day. Read them carefully; the hour is late:

"The times demand candid and forthright words. Communists have been and are today at work within the very gates of America. There are few walks in American life which they do not traverse. Their allegiance is to Moscow; their hopes are spurred by the writings of Marx and Lenin, not Jefferson, Madison and Lincoln; their enthusiasm is whetted by expediency and deceit, not tolerance and brotherhood. Atheistic materialism is their idol; the destruction of the God of our fathers their goal.



"Wherever they may be, they have in common one diabolic ambition: to weaken and to eventually destroy American democracy by stealth and cunning. Theirs is an organization built and supported by dishonor, deceit and tyranny and a deliberate policy of falsehood. They know that as long as the ideals of common endeavor, mutual respect and tolerance remain alive they can never bring to fruition the Communist World revolution.



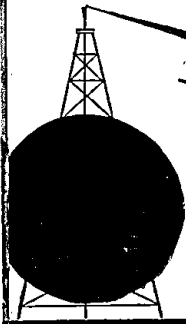
"That is why Communists consider America their Number One Enemy. A strong America, materially and spiritually, is a constant beacon of light, buoying the hopes and aspirations of millions of men, women, and children crushed under the yoke of Communist tyranny which today controls the destinies of one-third of the peoples of the world."



"The thought of a Soviet United States is at once revolting to every right thinking American. We have seen the Communists at work and have observed the application of their principles sufficiently to know what would happen here if they succeeded in the attainment of their objectives. If every American faced the reality of what the fulfillment of the Communist objective would mean to him—*he would be inspired to work harder to protect and preserve the individual liberty and freedom which is part and parcel of our American way of life.*"



"The struggle for the *preservation of our freedoms* places a duty on every man, woman, and child in the Nation to do his bit in order that this Government of the people, for the people, and by the people shall continue to flourish. If each of us does his duty, the outcome is certain. *Almighty God, The Supreme Architect, will give us the strength, wisdom and guidance to triumph* against the onrush of Red Fascism and Atheistic Communism."



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 52, NO. 2

NEW YORK, WEDNESDAY, JULY 5, 1950

TEN CENTS

SENATE TO CONSIDER WORLD-WIDE WEB

SAG Waives Rights On Live TV Jurisdiction

Give TV Authority Jurisdiction On Players

West Coast Bureau of RADIO DAILY
Hollywood — Challenging Television Authority to proceed immediately with contract negotiations for performers in "live" telecasts, the Screen Actors Guild yesterday waived "any rights or claims it might have in pending National Labor Relations Board proceedings regarding
(Continued on Page 6)

KOA Reorganization Completed In Denver

Denver—Major reorganization of personnel duties and assignments of KOA has just been announced by general manager Lloyd E. Yoder. The new adjustment, effective immediately, brings the station into complete conformity with operational changes effected recently by NBC affiliates in N. Y., Chicago and the West Coast.

Under the new set-up, KOA will
(Continued on Page 4)

FCC Forms New Bureau For Non-Broadcast Div.

Washington Bureau of RADIO DAILY
Washington—The FCC has announced the establishment of a new safety and special services bureau, effective the end of this month, to
(Continued on Page 2)

Awards

Hollywood — The two PTA awards which have been given to KTLA for "outstanding" television programs, will be presented general manager Klaus Landsberg on two regular KTLA shows, "Time For Beany" and "Magazine of the Week" on July 7th and 8th respectively. Bob Clappett, producer of "Time For Beany," also will be honored.

Case Of Missing AM Engineer

Bill and Marion Slater's premiere as "Mr. and Mrs." on WOR would have been more auspicious Monday morning if one of the station's engineers had made the broadcast at the Larchmont Shore Club on time. It seems that the engineer arrived 20 minutes late and his megacycle mumbling revealed that he drove to New Rochelle and got lost in a maze of country clubs. The Slaters finally were airborne and did a creditable job of substituting for Dorothy and Dick.

\$650,000 Advance Provided For CBC

Montreal—The Canadian House of Commons approved a \$650,000 advance to cover the 1950-51 estimated cash deficit of the CBC after members alternately approved and criticized the findings of the House Committee on Radio Broadcasting. Dr. J. J. McCann, Minister of Revenue, said that on paper the CBC would have a deficit of about \$962,000 this fiscal year. However, the actual cash deficit would be
(Continued on Page 5)

Derby Foods Sponsors MBS 'Sky King' Show

Sale of "Sky King," Children's adventure program, to Swift and Company's wholly owned subsidiary, Derby Foods, Inc., twice weekly on the full Mutual network beginning September 12, was announced Monday by Ade Hult, vice-president in charge of sales at MBS;
(Continued on Page 2)

Radio Stations Cited For Armed Forces Aid

Sixteen radio stations in the New York Metropolitan area were honored last Friday by the U. S. Army and U. S. Air Force Recruiting Service of the Southern New York-New Jersey District, at a luncheon held in the New York Athletic Club.

Representatives from each station were presented with certificates of merit for donating time in the interests of public service to the broadcasting of the transcribed
(Continued on Page 5)

Series On World Peace Set By Chi. Round Table

With world attention focused on the crisis in the Far East, NBC's "University of Chicago Round Table" program will present a series of five broadcasts, exploring the possibility of eventual peace and proposals for effecting it.

Entitled "Proposals for Peace" the
(Continued on Page 2)

Chi. Agency Survey Reveals Effect Of TV In Homes

Chicago—This city is rapidly becoming a place of stay-at-homes, due to the influence of TV, according to a study released by MacFarland, Aveyard & Company, advertising agency.

When the TV set is installed, adults go to the movies just one-fourth as often as they went before. Children in the TV family miss more than half of their previous movie shows. All this is costing the movie houses \$41.20 per family per

year in lost admissions. The survey covered 600 average Chicago homes.

The survey further reveals that adults watch TV nearly every evening, (6.3 nights a week), and an average of nearly four hours per night. This leaves only 36 nights per year, for outside activities.

Assuming two adults and two children in the average TV family, the survey shows that each additional TV set sold means the loss of
(Continued on Page 7)

Hearings To Start Today On Plan Of Benton

Washington Bureau of RADIO DAILY
Washington—Hearings will be held this week on a Senate resolution calling for the establishment of a world-wide "broadcasting network capable of broadcasting on long-wave, short wave or medium wave, with an ultimate goal of reaching virtually every set in the world." Such a net would be
(Continued on Page 4)

Freimann Forecasts Shortage Of TV Sets

Fort Wayne, Ind.—A shortage of quality television receivers and a rise in consumer demand for consoles and TV - radio - phonograph combinations are predicted for the Fall and Winter markets by Frank Freimann, executive vice-president of The Magnavox Company.

Although the industry has expanded its production capacity, Freimann believes that all major brands
(Continued on Page 7)

Lee Hart Resumes Post With BAB In New York

Lee Hart has resumed her activities as an assistant director of the Broadcast Advertising Bureau, following a four-month leave of absence.
(Continued on Page 2)

'Fat Man' Sold

Beginning Oct. 6, "The Fat Man" will be sponsored over ABC by the R. J. Reynolds Tobacco Co. on Friday nights. The show will be heard from 8-8:30 p.m. The Reynolds Company bought the radio rights to the program, through the William Esty Co., Inc., and retains an option on TV rights. Contract will run for 52 weeks.



★ COMING AND GOING ★

Vol. 52, No. 2 Wed., July 5, 1950 10 Cts.

JOHN W. ALICOATE : : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : : : Business Manager

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Irv Hamlin, Representative

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WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahlfonega Rd.

Phone: Wisconsin 3271

SOUTHWEST BUREAU

Paul Girard, Manager

Suite 314, Thomas Bldg.

Dallas, Texas

Phone: Riverside 5491

ROME BUREAU

John Perdicari

Ludovisi 16

BILL COSTELLO and BILL DOWNS, Columbia network correspondents, have been re-assigned to the Far East. They will leave for Tokyo at once as the advance guard of a group which CBS will send out there to cover the Korean crisis.

FRANK ZUZULO, assistant director of publicity for the Mutual network, is expected back today from his vacation.

WALLY McGOUGH in town Thursday and Friday from WJAC-TV, Johnstown, Pa.

GEOFFREY BENNETT, Chicago sales representative for the Custom Record Sales Division of RCA Victor, left Monday on a field trip through Indiana and Tennessee.

FLORENCE EIMER, office manager and general factotum of the O. L. Taylor Co., national station representatives, is completing preparations for her vacation, which starts Friday and which she will spend at Pocono Crest, Pa.

STERLING W. FISHER, manager of the public affairs and education department at NBC, in St. Louis to attend the convention of the National Education Assn.

R. SANDFORD GUYER, general manager of WBTV, Danville, Va., will spend next Monday, Tuesday and Wednesday in New York conferring with his national reps.

LOWELL THOMAS, Columbia network commentator, has returned from Philadelphia, where he received the Silver Buffalo Medal awarded him by the National Council of the Boy Scouts of America.

WILLIAM M. DAWSON, commercial manager and sales promotion director of WARM, Scranton, Pa., is back at the station following a trip to New York for conferences with station-rep. executives.

HUBBELL ROBINSON, JR., vice-president of CBS in charge of network programs, is spending four weeks in Bermuda.

FCC Forms New Bureau For Non-Broadcast Div.

(Continued from Page 1)

"unify the regulation of practically all the non-broadcast and certain non-exclusive common carrier radio services to the inclusion of aeronautical, ship and public coastal, public safety, amateur, land transportation, industrial and citizens radio service."

Chief of the new bureau will be Edwin L. White, whose career in radio began as an amateur in 1912 and as a professional in 1922 with the naval research laboratory. He joined the Federal Radio Commission in 1930 and has been with it and the FCC, its successor, since, except for service with the Signal Corps and Air Corps in the war.

Series On World Peace Set By Chi. Round Table

(Continued from Page 1)

series will start Sunday, July 9 over the network at 1:30 p.m., EDT. Speakers for the series include Mme. Vijaya Lakshmi Pandit, Henri Bonnet, Robert Hutchins and other internationally prominent figures.

The first program will be "Views on a Divided World." Mme. Pandit, Charles Malik, Lebanon delegate to the UN, and Hutchins will be the speakers.

Derby Foods Sponsors MBS 'Sky King' Show

(Continued from Page 1)

program will be heard Tuesdays and Thursdays from 5:30 to 5:55 p.m., and will advertise Peter Pan Peanut Butter. The agency is Needham, Louis and Brorby, Inc., Chicago.

Mrs. Caroline A. Kasper

Mrs. Caroline A. Kasper, mother of Edwin H. Kasper of Kasper-Gordon, Inc., Boston, died at her summer home at Houghs Neck, Quincy, Mass., June 30. Funeral services were held Monday at Holy Trinity Church, Boston.

Lee Hart Resumes Post With BAB In New York

(Continued from Page 1)

ence. She returned to her desk at BAB headquarters in New York Thursday.

With Miss Hart's return, BAB will now have two specialists on its staff. Meg Vahrt recently joined the industry's sales development organization in a similar capacity, coming from Polsky's of Akron.

During her leave, which was spent in her home town at Washington, D. C., Miss Hart worked on

BAB's just published TV advertising brochure based on experiences of The Hecht Co. of Washington. In her renewed activities, Miss Hart will devote a major portion of her efforts to similar projects in the field of TV.

Miss Hart has been with the BAB since its inception, having served for several years previously in the former broadcast advertising department of NAB. She began her work with NAB by conducting the year-long study of retail radio advertising at Joske's of Texas in San Antonio several years ago.



HART

Hammond Funeral Held

Private funeral services were held for Charles P. Hammond, 47, vice-president of NBC in charge of radio advertising and promotion, at Beecher Funeral Parlors at Pleasantville, N. Y., on Monday morning. The body was cremated.

Hammond was found dead last Friday in his automobile near his home on Old Farm Road, Chappaqua, N. Y.

Sterling Buys News Series

Sterling Products Division of Sterling Drug, Inc., has signed to sponsor WNBC's 6:30 a.m. "News with Clyde Kittell" program under a 52-week contract. Dancer-Fitzgerald-Sample, Inc. is the agency.



"Who wrote this lousy commercial?"

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

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

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

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



WITH

Baltimore 3, Maryland

TOM TINSLEY, President Represented by Headley-Reed

FINANCIAL

(July 3)

NEW YORK STOCK EXCHANGE

Table with columns: ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, RCA Common, RCA First Pfd., Stewart-Werner, Westinghouse, Zenith Radio. Includes High, Low, Close, and Net Chg. values.

NEW YORK CURB EXCHANGE

Table with columns: Hazeltine Corp., Nat. Union Radio. Includes Bid and Asked values.

OVER THE COUNTER

Table with columns: Du Mont Lab., Stromberg-Carlson. Includes Bid and Asked values.

WABF Sells Music Tours

More than \$25,000 in midsummer music festival tours to Europe have been sold through station WABF. Ira A. Hirschmann, president of the FM concert music station, announced. WABF was the sole advertising medium for the \$1,085 tours. The large-item sales have been made. Hirschmann pointed out, through the brief, low-decibel kind of commercials that the station demands of its announcers.

Music-lovers throughout the nation who have subscribed to the 51-day tours, sponsored jointly by WABF and Thomas Cook & Sons, will follow an itinerary that will take them to music festivals in Salzburg, Edinburgh, and Lucerne; to the drama at the Shakespeare Theater at Stratford-on-Avon; and to opera in London, Paris, and Amsterdam.

California Commentary

By IRV HAMLIN

● ● ● Gene Lester, now in N. Y. with a pilot film for his latest TV series, "Hollywood Scrapbook," shouldn't have too much trouble with this one. The local TV announcer holds a still pic up to the camera. Suddenly the picture (that of a filmland celeb) comes to life and the show is on. . . . And how come nobody knew about Martha Raye's torn nose cartilage which prevents her from appearing on the Berle finale? . . . Talking about Milton, wouldn't it be just dandy to have him and bosom buddy, Fred Allen, appear on the same show now that Allen has succumbed to video? . . . Somebody would get hurt.

☆ ☆ ☆ ☆

● ● ● Bob Garred's pact with ABC calling anywhere from \$20,000 to \$40,000 yearly for seven years shows what happens to announcers who study and work hard. The signing marked the first time that a Western network had gone this far in holding on to an announcing personality, so don't give up hope, boys. . . . The newsrooms up and down the West Coast sprang to life on first receipt of the Korean clash and commentators, newsroom heads, and writers went to work with vim and vigor.

☆ ☆ ☆ ☆

● ● ● KTTV went right ahead with its movie plans and bought "Sho Shine" for video. . . . Mutual Don-Lee's "Hawaii Calls," one of the oldest airers of all, celebrates its 15th anniversary Saturday, July 8th. The languid shows have been airing weekly from the islands since 1935, except for a brief hiatus after Pearl Harbor. . . . Tele-Que survey claims that Video is creating more Pacific Coast League fans, and that more are attending games than non-viewing neighbors!

☆ ☆ ☆ ☆

● ● ● Crane Wilbur and Monroe Goldstein have formed a company to package a TV series entitled, "Marks, The Lawyer." . . . Mitch Hamilburg will handle all by-products of Dusmet Moore's "Ding Howe and The Flying Tigers" series. . . . Amateur song writers are getting another chance. Peter Potter has worked a deal with Capitol whereby one out of 100 simon pure songs heard on his TV show will be recorded by the diskery.



CBS Stars To Headline Aquatennial Show

Minneapolis—CBS stars Janette Davis, Garry Moore and Cedric Belfrage will headline the 1950 WCCO aquatennial show with Ed-Ed Cantor at the famous Twin Cities festival, it was announced by Gene Wilkey, general manager of the CBS-owned Minneapolis-St. Paul station.

The two-hour WCCO broadcast and stage show is a highlight of annual ten-day civic celebration which attracts thousands of visitors to Minneapolis each summer. CBS's Arthur Godfrey, Alben Barkley and Bob Hope have been guest stars on WCCO's Aquatennial presentation in past years.

From Minneapolis Auditorium The WCCO broadcast and stage show will be presented from Minneapolis auditorium (seating capacity, 11,000) Saturday, July 22. Finals in the "Aquatennial Popular Singing Contest," a series of six broadcasts sponsored by the Ford Dealers Association, will be half-hour portion of the WCCO Aquatennial program.

The CBS outlet in the twin cities will also cover the canoe derby, colorful day parade, brilliant night

WBBM Produces Show For Midwest Fishermen

Chicago—With vacationists exiting from the cities, WBBM, in cooperation with the Illinois Department of Conservation, has just inaugurated a new radio series devoted to the interests of fishermen. The program will be heard Fridays, 10:30-10:50 p.m., CDST.

The program will include reports by State field conservation officers giving fishing pointers and angling outlook. Also included will be up-to-the-minute forecasts of fishing conditions throughout Illinois. The series will be aired for the next eight weeks.

Joining Petry Office

William Maillefert will join the New York office of Edward Petry & Co. as account executive, it was announced Monday. He was formerly with the Compton Agency and latter general manager of WVET, Rochester.

parade coronation of new Queen of the Lakes and other features of the Minneapolis Aquatennial in a series of broadcasts from July 21st through July 31st.

Man builds pipeline between buyers and sellers

Here's a man who can build you a pipe line between sellers and buyers. This versatile "plumber" accomplishes results with his carefully followed commentary on the national scene.

As Mr. Maurice A. Hill of the Warren County Hardware Co. wrote to Station WLBJ, both of Bowling Green, Kentucky:

"Mr. Lewis' news broadcast continues, as it has in past years, to do a very gratifying sales job for us. "The program is of great value to the firm as a direct sales medium and for the good will and added prestige it gives us. . . . In our opinion Mr. Lewis' straightforward and informal manner makes his program the best newscast on the air."

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, 1410 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

Senate Will Consider World-Wide Network

(Continued from Page 1)

part of an expanded propaganda counter-attack by this country against Communist propaganda methods.

The resolution was introduced in March by Sen. William Benton of Connecticut, former Assistant Secretary of State in charge of the "Voice of America" and founder of Benton & Bowles Agency.

Co-Sponsors Listed

Along with him as co-sponsors were Senators Douglas of Illinois, Flanders of Vermont, Fulbright of Arkansas, Graham of North Carolina, Hendrickson of New Jersey, Lehman of New York, McMahon of Connecticut, Morse of Oregon, Mundt of South Dakota, Smith of Maine, Sparkman of Alabama and Tobey of New Hampshire.

Hearing the witnesses Wednesday through Friday will be Senators Elbert Thomas of Utah, McMahon, Fulbright, H. Alexander Smith of New Jersey and Henry Cabot Lodge of Massachusetts as a foreign relations sub-committee.

Names of the witnesses will be announced this week.

"Hams" Conduct Tests

Montreal—When members of the Montreal Amateur Radio Club pulled down their tents and packed up equipment on Westmount Mountain last week they had made contact with approximately 300 other "ham" stations in various parts of the world, and again tested under simulated emergency conditions the ability of amateur radio operators to maintain communications when normal channels are disrupted.

Unlike last year, when the local club endeavored to make this "field day" more of a demonstration for the public, the 24-hour test this year was concentrated on making as many contacts as possible to show the value of the amateur stations, and also to gain as high standing as possible in the competition of the American Radio Relay League conducted for stations all over North America.

Hermann L. Eberts, of Westmount, president of the local club, said results of the competition will not be known for a few months.



By SID WHITE

Man About Manhattan . . . !

● ● ● **BIGTOWN SMALL TALK:** George Raft is the latest H'wood actor to be bitten by the TV bug. Raft wants to do a variety show which would permit him to mix emceeing with dancing. . . . Dennis James up for two more films after his click in "Mr. Universe." . . . Lud Gluskin heading for a big CBS post. . . . Jimmy Saphier has NBC interested in a TV cartoon series. . . . Opposition webs planning to give Berle a run for his money next fall. . . . Margaret O'Brien makes her first N. Y. appearance when she headlines the Strand bill starting on the 7th. . . . Lewis B. Wall, former pres. of Pre-Mix (division of Pillsbury Mills, Inc.) is the new veep and gen'l manager of the Bories Organization. . . . Basil Rathbone set for another of Bob Monroe's "High Adventure" mellers. . . . It'll be an Aug. 5th blending for Stuart Rosenberg and Margot Pohoryles. (He's assistant film ed of "Big Story" and she's the noted art historian).



● ● ● John Reed King flies to So. Bend, Indiana, July 17th to give his new sponsor, the Bendix Corp., a 'live' performance of his "Chance of a Lifetime" stanza. Bendix will present it on TV early in Sept. via ABC-TV. . . . Ed Gardner plotting TV movies in Puerto Rico. . . . Igor Cassini (Cholly Knickerbocker) has been signed to an exclusive radio and TV contract with Robert Maxwell Associates. He'll telecast from the famous table 100 at the El Morocco. . . . Jack Gregson signed with Wm. Morris. . . . Nan Wynne undergoing serious operation at Memorial Hosp. . . . A famed TV star has been repeatedly warned that he's killing his show by penny-pinching his scripters. . . . Charlie Barnet set with his small band. Won't add more men even if it costs him playing dates. . . . U. S. Steel planning an hour-long TV prestige stanza.



● ● ● Ole Olsen, who broke his leg in an auto accident on the coast, is recuperating in Santa Monica with his leg in a brace. Tells pals he won't sue on the broken leg as he still has a leg to stand on. . . . H'wood buzzing about Budd Schulberg's new tome, "The Disenchanted"—characters are said to be prototypes of the late F. Scott Fitzgerald and Walter Wanger. . . . That heavy budget (20 G's per) on the Lux Radio Theater said to be bothering Lever Bros. . . . Phono-vision getting a rival known as Suscriber-vision. . . . One for the musical book: Louis Prima, whose playing is real low-down, has a potential opera star in his daughter, Joyce, who is studying at the Essex Conservatory of Music and Drama. . . . Herb Sussan, director of the Ken Murray show, has written a play based on his movie-making journey thru Japan which is being optioned for B'way production this fall.



● ● ● Buddy Rich being set for TV buildup via DuMont. . . . Alec Templeton writing the score for a musical version of Booth Tarkington's "Seventeen." This production goes into the Broadhurst Theater on Sept. 21st with Sammy Lambert as the producer and Hassard Short handling the direction. . . . Frank and Grace Albertson, formerly on WPJX's Nite Owl theater, on tap for a Mutual half-hour radio series. . . . Horace Heidt getting TV-minded. Next fall, he plans to add a mobile unit to his caravan so that he can film video versions of his cross-country talent hunt. . . . Compton's John Deal playing the father in Kurt Weill's "Down in the Valley" at Lewisohn Stadium on the 10th. . . . Add Manhattan Seen-ery: Milton Berle reading Shakespeare at Toots Shor's.



KOA Reorganization Completed In Denver

(Continued from Page 1)

have five major departments, with the managers of each serving under Yoder as the management staff. The five new departments will be designated—controller, engineering and integrated services, sales, program and news-press-public affairs and special events.

Heading the newly set up departments will be Dale Newbold—controller's dept., Robert Owen—engineering and integrated services, Berry Long—sales, Earle Ferguson—program dept., and William Day for news-press-public affairs and special events.

Special Vacation Service To Be Offered On WMCA

Announced as radio's first "phone-in-service" for vacationers, a new program, "Radio Vacation Guide," will be inaugurated over WMCA, New York, Monday-through-Friday, from 7:15 to 7:30 p.m., beginning today.

Emceed by Larry Curtis, the WMCA show will answer telephone queries from listeners regarding information on resort hotels, accommodations, travel directions, etc. Reservations for resort hotels will be accepted during the broadcast. Curtis also will provide listeners with tips on picnic and bathing spots, out-door carnivals and other summer activities.

Gamblin To Be Honored

Completing twenty-five years of service with WOR, "Si" Gamblin, veteran transmitter engineer of Breton Woods, N. J. will be presented with a gold watch in appreciation of his work on Thursday, July 8, by J. R. Poppele, vice-president in charge of engineering, for the station.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

CONNECT IN CONNECTICUT

Morning, afternoon, evening . . . WDRC is your best buy in Hartford! See facts, figures and Hooper's in new Market Study. Write Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.



THE VOICES OF ADAM HATS 8 YRS.

JINGLES
that don't
JANGLE!

A.M. & T.V.'s MOST COMPLETE EFFECTIVE JINGLE SERVICE

An Original (Sales-Packed) Jingle Tailor-made for Your Product
Written, Sung & Produced by
'Lanny & Ginger' GREY

1300 Madison Ave., New York 28
A.T. 9-4020

YONKERS RACEWAY

SATTLER'S DEPT. STORE 7 YRS.

MARLIN BLADES 8 YRS.

\$50,000 Advance Provided For CBC

(Continued from Page 1)
 but \$650,000. He did not disclose conditions under which the advance was being made.
 Donald Fleming, P. C., Toronto, noted that the Radio Committee had stressed the need of the CBC for additional revenues. He said that the committee should not be dealt with the question of finance in its report, because the Royal Commission on Arts and Science is due to report to the Government this Fall on that problem.

Asks \$1 Per Capita
 Alastair Stewart, C. C. F., Winnipeg, North, said he personally felt the CBC should be paid out of general revenues the equivalent of \$1 per capita of population. This would provide the CBC with more than \$1,000,000 and would permit abolition of the annual \$2.50 annual license.

A. L. Smith, P. C., Calgary, West, said he thought the work of the committee this year was "useless" because it simply duplicated what has been done by the Royal Commission.

Dr. McCann said he believed it had been made clear before the committee that if the CBC was to continue existing services it needed more revenue. Parliament was asked to vote it an advance.
 He was sometimes surprised that the CBC was able to do as well as it did. The license fee on receiving sets had not been increased since 1948.

Calls Report Too Sweeping
 Mr. Fleming said he felt the tone of the committee's report was altogether too sweeping as only officials of the CBC had been heard. Representatives of the Canadian Association of Broadcasters, which represents most privately-owned radio stations, did not testify.
 The question of CBC finances was something that had to be faced, but he would have preferred to have a problem tackled after the report of the Royal Commission had been received.

Mr. Fleming said he regarded the present fee of \$2.50 as nothing more than a nuisance tax. It cost about \$10,000 a year out of general revenues to collect.

Stork News

Cleveland, O.—After months of learning to be "Uncle Ed" to his children listeners on WERE's "Toddler Time," Ed Stevens will now have to learn to be a good "Papa." His wife, Joan, gave birth to their 11th child, William James, born Wednesday, June 21.

St. Louis, Mo.—John White, who is in charge of KXOK-FM (Transit Radio) sales, has recently become a father for the second time. The second child, a boy, weighed seven pounds, three ounces, and has been named John Jr.

COAST-TO-COAST

WWOD Information Sheets

Lynchburg, Va.—WWOD's latest promotion stunt in connection with its broadcast of all Piedmont League baseball games, is the distribution of mimeographed sport information sheets, given out at the ball park at each game. The information on the sheet includes batting and pitching averages of each player, and general information on past team standings. In addition information is also given on "Mutual's Game of the Day."

To Head Market Group

Hartford, Conn.—Walter Haase, station manager of WDRC, has been elected chairman of the New England Major Markets Group, a network of New England radio stations. Haase succeeds E. E. Hill, executive vice-president of WTAG, Worcester. In addition to WDRC and WTAG, stations in the group include WGUY, Bangor; WGAN, Portland; WLAW, Lawrence; and WPRO, Providence.

Fla. Pioneer Firm Goes Radio

West Palm Beach, Fla.—For the first time in its many years of advertising experience, the Palm Beach Mercantile Company will use radio. This firm, which has been conducting a hard consumer goods and general department store business for nearly 50 years in this area, has recently signed a long-term contract with WIRK, and has earmarked the major portion of this year's advertising budget for broadcast purposes.

"Hourglass" Commercializes Thrift

Worcester, Mass.—Marg Cox's feature story of the day on one of her recent "Yankee Hourglass" shows began in 1842, with a ten dollar savings account. The money was deposited by the grandfather of Mrs. Mabel Oliver Ross at the Worcester County Institution for Savings ("Marg's Hourglass" sponsor). In over a century, nobody has touched that original ten dollars. Today, it has grown to almost a thousand. Mrs. Oliver is now over 81 years old and will withdraw the money when it reaches an even thousand.

Richfield Reporter Returns Home

Los Angeles, Calif.—The Richfield Reporter, which started on KFI 20 years ago, and spent 18 years there, has now moved back to this station for Sunday through Friday broadcasts. Wayne Miller, editor, begins his work for the program about two o'clock in the afternoon for the 10:00 p.m. broadcast and works right up until airtime. He has never failed to get the Reporter on the air in time, but often John Walk, the newscaster, has gotten to the top of his last page when Miller has rushed in with the rest of the copy.

WPFB "Tent" Attraction

Middletown, O. — Merle Travis, movie star, radio artist, composer, singer and musician, played two shows in the WPFB "Tent," on June 17th. Travis, who appeared at the Tent, with his horse "Killer," was formerly a featured artist on Cincinnati's WLW station and was featured over the airwaves with such stars as Red Skelton, Fats Waller and Tommy Riggs and Betty Lou. Travis wrote the hit "Smoke, Smoke, That Cigarette," which Phil Harris made famous. Other hits for the composer-artist have been "No Vacancy," "Cincinnati Lou" and "So Round, So Firm, So Fully Packed."

Joins WFMY-TV As Program Dir.

Greensboro, N. C.—Gaines Kelley, general manager of the local Daily News and Record video, announces that Gomar R. Lesch, has been appointed program director of WFMY-TV replacing Ted Austin who resigned to return to New York to enter part-ownership for a radio station. Lesch comes to WFMY-TV from Erie, Pa., where he was production director of TV for WICU. Previous to that position, he was associated with WEBR in Buffalo, N. Y. as special events man and announcer.

Radio Stations Cited For Armed Forces Aid

(Continued from Page 1)

"Voice of the Army" series for a period of more than three years.

Stations receiving the awards were WEVD, WGMG, WOR, WNYC, WHOM, WFDR, WGHF, WWRL, WOV, and WGYN in Manhattan. Also, WGBB, Freeport, L. I.; WKBS, Oyster Bay, L. I.; WLNA, Peekskill, N. Y.; WGNR, New Rochelle, N. Y.; WBNX, Bronx County and the university station, WNYU.

The citations were presented by Lt. Col. William A. Haviland, Commanding Officer, Headquarters, Southern New York-New Jersey Recruiting District.

Anni. For "Hawaii Calls"

Mutual's "Hawaii Calls" program, aired every Saturday (7 to 7:30 p.m., EDT), will celebrate its fifteenth anniversary as a network feature with its broadcast Saturday, July 8. The program originates from the Moana Hotel, Honolulu, and is produced, directed and emceed by Webley Edwards. The only interruptions in its broadcast skin from the Islands to the Mainland occurred in the period immediately following Pearl Harbor Day, Dec. 7, 1941, when rigid censorship made live broadcast originations from Hawaii impossible.

Chickenfeed

If you were a poultry raiser, you'd know Murphy Products and Oyster Shell Products as two leading brands of feed. We raise no chickens, but we know Murphy and Oyster Shell mighty well, because they've *both* been on WOWO for more than eight years. And on a single day last month, they both renewed for another year! For results worth crowing about.. in a Midwest market-area of almost 300,000 radio families.. check WOWO or Free & Peters.

FORT WAYNE

ABC
 AFFILIATE

WOWO



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

584348

PROMOTION

Annual KDKA Barbecue

Almost 800 pounds of steer were cooked for the 300-odd KDKA clients and their advertising representatives who were wined and dined at the Pittsburg Westinghouse Station's third annual advertisers barbecue in suburban North Park. Hosts for the occasion were officials of Westinghouse Radio Stations, Inc., and Joseph E. Baudino, general manager of the station. KDKA's department heads and staffers were on hand to help out on the various committees.

Ancient And Modern History

WMFJ, Daytona Beach, Fla., outlet for ABC, has issued a new promotion piece entitled "Then and Now. . ." It is a single 8½' x 11' sheet with photographs of the WFMJ transmitter room in 1940 and in 1950. Topping these is a virtual collectors' item—a photograph taken in 1910 of the first "wireless station" owned and operated by W. Wright Esch, who built WMFJ in 1935. On the reverse side is a photograph of the modern WHFJ building and reproduction of the Daytime and Nighttime 1949 BMB maps depicting the station's circulation.

Gets RCA Promotion

Carden—Thomas J. Bernard has been appointed assistant director of public relations of the RCA Victor Division, Radio Corporation of America. The appointment was announced by John K. West, vice-president and director of public relations, and becomes effective immediately.

Bernard will assist West in supervising the company's broad public relations program, including publicity, community relations, and institutional promotion. Prior to his appointment to his present post, Bernard was manager of institutional promotion in RCA Victor's public relations department.

Press Salutes Radio

Alexander City, Ala.—The third anniversary of WRFS was marked with a salute from the editor of the Alexander City Outlook and a tribute to Lem Coley, manager. The editor wrote: "This station has done a big part in the development of our city and I believe Lem Coley is one of the best radio executives in the state. We are proud of WRFS's contribution to our community and congratulate the station on its birthday."

Benson Guest At Gag Luncheon

Red Benson, WOR-TV fun-ctee, will pun-parry queries from comedy writers as he serves as "jest of honor" of the regular Thursday Gagwriters Luncheon to be held by the National Laugh Foundation at Trader Tom's House, tomorrow at 1 p.m.

SAG Bows To TV Authority On Representation Of Talent

(Continued from Page 1)

actors in live television." In a statement issued jointly to video networks and TVA, the Guild said it would waive these claims provided that negotiations between TVA and the tele networks commence at once. Further, the Guild stated that "such negotiations shall be without prejudice to the rights of any party to enlarge the scope of negotiations after the pending NLRB proceedings are concluded."

A reciprocal offer to the Guild for it to commence negotiations in the field of televised motion pictures is, of course, desired, the Guild stated, but it was not made a condition of this proposal.

Asked for a reply to the SAG proposal, George Heller, national executive secretary of TVA, said the proposal, George Heller, national impressions are that the proposal

Three New Programs Join Nielsen Top Ten

A breakdown of the National Nielsen Ratings for the week of May 28 to June 3rd reveals three new programs to have placed in the select top ten circle.

They include Mr. Chameleon in 5th place, Dr. Christian, 6th and Judy Canova, 10th. The Lux Radio Theater again leads the parade in the number one spot, followed by My Friend Irma, 2nd, You Bet Your Life, 3rd, Jack Benny 4th, Walter Winchell, 7th, Big Story 8th and Day in the Life of Dennis Day, 9th.

Dulles To Be Heard

John Foster Dulles, advisor to the Secretary of State, will appear on the first of WNYC's scheduled broadcasts from the second annual Colgate Conference on Foreign Policy, Friday, July 7, from 10 to 11 p.m. The topic of discussion will be "American Foreign Policy: An Overview," and other participants include Marquis Childs, author and international expert, and Everett Case, president of Colgate University.

Named WOR Program Dir.

Blaney Harris has been appointed program manager for WOR, New York, it was announced Monday by Julius F. Seebach, Jr., vice-president in charge of programs.

Harris will head up the creative program activities and supervise the program structure of the station, Seebach said. Harris was formerly with Doherty, Clifford & Shenfield as supervisor of radio and TV programs.

Named Hooper V.-P's

The board of directors of C. E. Hooper, Inc. have elected Dorothy M. Behrens and Edythe F. Bull vice-presidents of the survey organization.

has very little, if any, consequence in view of the Guild's interference when TVA attempted to negotiate contracts once before. That was the occasion, said Heller, when SAG protested to the NLRB, and to-date the NLRB has made no decision as to which union shall have the authority to negotiate contracts for televised motion pictures.

Seeks Also Film Control

While the Guild states it has delayed negotiating with the networks for performers in live shows because it seeks control also over actors in televised motion pictures, TVA has apparently never doubted that it would certainly have control over contracts for "live" shows and is also seeking control over negotiations for actors in video films. "The Guild has sought to split TVA," said Heller, indicating that no compromise would likely be considered.

Last reported action by the two unions was SAG's minimum wage proposal for performers in film tele which undercut by almost half the minimum wage proposed by TVA, according to Heller. Specifically, the SAG proposal called for a minimum wage of \$110 for the two days of work involved in a half-hour production; while the TVA proposal asked for a total of \$181.00.

NEW BUSINESS

WBAL, Baltimore: Standard Brands, Inc. (Tenderleaf Regular Tea), through Compton Advertising Inc., signed for Wednesday and Friday ayem schedule of one-minute spots to run through December 1950. White Rice Inn, running one minute spot schedule in the "Chud Richards Show," 11:30 to 12:00 Mid night, each Wednesday for 13 weeks. Colgate-Palmolive-Peet Co. (Fab) through William Esty Company Inc., New York, signed for one-minute spot announcements, Tuesday and Thursdays, for 29 weeks. Leve Brothers (Lipton Tea), contracted for six-week series of one-minute announcements, Monday through Friday, in the "Al Ross Show" Business placed through Young Rubicam, Inc., New York. Armour & Company (Chiffon Flakes), running one-minute spot schedule Monday, Tuesday and Wednesday in the "Al Ross Show" for a period of six weeks. Business placed through Foote, Cone & Belding, Chicago. Consolidated Gas, Electric Light & Power Co., renewed five-week spot campaign in morning period, Monday through Saturday, Eddie's Clothing & Furniture Store, Baltimore, signed for 13-week series of one-minute spots in "Chud Richards Show," 11:30 -12:00 mid night. Armour & Company (Dix Soap), through Foote, Cone & Belding, Chicago, one-minute spot

TO TELEVISION AUTHORITY AND NETWORK MANAGEMENT

On May 5 last, Screen Actors Guild urged you to speed contract negotiations for performers in live television shows.

Because of the existing deplorable conditions for performers in live television, we again urge you to negotiate improvements for such performers without further delay.

We stipulate such negotiations shall be without prejudice to the rights of any party to enlarge the scope of negotiations after the pending NLRB proceedings are concluded.

If the networks fear this would be an unfair labor practice, we hereby publicly waive any right to bring such charge.

If TVA fears this might set a precedent in NLRB proceedings, we hereby publicly waive that precedent.

There are no strings to this offer. We would appreciate a reciprocal offer by TVA for the Screen Guilds to go ahead with negotiations in the field of televised motion pictures, but our proposal is not contingent upon such offer by TVA.

We again urge you to start negotiations for performers in the field of live television.

(signed)

SCREEN ACTORS GUILD

TELEVISION DAILY

Continuation of RADIO DAILY, Wednesday, July 5, 1950 — TELEVISION DAILY is fully protected by register and copyright

CANADA ADOPTS U. S. TECHNIQUES

TELE TOPICS

BETTER BUSINESS BUREAU in Philadelphia and Chicago are reported to be following suit on the standards of advertising, selling, and servicing of TV sets that were set up by the N. Y. Better Business Bureau last week. Apparently, abuses in this field which were used some time ago in New York are being duplicated generally in other major cities. In Philadelphia, television audiences have been told what they can expect of TV sets and TV service men by means of two special panel discussions on WU-TV. Material on the program originated in New York is being made available through the Association of Better Business Bureaus.

SEVENTEEN stations have been added to the staff of Tele Theater's NBC-TV station in New York, effective with the July 12th telecast of Agatha Christie's "Murder On The Boat Deck" starring Guy Spaul and Patricia Morison. The all-Kurt Weill program "Symphony" (performed by the Philadelphia Orchestra) will be carried on NBC-TV on July 10, 9:30 p.m., EDT. The program should pull a high rating for the night since the program includes the best works composed by the late composer. The World Golf Championship from Tam O'Shanter Country Club is predicted to be one of ABC-TV's highest rate pullers of the year (8:30 p.m. EDT). The recreation program "Lights Out" telecasts of one of the best stars Bob McQueeney in a memorable performance. New opening for CBS-TV's "The Stork Club" has been set for Friday (7:45-8:00 p.m.). S. L. Adler, formerly with WCOP-TV, is now on the sales staff of WLW-TV. Flying saucers, if there are such, are their premier showing on WHAS-TV last week when Al Hixenbaugh's feature film showing a saucer flying near a B-3 airliner was presented on the show's news show. Authorities are now investigating the film.

BOB HALEY's first weekly Ford "Star Line" tomorrow night has enticing guest as the premiere guest. . . . Tillstrom doing a heavy stint of appearances en route to his home site on Nantucket Island where he will spend the Summer creating puppets and training puppeteers for his "Land of the Living" show in the Fall (NBC-TV). American Natl. Theater and Acad. Award will have a half-hour variety show in the Fall on ABC-TV, sponsored by . . . Bill Stern's alibi to a motorist when caught speeding (according to the Herald Trib) was: on the way to get his toupee before the show.

SONGS WITH THE LARGEST TV AUDIENCES

Survey Week Of June 23-29, 1950

THE TOP 5 SONGS OF THE WEEK

Bewitched	Chappell
Damn It Baby That's Love	Chappell
I Don't Care If The Sun Don't Shine	Famous
I Wanna Be Loved	Supreme
Rag Mop	Hill & Range

THE 5 FAVORITE STANDARDS OF THE WEEK

All The Things You Are	Chappell
I Can't Give You Anything But Love, Baby	Mills
I Only Have Eyes For You	Remick
Perdido	Pemora
Tea For Two	Harms

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Freimann Forecasts Shortage Of TV Sets

(Continued from Page 1)
 of TV receivers will be in shorter supply than last year. The greater set production in relation to the much larger market will be limited by shortages of critical tubes, resistors, condensers and other components, Freimann added.
 The Magnavox executive predicted that the greatest demand in the coming months would be for the 16-inch tube receivers. "Trends indicate that at least 75 per cent of sales will be in these sets in both the rectangular and round types," Freimann said. "The rectangular 19-inch tube is still only a gleam in the tube manufacturer's eye," he continued. "Samples and production are far behind schedule."

New Production Firm Formed In New York

The formation of a new company in the television production and distribution field, Atlantic Television Corporation, was announced in New York over the week-end.
 Jacques Kopfstein, executive vice-president of Astor Pictures Corp., was appointed executive vice-president of the new production organization.
 Fred Bellin was named secretary-treasurer.
 Atlantic announced it has an agreement with various film companies for the television rights to their pictures and the catalog includes over 100 features and 200 short subjects, ranging from three and a half minutes to a half-hour in length.

Chi. Agency Survey Reveals Effect Of TV In Homes

(Continued from Page 1)
 an additional 54 adult admissions and 44 children's tickets per year. Based on the average admission price for Chicago movie houses this comes to \$41.20 per year.
 Significant, however, for both movie producers and theater owners, is the section of the survey, showing that people still like and want movies and still will pay for them, but prefer to have them at home. 64 per cent of those interviewed said they would pay for movies brought to their homes on a "box office" basis.
 Reported viewing habits also indicate slight indication that the novelty of TV causes a lessening of viewing. 50 per cent of all TV owners said they watched TV more now than when their sets were new. This

is attributed to the steady improvement in programs. Among those owning sets more than a year 3.1 persons reported increased viewing for each person reporting a decrease.
 The impact of TV is also shown to be less on other forms of entertainment than on movie attendance. Of those giving a definite answer, 52.6 per cent said they attend sports more often since owning a television set.
 An additional 9.7 per cent said sports attendance was about the same. In reference to radio listening, adults reported a reduction of 55 per cent in the time their radio sets were turned on, compared with the 75 per cent reduction in movie attendance.

Use American TV As Pattern For Planning

Montreal—CBC is profiting from experimental work on television in the United States.
 Dr. J. J. McCann, minister of national revenue, who reports to the Canadian House of Commons for the publicly-owned radio system, said that he had advised the CBC two years ago to delay work until the result of experiments in the U. S. was known. During that time the United States had spent about \$50,000,000 on television.

Canada now was moving into the field, he said. The spadework had been done and Canada would profit.

Replying to opposition member's question, he said private interests were not anxious to proceed with television development. Some wanted a license for use at a later date. The government did not favor granting licenses which would be held without any work being done.

The CBC hopes to open television stations in Montreal and Toronto in 1951.

Donald Fleming, P. C., Toronto Eglinton, said Canada would have had television much earlier if those responsible for granting licenses had been prepared to allow private interests to go ahead with the development.

The government had adopted a paternalistic attitude and had stated that no private stations would be granted television licenses until they banded together and apportioned the cost of operating stations. He expressed the hope that there would be no more delay in granting of television licenses to private stations.

A. L. Smith, P. C., Calgary West, said that if somebody wanted to lose \$500,000 on a television station he did not see why the government would not let him go ahead and do it. He wondered why private interests should be stopped from developing television in centers other than Montreal and Toronto where the CBC admittedly was doing nothing.
 There was no reply from Dr. McCann.

Vitrex Spots On WJZ-TV

Spot commercial contracts for 13 weeks have been placed by Vitrex, vitamin reducing agent, on WJZ-TV. "Market M-100" (WJZ-TV, 12:30-2:00 p.m.) and "The A. J. & J. Show" (WJZ-TV, Fridays, 9:30-10:00 p.m.) William Jackson & DeFamey is the agency.

RADIO DAILY

SAN FRANCISCO

By NOEL CORBETT

DICK TEMPLETON, KFRC producer and one-time Stanford track coach, is now coaching the Olympic Club track team.

Floyd Wright, KCBS organist, doesn't share the average San Franciscan's love for cable cars. Wright got his foot stuck in a cable car slot and broke his great toe.

Paul Scheiner has joined the KGO sales staff. He was formerly with KLX, Oakland, and WNEW, New York.

Ed Hewitt has joined the KGO-TV sales staff. He has been with KGO since the first of the year and has now moved to the TV side.

The D. E. Sanford Company has taken over sponsorship of Slim Gaillard on KPIX. TV show is on Thursday nights and features musical-comedy entertainment.

As of June 1 the Bay Area had 60,289 TV sets, according to the San Francisco Television Stations Committee. The figure represents an increase of 11 per cent over May 1.

Bok Reitzel has joined the KCBS sales staff. He was formerly with KSMO in San Mateo.

Paul Speegle, KNBC program manager, is starred as "Herkimer Hamstrung" in a series of one-minute films sponsored on KGO-TV by Rainier Beer.

"Tips, Quips and Tunes," originating from the KGO studios, is now going to the full ABC network. Features Phil Bovero's music and emcee Jim Moore. Show is heard Monday through Friday at 12:30 p.m. The new series is written and produced by Hap Kaufman and Ralph DeSalle. Nadia Cannon is featured singer.

Artvogue of California, Inc., through the San Francisco Advertising Agency, Bernard Schnitzer, Inc., has renewed sponsorship of the Damon Runyon Theater on KGO, Sundays 10:15 to 10:45 p.m. Milton Scropan is KGO rep.

"San Francisco Theater" has been renewed on KGO-TV, Mondays at 8:00 p.m. under the sponsorship of the San Francisco Federal Savings and Loan Association. Contract negotiations on the account were conducted by Carl Wakefield of the San Francisco advertising agency and Julian Kaufman of KGO-TV.

Lowell Thomas Honored

Veteran radio reporter Lowell Thomas has been voted "favorite national newscaster" in a poll of 550 delegates to the 34th annual convention of the Delta Gamma, women's fraternity, at Banff, Canada. Chapters in colleges throughout the United States and in Canada are represented at the convention. The poll was conducted to get an idea of newscasting preferences of college girls and alumnae from widely scattered geographic areas, but of similar educational backgrounds.

★★ RECORDS ON PARADE ★★

TED PERSONS

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

MARTIN BLOCK, WNEW, New York, N. Y.

- "I Cross My Fingers," Perry Como (RCA Victor)
- "Tzena, Tzena, Tzena," The Weavers, Gordon Jenkins (Decca)
- "La Vie En Rose," Tony Martin (RCA Victor)
- "Pigalle," Johnny Desmond (M-G-M)
- "Happy Feet," Roy Ross (Coral)
- "Cotton Candy," Dinah Shore (Columbia)
- "Where Are You Gonna Be When The Moon Shines?" Guy Lombardo (Decca)
- "My Destiny," Hugo Winterhalter (RCA Victor)
- "I Love The Girl," Vic Damone (Mercury)
- "Our Very Own," Victor Young (Decca)

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

- "Gone Fishin'," Arthur Godfrey (Columbia)
- "All My Love," Patti Page (Mercury)
- "Sam's Song," Bing and Gary Crosby (Decca)
- "Wagon Wheels," Sy Oliver (Decca)
- "Good Night, Irene," Frank Sinatra (Columbia)
- "Out Of This World," Peggy Lee (Capitol)
- "Just Say I Love Her," Don Cherry (Decca)

EDDIE GALLAHER, WTOP, Washington, D. C.

- "Sam's Song," Bing and Gary Crosby (Decca) and the flip-over "Simple Melody"
- "I've Forgotten You," Doris Day (Columbia) and the flip-over "Darn That Dream"
- "I Cross My Fingers," Perry Como (RCA Victor)
- "Our Little Ranch House," Guy Lombardo (Decca)
- "The Object Of My Affections," Sammy Kaye (RCA Victor)
- "Good Night, Irene," Frank Sinatra (Columbia)
- "Jazz Pizzicato," Freddy Martin (RCA Victor)
- "Say When," Evelyn Knight-Dick Haymes (Decca)

JACK LACEY, WINS, New York, N. Y.

- "Gone Fishin'," The Three Suns-Texas Jim Robertson (RCA Victor)
- "Simple Melody," Bing and Gary Crosby (Decca)
- "Good Night, Irene," Frank Sinatra (Columbia)
- "I Cross My Fingers," Perry Como (RCA Victor)
- "La Vie En Rose," Bing Crosby (Decca)
- "Fool's Paradise," Margaret Whiting-Jimmy Wakely (Capitol)
- "Here Pretty Kitty," Guy Lombardo (Decca)
- "The Phantom Stage Coach," Vaughn Monroe (RCA Victor)
- "Darn That Dream," Doris Day (Columbia)
- "May I Take Two Giant Steps?" Betty Chappell (Mercury)

ERNE SIMON, WJJD, Chicago, Ill.

- "Happy Feet," Dean Martin (Capitol)
- "A-Razz-A-Ma-Tazz," Jimmy Durante (M-G-M)
- "Would You Like To Take A Walk?" Lou Busch (Capitol)
- "Tzena, Tzena, Tzena," The Weavers-Gordon Jenkins (Decca)
- "Mona Lisa," Nat "King" Cole (Capitol)
- "Pigalle," Johnny Desmond (M-G-M)
- "Vagabond Shoes," Vic Damone (Mercury)
- "I Didn't Know What Time It Was," Dinah Shore (Columbia)
- "Let's Have A Party," Benny Strong (Capitol)
- "Sometime," Jo Stafford (Capitol)

PRESSING BUSINESS: "King" Cole's "Mona Lisa" will be one of the biggest records he's ever made. Right now it bids fair to outsell "Nature Boy." . . . Capitol Records reports that, considering past Junes, June this year has been good indeed. . . . The Joe "Fingers" Carr opus, "Snookie Ookums," is receiving a fervent reception and has Irving Berlin Music ordered for a summer hit. . . . Henri Rene's first assignment as RCA chief of A. and R. on the Coast was to supervise recording the album, "The Toast of New Orleans," with Mario Lanza (who is backed by a 60-piece orchestra and 30-voice chorus led by Ray Sinatra). . . . The session at which Eddie Fisher cut "Just Say I Love Her" and "Give A Broken Heart A Chance To Cry" was one of those last-minute deals for which he is becoming famous (he rushed to the rescue when Fran Warren had to miss her date at the Riviera). He filled in at the last moment, on the date that Perry Como had to vacate because of illness recently and covered himself with glory. . . . Last Wednesday, Eddie Gallaher was a guest on "The ABC's of Music." An unlooked for result has been that Chesterfield bought time on Eddie's own WTOP show, "Eddie Gallaher's Sundial," six mornings a week for 13 weeks. . . . Decca's Gordon Jenkins disc is proving a double-barrelled click, "Tzena" wowing the metropolitan centers and "Good Night, Irene" the rest of the country. . . . Louis Armstrong, in a French mood, turned out a really great record with "La Vie En Rose" on one side and "C'est Si Bon" on the other.

AGENCIES

BARNEY BALABAN, president of Paramount Pictures Corp. and A. W. Schwalberg, president of Paramount Film Distributing Corp. announces that Max E. Youngstein, national director of advertising, publicity and exploitation, has been elected a member of the board of directors and vice-president of Paramount Film Distributing Corporation.

BONWIT TELLER & CO., Philadelphia, to Leonard F. Fellman for special fall promotion locally and nationally.

MAGDALENA FOODS CO., Inc. to C. V. Parkinson Associates, Inc. Manhasset, L. I., newspaper and radio for Tiara Coffee.

LOUISA M. ROECK has joined Michener & Holland Advertising, Philadelphia, as production manager.

JAMES J. MULLEN appointed executive v-p of Lawrence Studios, Inc.

LEWIS B. WALL, former president of Pre-Mix division of Pillsbury Mills, Inc., has joined The Bories Organization, radio and TV program producers, as v-p and general sales manager.

MAURICE LIPSICH promoted Dormeyer Corp., Chicago, applied concern, from promotion work to advertising manager.

ROBERT M. PRENTICE appointed associate sales and advertising manager of the Calumet Division of General Foods Corp.; previously, had been sales and advertising assistant in the Maxwell House Division.

AVCO MFG. CORP. has appointed F. L. Meacham as general work manager of the Crosley and American Central Divisions, and appointed controller for the same division was Lisle W. Adkins. Both appointments were announced by John W. Craig, Avco v-p and general manager of Crosley and American Central.

BENSON & BENSON, IN Princeton, N. J., announces an addition to its Brand Names Advertising which will be a new service called "Check on the Penetration of Your Brand Name in TV versus non-Homes."

Thought for Today

NOTHING can come out of the artist that is not in the man.

—H. L. MENCKEN.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 52, NO. 3

NEW YORK, THURSDAY, JULY 6, 1950

TEN CENTS

TEACH CHILDREN RADIO, WALKER URGES

Voluntary War News Code Goes Into Effect

AM-TV And Press Adopt News Plan Proposal

Washington Bureau of RADIO DAILY
Washington—Adoption of a voluntary war news code by radio, TV and the press has resulted from a suggestion by General Douglas MacArthur which has been approved by Secretary of Defense Louis Johnson. The code, applicable to war news from Korean area, went into effect the past
(Continued on Page 3)

Radio-TV Dealers Support Clinic Plans

Philadelphia—The Radio-Television Manufacturers Association's plan to educate the local TV retailer in up-to-date business practices by sponsoring Town Meetings of Television Dealers in 60 cities is virtually assured of success, according to out-of-town reports being received by Harry A. Ehle, chairman
(Continued on Page 7)

N. Y. Central Buys Time in WNBC Morning Show

The New York Central Railroad, the interest of passenger service, entered radio yesterday with the purchase of three 10-minute segments weekly on the Skitch Hen
(Continued on Page 4)

TV Station Gets Baby-Minded

Washington—A TV adaptation of the beautiful baby contest staged by newspapers and photographers these many years has finally landed in the category of "new programs" on WMAL-TV. Parents are invited to submit photos of babies under 4 years of age for consideration of judges at the stations. Babies selected will be introduced on television by Jackson Weaver each Friday at 7:30 p.m. A registered nurse will be in attendance to present the babies and watch over the mothers.

Swift & Co. Buys Gridiron Schedule

Swift & Company for their table-ready meat division have signed contracts to sponsor the University of Minnesota football games over KSTP, St. Paul, and the Northwest network, and are also eyeing other collegiate football skeds.

Contract for the Minnesota games on KSTP was negotiated through the J. Walter Thompson Agency. Jack Horner, the station's director
(Continued on Page 6)

Universities Bankroll New ABC Music Series

West Coast Bureau of RADIO DAILY
Hollywood — "Music of Today Festival," a series of 13 Sunday afternoon contemporary chamber music concerts, begins its summer season schedule over ABC, Sunday, July 9, 12:00 to 12:30 p.m., EDT. WJZ, New York, will not carry the program.

The opening program will feature
(Continued on Page 6)

Sponsors Seeking More Web Support

Increasing demands on network publicity and promotion departments by agencies and sponsors for exploitation of radio and TV shows have created a problem which is taxing the resourcefulness of the web publicists. RADIO DAILY learned yesterday.

Agency executives are stressing merchandising aspects of campaigns and asking co-operation both on the
(Continued on Page 8)

Assignment To Desmond To Handle CBS Football

Connie Desmond, perennial favorite baseball broadcaster for the Brooklyn Dodgers, has been signed by CBS to serve as commentator on the network's multiple method of radio football coverage next Fall.

Red Barber, CBS director of sports, who originated the "Football Roundup" in 1948, will devote his time to describing the CBS-TV cov.
(Continued on Page 6)

Web Newsmen On War Basis As Korea Situation Darkens

Reflecting the increasing awareness of the tense situation in the Far East, CBS yesterday disclosed that Edward R. Murrow, ace commentator for the network, will leave on Saturday, July 15th, for the Coast. Three days later he will leave from Seattle for Tokyo and thence on to Korea. At the same time CBS announced that correspondent Bill Downs, former network reporter in Europe, is leaving

to join Bill Costello in the Far East. With this set-up CBS expects to have complete coverage in the Far East.

Meanwhile, NBC has set up operations in the network's news rooms virtually on a wartime basis. One of the first steps taken was the reactivation of the "listening post" for monitoring of broadcasts from transmitters in the Pacific. Russia
(Continued on Page 3)

They Should Know Good From Bad, He Tells MSA

Boston—Children must be taught by their schools to select good TV programs and reject the bad, Commissioner Paul A. Walker of the FCC told the Massachusetts School of Art here yesterday. The Senior member of the FCC made a strong pitch for increased use of FM and TV by
(Continued on Page 2)

Korean Reds' Radio Hurts U. S.—Benton

Washington Bureau of RADIO DAILY
Washington — All Korea was blanketed with Soviet propaganda by a 50-kilowatt station in Pyongyang, Sen. William Benton of Connecticut told the Senate Foreign Affairs Committee yesterday. Testifying in behalf of his resolution for manifold expansion of the Voice of America and other propaganda activities by the Federal government,
(Continued on Page 4)

New Business Signed By ABC-TV Network

New business of an institutional nature was signed by ABC-TV this week.

Beginning Aug. 30, the Cigar Enjoyment Parade will sponsor a 5-
(Continued on Page 6)

Award For Harris

Alexander Harris, president of the Ronson Art Metal Works, sponsors of the "Twenty Questions" program over the Mutual Broadcasting System, will receive the Horatio Alger Award at a luncheon to be given at the Waldorf-Astoria, today. The presentation will be made to the general executive on behalf of the Radio and Colleges Association.

Distance Reception

June was a great month for TV set owners to lay claims to distant reception, on the basis of reports received by WKY-TV, Oklahoma City. Ernie Kohler reported his set picked up WKY-TV in Port Angeles, Wash., about 1,600 airline miles distant. The same day Mrs. David W. Lawson picked up WKY-TV in Jamestown, N. Y., 1,145 miles away.



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WEST COAST OFFICES

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

WASHINGTON BUREAU

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

SOUTHWEST BUREAU

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

ROME BUREAU

John Perdicari
Ludovisi 16

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

FINANCIAL

(July 5)

NEW YORK STOCK EXCHANGE

Table with columns: Stock Name, High, Low, Close, Net Chg.

WBCO Goes On Air

Bessemer, Ala.—A new station, WBCO, went on the air with a formal program featuring city officials and prominent local people. The owners and staff held open house between 2 and 5 p.m.

Owners are: J. E. Lanier, W. G. Petty, Jr., Crawford Bass and Jack Warden. Lewis Kendrick is program chairman and Jack Warden is chief engineer.

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.

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

Children Should Be Taught Program Judgment—Walker

(Continued from Page 1)

educators, then added a warning of the harmful effect of some video programming on youngsters.

"To place our children under the guidance of the schools a certain number of hours a day as a preparation for adulthood and citizenship and then permit them to be exposed without guidance to whatever flashes over the radio or on the television screen an equal length of time—or perhaps even longer—is certainly inconsistent," said Walker. Radio and TV, he said, are as important or more important than some of the standard academic subjects on school curricula so far as the educational impact is concerned.

Ask More Educational Activity

In renewing the call for educational activity in radio and TV, Walker struck at those who are waiting for further progress and development in the two fields. So far as FM is concerned, he said educators are wrong to wait for more sets to be on the market. "I think they should do their part to put programs on the air and give people an incentive to purchase FM sets."

Although more sets would make it easier for FM broadcasters, he observed that the public now has 5,500,000 FM receivers, with better and cheaper ones coming to the market.

As for TV, he said, the next few months will be crucial for educators. With the freeze period drawing to a close, he said, the Commission will have to map out its frequency allocations on the basis of the showings made by the various claimants for treatment.

Walker pointed out that there are 35 educational non-commercial AM operations on the air now, compared with 38 FM and nine more under construction. In addition, there are 21 low-power non-commercial educational FM operations on the air and 14 more under construction.

Walker called for a great expansion of educational broadcasting, urging state and regional educational nets, and even national nets devoted to child and adult education to "pool the finest educational

resources of our time for the benefit of all the nation." He said such networking can be done via FM at a cost within the reach of educators.

As for TV costs, Walker said:

"While I realize that this is an expensive business, this new medium has such important implications for education that a matter of expense should not be permitted to stand in the way of active participation on the part of education. Schools spend tremendous amounts of money for athletic stadiums and buildings to provide recreation to students and parents. Within recent years, enormous sums of money have been spent to provide new housing and laboratory facilities of all sorts. Where the need has been realized, the money has been obtained.

"For example I know of one state university that has spent more than 13 million dollars since the end of the war for new buildings on its campus. I know of another university that has spent more than two million for new laboratory and research facilities. In view of these facts, would it be too much for a university to spend \$250,000 to provide a television station? Think what such a station would mean in terms of adult education."

COMING and GOING

PAUL A. JENKINS, president and owner of KXO, mutual network affiliate in El Centro, Cal., is in town for conferences at the headquarters of the network.

ART DONEGAN, assistant publicity director of the American network, is back at his desk following a 10-day illness.

ERNEST A. MARX, general manager of the receiver sales division of Allen B. DuMont Laboratories, Inc., will attend the Music Merchants Show in Chicago next Monday through Thursday. With him will be WALTER L. STICKEL, national sales manager; HENRY R. GEYELIN, ad manager, and CALVIN ARFLECK, sales promotion manager.

HENRY P. BRISTOL, chairman of Bristol Myers, and MRS. BRISTOL, will arrive from Europe today aboard the Queen Mary.

ELAINE BEVERLY, featured singer on "Brund and Memory Time" over KDKA, Pittsburgh, and her husband, JOE MANN, announcer and entertainer, today will fly to Miami where they'll fill an engagement at the Martingale. They plan to be back in Pittsburgh July 17.

JACK PERLIS, radio and TV public relations consultant, has returned from a business trip to Detroit.

Guest Speakers At NAMM

Chicago—Maggy Fisher, producer of ABC's "Piano Playhouse," and ABC announcer, Milton Cross, are scheduled to be guest speakers at the annual meeting of the National Association of Music Merchants to be held at the Palmer House of July 10th.



"Tell me that radio-results story again!"

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

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

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

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, President • Represented by HEADLEY-REED

Web Korea Newsmen Placed On War Basis

(Continued from Page 1)
 from behind "Iron Curtain" countries.
 George Thomas Folster, NBC correspondent in Tokyo, has been supplying news from the heart of the action on a 24-hour basis. Network correspondents in other foreign capitals and news staffs in New York, Washington and San Francisco have been supplementing the reports from the Far East. Authorization as war correspondents has been requested by NBC for Leon Pearson and W. W. Chaplin. The latter saw extensive action in the last war. Mutual has had a man and wife (Jim, Walter and Edith Simmons) on the scene from the start. Walter Simmons is operating from Korea and Edith Simmons from Tokyo. The network has increased the number of its newscasts and expects to continue for the duration of the crisis.
 ABC, also, has put on extra news broadcasts and will continue to publish bulletins and special broadcasts. The network has been fully covered in the Far East since the fighting began.

Zenith Honors Distributors

Chicago—Zenith Radio Corporation has honored 23 wholesale distributors who have handled its products for periods ranging from 10 to 26 years. The dealers were awarded appropriate plaques and gold pins by Hugh Robertson, executive vice-president and treasurer of Zenith, at a banquet held in the Drake Hotel last week.

Goodman To Be Featured

Benny Goodman will be featured soloist on the Sunday, July 9th, broadcast of the NBC Symphony Orchestra at 8:30 p.m. United States Steel Corporation sponsors the orchestra as a summer replacement for its Theater Guild show.

AGENCY NEWSCAST

... personnel, sponsors and notes

ROSTER AND ORGANIZATION" issue of 1950, published by American Assn. of Adv. Agencies has now been issued. The new Roster lists 246 A.A.A.A. member agencies as of May 30, an increase of 7 over the 1949 listing. (Since May 30, membership has risen to 247, largest in the association's history.) The 246 member agencies listed operate 398 offices in 61 U. S. cities, and 53 offices in 26 foreign cities. New York City has most offices with 91; next in order are Chicago with 35, Los Angeles with 33 and San Francisco with 27.

BERT M. SARAZAN has been elected to the post of vice-president of Robert J. Enders Advertising Inc., of Washington, D. C. He will assume direction of publicity and sales promotion programs for the agency's clients.

DURENE ASSOCIATION OF AMERICA has appointed McCann-Erickson, Inc., as advertising agency. The association is an organization carrying on quality control and promotional work for nine member manufacturers of Durene mercerized cotton yarn.

HUGH W. HITCHCOCK, director of advertising and public relations of Packard Motor Car Co., has been elected a director of Advertising Research Foundation.

G. N. BEECHER, JR. and GEORGE HUMBERT have been elected vice-presidents of Kenyon & Eckhardt, Inc. Beecher joined K&E as an account executive in June, 1949. Humbert has been with the agency since November, 1943.

THE ADVERTISING COUNCIL soon will launch a nation-wide public information campaign to help reduce the loss of life and destruction of homes by fire. The request for advertising support came from the National Fire Protection Association, a non-profit engineering and educational society devoted solely to the fire problem. The campaign has been approved by both the Council's board of directors and its public policy committee. Erwin Wasey & Co., Inc. has volunteered to contribute the time and talents of its staff to prepare the advertising materials for the Home Fire Prevention campaign. D. W. Stewart, manager of advertising division, The Texas Co., has agreed to serve as volunteer campaign coordinator.

WARD V. EVANS, JR. has joined the staff of C. J. LaRoche and Company as a member of the merchandising department. He has been associated with Bauer & Black in Chicago for the past 2½ years, and prior to that was with Montgomery Ward.

THOMAS J. BERNARD appointed assistant director of public relations of the RCA Victor division of Radio Corp. of America. Previously, Bernard was manager of institutional promotion.

HENRY A. MATTOON, formerly vice-president of Compton Advertising, Inc., has joined Ruthrauff & Ryan, Inc., as vice-president and head of a copy group.

S. BEARDSLEY DOBBS, WALLACE W. ELTON, CHARLES A. RHEINSTROM and WINFIELD TAYLOR have been named vice-presidents of the J. Walter Thompson Company.

PHOENIX BROADCASTING, INC., announced Edward Petry & Company as new national representatives for KPHO. Petry also represents KPHO-TV.

JUNE HELMSTADTER, continuity director of WING, was elected secretary of the Dayton Advertising Club for the 1950-51 year. Ruth R. Krouse, merchandising consultant at WING, was elected to the DAC board of directors.

Code On War News Adopted By Industry

(Continued from Page 1)
 weekend. In defining the new Code, the Department of Defense issued a Far East Command statement. This statement follows:
 "General MacArthur does not desire to invoke censorship. He prefers that the press establish a voluntary code that will insure the security of operations and the safety of personnel. This will prevent detrimental information being made available to hostile forces. A true democratic press, it is believed, will accept the challenge.
 "Reports naming specific units, sizes, titles, places of landings, locations and troop movements should not be disclosed. Subordinate headquarters, units committed lower than the Eighth Army, Fifth Air Force, Twentieth Air Force and Seventh Fleet on any field locations are not mentioned.
 "Your co-operation is requested."

Named Station Manager

St. Petersburg, Fla.—Herbert T. Anderson has just been named station manager of WCLE. He has been active in Florida broadcasting since 1932 and was formerly v-p of WTSP.

The stars of today and tomorrow are

Yours for more Sales

... with the new era in

Thesaurus

Swing and Sway with Sammy Kaye



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!

recorded program services

Radio Corporation of America
 RCA Victor Division

120 East 23rd Street
 New York 10, N. Y.
 Chicago 2, Illinois

Mr. Time Buyer: Before you run off on your reactions, check your fall schedule against this!

BIGGEST RADIO BARGAIN IN THE U.S. TODAY!

15-MINUTE SPOTS ON 50,000 WATTS WNOE-NEW ORLEANS ONLY \$13.00 (360 TIME RATE) EACH

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Korean Reds' Radio Hurts U. S.—Benton

(Continued from Page 1)

Benton was joined by Generals George C. Marshall and Dwight Eisenhower, Secretary of State Dean Acheson and several others. To be heard today is Brig. Gen. David Sarnoff, RCA chairman.

Benton termed the Voice of America "a horse whisper" compared to the north Korean radio, and indicated that our failure to counter Soviet propaganda effectively is a prime factor in bringing about the present Korean situation. He said, for instance, that the south Korean broadcasting station could not generate more than three or four kilowatts and was no match for the north Korean.

Wants "Voice" Expanded

A five-fold expansion of the VOA is called for, Benton said. Thus far "we've sold the world everything from soap to Senator Byrd's apples. We've sold them our machines and our technology. We've sold them our movies, our music and our dentistry. We have sold them everything but the most important item of all—our spiritual heritage of freedom and our intense belief in it."

Now that the VOA has made at least a start, Benton said, "The Soviet decision to throw 200 to 250 transmitters into the task of jamming the Russian-language broadcasts of the VOA and the BBC is a backhanded tribute to their effectiveness."

N. Y. Central Buys Time On WNBC Morning Show

(Continued from Page 1)

erson early morning program on WNBC, New York. Harry Frier of Foote, Cone & Belding represented the railroad and Richard Close of spot sales closed the deal for the station.

Will Air Hoover Address

An address by Herbert Hoover at the dedication ceremonies of the William Allen White Memorial in Emporia, Kan., will be aired over the ABC network, Tuesday, July 11th, at 10 p.m.

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By SID WHITE

Man About Manhattan. . . !

● ● ● Jack Barry and Dan Enright would be mighty pleased if they could've overheard some of the Lambs Club citizens raving about their newest NBC Friday nite stanza, "Stars and Starters." Tribute from these hardened veterans of the footlights, radio and screen is praise indeed. This dep't continues to be astonished at the professional polish of the trio of teen-agers (and younger ones, too) that Barry digs up each week. And as long as the compliments are flying, Barry can take a nice bow, too, on the neat way he handles these juvenile Jack Bennys and kiddie Kate Smiths on the show—an aptitude he demonstrated so efficiently on his "Juvenile Jury" show, still one of the top stanzas around.

☆ ☆ ☆ ☆

● ● ● The director of the "Big Story" show and actress Peggy Nelson were not getting anywhere at the final dress. Peg just couldn't get herself to cry for the scene. The tears wouldn't come. And her weeping was the key scene in the plot. An urgent telephone message for her interrupted the proceedings. Peg excused herself, made a call, listened for a moment and then burst into a flood of happy tears. She had been tapped by the Theater Guild as the replacement for Joan Lorring in "Come Back, Little Sheba." P. S. The rehearsal was a tremendous success.

☆ ☆ ☆ ☆

● ● ● AROUND TOWN: Is Gulf Oil dropping the radio portion of "We the People?" . . . Lester Lewis Associates had a rush of business last week when they sold "H'wood Screen Test" to the Ironite Corp., and the Betty Furness show to Best Foods on TV—plus setting a radio deal for Don Cherry to appear on NBC three nites weekly starting this Sat. . . . Bill Bratter, one of the best-liked guys up at CBS, is leaving the business and Legal Dep't there to open his own law office, which will be known as Marshall, Bratter and Klein. Good luck, Wm. . . . Add versatile lads: Harry Sosnick, who directs the Columbia Symphony ork plus batoning the Robert Alda TV'er. . . . Nancy Osgood, Washington's top femme gabber, will be in town the week of July 10th. This will be the New York Dress Institute's 15th Annual Press Week and Nancy has lined up some of the world's leading fashion designers for her stanza. . . . Morton Downey's protege, Andy Roberts, is now being heard as the vocal star on "B'way Open House" over WNBC Monday and Wednesday nites at 11. Wouldn't surprise us none if the films grabbed up the handsome baritone. . . . It's a girl for the Bob Sloanes. (Pop is narrator on "Big Story"). . . . TV rights to "Sherlock Holmes" have been acquired by Dryer & Weenolsen Prod., Inc.

☆ ☆ ☆ ☆

● ● ● BROADWAY STREET-SEEN: Albert Dekker bucking a sudden gust of wind at Duffy Sq., looking like a member of the Foreign Legion suddenly caught in a sand storm. . . . The Pimms Cup set at the Hotel Edison Arena, making Basil Rathbone, appearing there in "Julius Caesar," nostalgic for Picadilly Circus. . . . Mary Martin bowing gracefully to the throngs who nitely wait for her exit from the Majestic Theater stage door, a ritual she never misses. . . . Kenny Delmar confounding a Lindy waiter by ordering Texas blintzes and finally settling for some good, old-fashioned herring. . . . Ralph Bellamy looking on with professional interest as he observes a detective arrest a pick-pocket in front of the Criterion Theater. . . . The depressing silence which swept over the Sardi after-theater diners when word was received that Jane Cowl had just died on the coast. . . . Bert Parks, the Telephone's Best Friend, ironically unable to find an empty phone booth in practically all of Radio City.

☆ ☆ ☆ ☆

Expect No Repetition Of Call For TV Tax

Washington Bureau of RADIO DAILY
Washington — Renewal of the Treasury's call for a 10 per cent manufacturers' tax on TV receivers was not thought likely here after Secretary of the Treasury Snyder told the Senate Finance Committee yesterday the administration still liked its proposals of last winter for excise tax revision. The bill passed by the House last week does not include a tax on TV receivers although the tax on radios is not touched.

The House committee showed no disposition at any time to extend the levy to TV, and it is not thought likely that the Administration will put heavy pressure on the Senate body for the tax—which it is estimated would yield about \$40 million annually. Reasoning here is that Congress could not be expected to add a new tax if there is no war, but that if there is a war TV set production will come to an end anyhow so there will be no loss.

Shifting Sponsorship

Norwich Pharmacal Company will shift its radio sponsorship from the "Fat Man" to "Modern Romances," also an ABC program, it was announced. Norwich sponsorship of the "Fat Man" will end with the broadcast of August 4, and will begin August 8 on "Modern Romances." Products are Pepto-Bismol, Unguentine and Zemaacol.

Will Produce New Series

Abe Lyman, producer of Jewish programs on WBNX, has been signed to produce 10 fifteen-minute programs per week for 52 weeks by the Mount Clemens Spa King Mineral Water. Programs are audience participation and will be taped by Lyman and associates in grocery stores through the Metropolitan area of New York.

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WHO'S WHO
of legitimate
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Informative Listings and Advertisements*

11th Annual

“SHOWS”

Edition 1950-51

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FRIDAY, AUGUST 18th

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of over*

1000 Radio and TV Shows alphabetically classified

*It's must reference reading for the whole
radio and TV industry. A complete catalogue
of new ideas in radio and TV programming.*

ADVERTISING FORMS CLOSE AUGUST 10th

Swift & Co. Buys Football Schedule

(Continued from Page 1)

of sports, will handle play-by-play and the first game to be broadcast will be Minnesota vs. Washington, which will be played at Seattle.

Swift is reported to be among several sponsors bidding for college football games in the middle west. It is expected that the demand for commercial radio sponsorship of football games will be greater this year because the Big Ten has placed a ban on day-and-date television coverage of their games.

New Business Signed By ABC-TV Network

(Continued from Page 1)

minute "Wrestling Interviews from Ringside" show over 15 stations of the ABC-TV network. The program will be aired at the conclusion of the Wednesday night wrestling bouts from Chicago's Rainbo Arena. The contract, for 13 weeks, was placed through Wesley Associates of New York.

The Alleghany Ludlum Corporation of Pittsburgh has bought the Sunday, July 9th, 7 to 7:30 p.m., period over the full ABC-TV network to present a special film, "The Fifth Freedom," depicting the growth of the steel industry. The agency is Walker & Downing of Pittsburgh.

Lux Radio Theater Leads In Cincinnati

Lux Radio Theater and Arthur Godfrey's Talent Scouts continue to hold 1st and 2nd place, respectively, in The Pulse's evening top ten program ratings for Cincinnati, the weeks of May 1-7 and June 1-7.

Baseball appeared in the top ten lists for the first time this season recording 7th place among evening shows and 1st among week-end broadcasts.

Cincinnati's top ten evening programs as surveyed by The Pulse includes Bob Hope in 3rd place, Mr. District Attorney, 4th, Great Gildersleeve, 5th, My Friend Irma, 6th, Break the Bank, 8th, The Fat Man, 9th and Mr. Keen, 10th.

Arthur Godfrey's morning show led the Daytime, multi-weekly programs, followed by News (McCarthy, 11 a.m.), Judy & Jane, Young Widder Brown, Lorenzo Jones, Grand Slam, Road of Life, When a Girl Marries, Breakfast Club, Pepper Young's Family and My True Story.

WANTED

Studio Technical Director, presently employed by major network station, on consultant basis with private trade school. Send complete background details, first letter.

Box No. 147, RADIO DAILY
1501 Broadway, New York 18, N. Y.

COAST-TO-COAST

Three More Join WAVZ Staff

New Haven, Conn.—Recent additions to the staff of WAVZ include Richard P. Petty, announcer previously with WLBR in Lebanon, Pa. and WFRO, Fremont, Ohio; Robert W. Resnick, salesman, formerly with the Shaw-Shon Advertising Agency and Parents' Magazine, and Nicholas Rabecki, Jr., salesman, recent graduate of Yale.

Cerebral Palsy Broadcast

Mobile, Ala.—A recent morning benefit show at the Saenger Theater for the Cerebral Palsy Fund Drive, featuring radio and screen personalities, quizzes, prizes, surprises, and a big jamboree directed by Chairman John McKenna, was broadcast by WKAB. Over-all tax free admission to the show was 25 cents and all proceeds went to the drive. Show began at 9:30 a.m. and lasted two hours.

Joins WXGI Continuity Dept.

Richmond, Va. — Carl Barefoot, graduate of the University of Richmond, has joined the WXGI Continuity Department. In his new capacity, Carl works with continuity director Joe Guidi.

To Sponsor "Happy Days"

Eau Claire, Wis.—Bob Froemming, program director, is now doing a daily half-hour show on WRBW called "Happy Days" sponsored by the LaCrosse Breweries, Inc. La Crosse is the brewer of "Peerlees Beer."

Lyda Flanders To Address AHEA

Worcester, Mass.—Lyda Flanders, director of WTAG (and FM)'s five-a-week "Modern Kitchen" airtel, will address the American Home Economics Association in Boston, July 10th. The occasion will be a pre-convention meeting of the home economics and business group of the National AHEA. During Lyda's absence, WTAG's Sally Pratt will substitute on the "Modern Kitchen" program. Sally will slant the program to new homemakers, with the idea of getting them for new and permanent listeners.

Little League Gets Sponsor

Houston, Tex. — The Continental Oil Company began sponsorship of the play-by-play broadcasts of Little League Baseball on KCOH. Believed to be the first time that Little League games have been broadcast play-by-play on a daily basis, this series has won commendation from educators, social welfare agencies, and public officials as one of the finest steps yet taken towards the prevention of juvenile delinquency. The Little League was organized and is underwritten by local businesses as a method of combatting juvenile delinquency.

New Project For Kids Fund

Washington, D. C.—WWDC and WTTG sportscaster Bob Wolff has authored a new publication called the "Bob Wolff Official Scorebook" and is donating all royalties to the Boys Clubs and the Junior Police and Citizens Corps of this city. The book, launched after the baseball season started, was delayed twice because Washington Senators trade deals caused changes in the Nats' squad roster and the pictures of the players. The publication now includes statistical information on all but the latest additions to the Nats. In addition to scoring forms, pictures and numbers of the players, the book includes the scoring rules and an explanation by Wolff of the fundamentals of keeping score.

WEEL Engineer Turns Laundryman

Boston, Mass.—Kilburn E. Culley, WEEL studio engineer has found Lakeport, New Hampshire, such a pleasant summer place that he has opened a half-hour laundry there. He operates the laundry on week-ends.

To Air Safety Series

Stamford, Conn. — "Let's Live," WSTC and WSTC-FM prize winning safety series, will be broadcast Monday through Friday at 4:05 p.m. during the months of July and August. The series will feature city and state officials and prominent personalities in talks on safety. "Let's Live" received an award from the National Safety Council for programs last summer. In conjunction with these series, WSTC will inaugurate a campaign against jay-walking, with the cooperation of city officials and boy and girl scout organizations. The scouts will take up posts at busy intersections to warn residents not to cross against signals.

Theater-TV Installed In Big Canada House

Montreal—Famous Players Canadian Corporation has installed Paramount Theater kino television equipment in Canada's largest cinema, the Imperial, Toronto. John J. Fitzgibbon, president and managing director, has disclosed.

"This equipment is now ready for operation in the presentation of full-screen telecasts of special events" Fitzgibbon said, and added: "In addition, Famous Players has in operation one of the few complete mobile television units on the continent and the only one of its kind in Canada. We have a group of technicians being trained in the handling of this equipment."

He also announced that Famous Players has an application for a television station license before CBC.

Universities Sponsor New ABC Music Series

(Continued from Page 1)

a talk on modern music by Virgil Thompson, speaking from ABC's New York studios. Featured on the program will be Roger Wagner Cherele's rendition of Aaron Copeland's "In The Beginning" with Janice Moudry as soloist. The program is produced by Columbia University, Pepperdine College of Los Angeles and the University of California.

Assignment To Desmond To Handle CBS Football

(Continued from Page 1)

erage of Army, Navy and Columbia games during the 1950 season.

Desmond, on "Football Roundup," will handle upwards of 20 major football games via direct pickup or by special telephoned news and special wire reports. He will operate from CBS headquarters in New York.



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the opening of a new
cinescope studio organization,
prepared to give you—the advertising agency
and the tv package producer—a half-hour production
video recording: complete with studios, cameras
and all necessary equipment, experienced, professional
engineers, scenery, lights, even a director . . .
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TELEVISION DAILY

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

SUGGESTED ANTENNA RULES HIT

TELE TOPICS

ON GODDARD proved to be an excellent vacation replacement for John Cameron Swayze on NBC's "Watch the World" Sunday night . . . Goddard combined the authoritativeness of a veteran newspaper with expression and poise which gave dramatic quality to the film news shots on the Korean war and other world events.

ALLET THEATER will be presented for the third time over NBC-TV on July (9-10 p.m., EDT) . . . Perry Como catch-hitting for Ed Sullivan Sunday night emcee of CBS-TV's "Toast of the Town" . . . WOAI-TV, San Antonio, has issued rate card No. 3, an increase of per cent in all time classes. . . July figures on TV sets in operation in the TV coverage area of Charlotte, N. C., reveal 17,331 sets in use, an increase of 708 in the past month. . . Ohio State University Research Foundation has set up fund for the study of TV's impact on sales and family life. Dr. Kenneth Dameron, professor, will conduct the prolonged study.

The "Susan Adams Kitchen" show (DuMont, 1:30 p.m.) begins its Summer run for Show Crop today. . . Male TV performers at NBC are predicted to have considerable influence on future men's fashions now that the web has established "Clothes Bank" for all TV shows. . . DuMont's "The Plainclothesman" is following the web's new policy of "timeliness" tonight by having a story built around a murder in a ball park, similar to the July real-life incident at the Polo Grounds.

THE TAB FOR A half-hour tele vehicle starring Art Linkletter has been picked at ABC-TV by the Green Giant Co. (canned foods) to commence Oct. 6 in the 8:30-8:30 p.m. slot; a 52-week contract. . . An animated cartoon titled "Crusader Rabbit" will be televised three-times weekly (6:00 p.m.) by KNBH, Los Angeles, of July 15. Bankroller for the package "Friskies Dog Food, Effective Aug. 15th, the show will be extended to five times weekly. . . Several new CBS-TV shows will be filmed or kinescoped in the next few weeks. One will star John Littel in a program titled "State's Attorney"—another titled "Let's Talk Hollywood" features a line of movie celebs. CBS-TV is also reported to have a deal with Pine & Thomas to collab in shooting an adventure melodrama series. . . U. S. Brewing Co. has picked up a heavy tab at WENR-TV, Chicago, for two shows: a sports quiz show Tuesdays (8-8:15 p.m.) and "Stranger than Fiction" on Saturdays 8:45-9:00 p.m., CDT—both run for 13 weeks, the former starts July 18, the latter July 23. . . Bunnion Hudson Motors will back quarter-hour musical variety, as yet un-pled, on WENR-TV late Sat. afternoons, commencing July 7, for 52 weeks.

Two Trade Showings Today

Two important TV trade showings fall day-and-date today when RCA Victor and the Allen B. DuMont Labs unveil their new television receivers to the press and trade. RCA's line will be on display at the Barbizon-Plaza at 2 p.m. and DuMont will open their showing at the Hotel Pierre Roof Garden at 1 p.m. Top brass from both companies are slated to be on hand to help launch the new lines.

Radio-TV Dealers Support Clinic Plans

(Continued from Page 1)
of the R-TMA's Town Meetings committee.

Organization meetings, preliminary to the Town Meetings, currently are being held in all 60 cities. Reports from 11 cities, where meetings with distributors have already been held, indicate an almost universal acceptance of program, Ehle said.

The Town Meetings of Television Dealers, financed and sponsored by 17 leading TV manufacturers and the R-TMA, will be held during the months of August, September and October. At the meetings, dealers will be shown slide-films designed to help them re-examine their sales, merchandise, business-management and service practices.

In addition to distributors cooperating at local levels, Ehle declared that committee representatives are finding TV networks, stations, electrical associations and public utilities to be extremely cooperative.

New TV Series

A new Charles Irving production, "The Detective's Wife," a comedy-mystery by Milton Lewis starring Lynn Bari and Donald Curtis, will make its first appearance on CBS-TV at 8:30 p.m. Friday, July 7th, replacing "Man Against Crime." The program is a package owned by Television Production Associates.

Press-Time Paragraphs

White Gets CBS Promotion

Henry S. White, former associate director of CBS-TV programs, yesterday was named business manager, network programs for CBS radio and television. White's appointment creates a new post in the web's network organization and is in line with the network's expansion plans. James M. Seward, vice-president in charge of business affairs, said.

Maeve Southgate Leaves NBC

Maeve Southgate, story editor for NBC-TV is leaving the network to enter the free lance field as consultant to sponsors of dramatic TV programs. Formerly with Paramount, Miss Southgate has been with NBC for the past year. During that time she has selected scripts for "Lights Out," "The Clock," "Chevrolet Tele-Theater," and "Cameo Theater."

Industry Interests Seek To Meet With FCC

Washington Bureau of RADIO DAILY

Washington — Because the FCC proposed new rules regarding the construction, marking and lighting of antenna towers "are at best disconcerting" to the TV industry, TBA yesterday asked the Commission for an informal conference to go over them. In addition, it suggested several specific technical changes, as did a number of other interested parties.

Danger of the new proposals is that they might become standards which must be met in each instance, rather than mere criteria from which individual variation can be permitted, the Commission was told. This might mean that TV stations will be so restricted in their antenna construction that they cannot provide the minimum coverage the Commission requires, according to WCSH, Portland, Me., and WLWL, New Orleans.

Exceed Law, Is Claim

They charged that the proposals go beyond the Communications Act in that they refer to considerations of an aeronautical nature not included in the Communications Act and in that there is contemplated a reliance upon the judgment of people not in the FCC by FCC engineers in seeking to rule upon engineering matters.

The FCC Bar Association was puzzled about the weight the new proposal would have, and wants more information, while NAB is concerned that it not be clearly understood the proposals are not binding in all circumstances. RCA Communications had the same idea.

Western Union and the U. S. independent telephone association found the proposals too restrictive, especially when applied to small airfields and the Air Transport Association found them not restrictive enough.

CBS offered technical improvements.

TV Statistics

Total number of TV stations in the United States as of June 1st, 1950 was 105, according to NBC. The network releases TV reports on a monthly basis.

As of the same date NBC reports that there are 5,214,000 TV sets in operation, a 10% increase over the new high.

Baseball Broadcasts Hypo Indie Listening

Network stations suffered their usual pre-summer decline in May-June, while the indies, particularly the baseball stations gained in total audience in Boston, according to ratings released by The Pulse, Inc., late last week.

Godfrey's Talent Scouts supplanted the vacationing Jack Benny in the No. 1 spot among evening programs. Baseball headed the week-end list with Sunday games No. 1 and Saturday games No. 2.

In Philadelphia, The Pulse, reporting for the same May-June period, shows that the average quarter sets-in-use figure continued to climb despite normal losses expected. Four of the leading evening shows for March-April departed and were replaced in the First Ten by Suspense, Mr. Keen, FBI in Peace and War and Hollywood Playhouse. Weekend baseball games took 1st, 2nd, 4th and 5th places among leading week-end daytime programs.

Richmond, Va. Pulse rating show Godfrey's Talent Scouts in 1st place followed by Hollywood Playhouse and Lux Radio Theater. Daytime list was headed by Helen Trent in the May-June period, with Ma Perkins and Our Gal Sunday following in that order.

New Business At ZIV

John L. Sinn, president of Ziv Television Programs, Inc., has announced the following sales of Ziv programs:

"Yesterday's Newsreel": to WOC-TV, Davenport, Iowa; to Whalley Motors, Inc., De Sota dealers, for WNHC-TV, New Haven, Conn.; to Brondes Motor Sales, Studebaker dealers, for WSPD-TV, Toledo, Ohio; to Kingbury Breweries, for WTMJ-TV, Milwaukee, Wisc.; to Pancake Realty, for WSAZ-TV, Huntington, W. Va.; to WABD, New York. "Sports Album": to Samuel Taubman & Co., for WCAU-TV, Philadelphia, Pa.; to Harold Forman Clothing Co., for WHAM-TV, Rochester, N. Y.; to Citics Service, for WNHC-TV, New Haven, Conn.

Western Films: to WLW-T, Cincinnati, Ohio; to WLW-D, Dayton, Ohio; to WLW-C, Columbus, Ohio; to WNBW-TV, Washington, D. C.; to WMCT, Memphis, Tenn.; to WABD, New York.

Feature Films: to WABD, New York; to WBRC-TV, Birmingham, Ala.; to WGN-TV, Chicago, Ill.; to KFI-TV, Los Angeles, Cal.; to WATV, Newark, N. J.; to WNBW, Washington, D. C.

Special Guests

Radio, stage and screen personalities who are appearing at summer theaters on the Straw Hat Circuit on Long Island will be featured in a special weekly, 15-minute interview over WHLI and WHLI-FM, Hempstead, L. I., beginning on July 6th, at 2:45 p.m.

NETWORK SONG FAVORITES

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

Survey Week of June 23-29, 1950

TITLE	PUBLISHER
Are You Lonesome Tonight.....	Bourne
Ask Me No Questions.....	Witmark
Bewitched.....	Chappell
C'est Si Bon.....	Leeds
Count Every Star.....	Paxton
Cry, Cry, Cry.....	Advanced
Darn It Baby That's Love.....	Chappell
Dearie.....	Laurel
Down The Lane.....	Broadcast Music
Drifting Down The Dreamy Old Ohio.....	E. H. Morris
Gone Fishin'.....	Feist
Home Cookin'.....	Famous
Hoop-Dee-Do.....	E. H. Morris
I Didn't Know What Time It Was.....	Chappell
I Didn't Slip I Wasn't Pushed I Fell.....	Remick
I Don't Care If The Sun Don't Shine.....	Famous
I Still Get A Thrill.....	Words & Music
I Wanna Be Loved.....	Supreme
If I Knew You Were Coming.....	Robert
If You Were Only Mine.....	Robbins
I'm Gonna Paper All My Walls With Your Love Letters.....	Goday
La Vie En Rose.....	Harms
Mambo Jambo.....	Peer
Monica Lisa.....	Paramount
My Foolish Heart.....	Santly-Joy
Old Piano Roll Blues.....	Leeds
Play A Simple Melody.....	Berlin
Sam's Song.....	Sam Weiss
Sentimental Me.....	Knickerbocker
Sometime.....	Witmark
Stay With The Happy People.....	E. H. Morris
Third Man Theme.....	Chappell

Second Group

TITLE	PUBLISHER
A Little Bit Independent.....	Bregman-Vocco-Conn
A-Razz-A-Ma-Tazz.....	J. J. Robbins & Sons
Buffalo Billy.....	Laurel
Daddy's Little Girl.....	Beacon
Don't Say Goodbye.....	Mellin
Enjoy Yourself.....	E. H. Morris
I Do Better Up In The Mountains.....	Broadway
If I Had A Magic Carpet.....	Shapiro-Bernstein
I'm Bashful.....	Santly-Joy
In The Valley Of Golden Dreams.....	Beacon
Little Liza Lou.....	Jewel
Lonesomest Whistle.....	Dorsey
No Other Love.....	Walt Disney
On An Ordinary Morning.....	Remick
Picnic Song.....	Chappell
Rain.....	Miller
Rosos.....	Hill & Range
Stars Aro The Windows Of Heaven.....	Pickwick
Tondorly.....	E. H. Morris
Thanks Mr. Florist.....	Mills
Tonight.....	Miller
Where Aro You Gonna Be When The Moon Shines.....	Lombardo
Where In The World.....	Oxford
Willholmlna.....	Feist

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Public Service Series Set For WBBM, Chi.

Chicago—An innovation in public service programming will be launched on WBBM, Chicago outlet for CBS, next Sunday, when "Extension 319," a program designed to answer the listeners questions on radio and television will be presented.

The 15-minute program will be based on telephone inquiries received by the WBBM public relations department from day to day. The answers will cover the development of radio from the time of ear phones and crystal sets to present day network operation. They will also include explanations about the present status of TV and the prospects of color.

Dave Moore, WBBM director of public relations, will be heard on "Extension 319." Other members of the station staff will participate from time to time.

Sponsors Are Seeking More Network Support

(Continued from Page 1)

local station level for more extensive tieups. They are also endeavoring to get more free station break announcements that will either focus attention on the sponsor of product.

The demands are said to be working a hardship on the press and promotion departments of the webs because of limited staffs and operational budgets coupled with the vacation-time drop off in personnel.

Gets Army Award

WONS, Hartford, Conn., was among seven Central Connecticut radio stations to receive army awards from the recruiting service at John Cooke's Restaurant, Plainville, Conn., this week. The awards were for time donated in broadcasting and recruiting service program "Voice of the Army." WONS news and special events director Mill Berkowitz accepted the certificate for his station.

Discuss L. I. Defense

Hempstead—Assurance that Long Islanders have "the best type of defense that we can provide," was given by Major Charles P. Christie, of the First Air Force during a broadcast over WHLI and WHLI-FM when the Korean situation first broke. Major Christie was given air time to refute a widespread rumor that Long Island's defenses were open and vulnerable to air attack.

Thought for Today

A ROOM without books is as a body without a soul.

—CICERO.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 52, NO. 4

NEW YORK, FRIDAY, JULY 7, 1950

TEN CENTS

\$200 MILLION GOV'T OUTLAY PROPOSED

Trade Previews New Lines Of TV Receivers

Bigger Pictures, Less Parts In New TV Sets

Two major manufacturers of television receivers gave advance showings of their new models in New York yesterday with emphasis on lower prices and larger sized direct view picture tubes.

The Allen B. DuMont Laboratories displaying their new line on the roof garden of the

(Continued on Page 7)

Mayor's TV Week Linked With Trade

It was revealed yesterday at RCA's trade showing of their new line of TV receivers that Mayor O'Dwyer's "Television Week" scheduled for July 16 to 23 falls day-and-date with the week's public showing of the new line of TV receivers.

In making the announcement, J. O. Kaye, vice-president in charge

(Continued on Page 7)

RCA Completes Plans For Financing Sales

Camden, N. J.—A deal to finance sales of RCA Victor products from distributors to dealers and to underwrite time payment sales by dealers to consumers has been arranged by RCA Victor Division of

(Continued on Page 6)

Remote Control

Louisville—In order to maintain constant surveillance over her newly adopted 9-week-old daughter, Wendy Jan, Ann Hubert, pilot of WAVE's "A Woman's Way," has a special inter-communications system installed in her home by WAVE engineer Art Stevens. The Hubert network is between baby Wendy's bedroom and other rooms in the apartment.

Walking Bulletins On Korean War

Akron, Ohio—WCUE, local independent station, employed the walking bulletin board technique to give downtown shoppers in Akron the latest bulletins on the Korean war yesterday. Station representatives bearing one-sheet sandwich type signs walked through the business district and stopped whenever shoppers gathered to read the news. The bulletins bore credit signs which read: "Courtesy of WCUE News Room and United Press." The service will be continued throughout the emergency.

NAB Lists Regionals For Summer, Fall Elect Father Murphy Chairman Of The CBA

Washington Bureau of RADIO DAILY
Washington—With the first session slated for Seattle August 14, NAB yesterday announced its schedule of district meetings for the Summer and Fall. They end in Williamsburg, Va., Nov. 2 and 3.

Plans for sessions in only one district—the 16th—have not been completed. Discussions are in progress looking toward combining this district, comprising Southern California, Arizona, and four Nevada

(Continued on Page 4)

Philip Morris Buys Spots On ABC-Owned Stations

Philip Morris and Company, Ltd., has just launched a comprehensive and intensive spot campaign over ABC's owned and operated stations, according to an announcement made yesterday by Murray Grabhorn, v.p. in charge of the network's o and o's.

The campaign, on behalf of

(Continued on Page 4)

St. Louis—The Rev. Eugene P. Murphy, S.J., director of the Sacred Heart program, was elected chairman of the Catholic Broadcasters Association at the closing session of the three-day convention at St. Louis University. Father Murphy succeeds the Rev. Patrick J. Peyton, CSC, producer of the Family Theater, who has been named a board member and director at large.

Other officers named by the board include: vice chairman, Rev. Ter-

(Continued on Page 3)

"T. Or C." Overseas Show Cancelled By War Scare

Ralph Edwards' "Truth or Consequences" show, scheduled to leave today by air for a tour of Army bases in Germany, was abruptly cancelled yesterday, it was announced by CBS. The 14 members of the troupe who had flown in from California yesterday afternoon were

(Continued on Page 2)

Gen. Sarnoff Asks Expansion For 'Voice' Radio

Washington Bureau of RADIO DAILY

Washington—A \$200 million outlay with running expenses of about \$50 million per year to sell America, American ideals and America's purpose in world affairs was urged upon the Senate Foreign Relations Committee yesterday by Brig. General David Sarnoff, RCA board

(Continued on Page 3)

CBS Signs Contract With IBEW Group

A one-year contract agreement was signed late last Friday (June 30) between the Columbia Broadcasting System and the International Brotherhood of Electrical Workers, which staged a 3-day strike against the radio and TV network last month.

The new pact settled various differences between the union and

(Continued on Page 2)

West Coast Developer Buys 607 TV Receivers

Oakland, Calif.—In a single sale, 607 Westinghouse TV receivers were bought by the T. R. Bechtel Co. real estate developers, yesterday. The sets will be installed in homes

(Continued on Page 2)

Radio's Relation To TV Subject Of New Survey

Philadelphia—"Facts and Focus," qualitative study of radio and TV listening in Philadelphia has just been released by Singlinger & Company, Inc. The continuing study covers the period from September, 1948, to February, 1950, and analyzes the impact of radio and TV listening in the Philadelphia area.

Highlighting the report, and contrary to the published findings of many other research organizations,

is the fact that the Singlinger study shows that TV is not killing off radio. While TV set ownership increased from 85,000 homes in April, 1949, to 160,000 in February, 1950, and the number of viewing minutes increased 123 per cent, the total number of minutes devoted to radio in the same period decreased only 19 per cent in Philadelphia.

Using the Radox method, an elec-

(Continued on Page 4)

Radio Still Tops

Nationally, among some 40,700,000 homes, radio accounts for about 88 per cent of total hours of listening and viewing during the entire day. During April, 1950, combined hours of radio and TV usage in U. S. radio homes, totaled 4 hours and 47 minutes per day, according to a recent statement by the A. C. Nielsen Company.

RADIO DAILY



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CHICAGO BUREAU
Ginny Evans, Manager
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Phone: Franklin 2-8630

SOUTHWEST BUREAU
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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

(July 6)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
ABC	11 1/8	11	11	—
Admiral Corp.	29 3/4	29 1/4	29 1/4	— 3/8
Am. Tel. & Tel.	152 1/2	151 1/2	151 1/2	— 1/2
CBS A	28 3/4	28 1/8	28 1/8	— 5/8
CBS B	28 1/4	28	28	— 3/4
Philco	42 3/4	42 1/2	42 1/2	—
Philco Pfd.	90	90	90	+ 2
RCA Common	18 5/8	18 1/4	18 3/8	+ 1/8
RCA First Pfd.	76	76	76	+ 1/2
Stewart Warner	15 1/8	14 7/8	15 1/8	+ 3/8
Zenith Radio	55 1/4	54 1/4	54 7/8	—
NEW YORK CURB EXCHANGE				
Nat. Union Radio	3 7/8	3 3/8	3 3/8	— 1/8
OVER THE COUNTER				
	Bid	Asked		
Du Mont Lab.	19 3/4	20 3/4		
Stromberg-Carlson	12 1/2	14		

CBS Signs Contract With IBEW Group

(Continued from Page 1) network over working conditions and called for a general weekly wage increase of \$6.75, it was reported by J. R. Mandelbaum of the Federal Mediation and Conciliation Service. The contract will expire May 26, 1951.

THE ONLY STATION THAT ACTUALLY DELIVERS COMPREHENSIVE COVERAGE OF THE NATION'S FASTEST-GROWING MARKET

KGW PORTLAND OREGON

AFFILIATED WITH NBC REPRESENTED NATIONALLY BY EDWARD PERRY & CO.

★ COMING AND GOING ★

JOSEPH H. McCONNELL, president of NBC, and SYDNEY H. EIGES, vice-president of the web in charge of press, are at Myrtle Beach, S. C., where today McConnell will address the members of the South Carolina Broadcasters Association.

KEITH BYERLY, general sales manager of WBT, Charlotte, N. C., is back at the station following a week spent in New York on business.

HARPER CARRAINE, assistant director of research at CBS, has left town in search of vocational tranquility. He'll be away for two weeks.

GEORGE HARTFORD, sales manager of WTOP, Washington, D. C., who was in New York early this week on business, has returned to the station.

EDMUND CHESTER, Columbia network's director of news, is back at his desk after having spent two weeks on his orange grove at Mt. Dora, Fla.

DON MILLER, sales manager of WCBS, who has been sojourning for the past three weeks at West Port, Conn., is expected back in town on Monday.

EARL WRIGHTSON, baritone on the Paul Whiteman show over ABC, on the 18th of this month will go to Milwaukee for a spell of summer theater work, after which he'll go on to Hollywood, where he'll spend the remainder of the vacation season.

HOWARD KLARMAN, publicity and promotion director for WMCA, on Saturday will leave for a three-week vacation in Hollywood.

HAROLD STEIN, radio and TV photographer extraordinaire, will spend next week at Lake Tarleton, N. H., where at the "7 Arts Festival" he'll discuss "The Camera Angle on TV." Accompanied by MRS. STEIN, he'll also do some angling in the water of the lake. While at the resort, they'll say hello to BOB COLEMAN, dramatic critic of the N. Y. Daily Mirror.

RICHARD H. ROFFMAN, whose "Adventure in Jobs" has been heard in the past on WNEW, has left for the West Coast to confer on radio plans for the introduction of a new powdered lemon concentrate.

HERMAN JAFFE, printer and civic leader, is in Boston for radio appearances to further his two pet projects—the proposed Ben Franklin World's Fair for 1956 and the Committee for a Statue of Liberty in Haifa Harbor, Israel.

JANE TIFFANY WAGNER, supervisor of education at NBC, off to Boston to address the members of the American Home Economics Association on "The Future of Home Economics in Television, As I See It." The meeting will be held at the Copley Plaza from July 8 to 13. Miss Wagner is national public relations vice-chairman of AHEA.

IREENE WICKER, the "Singing Lady" on ABC-TV, sponsored by the Kellogg Co. of Battle Creek, Mich., will leave next month for a vacation in Italy, where she'll get some travel films for use on her juvenile TV program.

MILTON BURGH, director of news for the Mutual network, is back on the job following three weeks in Colorado.

"T. Or C." Overseas Show Cancelled By War Scare

(Continued from Page 1) told of the change in plans upon arrival in New York. Reason for the cancellation was given as the lack of Military Air Transport from here to Germany.

Heads Chicago Office
Miss Ginny Evans, widely known in Chicago as a radio and TV writer succeeds Herb Kraus as manager of the Chicago office of RADIO DAILY. Miss Evans will office in suite 419, 333 North Michigan Avenue. The telephone number is Franklin 2-8630-1.

West Coast Developer Buys 607 TV Receivers

(Continued from Page 1) in "Tareyton Village," their newest local residential development. Units of the new 12 1/2" sets will be delivered in August. The sale was made by W. E. Wickliffe, head of Wick's Electrical Living Shop, Berkeley, Calif.

WMGM To Honor Daley
Arthur Daley, sports columnist for the New York Times, will receive the WMGM press box award for outstanding sports journalism during the Saturday, July 8th, broadcast, from 1 to 1:30 p.m.

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

50,000 WATTS
in the middle of the dial
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CKLW
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Does your treasurer ever look like this? Does your treasurer ever say things like this? He's the man to tell you how well your advertising dollar is being spent.

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

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

FM AM

W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Gen. Sarnoff Calls For Gov't Fund To 'Sell' American Ideals To World

Elect Father Murphy Chairman Of The CBA

(Continued from Page 1)

(Continued from Page 1)
 Chairman. Recalling that he has been advocating such international broadcasts for 12 years, since he first brought the idea to the late President Roosevelt, Sarnoff said the Voice of America would be essential even were there no problem of Russian opposition.
 He tabled TV as an important factor in international information at this time, although holding that eventually it is likely the sight-sound combination will prove many times more effective in international relations than any possible impact of sound broadcast alone. He said TV programming will be three to five times as expensive as sound programming.

New Plan Considered

In the meantime, Assistant Secretary of State Edward Barrett revealed that a detailed plan for the manifold expansion of government counter-propaganda activity is now on the desk of President Truman. He cannot discuss it until it has been cleared by the White House and the Budget Bureau, he said, but it is reliably reported that it calls for vast increases in government buying of broadcast equipment and personnel.

Sarnoff assured the committee also it need have no fear that the broadcast industry will object if the

government does proceed with the stepped up international program he advocates. Certainly his company will support such a program, he said—and he believes the rest of the industry will.

U. S. Programming Lags

Sarnoff reported that the United States now lags far behind Russia, Britain and France in the volume and coverage of its international broadcasting. Russia holds first place, he said, with 832 program hours weekly by Russian or satellite stations. Britain beams 635 hours, France about 200 and the United States 192.

He reported that "at present, the Voice of America is transmitted daily in twenty-five languages and dialects. It operates twenty short-wave 50 kw transmitters on the east coast of the United States; seven short-wave 50 kw and one short-wave 200 kw transmitter in the middle west; and eight short-wave 50 kw and two 200 kw short-wave transmitters on the west coast. In addition, there are two short-wave 100 kw transmitters in Hawaii; two short-wave 50 kw transmitters at Tangiers; five short-wave 50 kw transmitters at London; and four short-wave transmitters at Munich. We also have two short-wave 50 kw and one 50 kw medium-wave transmitter at Manila.

"When these stations are laid out on the map of the world, it will be seen that we are short of stations between Tangiers and the Philippines, through the Mediterranean, in Arabia and India, effectively to ring the Iron Curtain countries.

"It is highly desirable also to place both medium-wave and short-wave stations, with high power, at suitable sites in the following countries: Greece, Arabia, Iran, India, Pakistan, the Philippines and Japan, and possibly Okinawa. It is also desirable to place short-wave, high power stations in the territory of Alaska, to beam into Siberia."

"Ring Iron Curtain Countries"

General Sarnoff said "our immediate objective should be to ring the Iron Curtain countries with radio broadcasting. To do this, strategic sites must be obtained on American and other free territory upon which both short-wave and medium-wave stations can be installed and operated."

He proposed stations "wherever there is a free democratic government that will permit us to do so, and that each of these stations be equipped with several high power, short-wave and medium-wave transmitters, and a proper selection of frequencies.

"Further, I would suggest that the major portion of program material be originated in the United States. These programs should be transmitted to the proposed stations on foreign soil, where modern receiving facilities can be provided to enable

these stations to receive despite jamming. The additional coverage we would gain through short-wave receivers tuned directly to our United States originating stations, would be so much to the good. This program service could be further supplemented by transcriptions from the United States.

"The most practical extension of our service to the listening public in foreign lands, would be through high-power stations operated by the United States in those countries. This we can do today in Germany, Tangiers, Japan and the Philippines.

Urges More Funds

"The State Department should be granted the necessary funds and authority to erect additional stations in territories now under our control, and to add stations wherever they can reach high concentrations of population. Also, the department should be authorized to negotiate for transmitter sites with nations whose territories fringe upon the Iron Curtain satellites.

"The State Department, if it has not done so, might also consider the possibility of purchasing time for programs of the Voice of America on local stations in foreign coun-

tries. These stations could transmit or relay American programs into many vital territories. Friendly and democratic nations, particularly those to whom we are furnishing economic and military aid, should be urged to cooperate with us in the proposed expanded service. These nations face a common problem with us in fighting Communism and preventing the 'cold war' from being converted into a 'hot one'."

ence Cummings, SA, of Greymoor, Garrison, N. Y., director of Ave Maria Hour; secretary-treasurer, Mary O'Hara of Wilmington, Del., member of the Catholic Forum of the Air, all-day charter CBA group; assistant secretary-treasurer, Rev. Hugh Noonan, OFM, director of the St. Francis Hour from California.

Elected to the board by their various representative groups are: national radio, Father Cummings; schools, Sister Mary Lorenz, Cedar Rapids, Ia. 1 local clergy, Rev. David Coffey, diocesan director of radio for Providence, R. I.; local laity, Miss O'Hara, Wilmington, Del. Among the convention speakers was Thomas Noone, director of television activities for the Department of Agriculture.

Send Birthday Greetings To—

July 7

Arlene Harris David Ross
 Hal Schenker Verne Smith
 Everett West

July 8

John Brewster Sydel Forbes
 Bill Thompson Gertrude Niesen
 Lou Fulton Ann Thomas
 Steve White

July 9

Martha Boswell Byron Field
 Ted Lloyd Ted Steele
 H. V. Kaltenborn

July 10

Arthur M. Holland Lee Wood
 Randall Jessie Joan Marsh
 Helen Pickens Don Herbert

July 11

Harry Von Zell Jack O'Brian
 David Montgomery Merle Jones
 T. H. Anderson, Jr.

July 12


Thos. F. Harrington Roy Winters
 Gracie Barrie Jimmy McClain
 Milton Berle William Meeder
 Oscar Hammerstein, II

July 13

Phillips H. Lord Frank Dane
 Carolyn Gilbert Harry Sosnick
 Carolyn Montgomery

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50KW NEW YORK

Radio Relation To TV Subject Of New Study

(Continued from Page 1)

tronic radio and television audience measurement system, the Singlinger report is based on both telephone and non-telephone homes in a carefully prepared cross-section of homes in the Philadelphia area. The Radox method, in addition to reporting all TV viewing, also reports on all radios within the home.

Basis for the measurement is the base of time—twenty-four hours a day. With this concept, the Singlinger report stresses the fact that it does not report Radio vs. TV; but rather reports on all media competing for time within the home. Thus, while the report shows that TV viewing gained 37 minutes a day during the past year, only 11 minutes were subtracted from previous radio listening time. During the same time period, the number of minutes used by both radio and TV increased 33 per cent.

The Singlinger report, voluminous in detail and with charts and graphs, is the first published report on the competition of media, including TV, which has come out since TV came of age.

Philip Morris Buys Spots On ABC-Owned Stations

(Continued from Page 1)

"Spuds" cigarettes, calls for 155 spot announcements per week on the following stations—WJZ, New York, WXYZ, Detroit, WENR, Chicago, KECA, Los Angeles and KGO, San Francisco.

The new Philip Morris' campaign is in line with the recent upward trend in spot sales reported by Grabhorn on ABC's owned and operated stations. Business was placed through The Biow, Co., Inc.

Electronics Reservists Sought By U. S. Air Force

The U. S. Air Force has issued a call for reservists with training in electronics and radar to volunteer for active duty.

Air Force reserve officers who volunteer for electronic specialties will be recalled for periods of six months to three years, and enlisted men for six to 21 months.

Applications from New York, New Jersey and the New England states will be handled by the Continental Air Command at Mitchell Field, Long Island. There are six Continental Air Commands throughout the country.



By SID WHITE

Man About Manhattan. . . !

● ● ● FRIDAY-DREAMING: Pres. Truman being urged to take to the airwaves to personally explain the Korean situation to the American public. He'll decide on this action over the week-end. . . . Marlene Dietrich being offered for TV—and that's the best offer we've heard about in a long while. . . . Mary Margaret McBride has tagged her summer apartment—The McBridal Suite. . . . Lovely Mimi Benzell set for Firestone stanza July 24th. . . . Glamour girl-commentator Dorothy Daye, who has been fashion reporter, celebrity interviewer and radio entertainer as well as wife and mother, starts a sixth career as producer of the new Jack Lait series, "Confidentially Yours," which preems tonite on NBC. . . . Bobby Colt lost out on the "Hit Parade" by inches, but he now has Pall Mall interested in him. . . . Recommended: Ralph Paul's salespiel on Ted Mack's Amateur Hour last Thurs. This versatile gent also emcees "2nd Honeymoon." . . . Kids have been trying to phone Hopalong Cassidy at his hotel but he's had his calls picked up by his manager. Finally, one kid in desperation who had tried to get through to him three times, yelled: "Tell him this is Tom Mix calling."

★ ★ ★ ★

● ● ● George Jessel had a blind date recently and not knowing how tall she might be, took no chances. He arrived in a specially fluffy toupee and wearing extra-high elevator shoes. When he spotted his date, he was horrified. She wore platform shoes, an upsweep hair-do—all in addition to her natural six-foot showgirl height. George angrily tore off his built-up shoes and threw his toupee in the corner. "Okay," he roared, "you win. Now let's start from scratch!"

★ ★ ★ ★

● ● ● Earle Ferris, just back from a 6-week tour of the South and Southwest on behalf of his Radio Feature Service and Hope Associates, reports that local TV personalities and "Musical Bingo" are dominant topics of conversation wherever radio men meet. "You see the pattern of Chas. W. Hamp, with his 30 minutes of Sunshine, Smilin' Ed McConnell, Brooks and Ross, Al and Pete and the late Singin' Sam being repeated in television down there," reports Earle. "One young TV local celebrity has a couple of dozen 10-minute programs and more than 200 sponsors waiting to latch onto his show. The home town lads, except for a program like the Camel News Caravan, are away out in front over many of the network shows. Out there, they are building home town favorites faster than they did with Gene and Glenn in the old radio days. "Musical Bingo is hailed everywhere by the smaller station operators," maintains Ferris. "Many station managers I talked to are casting eyes at features like this which will bring them money." Ferris also reported that Dallas, Texas, has solved the baseball-television problem. Games start at 8 p.m., but Bobby Goff, the Dallas club's gen'l manager, won't allow the TV camera turned on until 9:30. In other words, the fans see the last few innings—and if they want more, well, there's always the box office at the park.

★ ★ ★ ★

● ● ● APPLAUSE DEPT: Albert McCleery's highly imaginative handling of the "Cameo Theater." . . . Joey Adams' quizmastering on his new series, "Rate Your Mate." . . . Joan Edwards' thrashing on her new DuMont stanza. . . . Mary Patton's superperformance on CBS' "Sure As Fate" Tues. p.m. . . . Georgia Gibbs' Coral click, "A-Razz-A-Ma-Tazz." . . . Don Hillman's directing of the Monday nite concerts at Lewisohn.

★ ★ ★ ★

NAB Lists Regionals For Summer, Fall

(Continued from Page 1)

counties, with District 15 (Northern California, Northern Nevada and Hawaii) at a meeting scheduled for Monterey, Calif., Aug. 21 and 22, said NAB secretary-treasurer C. E. Arney, Jr.

The schedule of meetings, and the directors in each of the 17 districts, follows:

District 17, Aug. 14-15, Benjamin Franklin Hotel, Seattle, Harry R. Spence, KXRO, Aberdeen, Wash.

District 15, Aug. 21-22, San Carlos Hotel, Monterey, Calif., Glenn Shaw, KLX, Oakland, Calif.

District 13, Sept. 7-8, Plaza Hotel, San Antonio, Tex., Clyde W. Rembert, KRLD, Dallas, Tex.

District 14, Sept. 11-12, Colorado Hotel, Glenwood Springs, Colo., William C. Grove, KFBC, Cheyenne, Wyo.

District 8, Sept. 14-15, Lincoln Hotel, Indianapolis, Georges J. Higgins, WISH, Indianapolis.

District 7, Sept. 18-19, Terrace Plaza Hotel, Cincinnati, O., Gilmore N. Nunn, WLAP, Lexington, Ky.

District 9, Sept. 21-22, Northern-aire Hotel, Three Lakes, Wis., Charles C. Caley, WMBD, Peoria, Ill.

District 11, Sept. 25-26, hotel not definite, St. Paul, Minn., John F. Meagher, KYSM, Mankato, Minn.

District 10, Sept. 28-29, Chase Hotel, St. Louis, William B. Quarton, WMT, Cedar Rapids, Ia.

District 12, Oct. 2-3, Tulsa Hotel, Tulsa, Okla., Jack Todd, KAKE, Wichita, Kans.

District 37, Oct. 6-7, Bedford Springs Hotel, Bedford, Pa., George D. Coleman, WGBI, Scranton, Pa.

District 1, Oct. 9-10, Somerset Hotel, Boston, Paul W. Morency, WTIC, Hartford, Conn.

District 2, Oct. 12-13, Ten Eyck Hotel, Albany, N. Y., William A. Fay, WHAM, Rochester, N. Y.

District 6, Oct. 26-27, Roosevelt Hotel, New Orleans, Harold Wheelahan, WSMB, New Orleans.

District 5, Oct. 30-31, Ansley Hotel, Atlanta, Ga., Allen M. Woodall, WDAK, Columbus, Ga.

District 4, Nov. 2-3, hotel not definite, Williamsburg, Va., Harold Essex, WSJS, Winston Salem, N. C.

Engineer Joins WASH

Washington, D. C.—Wesley Pike has been added to the staff of WASH as an engineer. Pike graduated from the Capital Radio Engineering Institute of this city.

Why buy 2 or more...

do 1 big sales job

on "RADIO BALTIMORE"

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EDWARD
PETRY CO.

WBAL

NEW JERSEY'S SPORT STATION

W F P G

ATLANTIC CITY

BROADCASTING EXCLUSIVE

Monmouth Race Track

Feature Race

FM TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, July 7, 1950

With TV Sets Shown At Chi. Convention

The largest and most complete display of television receivers in its history, was previewed last week by Zenith Radio Corporation at the 1950 annual convention in Chicago.

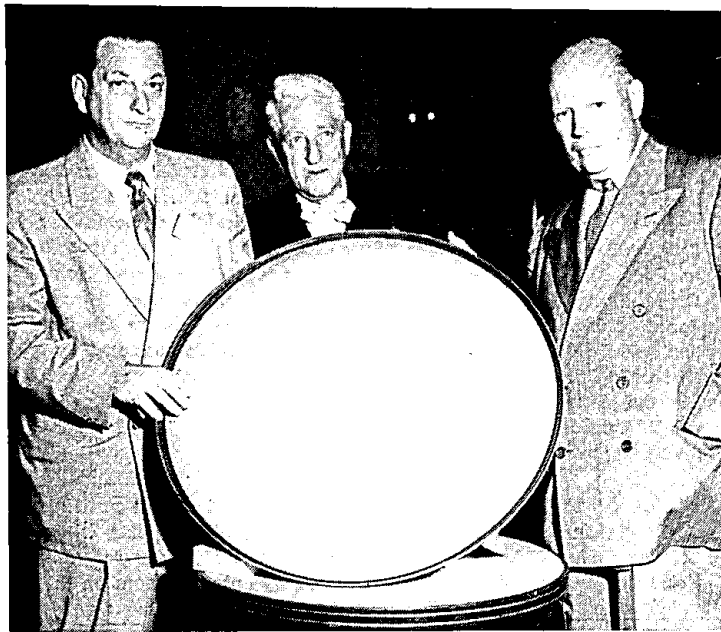
Zenith took the wraps off 23 new models for their distributors, with J. Bonfig, vice-president of the company, saying that the line had more outstanding quality and performance features than any radio or TV set he had ever introduced in his 35 years in the radio and TV industry.

The new receivers range from \$195 for a table model through \$695 for a console to an all-in-one combination which retails at a suggested price of \$695.

A feature of the new line is Zenith's 2-in-1 "Selectoscreen" and Flex picture control, which means that set-owners now have their choice of either the "Giant Circle" screen or a comparable rectangular screen. The flip of a switch is all that is required to change the picture from the circular screen to a rectangular screen.

All models contain Zenith's "Care-Ban" Blaxide "Black" tube, a feature pioneered by Zenith and introduced about a year ago.

Initial dealer showings will begin July 10th at Mayfair, N. J. and New York City dealers will get a preview of the new line at the Park Sheraton on July 12-13.



The world's largest TV picture tube, a 30-inch direct-view model, was featured in a new receiver displayed by DuMont Labs at the Hotel Pierre roof in New York yesterday. Left to right in the picture are Leonard Cramer, vice-president and general manager of the Allen B. DuMont Laboratories, Inc.; Commander Mortimer W. Loewi, director of the DuMont TV network, and Dr. Allen B. DuMont, president of the laboratories and network. The new set displayed 536 square inches of picture. It will be displayed at the Chicago convention of N.A.M.M. at the Palmer House next week.

Reeves Plant Producing Rectangular TV Tubes

Reeves Soundcraft Corp., Long Island City, N. Y. has announced that production is now underway on three types of rectangular TV picture tubes at their Springdale, Conn. plant, recently acquired from Remington-Rand.

The new plant is concentrating production on the 16KP4, 16TP4, and 16RP4 types of rectangular tubes, which feature extra rugged and precise electron guns of Soundcraft manufacture to be used with an external ion-trap magnet for prevention of ion-spot blemishes.

The company also expects to be in production on the 17 and 19-inch

G.E.'s Fall Radio Line Has 20 New Models

General Electric yesterday announced their new fall line of radio receivers which includes a total of twenty models in a wide choice of colors, features and prices.

The new line features eight clock-radios, seven AM table receivers, a super-sensitive AM-FM table model, and four radio-phonograph consoles.

Prices range from \$19.95 to \$49.95 for the table receivers, with the combinations listed from \$169.95 to \$279.95, according to George O. Crossland, assistant radio sales manager for the G. E. receiver division.

rectangular picture tubes next month.

Myers New President Of Whse. Supply

The Westinghouse Electric Supply Company's board of directors has elected John F. Myers as president, succeeding David M. Salisbury, who had requested he be relieved of his position so that he could return to the West Coast for the sake of his family's health.

The change, which took effect July 1, allows Salisbury to become vice-president in charge of Texas and Pacific Coast operations of the Supply Company with headquarters in San Francisco.

The Westinghouse Electric Supply Company is a wholly owned subsidiary of the Westinghouse Electric Corporation. The Supply Company operates through 109 branches in 42 states as a wholesale distributing organization for the products of Westinghouse and other electrical manufacturers.

Myers brings to his new position 30 years of experience in the marketing of both consumer and industrial products manufactured by the electrical industry.

Salisbury has been associated with the Supply Company for the past 15 years, having worked in the West as manager of various district offices.

Another Pick-A-Shaft Offered By Clarostat

Still another Pick-A-Shaft rounds out the already wide choice of attachable shafts offered by Clarostat Mfg. Co., Inc., Dover, N. H. It is the Type FKS-1/4" or finger-tip knurled and screwdriver-slot Pick-A-Shaft that snaps on to any type AM or AT control. This type shaft is especially popular with those controls found at the rear of many TV sets and controlling such functions as horizontal linearity, horizontal and vertical size, horizontal and vertical position, and vertical hold.

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RADIO CONSULTANTS

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DAVENPORT, IOWA
Phone 2-7824

PRODUCTION PARADE

DuMont Lab Appointee

The recent appointment of Robert G. Scott, senior engineer, as new head of the commercial engineering department has been announced by I. G. Rosenberg, manager, cathode-ray tube division, Allen B. DuMont Laboratories, Inc. Scott joined the DuMont tube division engineering staff in 1948 as a senior engineer in design and development of TV type cathode-ray tubes, and later transferred to manufacturing engineering.

Regional Mgr. For Capehart

E. J. McGrannahan has been appointed manager of the Capehart-Farnsworth Corporation's newly-created Kansas City region. E. Patrick Toal, general sales manager, has announced. The Capehart-Farnsworth Corp. is a subsidiary of I.T.&T. McGrannahan's territory, which has its headquarters in Kansas City, Mo., includes Capehart distributors in the St. Louis, Kansas City, Des Moines and Omaha territories.

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

LICENSED OPERATORS, TECHNICIANS AVAILABLE

ADDRESS INQUIRIES TO:
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AGENCIES

MAURICE B. MITCHELL, director of BAB, will address the Washington Advertising Club Tuesday, July 11, on the value of television as the "Twentieth Century Tool For Advertisers." Mitchell was formerly manager of WTOP, CBS's Washington outlet.

CODY PFANSTIEHL, publicity chief of WTOP, has been named publicity chairman of the Washington Advertising Club.

PAUL A. CAREY has joined the copy department at Geyer, Newell & Ganger, Inc. He was formerly with Fletcher D. Richards, Inc.

VICTOR E. (BUCK) FORKER has been appointed advertising manager of WPIX, New York. He was previously in charge of program promotion at the TV station.

RICHARD LA WRENCE was named sales representative for World Broadcasting System, Inc., radio program library firm. He was formerly account executive with WVNJ, Newark, N. J.

NEW member of public relations staff at Community Chests of America is Ira H. Knaster, who will be television assistant to Eloise Walton Peterson, audio-visual director for the nation's Red Feather campaigns. Knaster has fifteen years of experience as a writer for theater, radio, films and magazines.

SEVERAL new advertisers have made radio debuts via commercial jingles produced by the World Broadcasting System: Golden Crust Bakeries with a 26-week contract for two spots a week over KCRA, Sacramento; De Francis Motors and Lock Guard Furs spotting commercial jingles over WMMW, Meriden, Conn., and plugs by Werner's Cleaners over WCAE, Pittsburgh.

GEORGE W. DIFENDERFER, JR. has joined the sales staff of the Chicago office of Adam J. Young, Jr., Inc., station representatives.

HERBERT M. STEIN appointed assistant advertising director for Ronson Art Metal Works, Inc., Newark, N. J. Stein was formerly associated with McKesson & Robbins, Inc., and Sylvania Electric Corporation.

MARX S. KAUFMAN and **SAMUEL S. STRAUSE** have formed the Kaufman-Strause Advertising Agency. The company will occupy offices in the Court Square Building, Baltimore.

GERARD E. NISTALL has been named advertising and sales promotion manager for Radio-Marine Corporation of America.

California Commentary

By IRV HAMLIN

● ● ● The four months of intensive study and work Fred Friendly and wife Dorothy poured into NBC's "The Quick and the Dead" atom and hydrogen bomb public service program commencing this week should result in one of the finest P. S. stanzas ever to hit the air. Friendly has taped 135 voices, not more than two of which were in the studio at any one time; has had three engineers working day and night on close to 900 hours of taped material; studied at Columbia for three months for better understanding of nuclear problems; and combined such people as N. Y. Times' William Laurence and Bob Hope, along with Helen Hayes, Paul Lukas and other famed personalities, including Bernard Baruch. This is a stupendous Public Service which will, for the first time, tell the U. S. public why the "atom is the people's business." . . . And while Friendly was taping Hope on the West Coast, he explained how the plutonium pile at Hanford was being constantly picked up by two TV cameras and watched on a picture by a guard. "Why?" asked the Great Lover, "to see if it's still on OUR side?"

★ ★ ★ ★

● ● ● Frank Samuels will accept the PTA award praising KECA-TV for its football coverage, as well as other sports, while Charlie Ruggles nabs the commendation from PTA for recognition for "The Ruggles" as outstanding family entertainment on the video lanes. . . . KECA-TV took two out of the five awards offered to the seven TV outlets in L. A. . . . Dusmet-Moore's TV series, "Ding Howe and The Flying Tigers" became the hottest thing in town with outbreak of hostilities in Korea. . . . Gene and Dick Wesson finally team up again after picture commitments are completed. . . . Frank DeVol and ork to transcribe a new Navy Reserve recruiting show this summer for release to over 2000 radio outlets. . . . Clark Dennis shaping up his own TV stanza, with CBS a possibility. . . . KTTV scored a beat by filming John Foster Dulles for TV news presentation when Dulles stopped over at L. A. for a few minutes. . . . Expenses apparently mean nothing to ABC in regards to Vitapixing the "Bride and Groom" show. Two elaborate wedding chappels are now under construction at the ABC TV center, costing over \$1000. . . . Show will be aired and Vitapixed simultaneously. . . . Marvin Miller and Gloria Saunders of "Mysteries in Chinatown" receiving awards from local TV fan mag.

★ ★ ★ ★

● ● ● Thomas C. McCray assumes new duties in Hollywood as director of NBC network operations on July 17th. McCray will expand Hollywood program activities and will also be responsible for network sales on the coast. . . . Burl Ives has finally gone the way of all flesh and will offer a disc jock show featuring folk novelty and Dixieland platters. . . . Jimmy Wakely up to San Francisco to guest with Hope at the Paramount. . . . Freeman Keyes, head of Russell M. Seeds Agency and his TV man, Jack Simpson, back to Chicago after four days here arranging for summer replacement for "People Are Funny." . . . Has anybody ever taken a full count on the whodunits coming out of Don-Lee? . . . Spade Cooley took his entire KTLA show out for a Musicians Union Picnic, if you please, and entertained the boys with a relaxing dose of their own medicine. . . . and KTLA is giving "Fantastick Studios, Ink." a great big buildup as the kid show now that "Sandy Dreams" is gone. . . . Bill Gargan vacations here during 8-week rest from Martin Kane.

WGIG Joining ABC

Effective August 1, WGIG, Brunswick, Ga., will become affiliated with the American Broadcasting Company as a member of its southeastern group. WGIG is owned and operated by the Brunswick Broadcasting Corporation on a frequency of 1440 kilocycles with 1,000 watts power.

Will Cover Conference

Robert F. Wagner, Jr., Manhattan Borough president, will be chairman of the Colgate University Conference on American Foreign Policy session devoted to "Labor's Stake in Foreign Policy," to be broadcast over WNYC and WNYC-FM, New York, Tuesday, July 11th, from 2 to 3 p.m.

PROMOTION

Production Pointers

BAB's new publication, "Production Pointers for More Effective Commercials," has just been released and is now being delivered to member stations throughout the country. Copies have also been sent to agencies, advertisers, schools and colleges.

Specific information for advertisers in twenty-two different categories are included in the release. "Production Pointers" constitutes Part I of a larger work to be known as "BAB's Handbook on Television Advertising."

RCA Completes Plans For Financing Sale

(Continued from Page 1)

The Radio Corporation of America with the Commercial Credit Company, a national finance organization. Radio and TV distributors and dealers are expected to be the principal participants of the new arrangement, although the pact applies to the company's complete line of products.

The wholesale finance plan provides that a dealer ordering RCA Victor merchandise from a distributor may pay down as little as 10 per cent of the invoice price, plus freight charges. The Commercial Credit Company will finance the remaining 90 per cent for varying periods up a maximum of six months.

Under the provisions of the retail time payment sales plan, covering sales by the retailer to his customers, the credit company will supply the capital to cover long term sales and will handle the details of credit and collection activities at no cost to the dealer.

The Commercial Credit Company will carry insurance against property damage, covering merchandise purchased through either the wholesale or retail financing plan under a blanket policy. In most cases the CCC will also provide life insurance on all purchasers for the full amount of their obligations.

New Western Program To Feature Bradley

"The Singing Marshall," a new Western adventure program, currently being showcased in the 6:30 p.m., Sunday period over MB will become a regular Sunday feature of the Mutual network on August 6, when it moves to a new time to 8:30 p.m.

The Western series is currently in the time spot occupied by the Roy Rogers Show, which is off the air during the month of July.

The Singing Marshall is portrayed by Joseph "Curley" Bradley, who has performed the lead role of MBS's Tom Mix show the past number of years. The show originated from Chicago.

TELEVISION DAILY

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

LARGER PICTURE TUBES FEATURED

TELE TOPICS

OUR TV OBSERVER, who has been viewing his movies on the 12-inch screen of a conventional table model TV for these many months, was pleasantly surprised by the bigness and quality of the theater projection the other night. It happened at the Sutton Theater where the Eagle-Lion production, "The Winslow Boy" is being shown. Here is motion picture projection at its best and the packed house is proof that the movie office is secure with quality programming. It emphasized too that the TV broadcasters have a long way to go before they can match the presentations of movie houses in both programming and projection.

THE MODERNAIRES will make their debuts on East coast tele when they begin their present Starlight Roof engagement as of July 26. . . . Lanny Ross replacing Hazel Scott at DuMont for next week only, Mon., Wed., Fri., (7:45-8:00 p.m.). . . . Bill Demarest new tele director at WATV. . . . "Life Begins at 30" switching from Saturdays at 7:30 (NBC-TV) to Fridays (9-9:30 p.m.) for eight weeks commencing tonight. . . . Maeve Southgate, story editor of NBC-television, leaving the web to go to her own office as consultant to advertisers and show sponsors. . . . Creators and writers of new TV packages have a new boon to aid their struggles—a weekly bulletin with capsule listings of shows and all their basic ingredients is being launched by publicist Mitchell Hedges and titled "TV-Radio New Production Service." . . . Philco Playhouse is presenting Dana Lyour's "The Tentacles," starring John Seymour, Warren Stevens, and Alfreda Wallace, Sunday over NBC-TV (9-10 p.m.). . . . George Heller, executive sec'y of Television Authority, left yesterday for Hollywood, where he hopes to have chats with some tele performers involved in the SAG-TVA hassle in rights to negotiate wages for tele performers.

BEDDY ROGERS, back from a Hollywood visit, says West Coast video's chief advantage over New York is the great amount of available studio space. "More money," says PRB partner, "must be poured into Hollywood TV, however, before it will take its proper place in the national TV scene." . . . Theodore B. Brown, director-writer in the movie colony in recent years, has signed with ABC's tele production staff. . . . Arthur Murray agrees to give a four-week course via television on CBS-TV's "Doubleday Program" (Mondays, 10:00-10:15 p.m., EDT) commencing July 17. Mrs. Murray is slated to give variations on a few Latin American dances.

DuMont Laboratories And RCA Exhibit New Lines; Former Shows Thirty-Inch Model In Operation; Latter's Line Comprises 18 New Receivers

(Continued from Page 1)

Hotel Pierre revealed that the 17-inch tube will be the minimum size produced this year and that the largest picture tube set will be a 30-inch direct view club model.

In dropping the 12½-inch and 14-inch tube models from their line, Dr. Allen B. DuMont said it had long been his contention that the public wants only big screen TV. He added that production costs of the larger sized tubes are not much greater than the smaller ones and the picture results are far more satisfactory.

While the DuMont executives were playing host to the press and trade at the Hotel Pierre, RCA also had an elaborate trade showing underway at the Barbizon Plaza Hotel a few blocks away.

RCA Line Attractive

The RCA line included 18 new models ranging from a 12½-inch table model prices at \$159.95 to a 16-inch table model at \$199.95, and a 19-inch console combination which offered TV, AM and FM radio and three-speed record playing facilities at a suggested retail price of \$695.00.

Like DuMont, G. O. Kaye, vice-president in charge of sales for Bruno, New York RCA distributors, declared that the trend is definitely toward larger picture sizes and predicted that the 16-inch receiver will succeed the 12½-inch in popularity this year, just as the 12½-inch succeeded the 10-inch set.

The 30-inch tube displayed by DuMont at the Pierre Hotel was an attention getter for both the press and the distributors and dealers. Designed for use in public places, such as schools, clubs, hotels and hospitals, the factory model produced an excellent picture. While no price has been established for the "Club 30" model is expected to sell for around \$1,000.

Discussing the new line before the convention of DuMont distributors at the Hotel Pierre yesterday, Leonard Cramer, executive vice-president of the DuMont Labs, said the company is introducing 17 new receiver models including 10 with the new 17-inch glass rectangular tube. Deliveries, he added, will begin in August.

Dr. DuMont declared the company expects to double its sales volume for 1950. He added that total sales should reach between \$75,000,000 and \$80,000,000.

Prices on the DuMont line range from \$249.95 for Sumter, 17-inch table model, to a tentative price of \$1,500 for the new Westminster, 19-inch deluxe console with TV, AM, FM, three-speed changer and automatic tape recorder.

RCA Show Attracts Many

The DuMont enthusiasms for their new line was matched by RCA who used the theater of the Barbizon Plaza Hotel to give approximately 1,000 New York dealers a two-hour preview of their impressive array of new models. In displaying the new models it was emphasized that lower prices were made possible by newly designed electronic circuits and sub-assemblies with greatly simplified chassis construction. The new sets have about 30 per cent fewer parts and almost 20 per cent fewer connections than previous models.

RCA's new line will be launched by the greatest advertising and promotion campaign in the company's history, James M. Toney, advertising manager of the RCA Victor home instrument division revealed. Forty newspapers in as many TV market areas will be used and the publication date in most sections will be July 16. In several markets special TV sections will be carried by daily newspapers.

Mayor's 'Television Week' Linked With RCA Promotion

(Continued from Page 1)

of sales for Bruno, Inc., RCA distributor, said "the happy coincidence of Television Week starting on the same day as the public unveiling of RCA's Victor TV sets, is certain to add to general interest." RCA plans to carry a series of ads in seven New York dailies and nine Westchester and three Long

Island dailies from July 6 to July 16th emphasizing "wait for MP Day" (Mayor's Proclamation Day?) In addition the company is buying about 100 spots a day on three stations, WNBC, WQXR and WNEW and has set a special section in the New York Times scheduled for July 16th.

TV Relay Planned For All-Star Game

Louisville—TV set owners will be able to watch the American and National League All Stars in their annual baseball contest for the first time by television Tuesday, July 11th, according to Jack Boyle, WAVE-TV director of television.

Boyle states the WAVE-TV engineering staff will use the same relay process which worked successfully in bringing the World Series, the Army-Navy football game, the Kentucky-Xavier football game, and the recent running of the Belmont Stakes to this area by direct relay from Cincinnati.

KTTV May Telecast Coast Football Sked

Los Angeles — The Pacific Coast Conference is expected to authorize the commercial TV broadcast of all major college football games in Southern California over KTTV this fall if the recommendations of the athletic directors of the conference are accepted.

KTTV has asked the conference to approve an offer of the Hoffman Radio Corp., to buy the commercial TV rights for the college football games. Conference athletic directors meeting in San Francisco on Monday okayed the proposal of the athletic directors.

Commercial Operation Sought For KM2XBD

Washington Bureau of RADIO DAILY

Washington—Don Lee asked the FCC yesterday to permit its experimental TV station in Hollywood, now known as KM2XBD, to go into commercial operation at once. The station has been on experimental license for 25 months.

In its petition it was explained that Don Lee had a commercial permit in August, 1941, and that construction was delayed by the war. After many extensions, the experimental nature of the grant was dictated by the shadow over Don Lee because of charges that it was violating the network rules. This case has now been resolved in Don Lee's favor, and the net thinks it should now be permitted to operate its TV station on the same free commercial basis as competitive stations in Los Angeles—especially those of ABC and NBC, which face similar allegations of network rules violation.

• PLUG TUNES • **WORDS & MUSIC** • PLUG TUNES •

By TED PERSONS

GONE FISHIN'

recorded by

JIMMY ATKINS Rainbow
 BILL DARNEL Coral
 ARTHUR GODFREY Columbia
 JOHNNY GUARNIERI Admiral
 THREE SUNS RCA Victor

others to follow

LEO FEIST, INC.

Now Breaking for a Smash!

SAY WHEN

Dick Haymes & Evelyn Knight
 (Decca)

Owen Bradley (Coral)

Zee & Jim (Royalty)

Richard Hayes (Mercury)

Others to follow . . .

Duchess Music (BMI)

I WISH I KNEW ASK MY HEART

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

Nothing Can Stop This!

"FOREVER WITH YOU"

by the writer of "My Happiness"

FORSTER MUSIC PUB., INC.
 1619 Broadway, New York 19, N. Y.
 216 S. Wabash Avenue, Chicago 4, Ill.

JUBILEE RECORD #4001 HOT DOGS AND ROSES

by Al Victor with Bob Logan's
 Melody Lane Ranchers

Nedson Music Pub., Inc.
 1585 Broadway New York City

Top Program Bet!

TZENA TZENA TZENA

Cromwell Music, Inc.
 119 W. 57th St. New York City

• • • GAZETTE: Sigmund Romberg will preside at the SPA dinner, the first in many years to be given on the Coast, for the regular members. The New York contingent at the affair will include Abel Baer, treasurer of SPA, John Schulman, counsel, and Miriam Stern, executive secretary. What may have induced the festive mood is the fact that the songwriters' organization has reached an all-time high in membership—1750—which represents 200 more than last year. . . . While on the Coast, Barbara Belle, Fran Warren's manager, had her windshield wiped the other day and thereby discovered a new singing talent. The car lot attendant, no doubt stimulated by the rhythm of his stroke, gave voice to a song (something Esso-teric we understand) and Barbara had her fountain pen out in no time. A number of recording companies share her enthusiasm. . . . Mike Connor, Decca's promotion chief, is spending his two weeks in his home town, Minneapolis. . . . Tony Bennett will be a guest on "The ABC's Music" July 19th. . . . It looks like Snooky Lanson will get the permanent berth on "Your Hit Parade." Everybody bought his sample last Saturday night; he will be on again this Saturday night, and he will help tee-off Lucky Strikes' first visual presentation of the Hit Parade Monday, July 10th. This, by the way, will be the first of four telecasts scheduled for this summer with a view to a possible Fall series.

★ ★ ★ ★

• • • Jason Matthews, who breeds scorpions for a hobby, sublimates further along the same line by writing popular songs—"Bye Bye Lullaby," "Birmingham Bus," "Give Me The Moon Over Brooklyn," and "Maria," to name a few. Just one of those things—a bizarre twist, considering the man's fantastic career which includes pioneering in aviation, soldiering (under nine foreign flags at one time or another), three expeditions up the Amazon River in sundry explorations, and writing fiction. Matthews, a one-man ASCAP, says he feels equally at home in popular, hill-billy, semi-classical and classical music. Be that as it may, his latest tune, "The Ukulele Song," written in collaboration with Terry Shand, has been published by Pickwick Music and recorded by Arthur Godfrey. . . . Bert Mann, who has written quite a few tunes in his time, feels that "I Fell And Broke My Heart," which he penned with Jesse Greer, is his best to date. Adrienne Music publishes.

★ ★ ★ ★

• • • Don Cherry's baritone will be heard Tuesdays, Thursdays and Saturdays, starting July 6th, 11:15 p.m. over the NBC net. Don records for Decca. . . . On his July 9th "Pause That Refreshes" Percy Faith will play a composition of his own, "Brazilian Sleighbells." . . . The late Kurt Weill will be honored by an hour-long telecast of his works performed by the N. Y. Philharmonic-Symphony at Lewisohn Stadium Monday night starting at 9:30. The program will feature his folk opera, "Down in the Valley," sung by Elaine Malbin, soprano; Victor Clarke, tenor, and Norman Atkins and Randolph Symonette, baritones. Maurice Levine will conduct. The last portion of the program will be devoted to songs by Weill sung by Todd Duncan and Virginia Paris. . . . The Mindy Carson Show on NBC will be sponsored for 12 broadcasts by the Reserve Officers Training Corps starting August 17th. Mindy has also been set to cut 39 transcriptions for the National Guard. . . . Francois Grimard will have played his 163rd role in TV this week. A record? . . . Prof. Henry (Hot Lips Levine) gives the downbeat on "Chamber Music Society of Lower Basin Street" on July 8th. Gene Hamilton will do the splicing. Jane Pickens the thrushing; and Arthur Fiedler will be guest number one.

★ ★ ★ ★

• • • If Paul Weston makes the jump to another record company won't he still retain ownership of his stock in Capitol? . . . In two weeks RCA Victor will release "Vaughn Monroe Sings New Songs of the Old West," an album available in both 78 and 45 rpm.

Proven Hits!

IT ISN'T FAIR
 I STILL GET A THRILL
 DREAM A LITTLE DREAM OF ME
 THE NIGHT IS YOUNG
 (And You're So Beautiful)



WORDS & MUSIC, Inc.
 1619 Broadway, New York 19, N. Y.

Another BMI Pin-Up Hit!

MAMBO JAMBO

Published by Peer

Recorded by

Dave Barbour (Cap) Sonny Burke (Decca)
 Freddy Martin (Vic) Perez Prado (Vic)

Licensed exclusively by
 BROADCAST MUSIC, INC.

Clear All Tracks for I THOUGHT SHE WAS A LOCAL

(But She Was A Fast Express)

engineered by

Sammy Kaye on RCA Victor

World Music, Inc.
 607 Fifth Ave. New York, N. Y.

An American Folk Song CANE BOTTOM CHAIR

ST. NICHOLAS MUSIC, INC.

1619 Broadway New York, N. Y.

Smash Revival Hit!

WHY DO THEY ALWAYS SAY "NO"

STASNY MUSIC CO.

1619 Broadway N. Y. C.

Stepping Out!

VAGABOND SHOES

Jefferson Music Co.

1619 Broadway New York City

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 52, NO. 5

NEW YORK, MONDAY, JULY 10, 1950

TEN CENTS

EFFECTIVENESS OF RADIO STRESSED

22 Radio-TV Manufacturers At NAMM Meet

Major Companies Participate In Trade Show

Chicago—The radio and television display at the 49th annual Music Industry Trade Show and Convention, opening today at the Chicago Palmer House, is expected to be the biggest showing of the year, according to William Gard, executive secretary of the National Association of Music
(Continued on Page 6)

TV Dealers Group Has 'Clean Up' Plans

Washington Bureau of RADIO DAILY
Washington — Competition among manufacturers to turn out the best TV sets rather than the cheapest, and an end to constant shifting of models were among the cardinal points in a broad plan to rebuild public confidence in TV service and sales advanced here last week by the National Television Dealers Ass-
(Continued on Page 6)

Radio And TV Banned From Fight Coverage

Radio and Television will definitely be banned from carrying the world's middleweight championship bout between title holder, Jake La Motta, and Tiberio Mitri, Italian challenger, at Madison Square Gar-
(Continued on Page 2)

Radio Tube Sales Up

RMA reported Friday that the sale of radio receiving tubes in May was more than double the May, 1949, total and well above the April figure. Tally was 29,706,500, compared with 13,488,122 a year earlier, and an April, 1950, total of 27,387,689. For the first five months of the year the total sale recorded was 137,895,253 units.

McConnell Comments On Communism

Joseph McConnell, president of NBC, in his address before the South Carolina Broadcasters Association, Friday, spoke out strongly on the threat of Communism. He said:
"The greatest problem facing America today is the threat to our institutions and freedoms by the growing pressure of Communism against every free country in the world, and radio, as a mass medium, must deal with this problem. The threat of Communism is not naked aggression as in the case of Korea. It is not as far away as Eastern Germany, which has been converted into an armed camp to do the Soviet's bidding. It is not limited to fifth column sabotage in Western Europe or border demonstrations in Iran. It is right here in the United States, where the volume of subversive activities now exceeds anything America has experienced in its entire history.
"We cannot let these agents infiltrate our industry, hoping we can neutralize their damage by having our scripts checked for subversive material. Broadcasting must do more than play safe. Its message must affirmatively support and advance the ideals of our democracy, and it cannot carry this mission forward with confidence or effectiveness if it harbors traitors within its house. We propose to keep our house clean to the very best of our ability."

AM Stations In N. Y. To Fight TV Inroads

A special meeting of general managers of New York City radio stations to discuss the promotion of radio will be held Thursday, July 13, at 2 p.m., in the offices of WOR.
The purpose of the station managers meeting is to discuss ideas and methods for promoting the advantages of radio advertising in the face of TV competition. It is anticipated that the conference will produce a tentative plan for a unified promotion campaign on the part of the Metropolitan radio sta-
(Continued on Page 3)

National Advertising Expenditures Shown

Total national advertising expenditures for 1949 show that radio, network and spot combined, accounted for 30.1 per cent of all national advertising, according to figures released by the Bureau of Advertising. In a breakdown of these figures, the Bureau noted that network advertising suffered a slight decline from the previous year while spot showed a slight gain.
For the year 1949, as contrasted to 1948, national network advertising accounted for 14.4 cents of every
(Continued on Page 3)

Leading Song Hits Of Year Revealed In ACI Survey

"My Foolish Heart" a tune from the motion picture by the same name which was regarded as a 'sleeper' in Tin Pan Alley circles, was picked as the number one popular tune of the past year in the annual ACI song survey conducted by Office of Research, Inc., and released on Friday. The number, published by Santly-Joy, ranked first the survey as having the largest radio audience during the year ending July 1.
Ranking second in the "pop" category was "Dear Hearts and Gentle People," published by E. H. Morris, while "I Can Dream Can't I," published by Chappell received third rating. Among the other leaders were "If I Knew You Were Com-
(Continued on Page 8)

NBC Prexy Gives Views On Radio As Medium

Myrtle Beach, S. C.—James McConnell, president of NBC, took the stump for radio at the convention of the South Carolina Broadcasters Association here Friday and among other things predicted that radio broadcasting "will continue as an effective and vital force in American economy
(Continued on Page 3)

Coy Says Budget Cuts Would Be Disastrous

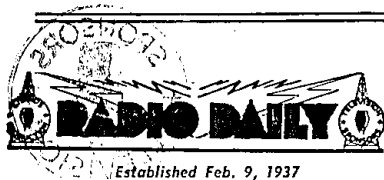
Washington Bureau of RADIO DAILY
Washington — If cuts in public spending voted by the House are enforced, the effect upon the FCC and its regulatory and licensing activities would be "disastrous," Chairman Wayne Coy told the Senate Appropriations Committee in a letter made public Friday. The committee has recommended an
(Continued on Page 8)

Buck Gets RCA Promotion; Named V.-P. Of Victor Div.

Walter Albert Buck has been elected vice-president and general manager of the RCA Victor division, Radio Corporation of America, it was announced following a meeting of the board of directors on Friday;
(Continued on Page 5)

'Pursuit Of Peace'

A special documentary broadcast on the Korean war will be presented as the fourth in the series "The Pursuit of Peace" over WOR-Mutual in co-operation with the UN Radio, Sunday, July 16, from 9:00-9:45 p.m. The broadcast will include excerpts of the UN Security Council's meetings held immediately after the South Korean invasion.



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JOHN W. ALICOATE : : Publisher

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

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- WEST COAST OFFICES**
Ethel Rosen, Office Manager
Irv Hamlin, Representative
6425 Hollywood Blvd. Phone: Gladstone 8436
- WASHINGTON BUREAU**
Andrew H. Older, Chief 6417 Dahlonga Rd.
Phone: Wisconsin 3271
- CHICAGO BUREAU**
Glnny Evans, Manager
Suite 419, 333 No. Michigan Avenue
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- 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

(July 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	11 1/2	10 3/8	10 3/8	— 3/8
Admiral Corp.	29 1/2	25 7/8	26 1/4	— 3
Am. Tel. & Tel.	151 3/4	150 7/8	151	— 1/2
CBS A	28 1/4	27	27	— 1 1/2
CBS B	28	27 5/8	27 5/8	— 3/8
Philco	42 3/4	40	40	— 2 1/2
RCA Common	18 1/2	17 1/2	17 3/4	— 3/4
RCA First Pfd.	76	76	76	—
Stewart-Warner	15 1/2	14 1/8	14 1/8	— 1
Zenith Radio	54 7/8	51 1/2	51 1/2	— 3 3/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	19 1/2	20 1/2
Stromberg-Carlson	12 1/2	14

Joins WKRC Staff

Cincinnati—Cliff Ferdon has joined the public relations staff of Radio Cincinnati, Inc. He will handle publicity and program promotion for WKRC, WKRC-TV and WCTS.

LIBEL

Invasion of Privacy
Plagiarism • Piracy • Copyright

INSURANCE

For the Wise Publisher
OUR UNIQUE EXCESS POLICY
provides adequate protection
Surprisingly inexpensive.
CARRIED NATIONWIDE

For details and quotations write

Employers Reinsurance Corporation

Insurance Exchange Bldg.
Kansas City, Missouri

★ **COMING AND GOING** ★

CARL BURKLAND, general manager of CBS Radio Sales, is expected back today from Chicago, where he had a series of conferences with Gene Autry.

JACK BANNER, of Banner & Greif, publicists, will return today from Baltimore, where he handled public relations for the Friendship International Airport. Also today, ED GREIF, the Pythias of the partnership, will arrive home from vacation, which he spent at Mt. Desert Island, Me.

GUY CUNNINGHAM, national sales executive for WEEL, Boston, will arrive in New York today for huddles with officials of the Columbia network.

MORRIS NOVIK, radio consultant for the AFL, off for the West Coast. Following stops at Los Angeles and San Francisco he will go to Hawaii, where he will seek an additional station to join the Mutual hookup airing the AFL-sponsored news commentaries of Frank Edwards.

BEE KALMUS, disc jockey at WMGM, is originating her Sunday night program from Grossinger's in Ferndale.

NORMAN LIVINGSTON, commercial program operations manager at WOR, today will leave for three weeks at Shawnee-on-the-Delaware, Fred Waring's rendezvous.

KEN SPARNON, field representative for BMI, left on Friday for a two-week business trip, during which he'll visit affiliates of central New York State.

BETTY McKEAN, chief phone operator at RADIO DAILY, is sojourning at one of the many river resorts in Jersey. Meanwhile, taking over at the board are her proteges, Rose Greco, Harriet Margulies and Ruth Zeger.

THOMAS J. VALENTINO, president of the transcription company bearing his name, left yesterday for Chicago to attend the convention of the National Association of Music Merchants.

SIR PATRICK HENNESSY, chairman of the Ford Motor Co., Ltd., sailed Saturday for England aboard the Queen Mary.

J. B. BLAYTON, JR., manager of WERD, Atlanta, Ga., arrived in New York last Friday for conferences with agencies and national representatives.

TOM FITZSIMMONS, vacationing night editor of RADIO DAILY, is in Saratoga, where he is taking the waters. He will follow this with a few days at the Berkshire Music Festival and will end his holiday at Pemaquitt, Me. His nocturnal duties are now in the hands of the versatile Ernie Stern.

Radio And TV Banned From Fight Coverage

(Continued from Page 1)

den Wednesday night, July 12, according to a report from the International Boxing Club.

The promoters of the fight said, however, that the Voice of America would be permitted to short-wave the bout to Italy.

Cosby Candle Creations

Los Angeles—Clarence G. Cosby, widely known in radio management circles, and his "Candles by Cosby" business was the subject of a feature article in the Long Beach, Calif., Press-Telegram the past week. Cosby, who moved to Long Beach a year ago from New York City, specializes in the creation of handmade and decorated candles for all occasions. The Cosby line of candles will be featured at the New York Gift Show in August, the article reveals.

Leases Island Acres For New Radio Station

Montreal—Foster Hewitt, Toronto hockey announcer and sports broadcaster, has leased seven acres on an island opposite Toronto on which he will, with the approval of Toronto Board of Control, erect a radio station which he proposes to call CKFH. He offered to allow the land to be used as a children's playground at any time and said the towers of the station will be the lowest radio towers in Canada and will not interfere with air traffic to the island airport.

Owens Joins DuMont Web

Jim Owens, formerly of Television Magazine, has joined the DuMont Television network as an assistant to Tom Gallery, sales director for the network. Owens' function will be liaison between sales and programming.

First 15 Hooperatings, New York—May-June

RADIO		TV	
Sponsored Network Programs "Random" Home Base		Sponsored Network Programs "TV" Home Base	
	Rating		Rating
Jack Benny	10.9	Texaco-Milton Berle	62.6
Walter Winchell	10.9	Arthur Godfrey's Talent Scouts	46.2
Radio Theater	9.8	Toast of the Town	40.8
Bing Crosby	9.3	Lights Out	34.9
Arthur Godfrey's Talent Scouts	8.9	Arthur Godfrey & His Friends	31.5
Groucho Marx	8.5	Philco TV Playhouse	29.2
Louella Parsons	8.1	Fireside Theater	28.7
Hollywood Star Playhouse	8.0	Ford Theater	27.0
Mr. Keen	7.1	Break The Bank	26.6
The Goldbergs	6.8	Suspense	24.6
Gangbusters	6.3	Studio One	23.6
Take It Or Leave It	6.2	The Goldbergs	22.9
Ozzie & Harriet	6.1	Alan Young	22.8
Big Story	6.1	Saturday Night Revue	22.5
Mr. District Attorney	6.1	Robert Montgomery	21.4



"It seems that the new sales manager has a brother with another agency"

Well, don't take it so hard, old man. Clients change agencies for all kinds of reasons.

And here's a helpful hint about how to keep your clients happy in Baltimore—you buy W-I-T-H, the BIG independent with the BIG audience.

Then you're sure of getting more listeners-per-dollar than from any other station in town. You're sure of low-cost results.

If you'd like to know all about W-I-T-H, just call in your Headley-Reed man today. He'll give you the whole story.



W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

National Advertising Expenditures Shown

(Continued from Page 1)

National advertising dollar spent this compared to 15.7 cents in the previous year. Meanwhile, national spot rose from 11.2 cents per dollar invested in 1948 to 12.2 cents in 1949. No figure was available on local spot business.

In the survey, the Bureau of Advertising, listed the top 100 national advertisers in daily newspapers for last year. These ranged from General Motors, spending \$24,869,072—the top figure—down to the Jacob Ruppert Brewery in 100th place with an expenditure of \$606,531. Of the top 100 national advertisers, only 12 used less space in daily newspapers than in 1948.

By categories, groceries led the list in nationally advertised products with spending of \$112,465,000. The automotive industry ran second with an expenditure of \$85,856,000. Daily papers, followed by alcoholic beverages with \$42,375,000. Toilet requisites were fourth with \$30,549,000, and transportation was fifth with \$20,048,000.

Other expenditures in daily newspapers were as follows: tobacco—\$19,970,000; housing equipment and supplies—\$19,928,006; medical—\$19,133,000; publications—\$15,984,000; radio and television—\$12,756,000; industrial—\$10,507,000; hotels and resorts—\$8,599,000; public utilities—\$7,553,000; wearing apparel—\$6,372,000; agriculture—\$5,931,000; insurance—\$3,726,000; confections—\$3,150,000; sporting goods—\$1,822,000; jewelry goods—\$1,288,000; educational—\$1,070,000; amusements—\$878,000; professional and service—\$367,000; and miscellaneous—\$14,108,000.

Of the top 100 national advertisers in daily newspapers, the survey shows that five—General Electric, Westinghouse, RCA, Philco and Admiral Corp. were in the first "52." The group spent a total of \$11,357,000 in newspapers last year.

Radio Influence To Stay, McConnell Tells S.C.B.A.

(Continued from Page 1)

and society for as far ahead as anyone can currently foresee."

At one point in his speech McConnell hinted that some rate adjustments might be in the offing. Apparently referring to possible adjustment of nighttime rates, the NBC president said:

"Although radio is providing great advertising values, the time will inevitably come, when radio rates must be reappraised and adjusted in order that the industry can continue in good economic health. The single objective of such a rate adjustment will be to keep the cost of advertising by radio in proper relation to its value so that no other medium can match radio's effectiveness at its cost. For as long as sound broadcasting retains this advantage it will live and grow with advertising support."

Taking into account the full effect of television, McConnell said, national radio during the coming season will deliver a larger audience than it delivered in any year between 1940 and 1947. He also pointed out that unlike other media, radio has never raised its rates in recent years to reflect its increased cost of operation and that while the advertiser pays more for every service and commodity he uses and charges more for his own product, he is still buying radio at a 1940 rate and obtaining more for his money than in 1940.

Says TV Effect Exaggerated "Television's effect on radio listening is nowhere near as drastic as popular belief would indicate," McConnell declared. "Putting the worst complexion on present trends and statistics would mean a decrease of only 6.7 per cent in the number of American evening radio homes in the 1950-51 season as compared with 1948. This percentage is obtained by applying the current Nielsen research figure of a 72 per cent drop in evening listening in a radio home

when a television set is installed to the average 1950-51 figure of 42,300,000 radio families and 10,000,000 television families. In 1950-51, the average number of evening radio homes, discounted for the effect of television, will be the same as in January, 1947, when there was no doubt as to the efficiency of the sound broadcasting medium."

McConnell said that in presenting these figures they do not take into account indications of a trend toward more radio listening in television homes. He added that with multiple sets in the home, some members of the family listen to their personal radios while the television set is on in the living room.

Cites Audience Figures

"Radio today is the most massive and comprehensive medium of communication the world has ever known," McConnell declared. In the United States it reaches virtually everybody, hour after hour, day after day, week after week. Over 40,000,000 American families in this country have radio sets in their homes and they comprise 95 per cent of the population, thus making radio bigger than all newspapers combined and seven times as big as television. People listen in fabulous numbers, he continued, with an average evening audience of 35,000,000, and spend more time with radio than with any other recreation."

Cites Four Major Tasks

McConnell said that four major tasks face American broadcasters today. They must create properly priced programs that attract and build audiences and have outstanding sales appeal; they must uncover and tell the real story of radio's effectiveness as a sales medium and they must capitalize on radio's strength through cooperation in merchandising campaigns for clients.

"With an expanding economy, with radio retaining its basic values, with opportunities for even greater development of its present resources—I do not think we have to fear for the outlook of sound broadcasting," McConnell said. "It is favorable in the extreme and some of the greatest chapters in its history are yet to be written."

Brewers Expand 'Blackie'

The Terre Haute Brewing Company, through the Polyea Advertising Agency, Terre Haute, Ind., which earlier this year bought the transcribed-syndicated "Boston Blackie" series for 52 weeks in 53 markets, has now purchased it from its producer, the Frederic W. Ziv Company, for an additional two markets, upping the total to 55. The new markets are Saginaw, Mich., and Dyersburg, Tenn.

The sponsor has signed for fifty-two weeks in both new markets, it was announced Friday.

Moore Vacationing

Hollywood—Richard A. Moore, assistant general manager and director of television operations for ABC Western Division, left by train Wednesday on a three-week combination business and vacation trip to Vermont and New York. Mrs. Moore accompanied Mr. Moore on the trip. He will return to his office at ABC Television Center about August 1st. In his absence Network Television matters will be supervised by Bud Edwards while local KECA-TV matters will be handled by E. Carlton Winckler.

AM Stations In N. Y. To Fight TV Inroads

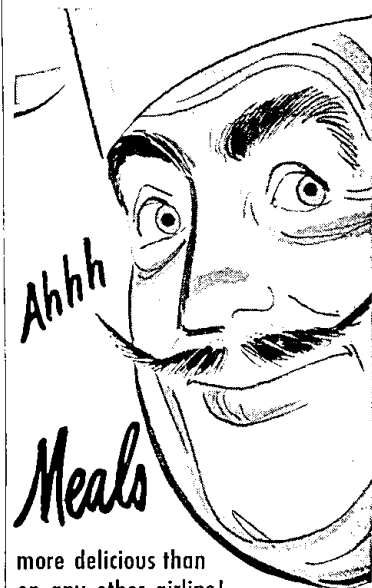
(Continued from Page 1)

tions, a WOR spokesman declared. Among those expected to attend the meeting are: Murray B. Grabhorn of WJZ; Dick Swift, WCBS; Ted Cott, WNBC; Bernice Judis, WNEW; Norman Boggs, WMCA; Bertram Lebharr, Jr., WMGM; Ralph Weil, WOV; Robert Dunville, WINS, and Eleanor Sanger, WQXR.

The idea for the managers' conference originated at WOR, which will be represented at the meeting by R. C. Maddux, vice-president in charge of sales, and J. R. Poppele, vice-president in charge of engineering.



McCONNELL



"the Hollywood"

— fly — 

UNITED

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

LOS ANGELES

Scenic daylight flight, Leave
11 am (E. S. T.) Arrives 6:55 pm

Mr. Time Buyer:
Before you run off on your vacations
check your Fall schedule against this!

**BIGGEST RADIO BARGAIN
IN THE U.S. TODAY!**

**1-MINUTE SPOTS ON
50,000 WATTS
WNOE-NEW ORLEANS
ONLY \$13.00 (360 TIME RATE) EACH**

Available Right Now! Spots between High-Rated National Shows... Spots on or between long-established Local Shows... News Programs! Sports Mutual Co-ops! (1060 ON YOUR DIAL)

25 YEARS OF SUCCESSFUL SERVICE TO ADVERTISERS!

WNOE 

NATIONAL REPRESENTATIVES
RA-TEL
420 LEXINGTON AVE., N.Y.C.

10,000 WATTS DAYTIME — 5,000 WATTS NIGHTTIME

AGENCIES

EVERARD W. MEADE, vice-president in charge of radio and television for Young & Rubicam, Inc., has announced that John Freese has been appointed technical director of all television commercials for the agency. He will continue as head of motion picture production. Freese joined Young & Rubicam in 1948 as a supervisor in the television department.

PETER E. POPP, formerly assistant account executive of Compton Advertising, Inc., has joined the advertising department of United States Tobacco Co.

ALBERT PLAUT, promotion manager of Dorothy Gray, Ltd., will handle additional duties of advertising manager.

SIMON A. HALPERN has resigned as director of copy at William H. Weintraub & Co., Inc., to become president of Pres-A-Life Corp. However, he will continue to serve on the agency's plans board.

ROBERT F. BASCHE, formerly merchandising manager of Pabst Sales Co., has been appointed assistant ad manager.

RAYMOND S. AUGUST has been named general manager of Transcast Corporation, a bus radio broadcasting outfit in Boston.

JAMES R. CUNNISON has been appointed sales representative for RCA Victor Custom Record Sales Division, it has been announced by James P. Davis, manager of the division. Before joining RCA, Cunnison was sales manager of Selective Radio Advertising, Inc.

ANNOUNCEMENT was made in Philadelphia Friday of the appointment of Sydney J. Mass to the post of advertising and sales promotion director of the Jerrold Electronics Corporation, by Milton J. Shapp, president. The new advertising chief was formerly advertising director of the National Pressure Cooker Company and its subsidiaries; Continental Distilling Corporation; and has served in executive positions in the advertising agency field.

ARTHUR E. PICKENS, JR. has been named program director of Radio Features, Inc., Chicago, Illinois. He will join the company today, and will handle all radio and television programming. He was formerly television director of the Malcolm-Howard Advertising Agency, same city.

The Land of the Free
 Dramas of American Opportunity
 This week: Edwin Booth
 It's a Donald Peterson Production for
 The Harding College National Program



MAIN STREET

By SID WHITE

Man About Manhattan...!

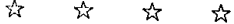
● ● ● AM ACHIEVEMENTS: Radio gained new laurels Thursday night with NBC's presentation of the first of a documentary series titled, "The Quick and the Dead," designed to dramatize the history of and the future of the atomic and hydrogen bombs. This was a forceful educational preaching which featured the talents of Bob Hope, acting in the role of an average citizen; William L. Laurence, science editor of the New York Times, and Fred Friendly, recording expert and producer, who knows the art of using sounds and of blending voices into human interest documentaries. It was radio programming with its best foot forward and if the succeeding three installments on Thursday nights measure up to the first program NBC will have made new radio history in this year of 1950.



● ● ● Herb Landon, the exploiter, has a new show running for him on WNEW (Sundays at 5 p.m.) in "The Newspaper Game," based on the five W's of journalism—who, what, where, why and when. Basil Rathbone is this week's guest panelist. . . . Associated Program Service celebrates its 15th ann'y next month. . . . Hank Sylvern struck oil on his Nevada property. . . . Fran Warren returning from the coast this week. . . . Adelaide Hawley and Laurence Cummings married April 8th secretly. . . . Bill Grey, formerly of the Jack Kirkwood show in H'wood, back in N. Y. permanently for TV. . . . Honor Legion of the Police Dept. of the City of N. Y., an exciting TV show taken from official files, now making the agency rounds. . . . Kay Roberts set to produce new show for Conrad Thibault sponsored by candy company for simulcast.



● ● ● J. Arthur Rank offering Harvey Stone the lead in a British film about GI's. . . . Winnie Garrett sez that color TV may not be near at hand, but after listening to certain video comics, she is convinced that off-color TV is already here. . . . Jerry Colonna making ambitious plans for TV come the fall. . . . Reports from abroad reveal that the British are said to have succeeded in coming up with a three-dimensional TV receiver. . . . Add grand mike believe: Tues. nite CBS mystery series, "Satan's Waitin'." . . . Seaman Jacobs in town to join his missus, Margie Hart. . . . Also in town for a few weeks is Ben Schneider, former World-Telly staffer and NBC newsroom aide, who's now public relations and advertising director of the Hollywood (Fla.) Beach Hotel. . . . Margaret Webster's production of "Taming of the Shrew" is being advertised as "The Original 'Kiss Me Kate'." . . . On "We Take Your Word," Abe Burrows was asked where the word 'Bizarre' came from. "Prob'ly from Harper's Bazaar," cracked the Bklyn quiz kid.



● ● ● Be-spectacled Robert Q. Lewis is a candidate for the Harold Lloyd roles in the remake of the comic's films. . . . This week marks Ronson's 5th year of bankrolling the popular quizzer, "20 Questions" on Mutual. . . . Joey Adams shelving all his nite-club and theater dates to concentrate on his lively new series, "Rate Your Mate." . . . Cold war between Pimms Cup and Moscow Mule people getting hotter. Former now has flying squads of the town's prettiest lassies making nitely raids on swank bistros and ordering Pimms Cup like mad. . . . Harry Hershfield was congratulating a pal about the wonderful tan he got from his vacation. "Yeah," agreed the pal, "but underneath I still feel very pale."



COAST-TO-COAST

WSFA Program Salutes Brides
 Montgomery, Ala.—A new addition to the WSFA schedule is "Here Comes The Bride," a program featuring interviews with local brides-to-be of the social world. Alva Craig Wolf, interviewer, entertains the brides-elect at a luncheon at an exclusive eating spot from which the running conversation and comment is broadcast.

Smith Airing New Program
 Hartford, Conn.—Broadcasting direct from his home in Manchester, sportscaster Jack Smith of WDRG has started a new program over the station entitled, "The Yawn Patrol." The new show goes on at 6:30 a.m. daily and extends for half an hour. Smith also does a daily sports show at 6:10. His morning show has no connection with sports, but concerns itself with problems of everyday living in a young married household.

Joins KIMA Staff
 Yakima, Wash.—Lee Black, KIMA manager, announces that Helen Traub has joined the station staff a secretary-receptionist.

Joins WSVS Department
 Crewe, Va.—Peggy Lee Covington has been added to the traffic department of WSVS and WSVS-FM. Peggy attended Longwood College in Farmville.

WCSS Re-aligns Staff Duties
 Amsterdam, N. Y.—Cecil Woodland, president and general manager of WCSS, announces re-alignment of staff duties. Senior announcer Jack Griswold joins assistant manager Ray Cheney on sport play-by-play. Lou Tinney, former night announcer, moves into the early morning slot and also take over chores on noontime "Off the Record" spot. Replacing Tinney a night will be new announcer Diel Ryall.

Williamson Joins TV Station
 Dayton, O.—H. Peter Lasker, general manager, has announced the appointment of William J. Williamson as sales manager of WLW-TV local Crosley television station. For the past 11 years Williamson was an account executive with the Ralph H. Jones Co., ad-agency in Cincinnati. Previously he was Chicago manager of radio sales for CBS before being transferred to WKRC Cincinnati, as commercial manager when CBS still owned that station.

Why buy 2 or more...
 do 1 big sales job
 on "RADIO BALTIMORE"
 Contact
 EDWARD
 PETRY CO.
WBAL

THE WEEK IN REVIEW

... Radio-TV News Highlights

By BILL NOBLE

WILES TRAMMELL, chairman of the board of NBC told the graduating class of the FBI that the radio and TV industry is alert to the threat of Communist infiltration and will take steps to meet the problem. National PTA Group, for the first time, recommended both AM and TV shows. Charles Hammond, NBC v-p dies suddenly. Commercial radio introduced in Austria. CBS leases two theaters in N. Y. for conversion to TV.

CBC, profiting from observance of U. S. techniques in TV, will pattern programs based on U. S. methods. Chicago agency reveals results of effect of TV in Chicago homes. Shortage of quality TV receivers for the Fall and Winter, forecast by Frank Freimann, executive vice-president, The Magnavox Company. COA reorganization completed in Denver. Senate will consider a world-wide web to reach virtually every receiver in the world. Screen Actors Guild waives right on live TV jurisdiction.

Pulse, Inc. reports baseball broadcasts increase share of audience for independent stations. Total number of TV stations in U. S. now has reached 105, NBC survey reveals. Networks and independents continue full coverage of the crisis in the Far East. Networks dispatching special correspondents to cover the situation across the Pacific.

Commissioner Walker of the FCC says children should be taught by their schools to differentiate between good and bad radio and TV programs. Voluntary War News Code goes into effect for all networks and independent stations.

Buck Gets RCA Promotion; Named V.-P. Of Victor Div.

(Continued from Page 1)

Buck served as operating vice-president of the RCA Victor division since January 7, 1949. He had previously been president of Radiomarine Corporation of America, which he joined upon his retirement, March 15, 1948, as a rear admiral of the United States Navy.

KOMO Gets Adv. Award

Hollywood—KOMO, Seattle, NBC affiliate, has been awarded the Vancouver Advertising and Sales Bureau cup for best in Western Radio commercials at the 47th annual convention of the Advertising Association of the West at the Ambassador Hotel. The live talent show "Scandia Barn Dance" won both the overall No. 1 trophy for the station as well as the category award for best commercial program in cities over 100,000. McCann-Erickson, of Portland, Oregon, took the award for best spot announcements in cities over 100,000, and KEEN, San Jose, California, for best in cities under that number.

Swift & Co. buys schedule to sponsor U. of Minn. football games for the Fall. NYC buys time on NBC morning show. WBCO, Bessemer, Ala., new AM, goes on the air.

Gen. Sarnoff proposes Government spend \$200,000,000 to set up global network to sell American ideas throughout the world. Annual expenses for the effort would come to \$50,000,000. DuMont and RCA showed new lines of TV receivers. Following the trend, both companies show larger screens.

Philip Morris buys a new comprehensive spot campaign on ABC, owned and operated stations. CBS signs new contract with IBEW group. West Coast real estate developer buys 607 TV receivers for newly constructed homes.

Reflecting the seriousness of the war situation, Ralph Edwards, "Truth or Consequences" show was grounded in New York. Show was scheduled to leave for a tour of Army Camps in Germany.

John F. Myers, elected president of The Westinghouse Electric Supply Company, succeeding David M. Salisbury. G. E. new Fall line of radios, includes 20 new models. Zenith shows new TV sets at their annual convention in Chicago. Electric Reservists sought by U. S. Air Force.

Due to crossed wires, TV viewers in New Haven, heard local telephone conversations as background on WNHC-TV. Estimates show that the Miami area now has 29,200 TV sets. In Cincinnati, Lux Radio Theater continues to hold first place, followed by Arthur Godfrey's Talent Scouts, according to The Pulse, Inc.

Band Of America Tour Will Include Chicago

Impressed by the successful turnout for NBC's "Band of America" during its recent personal appearances in Buffalo, N. Y., and Bridgeport, Conn., the sponsor, Cities Service, has announced its intention to send the entire band to Chicago for the program's first out-of-town broadcast on Monday, July 17, at 9:30 p.m.

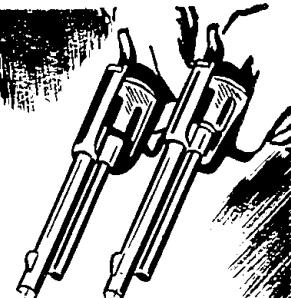
The band led by Paul Lavalie will celebrate Cities Service Day at the Chicago Fair of 1950 during the special broadcast which will be presented in conjunction with the Chicago "Frontiers of Freedom" show. The NBC broadcast will originate from the 6,000-seat amphitheater at the Fair. One thousand seats are being reserved for Cities Service employees, distributors and guests.

Wedding Bells

Charlotte, N. C.—Bill Quinn of the WBT production staff, has returned to his post at the TV station following his honeymoon with the former Emma Reese, at one time secretary to Ken Spicer, business manager for WBT and WBTB.

GET THE STORY...

How just one announcement brought ...



10,000 REQUESTS

FOR

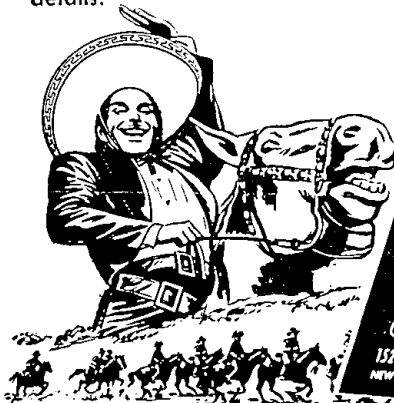
"CISCO KID" MASKS

Holsum Bakery reports "Cisco Kid" is a terrific bread salesman! A single offer of "Cisco Kid" masks stampeded the kids. Although these masks were to be distributed by dealers, the following day, impatient youngsters stopped Holsum trucks that same evening—demanding masks! Next day, the entire supply of 10,000 masks was distributed! The station reports: "Could have used 40,000!"



All over the country, the "Cisco Kid" is breaking sales records for many different products and services. Write, wire, or phone for details.

SENSATIONAL PROMOTION CAMPAIGN—from buttons to guns—is breaking traffic records! This amazingly successful ½-hour Western adventure program is 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!

TV Dealers Group Has 'Clean Up' Plans

(Continued from Page 1)

sociation. The association held that thus far "no one is willing to share the responsibility for (A) disgraceful situation wherein a legitimate business is made to appear to be a racket." Reference was to the constant complaints about TV service—and the need for "definite action."

Edwin Dempsey, NTDA secretary, reported that Better Business Bureaus tell his office "television is our worst headache today." Dempsey said most of the poor-service complaints come from buyers who have shopped for below-list prices on their sets and not bought from reputable dealers. Frequently such purchases have been from "shoddy wholesalers," and without service contracts.

Plan Described

NTDA outlined a plan to clean the industry skirts, calling upon all branches of the TV receiver industry to cooperate. Here are excerpts from the plan:

"Manufacturers must stop in their downward race to see how cheaply television can be made, and start in a climb to see how well they can be built.

"Manufacturers must give a guarantee that is clear and comprehensive.

"Manufacturers should appoint distributors of known integrity and ability.

"Manufacturers should not continuously pound on their distributors for an ever increasing number of outlets, regardless of the service facilities or tie-ins these outlets can provide.

"Manufacturers must stop changing models so fast that service and parts are no longer just a problem, but rather a nightmare.

"Manufacturers should not advertise cheap sets to outperform 'all others' when, in reality, a genius could not make them give satisfaction any place other than in the very shadow of the broadcasting station.

"Wholesalers should channel all of their merchandise, not just part of it, through reputable retailers who have a full sense of their responsibility to the public, and who do business generally with an eye to the future.

"Wholesalers must realize that the dealer should have all help possible in the way of tools, parts, information and prompt returns for return to defective merchandise.

"The retailer should keep down the number of makes that he handles to a point where he is thoroughly familiar with each set and the policy behind it.

"A good retailer will realize that he must not allow himself to be railroaded or talked into buying sets that are poorly made or in any other way are likely to create service difficulty.

"The retailer should have his own service whenever practicable, and build it up to the highest level of courtesy and efficiency. Whenever this cannot be done, he should scrupulously investigate any outside service organization that he selects to handle his service."

Increased Sales Noted

Montreal—Sales of electric storage batteries and radio parts by principal Canadian producers were valued at \$1,156,100 in May, showing an increase of 20 per cent over last year's May figure of \$960,500, the Dominion Bureau of Statistics reports. Despite the rise in the month, cumulative total sales for the first five months of this year declined eight per cent, amounting to \$5,644,900 as against \$6,131,200 in the similar period of 1949.

Radio-TV Display Features Music Merchants Exposition

(Continued from Page 1)

Merchants, sponsor of both show and convention.

New models and advance showings of 1951 sets will be featured by many of the big manufacturers. Complete lines of models will be shown by most of the firms. Dealer and distributor meetings are scheduled by a few manufacturers in conjunction with the show.

Twenty-two firms will display both radio and television sets. Seven will show television alone, and six firms will exhibit only radios. In addition, five recording equipment firms will have displays.

The list of manufacturers showing both Radio and Television:

Admiral Corp., Chicago; Ansley Radio and Television, Inc., New York; Belmont Radio Corp., Chicago; Brunswick, New York; Allen B. DuMont Laboratories, Inc., East Paterson, N. J.; Fisher Radio Corp., New York; Freed Radio Corp., New York; General Electric, Syracuse, New York; Jackson Industries, Inc., Chicago; Magnavox Co., Ft. Wayne, Ind.; Majestic Radio and Television, Inc., Brooklyn; Motorola, Inc., Chicago; Philco Corporation, Philadelphia; RCA Victor, division of RCA, Camden, N. J.; Scott Radio Laboratories, Inc., Chi-

Egg-Products Firm Buys 52 Weeks On WOR

Under a 52-week contract begun last week, Prot-Egg Products, Inc., of Elmhurst, N. Y., is sponsoring daily participation announcements on WOR's "Rambling with Gambling" show, Monday-through-Saturday, from 6 to 7 a.m.

Stanton B. Fisher of New York City is the agency. The product advertised is Life Prot-Egg Shampoo.

Named Mgr. Of WRLD

Lanett, Ala.—Jay Lamb was promoted to manager of WRLD and WRLD-FM, J. C. Henderson, president of Valley Broadcasting Company, announced. Lamb fills a vacancy left by the resignation of Capers Lifsey. He came to WRLD in 1945 after working with WDLF in Panama City, Fla.

Henderson also announced appointment of LaVerne Foster as announcer and engineer. He formerly worked in Huntsville.

Six-A-Week Show From APS

A new half-hour show titled "Melody Magic"—six days a week—will be released by Associated Program Service to its subscribing radio stations on July 13th. The show will feature the orchestras of Ted Dale, Jerry Sears, Al Goodman, Glen Osser and Dave Dennis with the pianoists of Buddy Weed, Frank Proeba and Errol Garner. One minute spots have been arranged for this program of favorite songs.

cago; Spartan Radio and TV, Jackson, Mich.; Starrett Television Corp., New York; Stromberg-Carlson Co., Rochester, N. Y.; Sylvania Electric Products, Inc., Colonial Radio and Television Division, Buffalo, N. Y.; Tele-King TV Corp., New York; Westinghouse Electric, TV and Radio Division, Sunbury, Pa.; Zenith Radio Corp., Chicago.

Firms displaying only television will be:

Atwater TV, division of Zenith Home Appliance, Brooklyn; J. F. Bard, Inc., Chicago; Mercury Corp., division of Mercury Records, Chicago; Pathe TV Corp., New York; Trad TV Corp., Asbury Park, N. J.; Trans-Vue Corp., Chicago; Video Corporation of America, New York. Manufacturers displaying radios will be:

Covall Industries, Inc., Brooklyn; Hedco Manufacturing Co., Chicago; Jewel Radio Corp., Long Island City, N. Y.; Magna-Electronics Co., Los Angeles; Ristaucrat, Inc., Appleton, Wis.; Symphonic Radio and Electronics Corp., Cambridge, Mass. The five recording equipment firms in the show are:

DuMont Officials To Attend

Ampro Corp., Chicago; Magna-Electronics Corp., Los Angeles; Reicon Corp., New York; Revere Camera Co., Chicago; Webster-Chicago, Chicago.

Top executives from DuMont Laboratories at East Paterson, N. J., who will be at the show are Earnest A. Marx, general manager, receiver sales division; Walter L. Stickel, national sales manager; Henry R. Geyelin, national advertising manager; E. W. Merriam, manager, Teletest Service control department; Carl Quirk, service section.

Don G. Mitchell, president of Sylvania Electric Products, Inc., will head a big delegation from his firm, and will maintain headquarters at the Bismarck Hotel.

Broadcaster To Aid UN Radio Planning

Minnesota broadcasters have banded together for an all-out campaign to promote United Nations broadcasts, it was announced by Melvin Drake, manager of WDCY, Minneapolis, and president of the Minnesota Broadcasters Association.

The MBA, together with the Minnesota Radio Council and the Minnesota Association for the United Nations, are behind the UN project. Included in the plans is a state-wide publicity-promotion campaign to inform listeners where and when they may hear UN programs.

United Nations Radio has made its full services available to the Minnesota broadcasters and has issued copies of its new code of commercial sponsorship of UN programs.

Stations in all parts of the state have responded, Drake said, and many stations are already carrying UN programs on a regular basis.

The UN project has received the public support of Minnesota's Governor Luther Youngdahl.

Sweeping Contests

Radio will literally be swept clean this summer when the National Broom Manufacturers and Allied Industries Association sponsors a series of sweeping contests over various radio stations throughout the country. Contestants will be asked to list the unusual ways in which they use a cornbroom in housecleaning.

Regional winners will appear at the Mrs. America Contest in Asbury Park, N. J., in September and demonstrate how they use a broom. The final winner will receive a trophy from the Association.

The nation-wide radio sweeping contest is part of a long-range program begun by the National Broom Manufacturers to stimulate sales of cornbrooms. The campaign is being handled by Kenyon & Eckhardt, Inc.



announcing
the opening of a new
cinescope studio organization,
prepared to give you—the advertising agency
and the tv package producer—a half-hour production
recording: complete with studios, cameras
and all necessary equipment, experienced, professional
engineers, scenery, lights, even a director . . .
and three hours camera rehearsal time—all that you
need to get a 16mm soft print of your show. The
price? . . . \$400 COMPLETE!

Clay Yurdin

Len Beckman

Robert Musil

Cines Co. Inc.

95-26 Sutphin Blvd., Queens, N. Y.

OL 8-8800

TELEVISION DAILY

Section of RADIO DAILY, Monday, July 10, 1950 — TELEVISION DAILY is fully protected by register and copyright

MOVIE MEN ADMIT TV POPULARITY

TELE TOPICS

JACK HALEY as a Summer replacement for Kay Kyser on NBC-TV proved that years in vaudeville, musical comedy and movies is good training ground for the new sight and sound medium. Haley displayed a careless style of clowning and adlibbing during the progress of the half-hour review which definitely stamped him as an up-and-coming TV star and one who'll probably be seen and heard throughout the Fall and Winter season. The Jack Haley show, sponsored by Ford Motors at 9 p.m. Thursdays, is a hodge podge of music, song and dance with Haley wandering in and out of the range of the cameras. Included in the supporting cast are The Continentals, a vocal group, and Miss Paige, an eye compelling miss from Ireland.

WTVJ, MIAMI, offers another solution to the problem of TV versus sports box office slumps—a half-hour variety show each Sunday (8-8:30 p.m.) from now till football season to boost the sale of season tickets for the football games of the Univ. of Miami "Hurricanes." . . . Irene Wicker, "The Singing Lady," marked her 2nd. tele anniversary yesterday with a repeat performance of her first video show (ABC-TV, 6-6:30 p.m.) which was titled "Rumplestitskin." . . . Mary Sinclair and John McQuade play the starring roles tonight on CBS-TV's "Starlight Theater" (8-8:30 p.m.) in a performance of F. Scott Fitzgerald's "The Kiss." . . . A literary agency exclusively for tele writers, called "Writers of Television" has been formed by Barbara Stanger, formerly of Compton Advertising. . . . Randy Hall, formerly with Standard Radio on the West Coast, has headed World Video sales dept. . . . Sun hits are being credited again as the cause of freakish long distance tele reception—WDTV, Pittsburgh claims fan mail from a TVviewer in Beeville, Texas, 1350 miles distant.

CARTOON SHORTS (Bugs Bunny, Mickey Mouse, and such) are looming on the horizon as the next big deal between tele webs and movie companies. Bids as high as \$5 million for tele rights to all the back shows of a single character are reported to have been nixed in now but are expected to go through in . . . Robert Rippen, director of "Rowdy Doody" chalks up his 500th tele hit this week. . . . Videodex ratings in Pittsburgh place DuMont's "Cavalcade of Stars" first, NBC's "Texaco Star Theater" second, "Philco Playhouse" in second and third places respectively, and CBS-TV's "Studio One" and "Toast of the Town" in fourth and fifth places.

Cathode Tube Sales Up

Washington—Cathode ray tube sales were up 20 per cent in May over April, according to TOMA, with nearly 65 per cent of all tubes sold to manufacturers 14 inches or bigger. A total of 599,667 picture-tubes were sold manufacturers in May, at a cost of \$14,260,114, compared with April totals of 498,624 valued at \$12,054,207. For the first five months of the year, a total of 2,604,718 units have been sold at a cost of \$64,042,781.

ABC, DuMont Sign Additional Affiliates

Network affiliations signed recently by ABC-TV and DuMont networks included: WKY-TV, Oklahoma City, signed with ABC; and WKZO-TV, Kalamazoo, signed with DuMont. The latter, which became effective July 1, brought the total of DuMont affiliations to 60. WKY-TV has affiliations also with CBS, NBC, and DuMont.

"Your Witness" On ABC Sponsored On KECA-TV

Hollywood—Les White, automotive dealer has purchased ABC television show "Your Witness," which stars Edmund Lowe, on KECA-TV, Hollywood, for 8 weeks, starting July 12th, 8:30 to 9:00 p.m. The order was secured by Marvin Briggs, KECA-TV account executive through Walter McCreeery Agency, Beverly Hills, Calif.

Heavy Sales Orders Reported By DuMont

Orders totaling \$51,700,000 have been placed by DuMont distributors at the first annual convention held by the receiver sales division, Allen B. DuMont Laboratories, Inc., Walter L. Stickel, national sales manager said Friday after the two-day meeting.

Orders were for the new line of DuMont TV receivers, incorporating the 17 and 19-inch tubes, shown to distributors for the first time at their dinner, Thursday night, July 6 at the Hotel Pierre.

P & G Buys 'Beulah'

The tab for the half-hour weekly video version of the "Beulah" show over ABC-TV has been picked up by Procter & Gamble on behalf of Drefit & Oxydol. Filming on the show will begin immediately, though actual telecasts don't start until mid-October.

Doc Kilowatt Says:

George came to dinner Sunday last. George, a postman by trade, is my quiet little studios brother-in-law whose special delivery is something to write home about. George finished high school and, having never gotten a degree, he never stopped thinking. We were watching a baseball game on television when George ever so quietly delivered himself of the following tid-bit.

"Got a couple of advertising magazines from an advertising agency where I deliver mail. Read some of the speeches by advertising men at their conventions. These fellows weren't radio or television people either, but seems like all they could talk about was television. 'Nothing to be afraid of,' said one. 'Gets commonplace once the novelty wears off,' said another! Commonplace thinking, I thought."

I sat there quiet like, because George always ties it up with twine. "I figure," he continued, "there's two times in life when you're liable to lose your block; once is when they gang up to knock it off because you're going some place fast, the other is when it sort of falls off because you got there too soon. TV is so intimate that it can't stand too much intimacy."

"George," I said, "you're killing me. I only went to college four years." "Well," George delivered again, "what I mean is, television, as I see it, doesn't know its own strength—which could be its greatest weakness."

Doc Kilowatt

Ask Senate Repeal Admissions Tax To Boost B-O

Washington Bureau of RADIO DAILY

Washington — Importance of TV competition was stressed Friday as spokesmen for the motion picture industry pleaded before the Senate Finance Committee for the repeal of the Federal admissions tax. A cut in the levy from 20 to 10 per cent has been voted by the House.

Representing the overall film industry conference of motion picture organizations, A. F. Myers and Gael Sullivan agreed that video has been cutting sharply into film attendance figures. Although in February they told the House Ways and Means Committee average weekly attendance was down from a wartime peak of 100 million to a mere 70 million, they said they can no longer claim even the 70 million.

"The bottom has fallen out of the motion picture business since then," Myers said.

Taft Questions B-O Decline

Myers and Sullivan presented figures showing the sharp decline in film attendance in Ohio since Fall, and Senator Taft of Ohio observed that this decline coincides with the completion of the coaxial cable through his state. He was wondering, he said, whether the box office decline was temporary or permanent—and it was obvious that he was thinking pix may never fully recover from the impact of TV.

Boston TV-Sets Up 134%; WBZ Increases Its Rates

Boston—Increased rates for television time and facilities will go into effect at WBZ-TV, the Westinghouse station, Boston, on July 16, it has been announced by station manager, W. C. Swartley. Based on an increase of 134 per cent more TV sets in the station's coverage area, the new rates will range from \$175 for a five-minute segment to \$700 for a full-hour in the "live" Class A category. Film telecasts will be \$150 for a five-minute period and \$600 for an hour. Twenty-second and one-minute slide or film announcement charges are now \$125 in Class A, and \$100 in Class B—comparing with previous charges of \$75 for Class A and \$60 for Class B. Studio rehearsal charges are to be upped from \$25 to \$50 per half-hour. Present clients are entitled to current rates until January 15, 1951, provided no lapse in the schedule occurs.

Hit Tunes Of Year Named In Survey

Continued from Page 1
 The survey, conducted by the American Radio Research Co., Inc., is the largest and most comprehensive of its kind ever conducted in this country. It is based on the responses of 100,000 listeners to a questionnaire which was mailed to their homes during the month of June. The survey is the first of its kind to be conducted on a national basis.

Suspension Of Paul Is Lifted By Petrillo

Hollywood, July 10.—The suspension of Paul Petrillo from membership in the American Federation of Musicians (AFM) has been lifted by the union's executive committee. Petrillo had been suspended for failing to pay his dues for the past six months. The union's executive committee met in Hollywood today to lift the suspension. Petrillo had been suspended for failing to pay his dues for the past six months. The union's executive committee met in Hollywood today to lift the suspension.

The Federation Committee in Hollywood petitioned James C. Petrillo, AFM president, to lift the suspension. Petrillo said he had no objection to the committee's decision. Petrillo had been suspended for failing to pay his dues for the past six months. The union's executive committee met in Hollywood today to lift the suspension.

At the time Petrillo was suspended, the AFM is invited members to play for a year and a half. Petrillo said he had no objection to the committee's decision. Petrillo had been suspended for failing to pay his dues for the past six months. The union's executive committee met in Hollywood today to lift the suspension.

Sponsoring Symphony

Detroit — The Peffer Brewing Company will sponsor the next two hours of the Detroit Symphony Orchestra on WWJ-TV. Maxon, Incorporated is the agency for Peffer. The Symphony is giving eight weeks of free concerts at the Michigan State Fair Grounds on Tuesday, Friday, and Saturday evenings under the co-sponsorship of the Music Performance Trust Fund and the Peffer Brewing Company. The Michigan State Board of Agriculture donates the shell and seating capacity for 10,000.

SONG HITS OF 1949-50

The following lists the largest radio audiences are listed in the survey. The survey is based on the responses of 100,000 listeners to a questionnaire which was mailed to their homes during the month of June. The survey is the first of its kind to be conducted on a national basis.

My Foolish Heart Sautter Jay	25335	20
Dear Hearts And Gentle People E. H. Morris	23731	24
I Can Dream Cant. J. Chappell	21374	26
If I Knew You Were Coming Robert	19919	19
A Dreamer Holiday Shapiro Bernstein	19151	24
It Isn't Fair Words & Music	18242	17
Music Music Music Cromwell	16520	20
Dearie Laurel	15294	20
Don't Cry Joe Harms	15284	19
Chattanooga Shoe Shine Boy Acuff & Rose	15190	17
Enjoy Yourself E. H. Morris	14910	26
A Dream Is A Wish Walt Disney	14778	24
Your Heart Makes Walt Disney	14762	16
Old Master Painter Robbins	14762	16
That Lucky Old Sun Robbins	14762	20
Some Enchanted Evening 1949 Chappell	14150	28
Third Man Theme Chappell	14025	18
Toot Toot Tootsie Goodbye Feist	13851	29
Daddy's Little Girl Beacon	13635	28
Hoop Dee Doo E. H. Morris	13607	11
Eye Bye Baby J. J. Robbins	13549	24
You're Breaking My Heart Robert	13519	23
Bewitched Chappell	13287	13
Younger Than Springtime 1949 Chappell	13237	25
There's No Tomorrow Paston	13130	20
Room Full Of Roses Hill & Range	13075	26
Bibbidi Bobbidi Boo Walt Disney	12817	18
I Don't Care If The Sun Don't Shine Famous	12406	13
Let's Take An Old Fashioned Walk Berlin	11937	20
Some Day You'll Want Me To Want You 1949 Duchess	11624	25
Candy And Cake Oxford	11450	20
Maybe It's Because 1949 Bregman-Vocco-Cann	11479	23
Just One Way To Say I Love You 1949 Berlin	11370	17
There's You Yes In Your Eyes 1949 Witmark	11151	20
Sentimental Me Knickerbocker	11076	15
Old Piano Roll Blues Leeds	10663	11

FAVORITE STANDARDS 1949-50

White Christmas Berlin	5837	9
Tea For Two Harms	5512	24
Santa Claus Is Comin' To Town Feist	4544	7
Begin The Beguine Harms	4015	19
Blue Skies Berlin	3274	13
Somebody Loves Me Harms	3212	15
Easter Parade Berlin	3024	4
All The Things You Are Chappell	3020	15
It's Wonderful Harms	2965	11
I Only Have Eyes For You Remick	2664	12
Winter Wonderland Bregman-Vocco-Cann	2594	6
Night And Day Harms	2461	13
What Is This Thing Called Love Harms	2376	9
Blue Moon Robbins	2324	9
Just One Of Those Things Harms	2292	12
Dancing In The Dark Harms	2255	13
Here Comes Santa Claus Western	2252	4
Take Me Out To The Ballgame Broadway	2245	4
Star Dust Mills	2097	11
September Song Crawford	2044	7
Embraceable You Harms	2037	10
Lover Famous	1948	8
Twelfth Street Rag Shapiro-Bernstein	1924	9
Christmas Song Burke & Van Heusen	1860	4
Tico Tico Chas. K. Harris	1791	7
Always Berlin	1667	8
This Can't Be Love Chappell	1640	8
Don't Blame Me Robbins	1595	4
St. Louis Blues Handy	1577	7
Alexander's Ragtime Band Berlin	1550	8
April Showers Harms	1431	3
April In Paris Harms	1423	5
Man I Love Harms	1412	8
June Is Bustin' Out All Over T. B. Harms	1389	2
I Can't Give You Anything But Love, Baby Mills	1357	5

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Coy Says Budget Cuts Would Be Disastrous

Continued from Page 1

appropriation of \$6,625,000 for the amount in the House bill before any vote is taken. Coy said that \$2,000,000 of that amount was asked for by the Budget Bureau.

Coy said that if forced to cut the amount by 10 per cent, as is contemplated by the House amendment, it would be a plain impossibility for the small remaining staff to do the work which the public interest requires. The Commission to do "10 per cent cut in funds" he said would mean an 18 1/2 per cent cut in personnel.

Coy reported that the Budget Bureau's request has envisaged a staff of 1342 but that as of June 14 the figure was down to 1259. If the House amendment prevails, the total will go down to 1129 by mid-October and to only 1069 by the end of the fiscal year.

Cites Mounting Workload

Pointing to the mounting workload Coy said the Commission through its duties in the broadcast field, can and does have considerable facilitating or retarding effect on these areas of the nation's economic and social life. This is a cut-and-out warning that further delay in the commercial development of TV is to be expected if the Commission's cut is sharply in funds. Lifting of the freeze on T he said, with the accumulated backlog now on hand, "would overwhelm the small staff we would have" if the House prevails.

In addition to slowing the licensing and regulatory work on hand, "would overwhelm the small staff we would have" if the House prevails.

In addition to slowing the licensing and regulatory work on radio and TV, Coy wrote, the reduction "would result in sharply increased interference to users of radio and TV."

Jo Dine In OPC Group To Choose Club Home

Josef Dine, director of NBC press department, Spyros P. Skouras, president of 20th Century-Fox and Jock Lawrence, vice-president of Goldwyn Pictures, have been appointed to a special committee the Overseas Press Club to find permanent home for the organization. It was announced by Leo Lochner, president of the club.

Silvers Resigns Post

Hollywood — It was announced Friday by Cornwell Jackson, vice president and manager of the Walter Thompson Hollywood office that Louis Silvers, for the past 17 years musical director of the Lux Radio Theater program, has signed his position with the famous dramatic program.

CONDON REPORTS YEAR'S COLOR STUDY

RCA and CBS File Final Briefs on Color TV

Commission Closes TV Filings On Color Issue

Washington Bureau of RADIO DAILY
 Washington—RCA and CBS also have both orally and by written briefs presented the use of their respective systems of color television to the FCC since the hearing got underway last September, yesterday contributed the final chapter to the formal hearing by filing rebuttal briefs. The

(Continued on Page 7)

Music Trades Credit TV For Sales Upturn

Chicago—An upsurge in instrument buying from 5 per cent to 20 per cent over 1949 sales is primarily due to television, industry leaders told the 49th annual Music Industry Trade Show and Convention yesterday.

The most spectacular rise in sales

(Continued on Page 3)

FM Sets New High In Washington, D. C.

Increased public interest in FM in Washington, D. C. is revealed in the latest FM set survey, just announced by Jim Seiler, director of American Research Bureau.

Results of the May, 1950, survey

(Continued on Page 4)

Better Color System In Offing, Says Para.

Washington Bureau of RADIO DAILY

Washington—Paramount told the FCC yesterday that none of the three color TV systems now before the Commission is "truly compatible with television's long-term future." In reply to proposed findings submitted last month by the three proponents, CBS, RCA & CTL, former FCC Chairman Paul A. Porter, for Paramount and Chromatic Television Laboratories, Inc., said that if the Commission will only be patient for a short time longer "permanent and better solutions" are to be expected. Porter wrote that there is in the process of development a direct-view tube of less complex and costly design which gives promise of satisfactory performance from a brightness standpoint.

Seven Stations Form Jersey AM Regional

Trenton, N. J.—The formation of a New Jersey network of seven radio stations, to be known as "The Garden State Network," was announced over the weekend by Fred L. Bernstein, assistant general manager of WTSM, Trenton.

The network line-up comprises WCTC, New Brunswick; WFPG,

(Continued on Page 4)

Appointments At NBC; Wallace Takes Adv. Post

Appointment of George Wallace as manager of advertising and promotion for NBC was announced yesterday by Harry C. Kopf, vice-president in charge of sales for sound broadcasting for the network. He succeeds the late Charles Hammond.

At the same time Kopf announced

(Continued on Page 4)

Philco Head Sees Radio Sales Boom

Orders for the new Philco radio and radio-phonographs just introduced at the company's convention point toward sales from June through September more than double the volume in the comparable period—1949, according to Albert J. Rosebraugh, radio sales manager for Philco.

Orders received so far represent

(Continued on Page 4)

Pulse Shows Decline In Sets-In-Use Figure

Radio sets-in-use in the combined 10-city area, reported by The Pulse, Inc., dropped slightly below the March-April level, during the May-June period. This is regarded as a normal Summer development. While the 10-city total showed a decrease, the Chicago figure remained un-

(Continued on Page 3)

Sets Standards For FCC To Use In Deciding

Washington Bureau of RADIO DAILY

Washington—A Government-industry committee of experts reported yesterday that the time is ripe for commercial exploitation of color TV. Carefully avoiding specific recommendation of one system over another, the special Color TV Advisory Committee of the Bureau of Standards,

(Continued on Page 6)

Radio Receiver Sales Increase In Canada

Montreal—Sales of radio receiving sets in Canada were 14 per cent higher in April than in the corresponding month of last year, while in the first four months of the year, sales rose four per cent, the Dominion Bureau of Statistics reports. April sales numbered 57,307 valued at \$4,852,620 as compared with 50-

(Continued on Page 3)

Rash To Substitute On ABC For Kiernan

Washington Bureau of RADIO DAILY

Washington—Bryson Rash, ABC representative at the White House, and director of special events for WMAL, will substitute for the vacationing Walter Kiernan for two

(Continued on Page 4)

Brochure Blasts Belief TV Is Taking Over Radio

Dynamiting the current belief that TV has taken over radio, and that the latter is in a moribund state, is refuted by an examination of WCBS' brochure, "What Television Didn't Do to Radio in New York." The brochure was issued yesterday.

Covering the first four months of 1950, the booklet, based on findings of The Pulse, Inc. definitely shows that while TV viewing increased

during the period, the same was true for radio listening. The Pulse survey covered the five counties of New York as well as Westchester and Nassau Counties and Bergen, Essex and Hudson Counties in New Jersey.

The survey shows that TV sets-in-use climbed steadily during the first four months of the year. From

(Continued on Page 8)

Decca Joins Ranks

Decca yesterday joined the ranks of recording companies pressing 45 RPM vinylite records when Milton R. Rackmil, president, announced that the parent company and its two subsidiaries, Coral and Brunswick would add them to their present line of 33 1/3 and 78 RPM records. First of the new recordings will be available August 15th.

Telecast Departure

Hollywood—Over the weekend KTLA in cooperation with KFMB-TV, San Diego, telecast the departure of the U. S. Marines for Korea. KFMB-TV picked up the telecast and beamed it to KTLA who in turn transmitted the image to the Los Angeles area. Klaus Landsberg, v.p. of KTLA and Jack Gross, president of KFMB-TV, made the arrangements.

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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

NEW YORK STOCK EXCHANGE


	High	Low	Close	Net Chg.
ABC	103 3/8	91 1/4	91 1/2	- 7 1/8
Admiral Corp.	26 1/8	23 1/4	24 1/8	- 2 1/8
Am. Tel. & Tel.	150 1/4	150 1/4	150 1/4	- 3 1/4
CBS A	26 3/4	25 3/4	26 3/4	- 1 1/4
CBS B	26 1/2	25 1/2	26	- 1 1/8
Philco	40	37 1/4	37 3/8	- 2 1/8
RCA Common	17 3/8	16	16 1/2	- 1 1/8
RCA First Pfd.	75	75	75	- 1
Stewart-Warner	14 1/4	14	14	- 1 1/8
Zenith Radio	50 1/2	46 1/2	47 1/4	- 4 1/4

WDRG

CONNECTICUT'S PIONEER BROADCASTER

CONNECT IN CONNECTICUT

Morning, afternoon, evening... WDRG is your best buy in Hartford! See facts, figures and Hooper's in new Market Study. Write Wm. Malo, Commercial Manager, WDRG, 750 Main St., Hartford, Conn.



Construction Begins On New Okla. Quarters

Construction of the new radio and television studios and office building for radio station WKY and television station WKY-TV (OKlahoma City) is under way.

The new \$4,000,000 building is located just east of the WKY Radio-Phone Company, 906 North AM-TV, in downtown Oklahoma City. Completion is set by March 1, 1951.

The brick concrete and steel building will house complete AM and TV studio facilities and control room offices for personnel of both stations and garages for the AM and TV mobile units. WKY-TV will originate telecasts in the new studios as well as from the present studios in the Little Theater of the Municipal Auditorium, on which the station has a long term lease.

Remaining With NAB

Washington — Don Petty, whose resignation as NAB general counsel was to take effect last week, has agreed to stay on the job for the rest of this year, it was learned yesterday. Petty's Los Angeles law practice has been putting pressures on him, which have made him determined to leave NAB, but he yielded once again to the request that he remain.

New Philco Auto Radios

Three new 1951 model auto radios have been introduced by the Philco Corporation, according to Jack Cherry, general manager of the accessory division. Designed for installation in any make or model of automobile, all three radios include 5 miniature tubes plus rectifier.

Alfred J. Goulet

Montreal—Alfred J. Goulet, producer for CKVL, Verdun, since its start several years ago, died Saturday, aged 34. He was also manager for Villery and Cremazie Theaters of Odeon Chain and had three years of war service overseas with RCAF.

Wedding Bells

Announcement has been made of the marriage of Richard S. Testut, vice-president of Muzak Corp., and general manager of Associated Program Service, and Irene Bennett, assistant to field director, Committee for Economic Development.

Stork News

Jack Farren, WOR announcer, is the father of a 5 pound, 14 ounce baby girl, born July 7 to his radio actress wife, Vivian Fox at Doctors Hospital, New York City. Daughter's name is Jill.

Plan Broadcasters Meet To Map Civilian Defense

Washington — A general meeting of radio and television broadcasters to plan for civilian defense participation is slated for about two months from now, according to high Government officials. There is no immediate plan to speed the present schedule representation of the major networks, NAB, and broadcast and television carrier organizations were told at a weekend meeting here with military officials and civilian mobilization director, Paul Larsen.

No Immediate Plans

There was no publicity pressure in the meeting, one participant told Radio Daily, and no indication of plans for putting any overall civil defense program into effect now. Administration of civil defense will be by states, it was reported, with the Federal Government merely laying down an overall blueprint.

As long as a year might be required to work out all details, it was indicated, unless an immediate emergency arises.

Larsen spoke of government concern over the concentration of communications facilities in central sections of large cities. They will be early bomb targets if there is to be bombing, he said.

It was learned that there is already in existence an overall plan for the industry in the event of attack upon this country.

COMING and GOING

GEORGE M. BURBACH, general manager of KSD and KSD-TV, St. Louis, and M. BURBACH, departed last aboard the Queen Mary for a summer vacation in Southern France, Spain and Portugal.

MARTIN BLOCK, WNEW's disc jockey, back from the Catskills where he spent several days visiting his son, Martin, Jr., who is at summer camp.

JACK MULHALL, of the Ken Murray TV show, has returned from Atlantic City.

WALTER BRIDGES, HARRY HYETT and **RALPH O'CONNOR**, of the Arrowhead Network, are spending this week in New York visiting Ra-Tel Representatives, Inc.

JOHN MITCHELL, general manager of WBKB CBS TV affiliate in Chicago is in town on business.

JOSEPH LOWE, former New York educator and now president of Arcady Country Club on Lake George, spent last week in Albany for guest appearances on several radio programs.

PAULA CARR, of Roberts & Carr Productions, is visiting stations in Cleveland, Cincinnati, Columbus and Pittsburgh arranging local rights for an R & C television film series.

BOB O'CONNOR, sports director for WOR-TV, is spending his vacation this year in New Hampshire.

Takes Program Post

Columbus, O.—Ann Evans, formerly with WPAY, Portsmouth, has been appointed director of program promotion for WBNS and WELD FM.



"You say radio is the best buy?"

Yes, sir, we do! You can reach more people at lower cost through radio than any other advertising medium. And in Baltimore, the way to get the absolute maximum from your advertising dollar is to buy W-I-T-H. No other station delivers so many listeners at such low cost. That means low-cost results. That means that small appropriations on W-I-T-H do big things. Call in your Headley-Reed man for the whole story today.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, President • Represented by HEADLEY-REED

Music Trades Credit TV For Sales Upturn

(Continued from Page 1)

... in ukeleles, where the figure is nearly five times higher than last year's sales. Speaking for the mutual merchandise manufacturers, C. Frederick Martin said, "Television has been a wonderful thing for us. The visual medium has boosted sales of musical instruments tremendously. When the viewer sees the instrument as well as hears it, it makes him more anxious to learn how to play."

Martin cited Arthur Godfrey as the person most responsible for the popularity of the ukelele and announced Godfrey has been named "world's best promoter of music fun with the ukelele."

Vincent Bach, president of the National Association of Band Instrument Manufacturers, also credited television with a 20 per cent increase in band instrument sales. "TV is the key," he said. "More instrumental programs have resulted in increased interest in band instruments." This is specially true of young people. Bach also mentioned Grace Heidt's youth opportunity program and similar programs as encouraging youngsters to take up music.

Opening day registration was 4,000, with a total of 9,000 expected before the close of the convention on July 13th.

Attracting much attention was the 31-inch television screen introduced by DuMont. The world's largest direct-view TV set, the "Club" model, has a 536 square inch picture. Designed principally for taverns and private clubs, this set will go into production in the fall.

Radio Receiver Sales Increase In Canada

(Continued from Page 1)

... units at \$3,777,489 a year earlier, and in four months sales totalled 11,233 units valued at \$16,679,785 as against 190,783 at \$14,464,902 in 1949. Sales in April were as follows, totals for the same month last year being in brackets: Ontario 34,242 (30,061) units; Quebec, 9,834 (8,300); Brittimes 3,171 (3,123); British Columbia 2,979 (2,928); Alberta 2,695 (2,919); Manitoba 2,589 (2,269); Saskatchewan 1,423 (1,748); Newfoundland 374 (—).

Fire Fighting V.-P.

A small fire broke out yesterday in an elevator shaft of the building housing the offices and studios of WOR. The blaze, which filled many offices with smoke, was quickly extinguished by the local fire-fighters, assisted by Jack R. Poppele, WOR vice-president in charge of engineering (and fires).

Three TV Mfrs. Show New 1951 Models

Price lists of the 1951 models of three major TV companies were announced yesterday simultaneously with the companies' exhibitions of new lines at the Natl. Association of Music Merchants confab in Chicago.

Ranging from \$139.95 for a twelve and a half-inch model to \$369.95 for a 19-inch console model, Tele-King Corporation's new line included nine models. Harvey L. Pokrass, president of Tele-King, announced that the company will maintain its policy of furniture fashion in all future lines rather than attempt price reductions on the basis of lower-quality cabinets. Other models included: a fourteen-inch table model at \$169.95; a 16-inch rectangular-tube console for \$229.95; a 16-inch table model at \$199.95; a 16-inch screen combination with AM-FM radio and three-speed record changer at \$299.95; another 16-inch console at \$289.95; a 20-inch table model at \$279.95; a 20-inch console at \$299.95; and a 19-inch model console for \$369.95.

Tele-Tone Radio Corp.'s new line was announced as being \$40-\$100 below previous comparable prices. Leading the new line, as revealed by Morton M. Schwartz, general sales manager, a 14-inch rectangular-tube table model for \$139.95; a 16-inch model will sell for \$179.95; and a 19-inch console is priced at \$289.95. Altogether, Tele-Tone exhibited twenty different models, including the new "Imperial" line which marks the company's entry into the higher priced field.

The new line featured by Sylvania Electric Products, Inc., was comprised of twenty-one models, encompassing all categories. Prices ranged from \$189.95 for the 14-inch model to \$645.00 for a 19-inch model in the higher-priced field.

Pulse Shows Decline In Sets-In-Use Figure

(Continued from Page 1)

changed and a slight gain was reported by Philadelphia.

Also true in most cities was the increased audience enjoyed by independent stations and loss to networks. Baseball-carrying stations were particularly responsible.

Cities covered by The Pulse include, Boston, Chicago, Cincinnati, Los Angeles, New York, Philadelphia, Richmond, San Francisco, St. Louis and Washington. The combined average for radio sets-in-use in the report shows a drop from 24.7 per cent in March-April to 23.5 per cent for May-June.

WTOB Joining CBS

Station WTOB, Winston-Salem, N. C., becomes a radio affiliate of CBS on or about September 1 as part of the network's southeastern group, it was announced by Herbert V. Akerberg, CBS vice-president in charge of station relations. Addition of WTOB brings the total number of CBS radio affiliates to 189.



Man builds pipeline between buyers and sellers

Here's a man who can build you a pipe line between sellers and buyers. This versatile "plumber" accomplishes results with his carefully followed commentary on the national scene.

As Mr. Maurice A. Hill of the Warren County Hardware Co. wrote to Station WLBK, both of Bowling Green, Kentucky:

"Mr. Lewis' news broadcast continues, as it has in past years, to do a very gratifying sales job for us.

"The program is of great value to the firm as a direct sales medium and for the good will and added prestige it gives us . . . In our opinion Mr. Lewis' straightforward and informal manner makes his program the best newscast on the air."

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).

Hit Tunes Of Year Named In Survey

(Continued from Page 1)
ing," "A Dreamer's Holiday," "It Isn't Fair," "Music, Music, Music," "Don't Cry Joe" and "Chattanooga Shoe Shine Boy."

In listing the favorite standards for the past year Irving Berlin's "White Christmas" won top honors. Second place went to the Harm's tune, "Tea For Two" and Feist's "Santa Claus Is Coming to Town" placed third. Other leaders included "Begin the Beguine," "Blue Skies," "Somebody Loves Me" and "Easter Parade."

Suspension Of Paul Is Lifted By Petrillo

Hollywood—Edward Paul, musical director of Jerry Fairbanks Productions, who was suspended from membership in the American Federation of Musicians and fined \$1,000 for alleged violation of the union's television regulations last February, Friday was advised that his suspension has been lifted.

The veteran conductor and member of the AFM since 1915 was notified in a letter from Leo Cluesmann, national secretary of the union's executive board, that the international executive board at its meeting held in Houston, Texas, on June 1, had voted to lift the suspension and hold the \$1,000.00 fine in abeyance.

The Fairbanks Company and Paul had petitioned James C. Petrillo, AFM president, to reopen the case, maintaining that charges brought against the conductor were unfounded. The June 1 rehearing followed.

At the time Paul was suspended, the AFM permitted members to play for "live" and "kinescoped" video shows but banned the recording of any type of music for filmed television programs. Recently, however, the AFM notified video film producers that recording of shows would be permitted if producers pay the regular theatrical motion picture scale to musicians and stations and sponsoring agencies pay a royalty of five per cent of station time charges for each showing to the union.

Sponsoring Symphony

Detroit — The Pfeiffer Brewing Company will sponsor the entire two hours of the eight Saturday night summer concerts of the Detroit Symphony Orchestra on WWJ-TV. Maxon, Incorporated is the agency for Pfeiffer.

The Symphony is giving eight weeks of free concerts at the Michigan State Fair Grounds on Tuesday, Friday, and Saturday evenings under the co-sponsorship of the Music Performance Trust Fund and the Pfeiffer Brewing Company. The Michigan State Board of Agriculture donates the shell and seating capacity for 10,000.

SONG HITS OF 1949-50

The 35 song hits with the largest radio audiences are listed in the order of the total ACI points received in the ACI surveys of the year conducted by Peatman's Office of Research, Inc. Songs currently active are marked with an asterisk. Songs whose activity began prior to July 1, 1949, are noted by the date. The survey follows:

SONG TITLE AND PUBLISHER	TOTAL ACI POINTS	WEEKS IN ACI SURVEY
*My Foolish Heart (Santly-Joy).....	25339	20
Dear Hearts And Gentle People (E. H. Morris)...	23731	24
I Can Dream Can't I (Chappell).....	21374	26
*If I Knew You Were Coming (Robert).....	19919	19
A Dreamer's Holiday (Shapiro-Bernstein)....	19851	24
*It Isn't Fair (Words & Music).....	18242	17
*Music Music Music (Cromwell).....	16620	20
*Dearie (Laurel).....	15694	20
Don't Cry Joe (Harms).....	15684	19
Chattanooga Shoe Shine Boy (Acuff & Rose)...	15590	17
*Enjoy Yourself (E. H. Morris).....	14910	26
A Dream Is A Wish Your Heart Makes (Walt Disney).....	14778	24
Old Master Painter (Robbins).....	14762	16
That Lucky Old Sun (Robbins).....	14672	20
Some Enchanted Evening (1949) (Chappell)...	14190	28
*Third Man Theme (Chappell).....	14025	18
Toot Toot Tootsie Goodbye (Feist).....	13851	29
*Daddy's Little Girl (Beacon).....	13635	28
*Hoop-Dee-Do (E. H. Morris).....	13607	11
Bye Bye Baby (J. J. Robbins).....	13549	24
You're Breaking My Heart (Robert).....	13519	23
*Bewitched (Chappell).....	13287	13
Younger Than Springtime (1949) (Chappell)...	13237	25
There's No Tomorrow (Paxton).....	13130	20
Room Full Of Roses (Hill & Range).....	13075	26
Bibbidi Bobbidi Boo (Walt Disney).....	12817	18
*I Don't Care If The Sun Don't Shine (Famous)...	12406	13
Let's Take An Old Fashioned Walk (Berlin)....	11937	20
Some Day You'll Want Me To Want You (1949) (Duchess).....	11624	25
*Candy And Cake (Oxford).....	11480	20
Maybe It's Because (1949) (Bregman-Vocco-Conn).....	11479	23
Just One Way To Say I Love You (1949) (Berlin).....	11370	17
There's Yes Yes In Your Eyes (1949) (Witmark).....	11151	20
*Sentimental Me (Knickerbocker).....	11076	15
*Old Piano Roll Blues (Leeds).....	10663	11

FAVORITE STANDARDS 1949-50

White Christmas (Berlin).....	5837	9
Tea For Two (Harms).....	5512	24
Santa Claus Is Comin' To Town (Feist).....	4844	7
Begin The Beguine (Harms).....	4015	19
Blue Skies (Berlin).....	3274	13
Somebody Loves Me (Harms).....	3212	15
Easter Parade (Berlin).....	3024	4
All The Things You Are (Chappell).....	3020	15
It's Wonderful (Harms).....	2965	11
I Only Have Eyes For You (Remick).....	2664	12
Winter Wonderland (Bregman-Vocco-Conn)...	2594	6
Night And Day (Harms).....	2461	13
What Is This Thing Called Love (Harms)....	2376	9
Blue Moon (Robbins).....	2324	9
Just One Of Those Things (Harms).....	2292	12
Dancing In The Dark (Harms).....	2285	13
Here Comes Santa Claus (Western).....	2252	4
Take Me Out To The Ballgame (Broadway)....	2245	4
Star Dust (Mills).....	2097	11
September Song (Crawford).....	2044	7
Embraceable You (Harms).....	2037	10
Lover (Famous).....	1948	8
Twelfth Street Rag (Shapiro-Bernstein)....	1924	9
Christmas Song (Burke & Van Housen)....	1860	4
Tico Tico (Chas. K. Harris).....	1791	7
Always (Berlin).....	1667	8
This Can't Be Love (Chappell).....	1640	8
Don't Blame Me (Robbins).....	1598	7
St. Louis Blues (Handy).....	1577	4
Alexander's Ragtime Band (Berlin).....	1550	8
April Showers (Harms).....	1431	3
April In Paris (Harms).....	1423	5
Man I Love (Harms).....	1412	8
Juno Is Bustin' Out All Over (T. B. Harms)...	1389	2
I Can't Give You Anything But Love, Baby (Mills).....	1357	5

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Coy Says Budget Cut Would Be Disastrous

(Continued from Page 1)

appropriation of \$6,625,000 — the amount in the House bill before an over-all cut is imposed, but \$287,000 below what was asked for by the FCC by the Budget Bureau.

Coy said that if forced to cut the amount by 10 per cent, as is contemplated by the House amendment "it would be a plain impossibility for the small remaining staff to do the work which the public interest requires the Commission to do." A 10 per cent cut in funds, he said, would mean an 18.8 per cent cut in personnel.

Coy reported that the Budget Bureau request has envisaged a staff of 1342, but that as of June 14 the figure was down to 1289. If the House amendment prevails, the total will go down to 1120 by mid-October and to only 1090 by the end of the fiscal year.

Cites Mounting Workload

Pointing to the mounting workload, Coy said the Commission through its duties in the broadcast field, "can and does have considerable facilitating or retarding effect on these areas of the nation's economic and social life." This is a "cut-and-out" warning that further delay in the commercial development of TV is to be expected if the Commission is cut too sharply in its funds. Lifting of the freeze on TV, he said, with the accumulated backlog now on hand, "would overwhelm the small staff we would have" if the House prevails.

In addition to slowing the licensing and regulatory work on hand "would overwhelm the small staff we would have" if the House prevails.

In addition to slowing the licensing and regulatory work on radio and TV, Coy wrote, the reduction "would result in sharply increased interference to users of radio and TV."

Jo Dine In OPC Group To Choose Club Home

Josef Dine, director of NBC press department, Spyros P. Skouras, president of 20th Century-Fox and Jack Lawrence, vice-president of Goldwyn Pictures, have been appointed to a special committee of the Overseas Press Club to find permanent home for the organization, it was announced by Louis Lochner, president of the club.

Silvers Resigns Post

Hollywood — It was announced Friday by Cornwell Jackson, vice-president and manager of the Walter Thompson Hollywood office that Louis Silvers, for the past 17 years musical director of the Lux Radio Theater program, has signed his position with the famous dramatic program.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 52, NO. 6

NEW YORK, TUESDAY, JULY 11, 1950

TEN CENTS

CONDON REPORTS YEAR'S COLOR STUDY

RCA and CBS File Final Briefs on Color TV

Commission Closes TV Filings On Color Issue

Washington Bureau of RADIO DAILY
Washington—RCA and CBS have both orally and by written briefs presented the case of their respective systems of color television to the FCC since the hearing got underway last September, yesterday contributed the final chapter to the formal hearing by filing rebuttal briefs. The
(Continued on Page 7)

Music Trades Credit TV For Sales Upturn

Chicago—An upsurge in instrument buying from 5 per cent to 20 per cent over 1949 sales is primarily due to television, industry leaders told the 49th annual Music Industry Trade Show and Convention yesterday.
The most spectacular rise in sales
(Continued on Page 3)

FM Sets New High In Washington, D. C.

Increased public interest in FM in Washington, D. C. is revealed in the latest FM set survey, just announced by Jim Seiler, director of American Research Bureau.
Results of the May, 1950, survey
(Continued on Page 4)

Better Color System In Offing, Says Para.

Washington Bureau of RADIO DAILY

Washington—Paramount told the FCC yesterday that none of the three color TV systems now before the Commission is "truly compatible with television's long-term future." In reply to proposed findings submitted last month by the three proponents, CBS, RCA & CTL, former FCC Chairman Paul A. Porter, for Paramount and Chromatic Television Laboratories, Inc., said that if the Commission will only be patient for a short time longer "permanent and better solutions" are to be expected. Porter wrote that there is in the process of development a direct-view tube of less complex and costly design which gives promise of satisfactory performance from a brightness standpoint.

Seven Stations Form Jersey AM Regional

Trenton, N. J.—The formation of a New Jersey network of seven radio stations, to be known as "The Garden State Network," was announced over the weekend by Fred L. Bernstein, assistant general manager of WTTM, Trenton.

The network line-up comprises WCTC, New Brunswick; WFPG,
(Continued on Page 4)

Appointments At NBC; Wallace Takes Adv. Post

Appointment of George Wallace as manager of advertising and promotion for NBC was announced yesterday by Harry C. Kopf, vice-president in charge of sales for sound broadcasting for the network. He succeeds the late Charles Hammond.

At the same time Kopf announced
(Continued on Page 4)

Philco Head Sees Radio Sales Boom

Orders for the new Philco radio and radio-phonographs just introduced at the company's convention point toward sales from June through September more than double the volume in the comparable period—1949, according to Albert J. Rosebraugh, radio sales manager for Philco.

Orders received so far represent
(Continued on Page 4)

Pulse Shows Decline In Sets-In-Use Figure

Radio sets-in-use in the combined 10-city area, reported by The Pulse, Inc., dropped slightly below the March-April level, during the May-June period. This is regarded as a normal Summer development. While the 10-city total showed a decrease, the Chicago figure remained un-
(Continued on Page 3)

Brochure Blasts Belief TV Is Taking Over Radio

Dynamiting the current belief that TV has taken over radio, and that the latter is in a moribund state, is refuted by an examination of WCBS' brochure, "What Television Didn't Do to Radio in New York." The brochure was issued yesterday.

Covering the first four months of 1950, the booklet, based on findings of The Pulse, Inc. definitely shows that while TV viewing increased

during the period, the same was true for radio listening. The Pulse survey covered the five counties of New York as well as Westchester and Nassau Counties and Bergen, Essex and Hudson Counties in New Jersey.

The survey shows that TV sets-in-use climbed steadily during the first four months of the year. From
(Continued on Page 8)

Sets Standards For FCC To Use In Deciding

Washington Bureau of RADIO DAILY

Washington—A Government-industry committee of experts reported yesterday that the time is ripe for commercial exploitation of color TV. Carefully avoiding specific recommendation of one system over another, the special Color TV Advisory Committee of the Bureau of Standards,
(Continued on Page 6)

Radio Receiver Sales Increase In Canada

Montreal—Sales of radio receiving sets in Canada were 14 per cent higher in April than in the corresponding month of last year, while in the first four months of the year, sales rose four per cent, the Dominion Bureau of Statistics reports. April sales numbered 57,307 valued at \$4,852,620 as compared with 50-
(Continued on Page 3)

Rash To Substitute On ABC For Kiernan

Washington Bureau of RADIO DAILY
Washington—Bryson Rash, ABC representative at the White House, and director of special events for WMAL, will substitute for the vacationing Walter Kiernan for two
(Continued on Page 4)

Decca Joins Ranks

Decca yesterday joined the ranks of recording companies pressing 45 RPM vinylite records when Milton R. Rackmil, president, announced that the parent company and its two subsidiaries, Coral and Brunswick would add them to their present line of 33 1/3 and 78 RPM records. First of the new recordings will be available August 15th.

Telecast Departure

Hollywood—Over the weekend KTLA in cooperation with KFMB-TV, San Diego, telecast the departure of the U. S. Marines for Korea. KFMB-TV picked up the telecast and beamed it to KTLA who in turn transmitted the image to the Los Angeles area. Klaus Landsberg, v.-p. of KTLA and Jack Gross, president of KFMB-TV, made the arrangements.

Philco Head Sees Radio Sales Boom

(Continued from Page 1)

an increase of 109 per cent in units and a dollar volume 175 per cent ahead of last year. The new line includes 27 radio and combination radio-phonograph sets.

Rosebraugh said that because of the increased demand for television, there has been a temptation among some manufacturers to neglect radio. Philco, he declared, is planning to build and sell as many radio sets this Fall as during the entire year of 1949. The new 1951 line of Philco radios range from a small table model at \$17.95 to a de-luxe console radio phonograph at \$329.95.

FM Sets New High In Washington, D. C.

(Continued from Page 1)

disclose that the number of FM sets has increased to 78,000 sets in the nation's capital. This means that one out of every five homes is now equipped to receive FM.

The survey also shows that the new high figure of FM sets represents about a 50 per cent increase over the number of sets reported for October, 1949. The survey is based upon a diary sampling system of 1,000 homes in the Washington area.

Appointments At NBC; Wallace Takes Adv. Post

(Continued from Page 1)

that George MacGovern has been made manager of the Radio Sales Planning and Research Department. Both appointments are effective immediately.

Wallace joined NBC as a member of the network's guest relations department in 1940. Following service in the war, he returned to NBC as a copywriter in the advertising and promotion department. In 1948 he was made sales promotion manager for radio and TV.

MacGovern first joined NBC in 1928. From 1938 to 1940 he was director of marketing for Campbell-Ewald Advertising Agency and later with Look, Inc. as sales director. He re-joined NBC as a rate specialist in 1949.



Man About Manhattan...!

● ● ● **ONCE OVER LIGHTLY:** Quent Reynolds' biog on Judge Sam'l Leibowitz will become a TV series starring Edw. G. Robinson, who's anxious to do it. . . . Wanna bet Jack Miller and his ork get the assignment to back Kate Smith when she sings 'live' at long last on her new NBC-TV series with Ted Collins which tees off in Oct? . . . Fanny Brice, who's been reported to be considering her own TV series, confides to pals that she'll 'lend' her voice to TV—but will never appear on a show herself. She'd like to do a puppet show. . . . Emerson Radio earmarking plenty for advertising their TV and radio products next year, we hear. . . . Madman Muntz busily denying rumors that he's sold out his interest in his video set manufacturing organization. . . . Jean Hersholt getting set to give the tele-camera treatment to his "Dr. Christian" series. . . . "My Mother's Husband," the Wm. Powell stanza that's just preemed over NBC as a sustainer, already has a bankroller interested. . . . Sarah Vaughan's Col. platter of "Just Friends" is winning plaudits from the critics, but the thing that intrigues us is the fact that she makes all her recordings in her stocking'd feet. Don't ask us why. But then, didn't the famous Josef Hoffman stuff cotton in his ears when playing the piano to help him concentrate?



● ● ● Ken Murray's favorite movie yarn deals with the producer who assembled his aides and told them: "I hate yes-men. If you don't feel the way I do about a thing, don't come out with an immediate lie and pretend you agree with me. Think it over a few minutes—and don't give your opinion until you do agree with me."



● ● ● **AROUND TOWN:** The Modernaires signed for a guest spot on Chesterfield's ABC's of Music on CBS Aug. 2nd. . . . Marjorie Leonard, of Compton's casting dept., and John Olsen, of Gen'l Foods, became Mr. & Mrs. over the week-end. . . . Another Compton staffer, Joe Field, leaves next week for the coast to work on the fall campaign for P & G's "Fireside Theatre." . . . Our boy, Hank Leeds, the Popsicle youth award exploiter, is now out in Omaha hobnobbing with Harry Burke, KFAB station manager. . . . Ezra Stone off for Paris to confer with Milton Shubert about a new musical. . . . Drew Pearson definitely going into TV. . . . ABC and Sid Skolsky mulling a radio chatter series for the diminutive scribe. . . . Quaker Oats buying time on NBC-TV for a Sunday p. m. 30-minute session. . . . Don't be surprised if "We the People" swings back to CBS. . . . Speaking of "We the People," its scripiter, Gene Hurley, is bedded with ptomaine poisoning. Thelma Bradshaw, researcher for the show, is now Mrs. John S. Rost.



● ● ● **THE MORNING MAIL:** "Dear Sid," writes our old pal, Alan Courtney, from Miami Beach way. "Seems that your col'm of June 28th in which you mention the return of the Ransom Sherman-Garry Moore shows as proof that they were dropped too soon, brought many reactions from show-wise folks here from N. Y. who asked me when I was going to return to the big town to pitch the old 'Gloomchasers' and 'Jojymakers' shows that captured the biggest chunk of radio loyalty in those years. Jimmy Rich has been trying for almost a year now to convince the big boys that 'Gloomchasers' would be a natural for TV. Every time I think of the million-card membership we built up on that show, I wonder howcum the majordomos don't realize what a ready-made following means to a show. Anyway, I'm still hoping that some smart operator who knows the score will bend a little so we can prove what most folks seem to know already."

Seven Stations Form Jersey AM Regional

(Continued from Page 1)

Atlantic City; WJLK, Asbury Park; WKDN, Camden; WNJR, Newark; WSNJ, Bridgeton, and WTTM.

Planned primarily as a sales network, the stations are shooting for Fall business with an eye to political broadcasts for the forthcoming state elections. The network "will act as an ideal public relations and sales vehicle for many of the large State associations as well as the numerous and varied industries located within New Jersey," Bernstein said.

The state network will be offered as a solid package. An advertiser must buy all seven stations of the network. "By using this network," Bernstein added, "A buyer could effectively cover 95 per cent of New Jersey, plus bonus areas in New York and Philadelphia."

Plans for the formation of the Garden State Network were completed on June 27th, at a meeting of the seven broadcasters in Atlantic City. A complete market brochure promoting the new network will be available in the near future.

Rash To Substitute On ABC For Kiernan

(Continued from Page 1)

weeks, beginning Monday July 17. The latter will be absent from his five-minute program, "One Man Opinion" aired over the station Monday through Friday—3:25 p. m. EDT.

Rash, veteran Washington advertiser, has often been heard over ABC and is the official ABC representative for country-wide touring when the President leaves Washington. The five-minute program sponsored by Philip Morris through Cecil & Presbrey, Inc.

WEVD

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BEHIND THE MIKE

FREDRIC VONN, composer-pianist and specialist in improvisation, will play a half-hour program on the Keyboard Masters Series Sunday via WNYC.

Billy Williams Quartet being talked up for their own TV show. They're a natural.

Ernie Adler, famed hair-stylist of the Roxy Theater, has devised a hair-do for Cathy Mastice tagged "Suicide," because that's what the other gals want to do when they see it.

Sheriff Bob Dixon is a real sheriff now. He was made a Deputy Sheriff of Fairfield County, Conn., last week.

Enzo deMola, who was dubbed "world's greatest voice" by King Victor Emmanuel, is slated for RKO screen test in Sept. and is now negotiating a radio series.

Bill Callahan a click on the Jack Haley show.

So many dog acts on video, Bill Tabbert calls it tailvision.

Which reminds us that 'Morgan,' World Video's Basset Hound TV star, who is a regular fixture on "A Couple of Joes" and has guested on Arthur Godfrey's show and "Celebrity Time," will appear on Garry Moore's show next week where Howard Smith will play a special arrangement of "Your Blase" for him.

Ruth Roman, Warner Bros. star currently in town to exploit her new picture, "Three Secrets," will be present at Monmouth Park Race Track in Oceanport, N. J., next Friday to award a special trophy to the winning owner and jockey of the "Screen Guide Handicap" race being run that day.

Eydie Gorme, featured vocalist with Tommy Tucker, has signed a personal management contract with Ken Greengrass.

The "Art Ford Story," a hard-hitting promotion piece describing the amazing record of the talented TV salesman, causing a lot of favorable comment in agency circles.

The Modernaires turning down a flock of theater and video dates in order to get back to the coast and resume on "Club 15" following their Waldorf stay here.

Mimi Benzell does a one-niter at Andron's Loon Lake Hotel Aug. 12.

A new local production called "Songo" starts on KFAB Aug. 7th Mondays, Wednesdays and Fridays. Program is Bill Solah's idea and will be produced by him.

Thought for Today

THE PRODUCER who tries to repeat the success of his last picture by making another like it is in a position similar to the boy trying to stay on the greased pole.

—SAMUEL GOLDWYN

California Commentary

By IRV HAMLIN

● ● ● Harry Maizlish back at his KFVB desk after a long sojourn back east to tie loose ends on his purchase of the station. If and when FCC approval comes thru, look for one of the greatest single station promotions ever instituted. . . . Tommy Freebairn

Hollywood

Smith's brood moving east to Philadelphia, where the pleasant Tommy is busy carving a new niche as operations manager for WCAU. . . . And if you don't think it pays to memorize oaters, gander this—Jimmy Wakely is selling his Toluca Lake home and moving back to his North Hollywood Ranch, where he will build a swimming pool. . . . Clete Roberts has slammed home his KLAC-TV newscasts with an impact that should make him one of the top notch TV personalities on the West Coast.

☆ ☆ ☆ ☆

● ● ● Dick Haymes, not content with his singing and newly found dramatic career, has embarked on a TV production angle. Haymes has optioned Mal Wald's "Hollywood Career" stories for a series of TV films, to be produced in association with attorney N. Joseph Ross in serial form, a la soap operas. . . . Clark Dennis is the proud possessor of Al Jolson's aged Packard 12 convertible, having bought the \$9500 beauty for a piddling 400 plasters. But, oh, that gas and oil bill! . . . The Velvet Fog opens at Mocambo July 11th, and Torme should pack them in. . . . Broadcast announcements asking for jobs for workers over 40 have been responsible for 60% of the jobs obtained for members of the 40 Plus Association of Southern California. . . . Bill Anson's Helping Hand on his late evening show has also been responsible for jobs, money, and opportunities for many.

☆ ☆ ☆ ☆

● ● ● Splint Dept.: Evidently the commercial radio men hereabouts can really be classified as grade A hustlers, judging by the broken legs, etc.: received by some of our heroes. First, Amos Baron, commercial manager of KECA, broke a leg early last year and has recently returned to work; last week James Strain, commercial manager of KGFI, broke a bone in his foot after stumbling down a staircase; and last week-end, Tom Frandsen, KMPC commercial manager, did exactly the same thing. While we're on the subject, remind us to tell you how a radio columnist in town broke his leg falling off an actress' porch.

☆ ☆ ☆ ☆

● ● ● Only KLAC-TV and KTLA can claim to be operating in the black at present, but the five other channels are striving mightily, and the whole picture looks good, very good. . . . TV is getting a great boost on the coast with various Chambers of Commerce getting behind the industry in a tremendous promotion. . . . PCC is going along with TV for another football season to see if the ledgers will read OK at the end of the year; Baseball on KLAC-TV was vindicated to a great degree during the recent Hollywood-Oakland series.

SMALL TALK: Tex Williams, a performer who gets along without using his polio-marked leg for an excuse, has for many years been quietly touring hospitals to encourage unfortunates, and it was secret. Incidentally, Tex's Hudson sponsors on his "Western Caravan," have sent KNBH one of the finest testimonials ever received by a radio or TV station, praising the selling power of TV. . . . George W. Allen, Western Program Director for CBS, starts his 25th year in radio. . . . KFTV continues to promote, this time with a Mrs. Southern California contest, the winner to be sent to Asbury Park for the finals. . . . Jack Bailey's kinnie, "Comedy of Errors," being bid for briskly. . . . UP's Harold Swisher wants to stay on his radio beat, he says, rather than take over the UP LA bureau. . . . And there's the guy who wrote Jim Hawthorne to tell him about his TV set. "Jim," he wrote, "my set is so small I still receive radio N. Joseph Ross in serial Form, a la soap operas. . . . Clark Dennis programs on it!"

NEW BUSINESS

KTLA, Hollywood: KTLA announces the following business: Bolye-Midway product, Autobrite Silicone Process, to sponsor 15-minute segments of the Jalopy Derby for 13 weeks; Cross-Pacific, for Black Beauty Charcoal and Barbeque Equipment, renewed one-minute participations on "Handy Hints"; Tomat-o-Pep started on "Handy Hints" for 13 weeks; Tate-O-Nut Do-Nut Shops, one-minute on "Handy Hints," for 13 weeks, and Golden State Milk, one-minute on "Handy Hints" for 13 weeks; Murnat Motors, new and used Kaiser-Frazier dealers, will sponsor the KTLA Sunday feature film for next 26 weeks.

WCBS Sponsor Renews

Minute Maid Corp., Boston, for Minute Maid orange juice, has renewed its sponsorship of the WCBS, New York, Monday thru Friday transcribed series, "This Is Bing Crosby," for another 29 weeks through November 17, it was announced by Don Miller, WCBS sales manager. Series is aired cross-the-board, 10:00-10:15 a.m., EDT, and beginning October 2 will be heard 9:45-10:00 a.m. Agency for the sponsor is Ted Bates & Co.

Presenting



WILLIAM HORNE, Tenor

Walter Winchell says, "Better Than Gigli." N. Y. Times says, "Mr. Horne excelled in the smoothness and sustaining quality of his beautiful voice."

Currently Guestenoring Cincinnati Summer Opera Available Radio & TV Commencing August

Exclusive Management MILTON H. BERGER 224 East 38th Street MU 7-4210

PROMOTION

Gots Sales Award

Rudisco, Inc., DuMont's Albany distributor, was announced as the winner of the first Dr. Allen B. DuMont distributor achievement award at the banquet of the receiver sales division's first annual distributor sales convention in New York, Thursday night, July 6.

The award, a bronze plaque, was presented to Charles Russo, president of Rudisco, Inc., by Leonard F. Cramer, DuMont executive vice-president, for outstanding sales achievement in the period of January-June 30, 1950. In making the award, Cramer pointed out that Rudisco, Inc. had been 148 per cent over their normal sales quota for the six month's period.

At the same time, Cramer stated that the presentation of the award would be an annual feature of DuMont's national conventions. Distributors will be awarded plaques on the basis of their sales records for the year and have their firm names engraved on a master plaque. The distributor winning the award three times, will have permanent possession of the master plaque.

Red Feather Kit

Several new and practical features have been added to the 1950 Audio-Visual Radio Kit prepared for use of the local Red Feather campaigns this Fall, it was announced by the Community Chests and Councils of America, Inc.

The kit, scheduled for mailing July 15th, includes two new one-minute spots, "Minute Dramas" and "Minute Interviews." Designed for tape recording in local stations by local dramatic groups, "Minute Dramas" tell the Red Feather story of service, "Minute Interviews" present local personalities with their views on the Community Chest campaign.

Featured also are new integrations for station programming with Community Chest spots keyed to everything from weather reports to news, sports, disc jockey shows and sponsored plugs. Over 180 spot announcements of 15 and 30 seconds duration are included in the kit. The local Red Feather offices will also receive a serviceable listing of some 500 motion pictures and film strips for schools, forum or TV use.

A TV supplement to the Audio-Visual Radio Kit is now being prepared for Community Chest cities having TV reception, the council reports.

SALES MANAGER

with following
wanted by Mot. Pic. and TV Co.
producing Industrial; Business; TV-
films; Commercials, etc.

Box No. 149, RADIO DAILY
1501 Broadway, New York 18, N. Y.

Condon TV Color Study Filed; May Strongly Influence FCC

(Continued from Page 1)

headed by Chief Edward U. Condon, filed the results of a year's study yesterday with the Senate Interstate Commerce Committee. It found CBS system further developed than the CTI or RCA systems, but that the RCA system has fewer limitations for the future.

The Committee report has no direct bearing on the FCC proceedings, having been prepared for the Senate body, and may not become a formal part of the record. On the other hand, if one of the parties to the record proposes that it be added to the record, it was thought in some quarters that this may be done. In any event, the report was expected to have an important bearing on FCC thinking.

In addition to Condon, the Committee included Stuart L. Bailey, William L. Everitt, Donald G. Fink and Newbern Smith. Bailey is president of IRE, Everitt, engineering head of the University of Illinois; Fink, editor of electronics, and Smith, radio expert for the Bureau of Standards.

Declaring strongly against any decision to set multiple standards, the Committee set up a series of criteria upon which the Commission should base its eventual decision. The technical knowledge needed is at hand, it said, with social and economic factors also to be weighed by the Commission.

CBS was found clearly best in terms of color fidelity, convertibility, horizontal resolution and in registration. RCA was clearly best on the matter of compatibility, effectiveness of channel utilization and vertical resolution. The two were on a par so far as continuity of motion was concerned, as well as flicker-brightness relationship involving small areas and interline flicker.

RCA shared superiority with CTI on adaptability, flicker-brightness relationship involving large areas, overall geometric resolution, color breakup and color fringing. CTI and CBS shared superiority on the matter of interdot flicker.

The Condon Committee said there is no question that there will continue to be improvement in all three systems so long as each has a chance for adoption. But it held that "the net long-term good to the public is greatest in that system which can be expected to reach the highest pitch of performance during the next few years."

It is the opinion of the Committee that the CBS system has progressed furthest toward full realization of the potentialities, within the confines of the field-sequential system. It is not likely, for example, that the color fidelity will improve beyond the highly satisfactory rate now achieved. Equally, the CBS system is not likely to improve substantially its channel utilization beyond that

achieved in the dot-interlaced version of the system. Or is the flicker brightness performance capable of substantial improvement, except by methods equally available to other systems, once the picture rate is established at 24 color pictures per second.

"The CTI system, being less fully developed, has somewhat greater possibility of future improvement, particularly with respect to correction of faulty registration and small area color distortions . . . but in other respects the CTI system cannot reasonably be expected to overcome certain inherent limitations imposed by the choice of scanning method."

"The RCA system also has considerable opportunity for improvement within the confines of the scanning standards proposed for this system. The registration of the color images, and the balance of the color values in both large and small areas can be expected to improve substantially with advances in camera design. Convertible circuits, to convert existing sets to color, using the tri-color tube and auxiliary components, can be developed."

The Committee said it had also viewed a technique known as "constant-luminance sampling," shown by Hazeltine. It found a substantial reduction of the visible effect of noise and interference in a dot-sequential image and concluded that the Hazeltine offering proves the value of the mixed-highs technique. The system is "an important contribution to the dot-sequential system," the Committee found, offering on a four-megacycle channel quality as good as was observed on a twelve-megacycle transmission of simultaneous color.

On the matter of possible multiple standards, the Committee pointed out that universally good performance could not be expected from a receiver designed to accommodate all three systems, and that the public would stand to lose money. The decision, it said, "can be made, and should be made, on the basis of the analyses and tests conducted prior to the inauguration of the public service. Moreover, these analyses and tests are well under way, and the final decision can be made without unwarranted delay."

"But any authorization of color television transmission on a multiple standards basis is a guarantee of confusion that may well impose a much greater delay in the development of the color television service."

Bert Lambert 20-Year-er

Bert Lambert, account executive with WNEW, New York, celebrates his 10th anniversary with the radio station today. He has been in radio 20 years.

AGENCIES

PHILIP A. BROWN has been appointed advertising and sales promotion manager of Harry Ferguson, Inc., Detroit farm machinery company.

HENRIETTE K. HARRISON, radio and TV consultant and producer, has been appointed to handle radio and television for the fund raising campaign for the new Manhattan ASPCA hospital and shelter.

WALLACE H. WULFECK has been appointed a vice-president of William Esty Agency.

EASTERN SEWING MACHINE CO., Philadelphia, to Yates, Wertheim & Babcock, Inc.

BRANCH MOTOR EXPRESS CO. to the Harry J. Patz Co., Baltimore.

GEORGE A. FLANAGAN has been appointed copy chief on all general business for Cunningham & Walsh, Inc. Formerly, he had been associated with Newell-Emmett Co. since 1929.

JOHN P. BERESFORD, formerly sales manager of the Taylor-Reed Corp., has joined Cecil & Presbrey, Inc., as an account exec.

LEON MEADOW, copy supervisor at Hanly, Hicks & Montgomery, has joined the copy staff of Ted Bates & Co.

FRANK COCO, new addition to the copy staff of E. J. Lush, Inc., New Haven, Conn.

HERBERT M. STEIN has been appointed assistant ad director of Ronson Art Metal Works, Inc., Newark, N. J.

RICHMOND CHASE CO. will launch a campaign to advertise Heart's Delight prune juice in radio, newspapers, and national mags. as of July 31. Brisacher, Wheeler & Staff will handle the campaign.

JESSE LIDE, formerly an account exec in the N. Y. office of McCann-Erickson, has rejoined the organization to serve in an executive capacity in the Chicago office.

A TV NATURAL

A literate showman who has worked "back and front" in legit, movie and radio fields (writing, managing and producing) . . . who, thru 20 years of application and study, has acquired and developed a rationally intimate and appreciative understanding of dramatic and amusement values.

Available from August 1st . . .

Write Box 148, Radio Daily, N. Y. C.

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, July 11, 1950 — TELEVISION DAILY is fully protected by register and copyright

COLOR HEARING GETS FINAL BRIEFS

TELE TOPICS

SONGS FOR SALE, currently presented on CBS-TV, is the best program for the encouragement of amateur song writers yet produced and is also highly entertaining. Half hour of musical advertisement is presented Fridays at 7 p.m., with Jan Murray, a glib and personable emcee, paying the presentation of new composers and new tunes. Highlight of last Friday's show was the appearance of Joan Edwards and Johnny Johnstone, both as guest artists and judges. Also on the judges panel was Lin Pan Alley's distinguished music man, Jack Robbins, who said nice things about the opportunity given the writers and the quality of their tunes.

"LUCKY PUP" will be renewed on CBS-TV by Sundial Shoes on August 8th, after a brief four-week hiatus; reason for its early start ahead of other three-season shows is Sundial's back-to-school campaign. . . . Irene Wicker, ABC-TV's "Singing Lady," inaugurates a "Pinocchio" series on her show July 16, puppets by Suzari Marionettes. This series relus Hal Cooper's recent "Pinocchio" stint on DuMont's "Magic Cottage" probably makes the classic story the number one hit for small fry. . . . Danny O'Neill showed in yesterday in a five-a-week musical revue on WGN-TV (6:30-45 p.m., 2DST). Two days of this week the show originates from the new WGN tele center at the Chicago Fair. . . . TV sets in the WNBK, Cleveland, coverage area barely miss the quarter-million mark as of July 9; percentage increase for June was 9.6 per cent. . . . WEWS, Cleveland, to handle the "Mrs. America" preliminaries for that city.

"RED" GRANGE and Joe Hasel have been picked by Sun Oil Co. to handle the mikes during the ABC-TV autumn coverage of Nat'l Football League games, commencing Sept. 16. . . . WOR-TV to present an interview round-up of the current baseball picture at 1:55 p.m. today before its telecast of the All-Star game at 2:30, pre-game ceremonies gets under way at 2:15. . . . Applause for Garveth Wells, Far Eastern affairs expert, who's giving a daily analysis of the Korean war on WPIX (6:40 p.m.). . . . Latest figures on TV sets in the coverage area of WTMJ-TV, Milwaukee, are established at 119,044. . . . Robert Merrill, chairman of a committee of music notables including Gladys Swarthout, Dr. Frank Black, Sigmund Spaeth, and Leonard Bernstein, who has conducted a two-year contest for one-act operas, will announce the \$1,000 prize-winner Friday night on "We the People" (NBC simulcast, 8:30 p.m.).

SONGS WITH THE LARGEST TV AUDIENCES Survey Week Of June 30-July 6, 1950

THE TOP 5 SONGS OF THE WEEK

Gone Fishin' Feist
I Don't Care If The Sun Don't Shine Famous
Stars And Stripes Forever J. Church Co.-Hill & Range
There's No Tomorrow Paxton
Third Man Theme Chappell

THE 5 FAVORITE STANDARDS OF THE WEEK

Bye Bye Blues Bourne
Donkey Serenade Schirmer
I Can't Give You Anything But Love, Baby Mills
I'm An Old Cowhand Feist
Yankee Doodle Boy Vogel

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Rebuttal Claims Filed Via Briefs To FCC

(Continued from Page 1)

Briefs, marking the close of the hearing on the color issue, now places the decision squarely up to the FCC and it is expected that the Commission's color decision will be handed down by January 1. RCA stresses the compatibility of its all-electronic system, while CBS claims its mechanical scanning system is ready now for commercial usage.

At one point in their brief, RCA states:

"It is extremely significant that in its entire treatment of compatibility CBS never discusses that subject from the standpoint of its relationship to the public interest in promoting color now. While there is some discussion of the desirability of compatibility from the point of view of keeping faith with owners of black and white receivers . . . CBS is unable to point to a solution of this problem for its own system.

"The CBS findings nowhere deal with the difficult economic problem a broadcaster would face if he had to start all over again in color without an audience, although the record itself shows that Dr. Stanton was frank enough to admit that he could not afford to put non-compatible color in choice time because of the loss of circulation which would be involved."

In presenting "final conclusions" CBS noted: "RMA, Du Mont and Philco—and indeed, until General Sarnoff's testimony, RCA itself—have made it clear that their interest is in delaying color for as long as possible. They have consistently bent their effort to that destructive end. The first question the Commission must answer in this case is whether the public is to have color now, or whether a portion of the industry shall be allowed to deprive the public indefinitely of this great advance in the television art. The record, and the responses of the parties to the Commission's Notice of May 10th—or their failure to respond—compel the conclusion that color standards should, in the public interest, be adopted now."

The brief makes the point that the CBS system is ready for immediate introduction and that it is the only system which can utilize all types of apparatus. It states:

"There is but one satisfactory, practical, economical and fully tested color television system for home use for both local and network operation—the CBS field sequential system."

Midwest Extension Set For Sept. 30th

AT&T has advised the following midwestern stations that network television via AT&T's coax and micro-wave relay system will commence operation on Sept. 30—KMTV, Omaha, Neb.; WOC-TV, Davenport, Iowa; WHBS-TV, Rock Island, Ill.; WOI-TV, Ames, Iowa; WDAF-TV, Kansas City; and both KSTP-TV and WTCN-TV in Minneapolis and St. Paul. Allocations of specific times to networks and their affiliated stations will be negotiated at meetings in New York on August 7, AT&T states.

A second channel will be made available on the AT&T system in October, which will double the number of network shows available to these stations. Specifically, web programming will be beamed by micro-wave relay from Chicago to Omaha, Rock Island, Ames, and Davenport. The coax will carry programs from Omaha to Kansas City.

Garden TV Rights On Sat. Go To DuM

Tele rights for all Madison Square Garden events on the 26 Saturday nights between October 7 and March 31 have been purchased from CBS by the DuMont network, according to a statement late yesterday by Commander Mortimer W. Loewy, web director. While the negotiation was made by Les G. Arries, DuMont's director of sports, with Ned Irish, representing the Garden, it amounted to a purchase from CBS who obtained the rights some months ago and found the events impossible to fit into the Saturday night schedule.

The program, titled "Saturday Night at the Garden," will begin sometime between 8:30 and 8:50 p.m. on DuMont, the time varying with each event. Drug Store Television will move its hour-long "Cavalcade of Stars" show to Friday nights in the 10-11 p.m. slot to make way for the Garden telecasts.

Press-Time Paragraphs

Wynn Signed By NBC

Snared by NBC-TV late yesterday, Ed Wynn has signed a contract stipulating eleven tele appearances during the coming year. While the exact time has not yet been set, it appears that Wynn will be seen on either the Sunday 8-9 p.m. show (rotating with Eddie Cantor and Fred Allen) or the Wednesday 8-9 p.m. show, and will appear no more often than once a month.

Gets Sherlock Video Rights

Video rights to all the Sherlock Holmes stories are reported to have been purchased yesterday by Dryer & Weenolsen Productions from the A. Conan Doyle estate. The series will be filmed in England, coming up this fall for sponsorship on a national spot basis only. Negotiations for the leading role are not yet concluded, but Basil Rathbone is rumored to be preferred.

Survey Emphasizes Strength Of Radio

(Continued from Page 1)

an average of 10.3 per cent in January, TV viewers reached a high of 15.7 per cent in April, during the average quarter-hour, 4 p.m.-11 p.m. At the same time, radio sets-in-use increased from an average of 27.1 per cent in January to 31.3 per cent in April. In a preface to the April report, The Pulse reported that despite television, "average quarter-hour radio sets-in-use for April is higher than for any April studied by Pulse since these surveys began in 1941."

The survey, covering the period from noon to midnight, shows that TV made its greatest gain during the hours 8:00 p.m.-9:00 p.m. for April increases over January. At the same time, radio scored its greatest increase from 6:00 p.m.-7:00 p.m. For TV the increase amounted to 8.2 per cent and for radio the extra share was 6.4 per cent. Both of these were based on sets-in-use.

Smallest gains for TV were from noon to 1 p.m., amounting to 1 per cent and for radio from 1:00 p.m.-2:00 p.m. for a gain of 1.4 per cent. While both radio and TV gained in audience for all hourly periods, noon to midnight, actually radio gained more homes than TV for all hours except 1:00 p.m.-2:00 p.m. and 7:00 p.m.-11:00 p.m. In other words, while TV gained more during five hours of the cycle, radio gained more during seven hours.

Further significance, pointing to increased radio listening, is shown by the fact that while radio long ago reached the saturation point in the New York area, TV, on the other hand witnessed a 16 per cent increase in base homes during the four months covered by the study. Radio homes in the New York area are considered to be better than 97 per cent of all homes.

A further breakdown, concerning only those homes which own both radio and TV sets shows, that during the hours 4:00-11:00 p.m., families devoted 20.8 per cent of their time listening to radio and 79.2 per cent to TV. This, according to WCBS, tends to substantiate further the reports of other research organizations that the longer a family owns TV, the more it listens to radio.

Will Sponsor Murrow On CBS Coast Network

West Coast Bureau of RADIO DAILY
Hollywood—Peter Paul, Inc. and the Quaker State Oil Refining Corp. have signed to sponsor the Monday thru Friday broadcasts of Ed Murrow over the Columbia Pacific net, it has been announced by Wayne Steffner, net sales manager. The Murrow show will be heard at 5:00 p.m., PDT, enabling the ten-minute Frank Goss News and the five minute Fuller Paint news strips to return to the 5:45 p.m., PDT slot. Henry Flynn, Radio Sales, was the account exec.

COAST-TO-COAST

Covington Prexy Of Ad Club

Charlotte, N. C.—Bob Covington, promotion director for WBT, WBT-FM, and WBT-TV, has been elected president of the local Advertising Club for the year 1950-51. Covington succeeds Ben McKinnon, former public relations director for the Motor Club, who recently became personal manager for the WBT musical group and MGM recording artists, Arthur Smith and His Crackerjacks. Other officers elected to the Advertising Club are: Dick Boettiger, president of Boettiger and Summers, advertising agency, vice-president; Tom Lynch, publicity director of the local Chamber of Commerce, secretary, and Law Epps, Jr., sales manager for WGTV, treasurer.

WBEC "Festival Symphony"

Pittsfield, Mass.—As the 14th season of the Berkshire Festival at Tanglewood in Lenox featuring the Boston Symphony Orchestra under the direction of Dr. Serge Koussevitzky, enters into another season, WBEC presents the "Festival Symphony" program featuring the symphonic music plus interviews with famed Tanglewood personalities. The program is aired each Monday night at 9:00 to 10:30 p.m. during the Festival season, under the sponsorship of Peter Francese & Son, Inc., general contractors.

Jack Huston WCCO Announcer

Minneapolis, Minn.—Jack Huston, formerly of WLW, where he emceed "Family Party," and "Western Roundup," has joined the announcing staff of WCCO, CBS outlet here. In his WCCO post, Huston will emcee "Say It With Music," at 9:00-9:15 a.m. Monday through Saturday, and will announce "Acquattennial Popular Singing Contest," Friday 7:00-7:30 p.m. He will also handle the "DeKalb News" in addition to regular announcing duties.

Radio Religion For Vacationists

Crewe, Va.—With the idea in mind of providing early Sunday morning religious services for listeners planning to devote several summer Sundays to all-day pleasure trips, WSVS and WSVS-FM have scheduled the "Baptist Hour" in the 7 a.m. sign-on spot. Announcements of the summertime listening hour are being made in all Baptist Churches in 20 communities within the WSVS and WSVS-FM listening area. The program is normally scheduled at an afternoon listening hour.

Billie Gaxton Visits WSTC

Stamford, Conn.—William Gaxton, musical comedy star and former partner of comedian Victor Moore, appeared on the "Merry and Bill" show on Monday, July 3rd. Gaxton, noted for his role in Gershwin's "Of Thee I Sing," is a local resident, and has been making annual appearances on WSTC and WSTC-FM.

New Time For Donald Bruce News
Indianapolis, Ind.—"Donald Bruce and the News," formerly heard at 11:45 a.m., is now heard at a new time, 12:00 noon, Monday through Saturday. The program, broadcast from the Monument Circle office building window, has attracted much attention in the past year and should attract more attention at the new time, due to the fact that more people are on the streets in the downtown area at noon.

WDSU To Premiere Quiz

New Orleans, La. — WDSU announces that Hill Stores, local chain grocery firm, will sponsor "Tune-o," musical quiz game, when the program makes its July 10th debut. For its premiere broadcast, "Tune-o" will offer its listeners a special \$10,000 jackpot, in addition to the regular daily Tune-o prizes. Roger Wolfe will spin the records and make the phone calls.

WTIC Program At Radio City

Hartford, Conn. — WTIC's daily program for women, the "Radio Bazaar," will originate in NBC's Studio 8-B on July 11th and 12th. The broadcasts will be conducted as usual by Jean Colbert, director of women's activities, who will be in New York attending meetings in connection with the New York Dress Institute's annual Fall Fashion Press Week. Guests on the July 11th broadcast will be Mary Kelly, director of the Millinery Fashion Bureau; Eleanor Lambert, press director of the New York Dress Institute, and Ann Silver, specialist on women's accessories.

UN Executives On WSTC

Stamford, Conn.—Carlos Garcia-Palacios of Chile, deputy director of the radio division of the United Nations, and Emery Kelen, television officer of the division, were guest speakers on "Visit From the United Nations" broadcast over WSTC and WSTC-FM on Friday, June 16. The broadcast, which marked the end of the second year of "Visit from the United Nations" programs, featured the executives describing how the United Nations story is told to the world.

WTAG Summer Listening Campaign

Worcester, Mass. — WTAG (and FM) has launched a promotion campaign to keep its regular listeners during the summer months. The station is educating its listeners not to groan, "summer replacement" every time they hear of a new show. All station promotions now refer to the hot month features as tryouts or new features in the "Summer Showcase." Promotion for each new program emphasizes the idea that these shows are being presented for the listeners' approval and that many favorite programs were first presented this way, referring to "My Favorite Husband" and "Our Miss Brooks."

Urges Parental Aid On TV Programming

Evanston, Ill.—Children's excessive interest in television can be controlled by intelligent parents and used to speed educational achievement, according to a Northwestern University professor of education.

Prof. Paul A. Witty, reporting the results of a survey of more than 2,100 Evanston, Ill., parents, teachers and children, said that "television is a real problem or liability chiefly in homes where it is permitted by the parents to become one."

Dr. Witty Speaks

Dr. Witty spoke at a conference on Developmental Reading in Elementary and Secondary Schools sponsored by Northwestern's School of Education and held last Thursday and Friday on the University's Evanston campus.

The professor reported that a surprising number of persons who do not own TV sets look upon television "with something very close to terror." "There seems to be among this group of parents a curious mistrust of their own ability to deal with the problems created by television," the faculty member declared. "However, the facts indicate clearly that TV is a force which can be controlled and in many cases used as a motivating agent to speed the accomplishment of studies and home duties."

Results of Survey

The results of Prof. Witty's survey disclosed that parents and teachers of Evanston school children from kindergarten through the eighth grade are sharply divided as to the merits of television.

Forty-eight per cent of the teachers polled expressed dissatisfaction with TV, mentioning as limitations the "low standard of educational offering and the poor quality of the entertainment." Twenty-seven per cent of the teachers recognize some serious limitations at present but acknowledge its promise and potentiality as an educational medium the investigation revealed. The other 25 per cent were indifferent to television.

On the other hand, 55 per cent of the parents who own TV sets approve children's programs. Another 25 per cent approve certain programs only. Thirteen per cent do not approve of children's TV shows. Of the parents who do not own video receivers, only 16 per cent approve of children's programs.

The investigation also revealed that 43 per cent of Evanston school children have TV sets in their homes, and spend about two and a half hours viewing them.

The Northwestern professor found many TV shows to be inferior and only a few which promoted and developed worthy interests or offered educational stimulation. As a possible solution, Dr. Witty stated that "parents, teachers and commercial agencies should cooperate to develop a series of more worthwhile programs."

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 52, NO. 7

NEW YORK, WEDNESDAY, JULY 12, 1950

TEN CENTS

PARTS SHORTAGE LOOMS IN RADIO-TV

Forty NBC Affiliates to Gather in Chicago

Radio-TV Confab On Programming And Sales Set

Forty broadcasters representing affiliates of NBC will gather at the Stevens Hotel in Chicago on Thursday, July 20, for a one day conference at which time plans for the promotion of AM radio and television for the fall and winter season will be discussed. Top executives of NBC will

Foreign Time Buying Urged By Senator

Washington—A vast program of time-buying by the United States Government was urged in the Senate yesterday—with the time to be bought on foreign broadcast stations and used to tell the world the U. S. version of what is going on in the world today. Senator William

Larger TV Screens Shown; Prices On Sets Reduced

Chicago—Larger television screens at lower prices are highlighting TV exhibits at the 49th annual music industry trade show and convention in Chicago this week. Prices for television receivers throughout the industry are down

Rudy Vallee Compliments TV Crusade

Rudy Vallee yesterday took occasion to compliment RADIO DAILY on the expose' of unscrupulous TV servicemen on his transcribed program heard on WOR, New York, and syndicated to 40 stations throughout the country. Vallee read from issues carrying stories on the investigation and concluded by saying: "If you find you are getting bad service, do something about it. Stand up on your hind legs and really yell, 'cause if you don't they will continue to take advantage of you."

Station Claims Rights Threatens To Block To TV Rebroadcasts CBC TV Expansion

Washington Bureau of RADIO DAILY
Washington—WJIM-TV, Lansing, Mich., told the FCC yesterday it is within its rights in picking up for rebroadcast network shows carried by WWJ-TV, Detroit, even though WWJ-TV objects. WJIM-TV, which is about 70 miles from Detroit, holds that all the Commission rules require is "authorization by the station from which the program originates."
The controversy is one of several months duration. There is no coaxial cable to Lansing, but the station has erected a micro-wave relay

Montreal—Premier Maurice Duplessis stated that the Quebec Government will block CBC plans for a television transmitter on Montreal's Mount Royal until Federal broadcasting regulations permit a provincial broadcasting service. Mr. Duplessis's National Union Government in 1945 enacted legislation for a \$5,000,000 Quebec radio service, but the Federal government has not given its sanction.
At his press conference Mr. Duplessis said the CBC is a "voice trust"

Fair Trade Law Upheld In Westinghouse Accord

In stipulations filed yesterday in New York County Supreme Court, three dealers recently charged by the Westinghouse Electric Corp. with violating the New York State Fair Trade Law, admitted the charges

Sponsor Switches From Night To Day On ABC

Switching from nighttime to daytime radio, the Norwich Pharmaceutical Company will sponsor two broadcasts a week of "Modern Romances" over the ABC network starting on August 8. Program will be heard Tuesdays and Thursdays from 11:15 to 11:30 a.m., EDT. Benton & Bowles is the agency.

Reductions In TV Contracts Announced By RCA Svce. Co.

The RCA Service Company announced reductions in its factory-service television contract prices yesterday, resulting largely from the development of a new streamlined and improved RCA Victor TV receiver chassis. The new chassis is expected to reduce installation and normal servicing costs. Improved service is expected with the new chassis containing 30

per cent fewer parts and 20 per cent fewer connections. The new chassis model will be introduced to the public on July 17th.
In making the announcement, C. M. Odorizzi, vice-president in charge of RCA Victor Service, voiced a warning that the television industry is facing a critical shortage of trained service technicians. He

Mrs. Building Stock Piles Of Components

Shortages in components used in the manufacture of radio and television receivers looms as the leading manufacturers build stock piles of parts as protection against any military emergency in which they may be asked to convert electronic production to fill Department of Defense

WINS Gross Up 20% For First 6 Months

An influx of new national and local advertisers at WINS has been responsible for a 20 per cent increase in gross business for the first six months of this year over a similar period in 1949. It was announced by K. T. Murphy and Bill Losee, co-managers of the New York outlet

Documentary Shows Extent Of Gambling

With the apt title, "Hello Sucker," NBC's "Living—1950," documentary series will present a behind-the-scenes report on gambling over the network, Saturday, July 15 at 6:30 p.m. The program will not be heard over WNBC.
Leading off with the fact that

ECA Series Ready

Washington—The Economic Cooperation Administration yesterday announced the inauguration of a new 15-week radio series, "Orchestras of the World," "Orchestras," which was produced by an ECA crew headed by Edward Gruskin and Margaret O'Neill, will be heard beginning this week over 250 independent stations.

Considerate

Buffalo—Through its daily ad in The Buffalo Evening News, WBEN each Summer advises listeners to think of the neighbors and turn down radio sets at night. WBEN promotion department has been pushing the campaign with this slogan: "Tune softly after dark—it's louder than you think." Results are reported as "quiet" satisfactory.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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

FINANCIAL

(July 11)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	9 1/2	8 7/8	8 7/8	- 1/8
Admiral Corp.	23 3/4	22 1/2	22 3/4	- 1 1/2
Am. Tel. & Tel.	150 1/4	147 3/4	148 1/4	- 2
CBS A	26 7/8	25 5/8	25 5/8	- 1 1/2
CBS B	26 1/2	25 3/4	25 3/4	- 1/4
Philco	38 3/8	35	35 1/2	- 2 3/4
RCA Common	16 1/4	15 1/2	15 5/8	- 7/8
Stewart-Warner	14 1/4	13 1/2	13 1/2	- 1/2
Zenith Radio	46 3/4	43 5/8	44 3/8	- 2 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	18 3/8	18 5/8	18 5/8
Nat. Union Radio	3 3/8	3 1/8	3 1/8	- 3/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	17	18
Stromberg-Carlson	12	13 1/2

Devney Forms New Firm

Formation of a new radio representative firm, to be known as Devney & Company, was announced yesterday by Edward J. Devney. The firm will have offices at 347 Madison Avenue.

The new company will devote its efforts to serving radio stations currently without representation in New York. Devney was formerly eastern manager for the Howard H. Wilson Company and vice-president

M. C. Replacement

Jimmy Carroll has replaced William (South Pacific) Tabbert as the singing m.c. on "Main Street Music Hall" effective immediately over CBS Show will move to 6:00-6:30 p.m., Sundays, replacing "Earn Your Vacation."

★ COMING AND GOING ★

WILLIAM HAROLD MOON, assistant general manager of BMI Canada, Toronto, is flying to Hollywood for a week's stay to confer with BMI officials and to negotiate deals and U. S. publication of BMI Canada's music. Moon will confer with BMI officials in New York tomorrow en route to the Coast.

ROBERT SAUDEK, ABC vice-president in charge of public affairs, returned to his desk yesterday after a vacation in Maine.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, has returned to his desk after having attended a Pennsylvania Ambassador Committee meeting in Harrisburgh on Monday.

PETE KETTLER, managing director of WGBS, Miami, Fla., is in New York this week, visiting Tom Harker, vice-president and national sales director at the Gotham headquarters of The Fort Industry Company.

KEN MURRAY, now on the Coast, has chartered a boat and will take a party of friends to Alaska, leaving from San Pedro harbor around July 22.

CORA and **BIL BAIRD**, creators of "Snarky Parker," a CBS-TV puppet show, are currently enjoying their first vacation in two years at Martha's Vineyard. They will return next Tuesday.

UN Radio Schedule To Korea Increased

The United Nations Radio has increased its operating week by more than 20 hours since the outbreak of hostilities in Korea, it was reported yesterday.

The stepped-up schedule includes the addition of two Koreans to the radio staff, one for translating purposes and the other to broadcast. Since the invasion of southern Korea, UN Radio has been transmitting daily shortwave broadcasts to the troubled area.

The war served also to transform UN Radio's transcription service into an up-to-the minute news service beamed by shortwave and special circuit to English speaking areas throughout the world. Special transcribed programs were formerly airmailed to these countries.

When news of the invasion first reached UN headquarters on Sunday, June 25th, a special broadcast of the emergency proceedings of the Security Council was quickly set up by UN Radio. Within a few hours special programs reporting the UN's reaction were in preparation for broadcast in 26 languages to all parts of the world.

At the same time, UN Radio enlisted the aid of Voice of America, the BBC, Radio Australia, and All India Radio to carry the Security Council's cease-fire order to the people of Korea. Following the Tuesday, June 27th, meeting of the Security Council sanctioning all-out aid to the Republic of Korea, UN Radio began daily broadcasts in Korean.

UN Radio also has produced for the Mutual Broadcasting System two special versions of its Newsreel program.

WMID Reunites Mother And Son

Atlantic City, N. J.—When Paula Liebel arrived from Germany over the holiday to surprise and join her son, John, war veteran from Germany, she learned that her son had left the city leaving no forwarding address. When inquiries by the desperate mother revealed that her son may be in Atlantic City, the Red Cross notified WMID and bulletins were aired by the station advising the plight of the mother. The son heard one of the early bulletins and responded in time to be reunited with his mother for a fourth of July celebration.

Ad Council Aid Asked In Enlistment Drive

The Advertising Council has been requested by the Department of Defense to aid the armed forces in its campaign to increase the number of voluntary enlistments, it has been revealed by Theodore S. Repplier, council president. While the techniques to be used in slanting this campaign have not yet been determined, a further announcement of what has been requested is expected to come out of the Thursday meeting of the Ad Council's board of directors. In the light of the present Korean crisis, there is no doubt, according to an Ad Council spokesman, that the Council will give whole-hearted support to the campaign.

Fair Trade Law Upheld In Westinghouse Accord

(Continued from Page 1)

and agreed to discontinue retail sales at below fair trade prices.

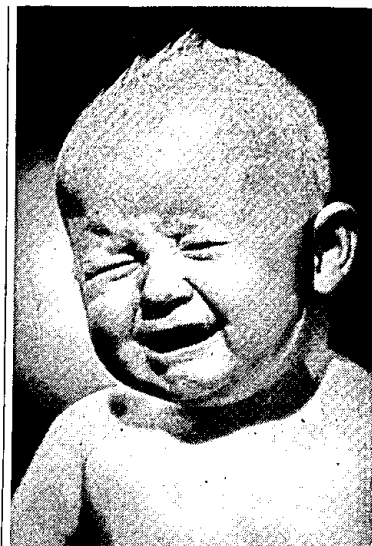
The actions were filed on May 22, last, and charged each of the dealers with selling electrical housewares at prices below those established by Westinghouse as the retail price under the New York State law. The dealers, all in downtown Manhattan are: Marks Appliance Co., Disco New York, Inc. and Benco Sales Co.

Technicians Take Stand On Set Sales Practice

Members of the Empire State Federation of Electronic Technicians have adopted a resolution criticizing the policy of radio jobbers or distributors who sell to retail customers at wholesale prices, Wayne Shaw, secretary, announced yesterday. The resolution contends that this practice deprives technicians of their contact with a potential customer and the resultant loss in legitimate income.

New S-C Distributor

The Kaufmann-Washington Company has been appointed Stromberg-Carlson TV and radio distributor in the Washington trading area, according to an announcement by C. J. Hunt, general sales manager of the Stromberg-Carlson radio-TV division.



"I DON'T HAVE THAT KIND OF MONEY FOR RADIO!"

That's nothing to cry about. You can get a whole lot of radio for just a little money if you put it where it will work for you.

And if you put your money on W-I-T-H in Baltimore, you'll start pulling in those results—those low-cost results! That's because W-I-T-H delivers more listeners-per-dollar than any other station in town. And that holds for any budget.

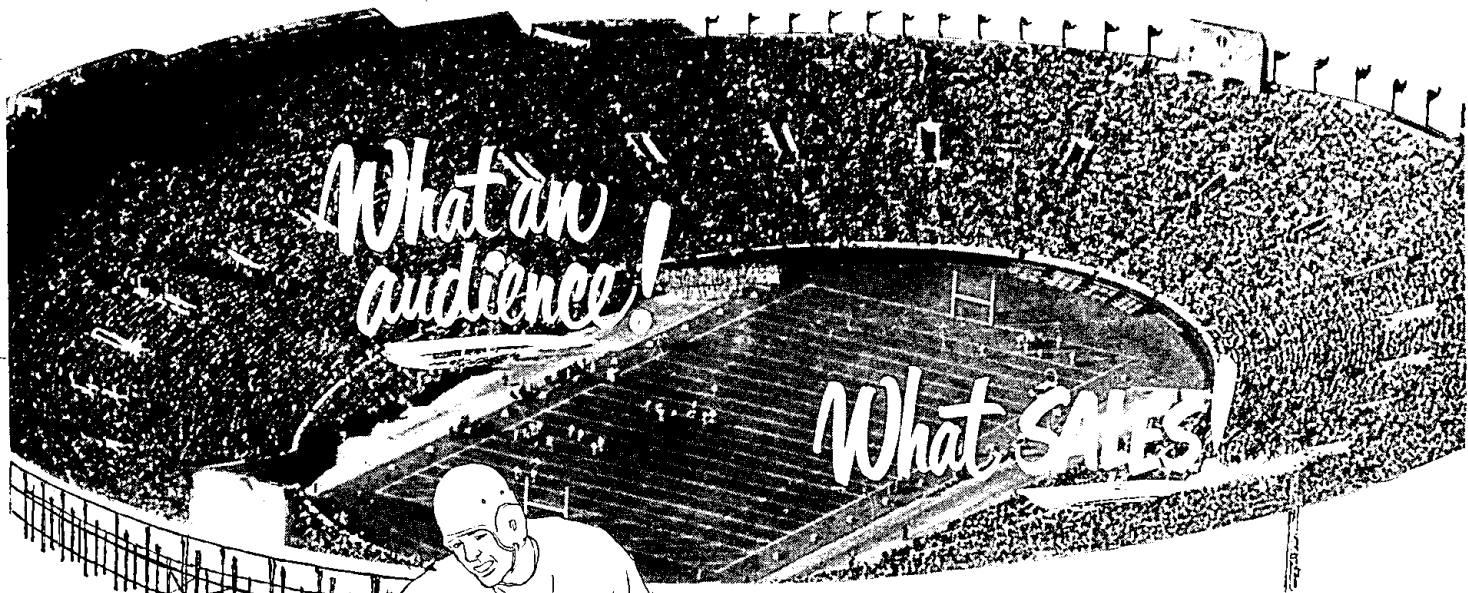
For the complete story call in your Headley-Reed man.

FM  AM

WITH

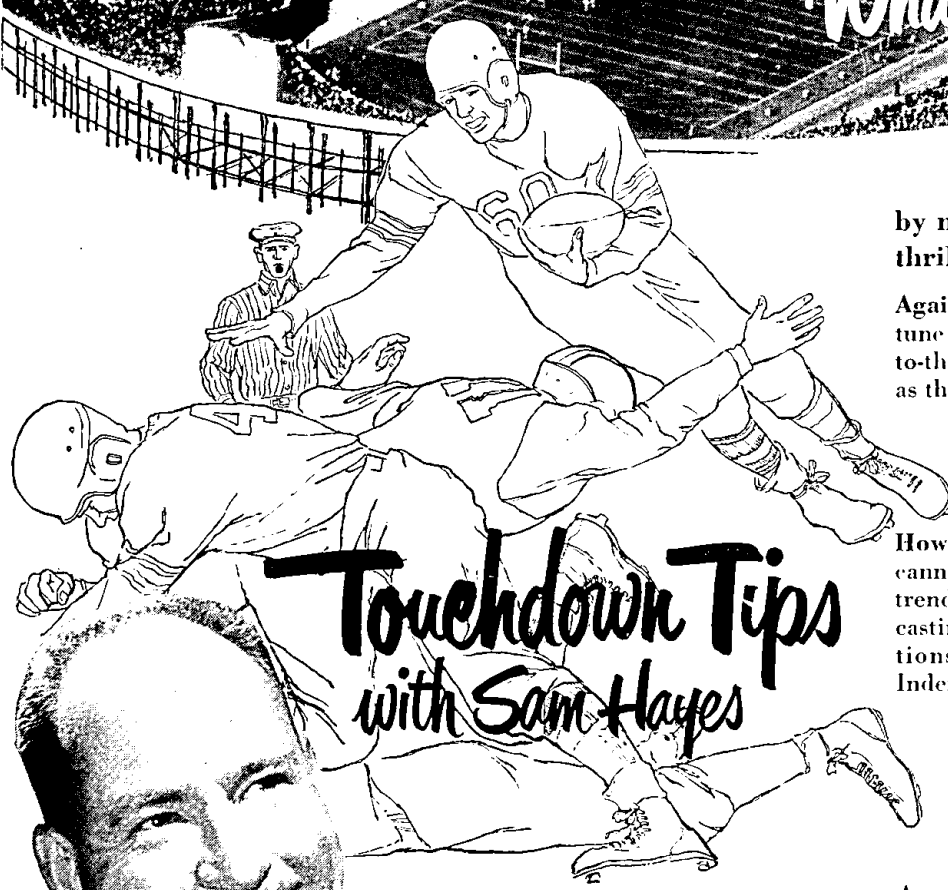
Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed



What an audience!

What SALES!



Touchdown Tips with Sam Hayes



SAM HAYES

has attained one of the highest ratings of any news commentator on the West Coast! TOUCHDOWN TIPS kicks off Sept. 15! So hurry! Wire, phone, or write for audition today!

TOUCHDOWN TIPS has been sold by more than 800 local stations during 8 thrill-packed seasons.

Again in 1950... millions of football fans will tune in Sam Hayes' TOUCHDOWN TIPS for up-to-the-minute, factual gridiron information... just as they have for the past 8 years!

What is TOUCHDOWN TIPS? An action-packed, weekly quarter-hour of football dope, stories, *predictions* by ace sportscaster Sam Hayes.

How good are the show's PREDICTIONS? Uncanny! Record of accuracy over the years: picking trends, 93%... predicting winners, 82%... forecasting scores within one touchdown, 63%! Predictions are based on the All-American Gridiron Index, an amazing, precise system of analysis.

How wide is TOUCHDOWN TIPS coverage? 30 to 40 major college and pro games weekly. Sam Hayes records the show in Hollywood every Saturday. Recordings are rushed to station subscribers for broadcast before the following week's games.

Any "special" angles? You bet! A live tag: predictions for up to 6 schools in your area. Salute to a "Team of the Week" on every program. Two big bonus programs. One complete emergency program. An effective merchandising and promotion kit!

Yes! TOUCHDOWN TIPS is another big RCA Syndicated Program... designed to win and hold sponsors and listeners alike.

An RCA Syndicated Program



recorded
program
services

Radio Corp. of America RCA Victor Division • 120 East 23 St., New York 10, N. Y. • Chicago • Hollywood

SOUTHWEST

WBAP, Ft. Worth, is producing a coverage of the current Korean situation that has caused a rocketing of the Magnolia News audience at 12:00 Noon across the board. Newscaster Bob Bassindale uses direct reports and off the air recording of Radio Moscow and consistently scoops the wire news reports by several hours. Additional interest comes from the American type English that is used by Russia's radio mouthpieces.

Idea was suggested by newscaster Bassindale to editor James A. Byron and the engineering department installed a high-powered short wave receiving set in the WBAP news room. The station's TV tower, 502 feet high, was partially utilized in erecting a super aerial to assure good reception. Bassindale is thus equipped to monitor and record daily excerpts and point discrepancies.

Since WBAP-TV went on the air in September of 1948 as the pioneer television station in the Southwest, a constant check of receivers has been maintained. According to Harold Hough, director, WBAP-AM-TV and FM operations, the Ft. Worth-Dallas area had 59,385 television sets in operation as of July 1st. The count, made from requests from viewers for the TV program schedule and checked by the research department figures on sales by distributors and dealers, indicated 26,723 sets in the Ft. Worth area and 32,662 in the area of Dallas.

Martin Campbell, general manager of WFAA-AM-FM-TV, Dallas, has announced the appointment of two new members to the sales staff. Bill McKenie, former staff producer of Western programs and recently Dallas manager of Ross Federal, returns to WFAA as an AM account executive, and Bob Ferrier, new to the industry and a recent graduate of SMU, goes in as assistant to Alex Keese, regional sales manager for the Dallas NBC outlet.

Fred Nahas, exec veep of KXYZ, has named Howard C. (Bud) Evans commercial manager of the Houston ABC affiliate. Evans comes from a similar position at KPRC, Houston, and was formerly station manager of WWOK, Flint, Michigan, and sales executive of WLW-T, Cincinnati.



By SID WHITE

Man About Manhattan. . . !

● ● ● ONCE OVER LIGHTLY: CBS looking for a big-name B'way producer to handle the Sinatra show in the fall. . . Long-range prediction (based on private observations by Dr. Allen DuMont): By 1953, there will be 500 tv stations in the country. . . Vic McLeod, who originally directed "B'way Open House," returned to N. Y. the other day and marvelled at the irony that two personalities auditioned on the air as emcees for the show were picked up, not by NBC, but by CBS—Jan Murray and Bob Alda. . . The Ritz Brethren are at the pacting stage for a chewing gum sponsor. Only hitch is they want to do shows extemporaneously, which could be a king-size headache for the web. . . Fall possibility is a 13-week series over CBS-tv featuring America's top pop composers who would play tunes which won them fame. . . Maxine Keith out of Polyclinic and recuperating at home. . . Jesse White, here to dispose of his apartment, hurries back to H'wood to start on his 7-year contract with Universal. . . Mary Pickford has placed herself at the disposal of the government to perform whatever propoganda functions within her power. . . Webs cutting costs this summer by using canned mood and cue music on sustainers. . . A Bklyn tv store is now handing out a 7-day Bermuda cruise with every purchase of a set.



● ● ● Burt Champion, of Paramount Pix, finds that he's got something hotter than a stolen car in glamorous Gloria Swanson, whom he's readying for radio and television. With her sensational return to the screen in "Sunset Blvd," pages of invaluable publicity has broken in all major mags, plus a current \$50,000 three-month publicity junket in 40 cities which is putting her on the front page again. No wonder the nets and agencies are courting La Swanson for their fall lineups.



● ● ● The first unalloyed original idea in amateur contests is the Freddy Martin show, newest of the West Coast favorites. Modus operandi is this: Six contestants, vocalists or instrumentalists, compete before a panel of qualified musical judges (such as Rudy Vallee, Ray Noble, Meredith Willson, Dave Rose, etc.) Two winners are selected each week to fit in this embryo band that is being built right before the audience. The idea has built up such terrific reaction on the coast that the Palladium called to book the band as soon as it's ready—Victor Records will do a few slides with it—and Universal intends to make a short with the work. Basic idea is to build a band in various sections of the country with finals to be run off so that one band can be chosen from the whole country, so to speak. The impact and penetration that a sponsor could derive from this would be tremendous because each band in each territory would serve as a roving ambassador. Here is the first sparkling variation on a familiar theme since Faye's gay foray—and we do mean Faye Emerson.



● ● ● IN ONE EAR: Larry Roemer now directing the tv version of "We the People" while Jim Sheldon is on his 2nd honeymoon. (He broke his leg on the first a couple of months back). . . Some of the classicst writing on tv these days is being turned out by Ethel Frank, NBC staffer, who adapts all the plays on the great "Cameo Theater" series. (Ethel did the zingy commentary preceding the Saroyan play the other week plus those eerie introductions on "Lights Out," perpetrated on an unwary public by Frank (Boris) Gallop. . . Ezio Pinza, we hear, has gone from Hammerstein & Rodgers to Roy Rogers. His newest push is cowboy clothes.

PROMOTION

Record-A-Month Plan

RCA Victor has announced a novel plan designed to accelerate sales of the company's 45-rpm record-player attachment and encourage periodic visits by consumers to dealer stores. The promotion, effective July 17, will enable the purchaser of a Model 45-J instrument to select each month for the next six months, at no additional charge any RCA Victor 45-rpm record either classical or popular, in the current monthly release. In addition, the purchaser will receive a subscription to the company's monthly consumer record publication, "The Picture Record Review," which contains news and feature material of interest to record buyers and also lists the latest monthly record releases, from which the selection of bonus discs will be made.

Documentary Shows Extent Of Gambling

(Continued from Page 1)

profits from gambling exceed those of the nation's 100 largest corporations the script will explore gambling as an industry that plays for high stakes, exceeding \$15,000,000,000 annually.

In addition to slot machines, whose annual take is estimated at over \$540,000,000, the program will examine such other lures as pinball machines, wheels of fortune, horse race betting, roulette, dice, number and bingo. The program will also look into reasons why people gamble and will examine the relationship between gambling and politics and the police.

The script is based in part on material from The Annals of the American Academy of Political and Social Science.

CBS Replacement

"You Rate Your Mate," Joe Adams quiz show, will replace the radio version of "We Take You Word," Sunday, July 16th, over CBS. The Adams show was formerly heard Saturdays, 7:00-7:30 p.m. The TV version of "We Take You Word" will continue to be presented Fridays, 8:00-8:30 p.m.

HERBERT LEROY RICE AGENCY

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Leading Insurers in the Radio and Advertising field for over 20 years

ALL INSURANCE KINDS

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JINGLES
that don't
JANGLE!

MARLIN BLADES 8 YRS.

A.M. & T.V.'s MOST COMPLETE EFFECTIVE JINGLE SERVICE

An Original (Sales-Packed) Jingle Tailor-made for Your Product Written, Sung & Produced by

'Lanny & Ginger' GREY
1300 Madison Ave., New York 28
AT. 9-4020

YONKERS RACEWAY

SATTLER'S DEPT. STORE 7 YRS.

BEHIND THE MIKE

Survey Of Industry Reveals Demand For Radio-TV Parts

AGENCIES

(Continued from Page 1)

REGENT CIGARETTES likes Martha Rountree's "Leave It To the Girls" NBC-TV stanza so much they're currently trying to get a network coverage for it and at the same time slot they're now on.

Robert Q. Lewis was named radio's new favorite personality in a poll conducted by Radio Best magazine. Anne Jeffreys, star of "Kiss Me Kate," will be Barbara Wells' guest on July 18th.

Gregg Sherwood, the platinum teen, will have her own program on WPIX starting July 20th.

Jane Dulo, who has been on "Candid Camera" recently, has been taping the show nightly at Julius Monk's Atlantic House Cabaret room in Provincetown, Mass.

Milt Caniff and Bob Merrill are meeting with Sydney Smith on her television Shopper stanza July 18th.

Lorenzo Fuller, the "Too Darn Hot" singer in "Kiss Me Kate," has written a musical, "Macushla," an Irish fantasy which MGM has auditioned.

Crooner Alan Dale and the rest of the "Sing It Again" radio cast will also face the TV cameras next all when the musical quiz becomes weekly video feature.

Richard Hayes, the 19-year-old singing wonder, moves into Frank Palumbo's Click in Philly prior to coming to the Paramount Theater here.

Dick Gordon, the socially-registered pres. of World Video, has been juggling with Owen Brennan, New Orleans' fabulous restaurateur, about a projected video series, "The Old Absinthe House," a series of authentic blood-and-thunder pirate dramas of Jean Lafitte and his crew.

Mindy Carson's 39 weekly radio programs that she will transcribe for National Guard recruiting drive, will be aired on 1,400 stations.

Little Butch Cavell guested on Eloise Salutes The Stars the other p.m. and received the "Dottie Doe" award for being "the busiest actor in television." Not bad for an 11-year-old.

Jack Perlis reports that those new programs offering big money for clues helping to locate wanted criminals are open to any listeners except employees of the webs, their relatives and Walter Winchell.

In Eighth Year

"Crime Photographer," CBS mystery series, starring Staats Cotsworth, will begin its eighth year of broadcasting, effective today. Aired at 9:30-10:00 p.m. the show is sponsored by Philip Morris & Co.

Thought for Today

IF A BOOK is worth reading, it is worth buying.

—JOHN RUSKIN.

needs, RADIO DAILY learned yesterday in a survey of industry operations.

While government agencies have made no demands on the industry to date the major companies such as RCA, Philco, Admiral, General Electric, Westinghouse, Du Mont and Zenith have acquired stores of components needed to fill the demand for receivers this year. It is estimated that approximately 6,000,000 television sets will be manufactured and that upwards of 5,000,000 radio receivers will be produced between now and January 1.

Sources in Washington reveal that radio and TV manufacturers are keeping in constant touch with military procurement officers, but as yet there has been no alert. While a prolonged Korean engagement is thought virtually certain to bring increased military orders—with a corresponding cutdown on the turnout of radio and TV receivers—the extent of the additional buying will not be known until top policy decisions yet to be made at the White House are translated into concrete military terms.

It was agreed in Washington circles that the military procurement picture for electronic components looks far brighter now than it did a decade ago as we began to prepare for World War II. The fact that TV has kept the industry working at top capacity, with ever expanding production of necessary components, will prove extremely important if an all-out arms program is ordered. Component plants have been stretched to additional capacity, with workers skilled in their jobs, in order to supply the insistent demand of the set makers. Even so, set production has been limited by the availability of components.

As yet no manufacturers have suffered any serious shortage of raw materials, but allocation of nickel, tin and steel by suppliers is expected any day, according to Washington sources. There is already a tightening of supply.

The shortages developing as a result of manufacturers building component stock piles include receiver tubes and resistors. These parts, according to reports, would be among the first required by government if military production of electronic equipment gets underway.

Du Mont Spokesman Comments

In Chicago, industry leaders attending the convention of the National Association of Music Merchants were questioned by RADIO DAILY on the shortages of parts and the building of stock piles.

"We are making no preparations for building stock piles of component parts," Ernest A. Marx, general manager of Du Mont's receiver sales division, announced. "If the international situation warrants it, all hardgoods manufacturers, including Du Mont, will produce for

military needs. In the meantime, we are concentrating on filling current orders as fast as possible."

Dr. W. R. G. Baker, vice-president of General Electric and general manager of General Electric's electronic division said, "we are preparing for this year's television production, no more. I hope we won't have to." Dr. Baker also predicted a tremendous shortage of television receivers and an ensuing black market in sets if the industry is forced to convert to military production.

Admiral Builds Reserve

Paul R. Dye, manager of distribution of the Admiral Corporation revealed Admiral has purchased needed component parts to fill their needs until January of 1951. "We can't make sets fast enough to fill the demand," he said, and are devoting all our efforts to supplying our dealers with sets as they order them."

Philco Reported Ready

"Philco is equipped for what has to be done in an emergency," John J. Moran, TV sales executive announced. "We still have our governmental division established during the last war and we will work in cooperation with the U. S. Gov't.

ADVERTISING techniques most recently developed are to be studied by nearly 100 representatives of agencies from across the nation at a special outdoor ad school currently underway at the University of Notre Dame, South Bend, Ind.

KPHO, Phoenix, Ariz., to the Edward Petry Co. for both radio and TV handling.

THE FRIEND AD AGENCY is now the Friend-Krieger Ad Agency, Inc., effective with its move tomorrow to 50 East 42nd Street.

JOSEPH FIELD, publicity director of Compton Advertising, Inc., is in Hollywood until August 1st to work on the autumn publicity and promotion campaign for Procter & Gamble's "Fireside Theater" tele shows, which are now being filmed.

MARION LAW, JR., appointed public directions director of Hewitt, Ogilvy, Benson, & Mather Advertising. Formerly, he was with the Budd Co.

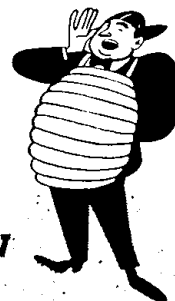
SWIFT BUSINESS MACHINES CORP., Great Barrington, Mass., to the Alfred Paul Berger Co., Inc., N. Y. Sidney Rosendorf is account exec.

PLAY BALL!

PHILLIES and ATHLETICS games on

WDEL-TV
Channel 7
Wilmington, Del.

WGAL-TV
Channel 4
Lancaster, Penna.



All Saturday home games of these two teams are telecast over these two stations. This baseball feature is important because of its strong appeal in these markets. Because it is only one of many popular features, the result of effective long-range programming. These stations are keeping their audiences growing, loyal and responsive. They offer TV advertisers a fine opportunity for market testing for profitable business.

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NBC
TV Affiliates

Threatens To Block CBC TV Expansion

(Continued from Page 1)

and he doesn't see why it should become a "vision trust."

He said he has expressed his views recently to Dr. Augustin Frigon, CBC general manager, in a conference on television plans.

Premier Duplessis noted that part of Montreal's mountain is a reserve from which automobiles are banned and to which special municipal building restrictions apply.

Any decision by Montreal City authorities regarding a television transmitter on Mount Royal will require provincial confirmation.

The Premier revealed that Montreal authorities came before the Legislature two years ago with private legislation, one provision of which was to authorize the city to make property available to the CBC for a television transmitter.

Premier Duplessis said provincial authorities granted the city permission to turn over a Mount Royal site to the CBC but because erection of the transmitter would conflict with regulations governing the mountain.

Charges CBC Monopoly

The premier said the CBC now has an "extraordinary monopoly" over broadcasting to which there is nothing similar in the United States. "In the United States several corporations have their own radio stations," said Mr. Duplessis. "Here, unfortunately, the CBC denies the province broadcasting rights extended in the U. S. to simply municipalities. It seems to me that it would be elementary justice to give the province rights to have a radio station permitting Quebec to express itself, make itself better known, and benefit from publicity to the advantage of Quebec and to which Quebec has a right."

"Why should the CBC have a radio trust?" Premier Duplessis said. "If it has a voice trust, I don't see why it should have a vision trust, considering that television might be exceedingly dangerous from an educational and moral point of view. If the CBC authorities agree to give justice to Quebec and respect exclusive provincial rights over education, there may be occasion to study the possibility of granting the request of the CBC. I made these observations to Dr. Frigon when I saw him. I consider Quebec's attitude is just, opportune and appropriate for the reasons mentioned and for others that would take too long to elaborate," said Premier Duplessis.

WANTED

Account Executive on part-time basis for recording studio in N.Y.C. Send reference c/o RADIO DAILY, Box 145, 1501 Broadway, New York 18, N. Y.

RECORDS ON PARADE

TED PERSONS

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

MARTIN BLOCK, WNEW, New York, N. Y.

"Sam's Song," Bing and Gary Crosby (Decca)
 "Goodnight, Irene," Frank Sinatra (Columbia)
 "Me And Imagination," Dorothy Collins (M-G-M)
 "Can Anyone Explain," Ames Brothers (Coral)
 "Pink Champagne," Ralph Flanagan (RCA Victor)
 "Darn That Dream," Doris Day (Columbia)
 "I'll Always Love You," Dinah Shore (Columbia)
 "It's A Long Way to Tipperary," Jimmy Dorsey (Columbia)
 "Happy Music," Peggy Lee (Capitol)

AL JARVIS, KLAC, Hollywood, Calif.

"Bewitched," Gordon Jenkins (Decca)
 "I Wanna Be Loved," Andrew Sisters (Decca)
 "Sentimental Me," Ames Brothers (Coral)
 "My Destiny," Billy Eckstein (M-G-M)
 "Laugh, Clown, Laugh," Artie Wayne (Columbia)
 "I Hadn't Anyone Till You," Tony Martin (RCA Victor)
 "Cloudy Morning," Fran Warren (RCA Victor)
 "El Mambo," Dave Barbour (Capitol)
 "Mississippi," Kay Starr (Capitol)
 "Thanks, Mr. Florist," Vaughn Monroe (RCA Victor)

JACK LACEY, WINS, New York, N. Y.

"Can Anyone Explain," Ames Brothers (Coral)
 "Just Say I Love Her," Johnny Desmond (M-G-M)
 "All Dressed Up To Smile," Evelyn Knight (Decca)
 "I Had A Talk With The Wind And The Rain," Dinah Shore (Columbia)
 "Miles Standish," Tony Pastor (Columbia)
 "I Got Tookin'," Kitty Kallen (Mercury)
 "The Tunnel Of Love," Mills Brothers (Decca)
 "A Foggy Day," Les Brown (Columbia)
 "I'm Bashful," Arthur Godfrey-Janette Davis (Columbia)
 "C'est Si Bon," Louis Armstrong (Decca)

GIL NEWSOME, KWK, St. Louis, Mo.

"Tzena, Tzena, Tzena," The Weavers—Gordon Jenkins (Decca)
 "I Thought She Was A Local," Sammy Kaye (RCA Victor)
 "At Sundown," Frank Petty Trio (M-G-M)
 "Just Say I Love Her," Eddie Fisher (RCA Victor)
 "Our Little Ranch House," Guy Lombardo (Decca)
 "Phantom Stage Coach," Vaughn Monroe (RCA Victor)
 "I Cross My Fingers," Bing Crosby (Decca)
 "The Tunnel Of Love," Mills Brothers (Decca)
 "Let's Have A Party," Carmen Cavallaro (Decca)
 "Darn That Dream," Doris Day (Columbia)

ERNE SIMON, WJJD, Chicago, Ill.

"Gone Fishin'," Arthur Godfrey (Columbia)
 "Cotton Candy," Dinah Shore (Columbia)
 "La Vie En Rose," Tony Martin (RCA Victor)
 "At Sundown," Frank Petty Trio (M-G-M)
 "I Didn't Know What Time It Was," Margaret Whiting (Capitol)
 "Pigalle," Johnny Desmond (M-G-M)
 "Sam's Song," Bing and Gary Crosby (Decca)
 "Ukulele Lady," Harry Babbitt (Coral)
 "Say When," Dick Haymes-Evelyn Knight (Decca)
 "Ashes Of Roses," Connie Russell-Jack Haskel (Decca)

JERRY STRONG, WINX, Washington, D. C.

"All Dressed Up To Smile," Evelyn Knight (Decca)
 "I Cross My Fingers," Perry Como (RCA Victor)
 "Darn That Dream," Doris Day (Columbia)
 "Gone Fishin'," Three Suns (RCA Victor)
 "La Vie En Rose," Bing Crosby (Decca)
 "Smoking My Last Cigarette," Vaughn Monroe (RCA Victor)
 "Goodnight, Irene," Frank Sinatra (Columbia)
 "Simple Melody," Jo Stafford (Capitol)
 "Close Your Pretty Eyes," Margaret Whiting-Jimmy Wakely (Capitol)
 "I Do Better Up In The Mountains," Eddy Howard (Mercury)

PRESSING BUSINESS: Dorothy Collins has made her debut on M-G-M with the unusual format, the company reports. "I'm Playing With Fire" and "My Imagination" are showing the Raymond Scott find off to excellent advantage. . . . Love the title of Peggy Lee's latest, "Show Me The Way To Get Out of This World (Cause That's Where Everything Is)". . . . Columbia is issuing a Ted Lewis collection in album and LP form, "Classic Jazz," featuring the works of such greats as Fats Waller, Bonny Goodman, Jimmy Dorsey, George Brunis, Muggsy Spanter and Frank Teschemacher.

INP Musical Films Available To TV Soon

A new service featuring music films for TV in both color and black and white has been under taken by International News Photo and the All Nations Producing Corp. According to a joint statement released yesterday, the service will specialize in filmed and recorded symphony music which is being prepared under the direction of Jacques Rachmilovich, founder of the Santa Monica Symphony Orchestra. Selection, recording, and filming of the symphonic programs has been in progress for the past 18 months in Europe. The first series which comprises 39 completed programs, is slated for its TV debut in the near future. This series will feature the Santa Cecilia Symphony of Rome under the direction of Rachmilovich.

Under the long-term agreement made by INP and All Nations Corp. All Nations will produce the film while INS-INP's TV department will serve as exclusive syndication sales agent and distributor of the musical films. Robert H. Reid and Saul Flemm will direct the INS-INP TV departments; Samuel Bronston, formerly associated with Columbia Pictures and United Artist is executive v-p in charge of production for the All Nations organization.

Larger TV Screens Shown Prices On Sets Reduced

(Continued from Page 1)

10 per cent to 12 per cent generally and some companies have announced reductions of as much as 20 per cent to 50 per cent on certain sets.

Top sized screen is DuMont's 30 inch screen, which is the largest direct-view receiver ever shown by a television manufacturer. DuMont also announced it will concentrate on manufacturing 17 and 19-inch sets, and has discontinued sets under 17 inches entirely.

Other large screen sets shown include 24-inch screens shown by Stromberg-Carlson and General Electric. Screen under 12½-inch have virtually disappeared from all lines.

Television manufacturers are concentrating on increasing current production to meet increased demands from buyers and are not anticipating a cut in production.

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TELEVISION DAILY

Section of RADIO DAILY, Wednesday, July 12, 1950 — TELEVISION DAILY is fully protected by register and copyright

SHORTAGE OF TECHNICIANS SEEN

TELE TOPICS

TRADE SHOWINGS of new lines of TV receivers reveal the passing of the 9-inch picture and the trend to larger pictures ranging from 16 to 19 inches. Along with this trend comes an announcement by Dr. Allen B. DuMont that his New Jersey labs. are experimenting with indirect image picture tube 10 by 12 feet, which can be used for theater TV presentation. The new tube, still in the experimental stage, will be patterned after the 9-inch tube recently developed by DuMont.

MAMMY KAYE'S \$400,000 damage suit against CBS, Liggett & Myers Tobacco and the Cunningham & Walsh Agency (for allegedly appropriating one of his radio-TV show ideas) will be worth watching—it's taking place in the N. Y. Federal Court. . . . Thelma Bradshaw, seaman's wife, returned from the "We the People" show, back from quick flight to Texas where she married John Roff, community chest head in Morristown, N. J. . . . NBC's OGO TV stations have subscribed to Official Television Inc.'s tele film library, including: WNBW, Washington; WNBK, Cleveland, and WNBQ, Chicago; 1040 films comprise the library. . . . The Marshall Plan in Action" switches time slots on ABC-TV from Sat. at 9 p.m. to Sun. at 7:30 p.m., effective July 3, at which time it will also be seen on WJZ-TV. Previously, the half-hour documentary film was on the entire web except the key station. . . . WOR-TV's World Movie Night on Monday, the 17th, will screen one of the all-time greats, "Pygmalion," starring Dendy Hiller and Leslie Howard.

CHICAGO MARX'S autumn tele show on ABC-TV, which is to be bankrolled by American Safety Razor and Pharmacrast Corp. jointly, has been re-slotted for Mondays (9-9:30 p.m.) instead of Thursdays, becoming effective Oct. 2. . . . A cave in Kentucky, a fish hatchery in Michigan, and street scenes of Halifax, Nova Scotia, are being conglomerated into one program Sunday, NBC-TV's "Watch the World" (7:30 p.m.). . . . Diane Werel has been appointed production supervisor of "Roscoe Karns, Inside Detective" DuMont, Sat., 8:30 p.m.) by the Stark-Layton Agency. . . . July 1 figures on TV sets in the area covered by KSD-TV, St. Louis, state 140,500 sets now in operation, of which 136,500 are residential. . . . Kraft Tele Theater's program for Wed., 19th, will have Melville Ruick and Marilyn Erskine in Samson Raphaelson's comedy "Accent On Youth" (9-10 p.m., EDT). . . . Bob Carrington Radel (formerly Mark Roberts) joins the announcing staff at DuMont.

Sets Across The Border

Montreal—Windsor, Ontario maintained its dominion lead in television sales during May, with 49 per cent of the 1,312 sets sold in Canada going to that city. The sales pattern of TV receivers follows the radiation of U. S. stations, with May sales in Windsor totalling 637; Toronto-Hamilton, 318, and the Niagara Peninsula, 240. Only 117 sets went to the rest of Canada. Value of sets sold in May was \$546,706, bringing the total for the first five months of 1950 to \$6,131,231. Number of sets sold this year is 14,830, of which 6,359 were sold in Windsor, 5,339 in Toronto-Hamilton, and 2,357 in the Niagara Peninsula.

Movie, TV Directors Set Sept. Joint Forum

Mutual interests of the Screen Directors Guild in the East and the Radio Television Directors Guild will be aired by the two groups in a joint forum here sometime in September, it was announced yesterday by Lester O'Keefe, nat'l. prexy of RTDG, and Jack Glenn, prexy of SDG. Main objects of the forum, said the spokesmen, are a salute to N. Y. as America's video production center and to acquaint the public with production techniques of both mediums.

Both economic and creative problems will be broached by the two groups during the forum, the statement said, in an attempt to untangle the confusion created by TV's rapid growth. Henceforth the meeting will be an annual affair, it is hoped.

Vim Signs With WPIX

Vim Stores have signed a 52-week contract with WPIX, New York, covering sponsorship of the 11 p.m. telecasts of "News on the Hour," six nights a week. William Warren, Jackson & Delaney is the agency.

Special TV Wk. Show Planned By NBC-TV

Highlighting New York City's "TV Week" of July 16th to the 23rd, NBC-TV will stage a special half-hour program on Tuesday the 18th, headlined by Mayor O'Dwyer, General David Sarnoff, and Bob Hope. All N. Y. TV stations will be permitted to carry the show, the network states, which will originate from the Grand Ballroom of the Waldorf-Astoria, 9-9:30 p.m.

Co-emcees of the show are Tex and Jinx McCrary. Others viewing television's future, both humorously and seriously, will be: Sid Caesar, Drew Pearson, Mrs. India Edwards (v-p of the executive committee of the National Democratic Party), Bertha Atkins, director of the women's division of the Republican Party, Jack Strauss, pres. of Macy's, and Bernard Gimbel.

Maxwell House Renews

Sponsorship of CBS-TV's "Mama" series has been renewed for another 52 weeks, effective August 4, by General Foods Corp. for Maxwell House Coffee. Starring Peggy Wood, the show will return from its summer hiatus on that date (8-8:30 p.m., EDT).

TV Station Claims Rights To Rebroadcast Web Shows

(Continued from Page 1)

station at Milford, Mich., in order to bring in network shows from Detroit. AT&T has not yet consented to provide an interconnection in Detroit. ABC, NBC and CBS, however, have all consented to the relay of their video shows originating on network-owned stations for rebroadcast over the facilities of WJIM-TV.

Although feeling it unnecessary,

WJIM-TV also requested consent from Detroit stations. Only WWJ-TV, an NBC affiliate, objected. WJIM-TV is now picking up the visual portion of NBC originated programs broadcast by WWJ-TV, relaying them to Lansing and rebroadcasting. WWJ-TV has objected to the FCC, and both stations have asked the FCC to rule on the problem.

RCA Service Exec. Comments On Situation

(Continued from Page 1)

said the industry expects that between five and six million receivers will be sold this year. Of these between three and four million will be sold between now and Christmas. This means that TV technicians must be prepared to install and service approximately as many sets, within the next five months, as during the first four years of post-war television.

Lower prices on RCA Factory-Service Contracts result largely from RCA Victor and RCA Service Company research, engineering and experimentation, Odorizzi, declared. He said that the lower prices would apply on two basic factory service contracts.

Under Plan I, a year's guarantee on parts and picture tube, plus installation, would be provided plus unlimited service for 90 days. Service, as needed thereafter, would be provided at a flat rate of \$5.75 per call in the customer's home and at \$3.95 per call if the receiver is brought to the Service Branch. Yearly price for this type of contract starts at \$19.95.

Plan II, the standard contract, covers installation, one year's unlimited service with parts and tube protection, including the picture tube, at a "package" price, starting at \$39.95.

Typical of the reductions, these new prices covering the 12½-inch RCA Victor receivers under the full-year service and parts protection plan are \$39.95 with built-in antenna and \$59.95 with standard outdoor antenna. Previous prices were \$50.00 and \$70.00 respectively.

Odorizzi stated that three factors, which combined to produce the new chassis, are responsible for the new low service contract prices. Full credit, he said, must go to production experience, field surveys by company technicians and to initiative, imagination and knowledge of design contributed by RCA's engineers.

Bond Stores On DuM

Bond Clothing Stores will take over the sponsorship of DuMont's "Hands of Destiny" (Friday, 9-9:30 p.m.) for the 52-week period commencing September, the web announced late yesterday. Grey Agency negotiated the Bond purchase. At the same time, it was revealed that Abraham & Straus Dept. Store of Brooklyn is "near signature" for the 11:30-12:00 noon slot on WABD.

Foreign Time Buying Urged By Senator

(Continued from Page 1)

Benton, under whom the peacetime Voice of America program was launched while he was an Assistant Secretary of State in the immediate postwar days, called for the Senate to appropriate substantial funds for the purchase of time on domestic standard band stations through the world in order to back up and do an even more effective job than the VOA.

In a major speech on the Senate floor, Benton proposed also that the major world-wide effort in the propaganda field be converted into a UN campaign, with our Government providing the bulk of the needed funds.

Calls For "Integration"

His speech came during discussion of the General Appropriation Bill, in which the Senate Finance Committee has recommended a cut from the House figure of \$34 million for the State Department Information Program to only \$32,700,000. This figure is about three million below what the White House had asked for the program.

Benton called for "Integration" of the VOA with the Defense Department and General MacArthur's forces, as well as with the efforts of other nations to tell the story to the people of the world. He did not reveal just what he meant, in terms of broadcasting or other means of getting to the world populations, although he lauded last week's testimony before the Senate Foreign Relations Committee by Gen. David Sarnoff, RCA board chairman.

WINS Gross Up 20% For First 6 Months

(Continued from Page 1)

of the Crosley Broadcasting Corp. Much of the station's new business activity occurred during the past two months with a 28 per cent increase reported for June and July.

National advertisers using WINS facilities for the first time are Philip Morris, Bayer Aspirin, Lipton Tea, Griffin Shoe Polish and Hudson Motors, among others. New local advertisers include Finlay Straus Jewelry Co., and Sofie Brothers, moving and storage company.

The station's program ratings have also increased, the officials reported. WINS' total daily listening audience for the first six months of this year has jumped about 50 per cent over the same period in 1944.

Sylvania Promotes McCarthy

Justin J. McCarthy, formerly New York district manager for the lighting division of Sylvania Electric Products Inc., has been promoted to special sales representative to promote the sale of TV picture tubes in the New York-Philadelphia area, according to H. H. Rainier, distributor sales manager.

COAST-TO-COAST

WLOW Airls Golf Tourney

Norfolk, Va. — Mark Scott, WLOW's sports director, arranged with the United Press to furnish him stroke-by-stroke details of the PGA Golf Tournament which originated in Columbus, Ohio. From the UP reports, Scott reconstructed a complete six-hour broadcast of the entire 36-hole PGA match. WLOW believes that this may be the first time an independent station has ever broadcast a complete stroke-by-stroke report of a PGA tournament.

Covering State Convention

New Haven, Conn.—WAVZ is making elaborate preparations for coverage of the State Democratic Convention which will be held in Hartford, on Friday and Saturday, July 28 and 29. The station will have a direct wire to the convention floor and will interrupt all programs whenever necessary, with live material and special reports. The news coverage in Hartford will be under the direction of Tom Bentley, city editor, and Bob Gillespie, program director.

Steve Evans On CBS Show

Corvallis, Ore.—Steve Evans, emcee on KRUL's after-hours program, appeared as a guest disc jockey on CBS's program, "ABC's of Music," on June 21st. The "ABC's of Music" is Chesterfield's summer replacement program for the Bing Crosby Show and features three disc jockeys, selected from different parts of the nation, who appear and submit their musical reports. Steve, who has been a radio disc jockey just a little less than one year, is also chief engineer for KRUL. On his after-hours program, which is aired seven nights a week from 10 o'clock to midnight, Steve presents data on his favorite entertainers, plus his collection of records.

Report On Flying Disc

Rochester, N. Y.—On a recent morning broadcast on WHAM, Mort Nusbaum commented on the epidemic of flying saucers. In the midst of his discussion, he received a call from a listener (calls are taken on mike during the show) who had seen a flying disc just the night before. First she, then three other witnesses gave detailed accounts of their experience in seeing the "saucers" and the entire conversation was relayed to the listening audience.

Joins WHEB Staff

Portsmouth, N. H.—Latest addition to the announcing staff of WHEB is Merrill G. Smith. Merrill was formerly with WIDE in Biddeford, Me., and WKOX in Framingham, Mass. In his WHEB post, he is doing regular staff announcing plus "The 750 Club."

KGW Man In Europe

Portland, Ore.—Wallace Kadderly, KGW's absent-on-leave farm service director, now ECA agricultural information specialist in Europe, was heard on NBC's "National Farm and Home Hour" program on June 24th, in a special transcribed interview with four U. S. farm officials, who are currently touring Europe. Recorded in Paris on June 19, the report answered the vital question, "Has American economic aid helped European agricultural recovery?" Kadderly's work as advisor and consultant on information to the ministers of agriculture of Marshall Plan nations may last for the duration of the plan, during which time he will be on leave from KGW.

To Record At WIRE

Indianapolis, Ind.—Jinx Falkenburg and Tex McCrary will visit the WIRE studios to transcribe interviews with Wilbur Shaw, Eli Lilly, Colonel A. H. Herrington, and Dr. Alfred C. Kinsey and other local personalities. Tex and Jinx are touring nine key cities in the U. S. and are recording interviews in each city for their New York program on WNBC.

40 NBC Affiliates To Meet On July 2

(Continued from Page 1)

participate in the conference. Among those scheduled to speak are Joseph McConnell, president NBC; Niles Trammell, vice chairman of the board; Charles Denn executive vice-president and Char "Bud" Barry, vice-president in charge of programs.

Good Sales Outlook

It is believed that NBC executives will report a healthy picture both radio and television sales with TV sales being practically a sell-out for the fall and winter season. In addition the web is expected to advise the affiliates of commercial sponsors interested in buying the 2 to 2 p.m. time period on the network. This time at present is station time and programmed on a local level.

The recent speech of president McConnell before the South Carolina Broadcasters Association is reported to be a tip off on the network's AM radio thinking. The NBC prexy told the broadcast that AM radio was still a very potent sales force and would continue to be so despite the impact of television.

Birthday

For years, Kerr Glass Company has bought radio time on just one policy: sales returns or else! And this month marked the start of Kerr's *seventh consecutive year* on WOWO. With three participations weekly on the "Modern Home Forum," WOWO is producing inquiries at an outstanding pace. Here's another example of Westinghouse PRARLOC* at work! For full information on the WOWO "Modern Home Forum," check WOWO or Free & Peters.

*Proved Returns At Rates Listed On Card

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for WBZ-TV, NBC Spot Sales

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 52, NO. 8

NEW YORK, THURSDAY, JULY 13, 1950

TEN CENTS

CONGRESSMAN SCORES FCC PROCEDURE

Stresses Importance Of All Communications

Sarnoff Addresses Signal Corps' Assembly

Fort Monmouth, N. J. — Addressing the importance of world wide communications in maintaining the peace and building America's national defense, Brig. General David L. Sarnoff, chairman of the board of Radio Corporation of America, addressed the U. S. Army Signal Corps ROTC (Continued on Page 2)

Restrict Troop News, Congress Asks Radio

Washington Bureau of RADIO DAILY
Washington — Amid mounting congressional concern about disclosure of troop movements, the military took steps yesterday to veil transport sailings and other news which could result in enemy preparation to intercept American supplies and men en route to Korea. Senator H. Styles Bridges of New (Continued on Page 6)

Botany Mills To Sponsor Simms In New Show

West Coast Bureau of RADIO DAILY
Hollywood—A new ABC musical show, "The Botany Song Shop Starring Ginny Simms" will be heard over the network from 10:15-10:30 p.m., EDT, beginning Sept. 17. Pro- (Continued on Page 6)

TV Regulation

Wooster, O.—City ordinance providing for an installation and inspection fee for all television sets in this city has been passed, at the request of Fire Chief Lloyd Eberhart. Chief Eberhart said damage has resulted to homes in the city when lightning struck rooftop antennas that were improperly grounded in a number of instances.

WWJ Plans 30th Anniversary Party

On August 20th WWJ, pioneer Detroit radio station will celebrate its 30th anniversary on the air. WWJ claims to be the first commercial station in the year to reach that milestone. The event will be celebrated with special programs and plans are being made to have people who heard WWJ's early broadcasts, or contributed to them, as a part of the program.

While many listeners of 30 years ago have moved away from the city and are no longer in touch with station, WWJ still would be happy to hear from them. Any mementoes of the early days, such as pictures of early WWJ stars, or letters received from the station, will be appreciated if sent in and will be discussed on the anniversary program.

BAM Plans Meeting For Mid-September

The newly constituted Broadcast Audience Measurement will hold its first meeting sometime, mid-September, it was learned yesterday. Formal announcement of the exact date of meeting is expected to be announced when the Board of Directors is filled. To date, it has been learned that all new directors have accepted with the exception of one.

With the final BMB network re- (Continued on Page 2)

Sales Of ABC Stock Noted In SEC Report

Two directors of the American Broadcasting Company sold 4,100 shares of the company's common stock during the month of June, according to a report filed with the Securities and Exchange Commission.

Robert E. Kintner, president and (Continued on Page 8)

Philip Morris Sales Show Jump Of 19%

Philip Morris & Co., Ltd., consistent users of radio and television in the sale of cigarettes, reports sales for the three months ended June 30 were \$75,859,000, an increase of \$12,448,000 or 19 per cent over the corresponding quarter of 1949.

The earnings for the last quarter were estimated at \$1.85 a share on the 2,331,544 common shares outstanding. This compares with \$1.75 a share on the 1,998,467 shares of the same quarter a year ago.

Breakdown of sales of the last (Continued on Page 8)

Barrere Resigns Post In Foreign Language Group

Having accomplished the task of organizing the Foreign Language Quality Network and establishing its promotion and sales pattern, Claude Barrere, will leave the network, according to a joint an- (Continued on Page 8)

Pioneer TV Engineer Returns From Italy For Visit Here

John Geloso, chief engineer in the Pilot Radio labs back in 1929 when Pilot conducted the first television transmission experiments, came back to New York yesterday after an absence of many years. Geloso today is head of his own radio manufacturing company at Milan, Italy, employing 1,200 and manufacturing

parts marketed in all parts of the world.

Geloso's first impression on television today in the United States was the maze of TV antennas he saw on roofs of apartment buildings on Long Island. He said it was reminiscent of the early days of ra- (Continued on Page 7)

Urges Commission To Repudiate Testimony

Washington Bureau of RADIO DAILY
Washington — Another slashing attack upon the FCC for allegedly trying to establish "thought control" over radio was voiced on the House floor yesterday by Rep. George Dondero, Michigan Republican. Dondero is the fourth representative of Italian ancestry to score the Commission for (Continued on Page 6)

Mid-Century Series Set For Mutual Web

The Mutual network's news & special features division has prepared a special series of three programs designed to cover the political and economic outlook in key areas of the world for the last half of the 20th century. The series, titled, "The World at Mid-Century," will be aired over WOR and MBS (Continued on Page 6)

Sparton Radio To Sponsor Program On WINS

Sparton Radio and TV will enter N. Y. radio advertising Monday, July 17, with a 26-week sponsorship of "Big Joe's Happiness Exchange" over WINS Mondays through Sat- (Continued on Page 8)

Korean Coverage

George Thomas Folster, NBC staff news correspondent who has been covering the Korean war from MacArthur's headquarters in Tokyo, has left Japan for the front lines in Korea—armed with a tape recorder. Folster's recorded eye-witness reports will be relayed to San Francisco by short wave radio for use on network news programs.



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

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

ROME BUREAU John Perdicari Ludovisi 16

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

FINANCIAL

(July 12)

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

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

Lewis To Sub For Godfrey

Robert Q. Lewis, for the fourth consecutive year, will take over for Arthur Godfrey, five mornings a week, beginning Monday, July 31, on CBS. Program is heard 10:15-11:30 a.m., EDT.



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 Telephono License.

Address Inquiries to Placement Director

RCA INSTITUTES, Inc.

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

Importance Of Radio-TV Stressed By Gen. Sarnoff

(Continued from Page 1)

Summer Camp yesterday. Gen. Sarnoff was presented by Chief Signal Officer, Major General S. B. Akin.

"We live in an unstable world that faces sudden changes and unpredictable crises that call for swift action," declared General Sarnoff. "Therefore, communication facilities must be rapid, reliable and adequate. They can be used effectively to advance our purposes on the educational, commercial, political and military fronts."

The "Voice of America" is still a whisper, he said, and it reaches a trifling percentage of the world's population. He pointed out that an effective and world-wide network system of broadcasting is vitally needed.

"Should war ever come again, television will be a vital factor in communications on land, sea and in the air," he said. No matter where a battle is waged, it will be under the eyes of television and will be viewed by the military strategists even across the seas. In fact, it is within the range of possibility that the general public itself may be able to see the action on a battle line while sitting in their homes in front of their television sets.

"Television must be extended beyond our borders and it is none too soon to begin in earnest the development of a system of international television. If we add television and strengthen sound broadcasting in the international field, we shall be able to extend the Voice and Vision of America to many parts of the world. Our way of life and democracy in action could be seen as well as heard by people struggling for freedom from Communism.

"The need for direct and instant communication with all parts of the world calls for more channels than are now available for use in the radio spectrum. To meet this challenge we must develop additional channels in other parts of the spectrum. Also, we should increase the

speed of communications by passing more information over the frequencies that are available. Ultrafax, a system of communication capable of transmitting a million words a minute, is beyond the laboratory stage. It is ready for military and commercial development.

"International telephony, too, is limited in its present speed and scope. There is need for wider services and greater flexibility. It should be made possible, especially for government and military leaders, to secure quick and reliable communication by voice with their superiors or subordinates, anywhere in the world.

"These and other services made possible by the latest developments in electronics and communications, demand the establishment of an automatic radio relay system capable of carrying the highest usable frequencies across the oceans to link the continents. We need a radio air-lift to meet present and future requirements for world-wide communications."

Since the beginning of World War II, new developments have greatly extended the effectiveness of communications, especially in radar and television, General Sarnoff pointed out.

Col. Ed Kirby Recalled T Active Service In Was

Col. Edward M. Kirby, chief radio at the Pentagon during World War II and former NAB public relations director, has been recalled to active duty in the office of Maj. Gen. F. L. Park, chief of information of the Military Establishment.



COL. KIRBY

Col. Kirby will head up new unit of military public relations where reservists will be indoctrinated to establish a pool of trained public relations officers in event of an emergency. The first group will be organized and trained in the Washington area.

During World War II, Col. Kirby was attached to SHAEF in England and headed the information service at the Pentagon. He was placed on inactive status in November, 1946 following the termination of the war and was recalled in 1947 for temporary duty.

Coffin On For Pearson

Washington—ABC's Washington correspondent Tris Coffin will substitute for Drew Pearson during the latter's six-week vacation, beginning Sunday, July 16, at 6 p.m.



"WHAT I NEED IS A LONG VACATION"

YOU don't need a change of strategy, pal—what you need is a change of media!

The switch that's going to give you results is to W-I-T-H!

In Baltimore, your best bet is WITH—the station that gives you a whole lot of radio for just a little money. That delivers more listeners-per-dollar than any other in town.

Want the complete story? Then call in your Headley-Reed man today.

WITH

BALTIMORE, MARYLAND



TOM TINSLEY, President • Represented by HEADLEY-REE

Advertising Agency News And Notes From Here And There

In cooperation with the University of Denver the Broadcast Advertising Bureau will hold a three-week Summer Seminar from July 1-August 11. The session is open to all broadcasters at a nominal registration fee.

Courses will be given as follows: Detail Radio Advertising. Lee Hart, assistant director of BAB, instructor. This course will be a compact review of the principles of effective detail use of radio; copy; and coordination with other media.

Selling Tools and Techniques in Radio. Maurice B. Mitchell, BAB instructor. The course will cover the fundamentals of radio selling, research as a selling tool, other media, presentation techniques, salesmanship and merchandising and promotion.

Television. Charles A. Batson, BAB TV, director, instructor. The course will study TV as it stands today as a communications, advertising, entertainment and propaganda medium.

Each course will run five days. Broadcasters may register for any one or for all three courses. Complete details concerning the seminar are available from R. Russell Porter, special associate, Social Science Foundation, University of Denver, Denver, Colo.

ELY A. LANDAU has been named head of the TV department of the Emil Mogul Co., Inc. Formerly, he was associated with Moss Associates.

FRED R. JONES, former copy chief and account exec with the Abbott Kimball Co.'s Los Angeles office, has been named creative director of Platt-Forbes, Inc., San Francisco.

BUCHANAN & CO., INC., announces additions in personnel and four new directors added to the board. According to an announcement by John Hertz, Jr., board chairman, the new additions are: Mark Martin, formerly with Gardner Advertising Co., elected director and executive vice-president; Jerome Grodsky, who is merging the Jerome Advertising, Inc., St. Louis, with Buchanan and becoming director and executive v-p in charge of midwest operations; Kenneth Buchanan, formerly public relations head of Elgin Watch Case Co., director and vice-chairman; and Ernest Klein, also named director. Paul Gaynor, previously associated with J. M. Hickerson, Inc., has been named a v-p. Robert Montgelas will continue as president of the expanded organization.

DON FRANCISCO, a vice-president in the New York office of J. Walter Thompson & Co., has been named general chairman of the managing committee for the National Essay Contest for High School students, sponsored by Graham Patterson, board chairman of the Advertising Federation of America. Serving with him are: Donald Hobart, director of research of Curtis Publishing Co.; Justice Charles E. Murphy, of the Supreme Court of N. Y. State; and Dr. John W. Studebaker, veepee of Scholastic Magazine and former U. S. Commissioner of Education. Representatives from eleven member clubs of the A.F.A. who's 1950 contests were highly successful will also serve on the committee. They are: Arthur Gosling, Akron; Frank Ewing, Chicago; Harold Kiley, Denver; Leon Weingarden, Flint; Alice Bruce Curlin, Houston; Marshall Smith, Memphis; O. M. Hoyt, Racine; Constanze Weidman, St. Louis; R. Robert Edman, St. Paul; Jack N. Pitluk, Jr., San Antonio; and Bart E. Bryan, St. Petersburg.

GEORGE F. BART, previously with Gross Distributors, Inc., has been appointed advertising manager of Olympic Radio & Television, Inc.

RUTHRAUFF & RYAN'S radio and TV offices are reported moved from the 55th floor to the 62nd floor of the Chrysler Building for reasons of expansion and convenience.

CORNELL FILM CO., distributor of TV, home, and educational movies, to Shappe-Wilkes, Inc. Lawrence R. Tiernan is account exec.

RICHARD S. TESTUT, vice-president and general manager of Associated Program Service, which services TV and radio music libraries, announces that William H. Houghton has been promoted to the position of service manager and will have full responsibility for the supervision of Associated's service department. John J. O'Connell has been assigned full responsibility for sales and customer relations covering the following mid-western states: Ill.; Ind.; Ky.; Mich.; Minn.; N. Dak.; O.; S. Dak., and Wis.

SION has voted continuance of its accounts with N. Y. agencies, Benton & Bowles, Inc., as general agency, and Noyes & Sproul, Inc., for the ethical campaigns in medical and other journals.



WOR has the largest audience during the day and during the night—from Maine to North Carolina—of any station in America.

during the day and during the night, WOR brings its advertisers into the homes of more families at a lower cost-per-thousand than any other station heard in Metropolitan New York.

Frankly, how can you not buy

WOR to sell what you want to sell?

P.S. We can qualify and improve on these statements in a very colorful and quite engaging folder which you may have by merely dropping a postcard to WOR at 1440 Broadway, in New York; or calling LOnacre 4-8000.

WOR

17 new advertisers on ABC-TV

Business is booming at ABC Television...17 brand new sponsors, 17 exciting new shows, in less than two weeks! Look at this list!

IRONRITE

(BROOKE, SMITH, FRENCH & DORRANCE)

Hollywood Screen Test

7:30-8:00 Mon.

THE **CHRYSLER**
SALES DIVISION OF THE
CHRYSLER CORPORATION

(McCANN-ERICKSON)

Treasury Men in Action

8:00-8:30 Mon.

GREEN GIANT CO.

(LEO BURNETT)

The Art Linkletter Show

7:30-8:00 Fri.

GRUEN WATCH CO.

(STOCKTON-WEST-BURKHART)

Blind Date

9:30-10:00 Thurs.

ARTHUR MURRAY
DANCE STUDIOS

(HUBER HOGE & SONS)

*Party Time at
Arthur Murray's*

9:00-9:30 Thurs.

Phama-Craft Corp.
American Safety Razor Co.

(RUTHRAUFF & RYAN)

The Sugar Bowl

9:00-9:30 Mon.*

*alternate weeks

SUN OIL CO.

(HEWITT, OGILVY, BENSON & MATHER)

National Football League
Championship Games

2:00 Sun.

PRO FOOTBALL GAME HIGHLIGHTS

8:30-9:00 Fri.

PROCTER & GAMBLE

(DANCER-FITZGERALD-SAMPLE)

BEULAH

7:30-8:00 Tues.

THE GENERAL SHOE CORP.

(RUTHRAUFF & RYAN)

Acrobat Ranch

11:30-12:00 Noon Sat.

**AMERICAN
DAIRY ASS'N**

(CAMPBELL-MITHUN)

TV Teen Club

8:00-8:30 Sat.

BEST FOODS, INC.

(EARLE LUDGIN & CO.)

The Betty Furness Show

10:00-10:30 Fri.

TO BE ANNOUNCED

A motor-car manufacturer teams
up with a famous columnist

9:00-9:30 Tues.

TO BE ANNOUNCED

A lively audience-participation
show, a home-appliance sponsor

7:30-8:00 Wed.

TO BE ANNOUNCED

A big Sunday-night show—with
a big automotive sponsor

7:30-8:00 Sun.

TO BE ANNOUNCED

A famous full hour in radio—
soon on TV, with a half hour
already sold!

9:00-10:00 Wed.

*They'll be in
good company
on ABC-TV*

TO BE ANNOUNCED

Watch for the announcement
of this full-hour Friday night
dramatic show—coming soon
(sponsored) on ABC-TV

9:00-10:00 Fri.

**ABC
TELEVISION**

General Mills
(Dancer-Fitzgerald-Sample)
The Lone Ranger...
Thursday 7:30-8:00

**The Goodyear Tire
and Rubber Company**
(Young & Rubicam)
Paul Whitegan Revue...
Sunday 7:00-7:30

Canada Dry
(J. M. Mathes)

M & M Candies
(William Eby Co.)

Peters Shoe Co.
(Henri, Hurst & McDonald)

Super Circus...
Sunday 5:00-6:00

Admiral Corp.
(Kudner Agency, Inc.)

P. Lorillard & Co.
(Lennen & Mitchell)

Stop the Music...
Thursday 8:00-9:00

Ranson Art Metal Works
(Grey Advertising)
20 Questions...
Friday 8:00-8:30

Kellogg Company
(Kenyon & Eckhardt)
New Program
Sunday 6:00-6:30

Blatz Brewing Co.
(Kastor, Farrell, Chesley &
Clifford)
Roller Derby...
Thursday 10:30-11:00

Packard Motor Car Co.
(Young & Rubicam)
Holiday Hotel...
Thursday 9:00-9:30

Restrict Troop News, Congress Asks Radio

(Continued from Page 1)

Hampshire said yesterday he is concerned about the large Russian fleet, and other members of Congress agreed that there had been entirely too much publicity on press and radio about troop sailings from San Francisco.

He and other members of Congress called upon the press and radio to exercise voluntary discretion even if the Defense Department does release such information.

"Defense Department publicity regarding troop and material movement is justified on the grounds that we are obligated to advise the United Nations of our actions," said Bridges. "I fear this would be small solace to the parents of American boys who might die if a "North Korean submarine" attacked an American convoy.

"While I abhor censorship, as a measure of elementary security, I urge the Defense Department to put an end to public disclosures of the intention to move troops and material. I likewise urge the American press and radio to exercise such voluntary restraint as may be necessary to insure adequate security.

"Since Russia is supplying the Korean communists it appears to be utterly useless to advertise the departure of exact numbers of men and supplies from our west coast."

Mid-Century Series Set For Mutual Web

(Continued from Page 1)

on three successive Sundays from 8 to 8:30 p.m., beginning July 16.

The program will feature the reports of Mutual's staff of foreign correspondents from all parts of the world. The first broadcast will highlight conditions in Europe with Arthur Mann reporting from London, William Stearman from Vienna and Michael Horton from Paris.

The second broadcast, July 23rd, will present a mid-century report on Asia and the Far East by Robert Stewart in Manila, Webley Edwards at Honolulu and Walt Simmons from Tokyo. The final program, July 30th, will concern conditions in the Americas and will air the reports of Gerald Dougherty.



By SID WHITE

Man About Manhattan...!

● ● ● AROUND TOWN: CBS stands to drop around 4 million bux invested in color TV development if the network gets an unfavorable decision from the FCC, according to Washington sources. The FCC, by the way, is reported canceling vacations until a decision on color TV is reached and it is expected that the video verdict will be handed down in Sept. . . . With TV network advertising time practically sold out for the fall and winter, the web sales forces are concentrating on filling the open time on the AM networks. . . . Edw. R. Murrow leaves for Korea this week-end and when he returns to the air for CBS he'll have news from the fighting front. . . . Gracie Fields prefers her Capri home to a TV career, which will be a blow to that fire manufacturer who had planned to build a show around her. . . . Bing Crosby turned down every radio and tv offer for his son, Gary, who is personally being groomed by the Groaner to follow in his vocal footsteps. . . . One of the most wanted H'wood stars for network video is Ginger Rogers, who has several cosmetic sponsors waiting for her to sign on the dotted line. But Ginger has film commitments which will temporarily shelve her tv plans. . . . Oscar Levant skedded to join disc jockey ranks on completion of his chore in M-G-M's "An American in Paris," but he'll be playing strictly piano waxings. . . . Jimmy Durante's fans cleaned up when "Mrs. Calabash" won at Narragansett, paying \$18.80.



● ● ● There's a sudden buzz around the trade that Jack Barry and Dan Enright's delightful NBC Friday nite stanza, "Stars & Starters," is to go tv—and if it does, we're willing to bet last year's hat that it was because of the great show they put on Friday when 6-year-old Arthur Roberts Nitzburg, of the Bronx, ad libbed hilariously with Jackie Miles for several minutes. The inside is that the studio audience got so hysterical over the exchange that the word was flashed back to the brains dept upstairs. And a little child shall lead them.



● ● ● PERSONAL POSTCARDS: BEN GROSS: On July 18th, the NBC Press Dep't is plotting a little surprise party for you at 21 in honor of your 25th anny as radio editor of the News. Mary Margaret McBride will broadcast her program from the luncheon and it will be devoted to you and all the people you've helped in the past quarter of a century. (Ben, if all the bread you've cast on the waters during that time came home to roost, you'd put Ward's out of business overnite). . . . SID CAESAR: After catching kinescopes of some of your shows, Terry Wald, new production head of RKO Pictures, has told Howard Hughes that he'd like to star you in his initial production, "Two Tickets To B'way." . . . NICK KENNY: Your favorite cartoonist, Joe Calcagno, is nursing a sliced mitt. Came out second best in a bout with a buzz saw. . . . JOE WHITE: We've had masked tenors, masked marvels and masked wrestlers—now it's gonna be masked disc jockeys. It's all the brain child of Frank Bonacchini, host of Le Coq Rouge, who's planning a disc jockey show from his spot. A different deejay will be featured each month and the trick will be to find out who he or she is. . . . FRANK GALLOP: Boris Karloff is getting sore at our continued reference to your resemblance to him and threatens to sue. And how've you been?



● ● ● IMPressions: Al Helfer: Sports WORacle. . . . "Peep Show:" Fine censor humor. . . . Fanny Brice: Funny Fanny. . . . Hal Tunis: Hal of Fame. . . . Dennis James: Mom's the word. . . . Teddy Powell: Composir.

FCC Criticized By Rep On House Floor

(Continued from Page 1)

testimony by newscaster Clete Roberts in the KMPC hearings.

(Although all four have called upon the Commission to "repudiate Roberts' comment about south Italians in a letter written several years ago from Italy and introduce into the testimony by KMPC Council Hugh Fulton, FCC Chairman Wayne Coy has maintained that the Commission can neither repudiate nor sponsor the testimony. It has not even come to the Commission transcript yet, and certainly nothing can be done until the case comes to the Commission, he wrote the other three Italo-American Congressmen.

Dondero pointed out that as Michigan he has "a great interest in station WJR, in Detroit." He spoke particularly of its public service, and lauded the Americanism of G. A. Richards, owner of WJF, WGAR, Cleveland, and KMPC.

Botany Mills To Sponsor Simms In New Show

(Continued from Page 1)

gram will be sponsored by The Botany Mills.

Contract for the 52-week program was placed by Alfred J. Silberstein, Bert Goldsmith, Inc. N. Y. The fifteen-minute show marks Botany's initial venture into nighttime radio and the company's return to network advertising. Originating from Hollywood, the show will include songs by Ginny Simms and the Buddy Cole Trio, along with weekly celebrity guests.

Bach Commemoration Program

Commemorating the death of the famous composer 200 years ago, "Your Invitation to Music" will present a Bach Bicentennial program over CBS, Sunday, July 23, at 3:00 p.m., EDT.

"FOR THE DAYS TO COME"
A SUMMER Conditioning Program
 Efficient • Time-Saving • Inexpensive

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

at the
REILLY HEALTH SERVICE
 in Rockefeller Center
 RCA Bldg., 49th to 50th Sts. (8th floor)
 1250 Sixth Avenue Columbus 5-8481

Send for interesting booklet
 "The Life of Reilly"

Mr. Time Runs off on your vacations. Before you run off on your vacations, check your fall schedule against this!

BIGGEST RADIO BARGAIN IN THE U.S. TODAY!
1-MINUTE SPOTS ON 50,000 WATTS WNOE-NEW ORLEANS ONLY \$13.00 (360 TIME) EACH RATE

Available Right Now: Spots between High-Rate National Shows. Spots on or between long-established Local Shows. News Programs! Sports! Mutual Co-ops! (100% ON YOUR DISCOUNT)

25 YEARS OF SUCCESSFUL SERVICE TO ADVERTISERS!

WNOE (MBS)
 NATIONAL REPRESENTATIVES
 RA-TEL
 420 LEXINGTON AVE., N.Y.C.
 50,000 WATTS DAYTIME - 5,000 WATTS NIGHTTIME

TELEVISION DAILY

Section of RADIO DAILY, Thursday, July 13, 1950 — TELEVISION DAILY is fully protected by register and copyright

POPPELE HEADS TV WK. COMMITTEE

TELE TOPICS

JOAN EDWARDS, the girl who first gained fame as a singer with the old Whiteman troupe on the Chesterfield show and later rose to stardom on the Lucky Strike Hit Parade, is now a sophisticated lady of poise and good voice on her own TV show on WABD and the DuMont network. Joan, who plays piano as well as sings, has come a long way since her early Whiteman days. She is at her best singing some of the tried and true oldies of Tin Pan Alley and her reminiscing on these tunes is interesting. Miss Edwards' TV personality might be called a combination of Ramona and Dinah Shore. Her physical grooming is decidedly in the Shore manner. The program is heard on WABD on Tuesdays and Thursdays, 7:45 to 8:00 p.m., EDT.

MARGARET TRUMAN's commercial TV debut will take place on CBS-TV's "Toast of the Town" on Oct. 29, 9 p.m. . . . WPIX has racked up 104 contracts in new and renewed business during the month of June—two top reasons for the high figure are Ted Steele and Art Ford. . . . Senator Brian McMahon will face the panel of inquisitive reporters Sunday on NBC-TV's "Meet the Press" (5:00 p.m.). . . . S. L. (Pat) Weaver, NBC's veep in charge of tele, has been named a member of the board of directors and also the executive committee of the American Heart Association. . . . WHNC-TV launching a new show for imaginative housewives called "Let's Decorate," every Tuesday at 6:45-7:00 p.m. . . . WENR-TV is outdoing itself on great hordes of clowns on "Super Circus" Sunday (5-6 p.m.); according to all reports, "Super Circus" is still pulling the largest studio audience of any weekly TV show, since it holds forth in Chicago's Civic Opera Bldg.

ROBERT F. JAMIESON, former traffic mgr. at DuMont, has been upped to mgr. of station relations. . . . "The Straw Hat Revue" has changed its name to "Rendezvous With Music," being seen next on NBC-TV on July 25 (9:00 p.m., EDT). . . . WNBK, Cleveland, has instituted a new how-to-do-it show titled "Around the House" which is being seen five-times-weekly at 6:50 p.m. and starring Jim Chapman. . . . Franklin Pulaski, who's emcee on WFIL-TV's "Telephone Game," has added another radio stint to his busy schedule, "They Truly Live," sponsored by Acusticon. . . . Jerome Hines of the Met is slated to sing on NBC's simulcast of the "Voice of Firestone" Monday night (8:30). . . . Dress patterns are making use of both TV and newspaper advantages for a unique promotion stunt—dresses are modeled on WPIX, then patterns follow in the Daily News.

Top Tele Manufacturers Rated

Five television manufacturers have sold approximately 60 per cent of the TV market and another five add over 15 per cent, according to a statement by Daniel Starch. Thus the leading ten manufacturers have grabbed three quarters of all sets in use in the four leading markets: New York, Chicago, Philadelphia, and Boston. The remaining 25 per cent has been distributed fractionally among 60 other set manufacturers. These figures were obtained, says Starch, as the result of over 2,000 personal interviews in TV homes, over several months. Specifically, the top five manufacturers are: RCA, Admiral, Philco, DuMont, and Emerson.

Pioneer TV Engineer Visiting From Italy

(Continued from Page 1)

dio when everyone thought the longest and highest antenna would get the best reception.

"Television in Italy is coming along," Geloso said at the Long Island offices of his host, Isadore Goldberg, president of Pilot. "They are now conducting test transmissions on 625 lines at Torino and plans call for the linking of three stations in Milan, Torino and Rome early in 1951. It will be commercial television too with RAI organization, a private society which is working with government sponsoring the commercial development of video."

Geloso and his family leave by ship for Uruguay and the Argentine this weekend.

P&G Fall Program To Fill NBC-TV Slot

Negotiations between Procter & Gamble and NBC-TV on the selection of a show to fill P&G's previously-purchased Monday evening time-slot in the fall are reported to be very near completion—the show being Bernard Schubert's program of TV-adaptations of past Broadway musicals. If and when the deal is signed and officially released, the show will begin Oct. 2, 9:30 p.m., and will be directed by Charles Friedman. Production costs have been estimated unofficially at \$31,000, which remains flexible since some changes are yet to be effected. The network has not yet approved the line-up of programs, but some of the programs will be built on musicals by Cole Porter, Arthur Schwartz and Howard Dietz.

Electronics To Lead Way To New Concept Of Video

Chicago—The science of electronics is leading the way for development of an entirely new concept of TV programming that will make TV the most versatile and effective medium of communications ever conceived, Dr. W. R. G. Baker, vice-president and general manager of the General Electric electronics department said yesterday.

Dr. Baker said that imagination and engineering together will bring forth a new art so hard-hitting and



BAKER

that TV truly will create a "captive" audience.

He said further that TV, in a few short years, has made rapid strides, but that there has been and is today, criticism of TV programming, since it is composed of stage, radio and motion picture techniques. Dr. Baker said much of this criticism is justified since many TV directors have entered the new profession mainly from one of the three other media and are still interpreting for TV in the light of their past experiences.

"Television," Dr. Baker said, "calls for an entirely new concept, an entirely new art, and not bits and pieces stolen from other entertainment media. That this new art will be developed, I have not the slightest doubt, since its development is being hastened today through the ingenuity of electronics engineers."

O'D Names Group For Observance Next Week

Mayor William O'Dwyer, who has proclaimed the week of July 16-23, as "Television Week" in New York City, announced yesterday the appointment of the Mayor's Committee for TV Week. J. R. Poppele, president of the Television Broadcasters Association will be chairman.



POPPELE

Serving on the committee will be Ted Cott, general manager of WNBK, WNBC and WNBC-FM; Bennett Larson, general manager of WPIX; Theodore C. Streibert, president of WOR and WOR-TV; Chris Witting, general manager of WABD and the DuMont TV Network; Murray Grabhorn, vice-president in charge of WJZ-TV and ABC owned and operated stations; and G. Richard Swift, general manager of WCBS and WCBS-TV.

Following his appointment as chairman, Poppele set about to develop a program of activity that will attract nation-wide attention to New York City. Special ceremonies will take place on the steps of City Hall, Tuesday, July 18.

Business Increase Forecast By DuMont

Forecasting an increase of 10 to 15 per cent in the nation's overall business as a direct result of television, Dr. Allen B. DuMont, president of the Allen B. DuMont Labs, yesterday addressed the Radio and Television Institute of the Pennsylvania State College at State College, Pa.

Three out of four American families, Dr. DuMont said, will own television sets within three years after the government lifts the current "freeze" on the construction of new television stations. He added that "every major American city and the surrounding area will have a choice of programs from at least four different transmitting stations if a sound allocation plan is adopted" and that "each of the major television networks will be able to offer its advertisers and sponsors a complete national network . . ."

COAST-TO-COAST

Airing Casino Dance Music

Lawrence, Mass.—Executive director John Dineen of the Hampton Beach Casino has signed a contract with WLAW to broadcast two weekly half-hour portions of the dance music of Ted Herbert's band from the dance pavilion of the Casino on the shores of the Atlantic in New Hampshire. The series of programs, which started July 4, are heard every Tuesday and Thursday evenings from 10:30 to 11 o'clock with Fred Laffey as master of ceremonies.

Newscaster Get Listener's Aid

Cincinnati, O. — When WKRC's newscaster Tom McCarthy mentioned on one of his 11:00 a.m. newscast that he was suffering from a poison ivy itch, he received more than 300 phone calls offering remedies ranging from gunpowder to hot milk applications, with a strong brown soap getting top billing. By noon that day, Tom had to appeal for the calls to cease because the calls were swamping the switch boards.

Sales Of ABC Stock Noted In SEC Report

(Continued from Page 1)

director of the network, disposed of 3,600 shares of common stock, reducing his holdings to 7,000. At one time, the ABC president owned 36,000 shares.

Earl Anderson, vice-president and director of ABC, sold 500 shares of common stock last month, and now holds 8,500 shares, the report disclosed. Anderson originally possessed 15,000 shares of ABC common stock.

Barrere Resigns Post In Foreign Language Group

(Continued from Page 1)

nouncement made yesterday by Barrere and Ralph N. Weil, president of FLQN.

The network now consists of fifteen stations. Complete sales data has been assembled and promotional material created. It is expected that the network will engage a national representative to handle sales shortly. Barrere will continue to be available to the network on a consultant basis.

Named College Trustee

Robert R. Tincher, general manager of radio station WNAX, Yankton-Sioux City, was elected to the board of trustees of Yankton College at the commencement board meeting. Tincher, who has been a member of the College Corporate Board for several years, will serve a three-year term.

NETWORK SONG FAVORITES

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

Survey Week of June 30-July 6, 1950

TITLE	PUBLISHER
An American Beauty Rose.....	Jefferson
Bewitched.....	Chappell
Count Every Star.....	Paxton
Darn It Baby That's Love.....	Chappell
Down The Lane.....	Broadcast Music
Home Cookin'.....	Famous
Hoop-Dee-Do.....	E. H. Morris
I Didn't Know What Time It Was.....	Chappell
I Didn't Slip I Wasn't Pushed I Fell.....	Remick
I Don't Care If The Sun Don't Shine.....	Famous
I Still Get A Thrill.....	Words & Music
I Wanna Be Loved.....	Supreme
If I Had A Magic Carpet.....	Shapiro-Bernstein
If You Were Only Mine.....	Robbins
I'll Always Love You.....	Famous
I'm Bashful.....	Sanly-Joy
La Vie En Rose.....	Harms
Mona Lisa.....	Paramount
My Destiny.....	Walt Disney
My Foolish Heart.....	Sanly-Joy
Old Piano Roll Blues.....	Leeds
Picnic Song.....	Chappell
Play A Simple Melody.....	Berlin
Sam's Song.....	Sam Weiss
Sentimental Me.....	Knickerbocker
Sometime.....	Witmark
Stars And Stripes Forever.....	J. Church Co.-Hill & Range
Stars Are The Windows Of Heaven.....	Pickwick
They Say It's Wonderful.....	Berlin
Third Man Theme.....	Chappell
Tonight.....	Miller

Second Group

TITLE	PUBLISHER
A Little Bit Independent.....	Bregman-Vocco-Conn
Are You Lonesome Tonight.....	Bourne
But Me I Love You.....	Campbell
Bye Bye Baby.....	J. J. Robbins
C'est Si Bon.....	Leeds
Cry Cry Cry.....	Advanced
Daddy's Little Girl.....	Beacon
Gone Fishin'.....	Feist
I Cross My Fingers.....	United
I Hadn't Anyone Till You.....	ABC
If I Knew You Were Coming.....	Robert
I'm Gonna Paper All My Walls With Your Love Letters.....	Goday
In The Valley Of Golden Dreams.....	Beacon
It Isn't Fair.....	Words & Music
Let's Choo Choo Choo To Idaho.....	Robbins
Mambo Jambo.....	Peer
On An Ordinary Morning.....	Remick
Roses.....	Hill & Range
Stay With The Happy People.....	E. H. Morris
Sunshine Cake.....	Burke-Van Houson Assoc.
Sweetest Words I Know.....	Life Music
Tenderly.....	E. H. Morris
Wilholmina.....	Foist

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BEHIND THE MIKE

"SUSAN'S KITCHEN" (Susan Adams) on DuMont has snagged a bankroller in Snow Crop. It's a TV Program, Inc., package.

The Modernaires, star songsters on "Club 15," have been booked into the Paramount Theater here starting August 2nd for two weeks. They're also skedded for radio and TV appearances during their 6-week stint in Manhattan.

WPIX has an answer to Faye Emerson in glamorous Lola Montez, who acts, interviews and thrills on teevee and right now is showing even more versatility by telecasting the Ridgewood Grove wrestling matches every Thursday nite. La Montez is set for two more shows of her own this fall via WPIX.

Spencer Hare has an idea for a quiz show that will probably revolutionize the radio and TV industry. No cash prizes— just the thrill of answering the question!

Philip Morris Sales Show Jump Of 19%

(Continued from Page 1)

quarter show \$74,395,000 of domestic business and \$1,464,000 of export business. Comparison of figures with a year ago indicates that the increase was entirely in the domestic field.

Sparton Radio To Sponsor Program On WINS

(Continued from Page 1)

urdays, 12:00-2:00 a. m. Effecting a switch for the "Big Joe" show from WHOM to WINS, the contract specifies that the "Happiness Exchange" format remain the same. Prior to its current stint on WHOM, the "Big Joe" program was aired by WOR.



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

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 52, NO. 9

NEW YORK, FRIDAY, JULY 14, 1950

TEN CENTS

TRUMAN ASKS \$89 MILLION FOR 'VOICE'

Adv. Council TV Allocation Plan Adopted

Tele Broadcasters Pledge Support Of New Plan

Adoption of a plan for the allocation of public service announcements on television was voted by the Advertising Council's board of directors yesterday at a meeting held in the Teakwood Room of the Hotel Pierre. Howard J. Morgens, head of the Council's radio-television committee and

(Continued on Page 7)

Reporters Roundup, Title Of MBS Series

Radio listeners will be invited to participate in a weekly radio press conference conducted by the nation's outstanding newsmen, when "Reporter's Roundup" debuts over the Mutual network on Thursday, Aug. 10, at 9:30 to 10 p.m. Under the guidance of the MBS's

(Continued on Page 4)

Death Of Huffington Sudden On NAB Trip

Washington Bureau of RADIO DAILY Washington — Walter Huffington, newly appointed NAB director of station relations, died suddenly yesterday outside of Winston-Salem, N. C., Huffington, accompanied by his

(Continued on Page 3)

Sign Of Times

Los Angeles—Results of a University of Southern California survey reveals that conversation is off 50 per cent and reading far from what it was in pre-TV days, Edward C. McDonagh, sociologist, announced. Ninety per cent are listening to less radio and three fourths going to fewer movies than they did before the advent of TV.

Wanger Signs With ABC-TV?

Hollywood—"Jungle Princess" under banner of Walter Wanger is scheduled for ABC, according to negotiations now underway between Wanger and Wynn Rocamora, Lamour's representative. Wanger has signed contract with ABC for two sets of Video films, and wants Lamour sarong serial, scripted by Martha Wilkerson, for first. This would make Lamour first major femme star to TV drama on big scale.

AVCO Earnings Up; To Increase TV Output

Avco Manufacturing Corp. reports net income of \$4,804,685, or 67 cents a common share for the six months ended May 31. This compares with a net of \$2,566,640 or 35 cents per share for the same period last year. Victor Emanuel, president, in issuing the report, said during the first half of this year the company greatly increased its sales of refrigerators, ranges, freezers and other appliances. Although television did not contribute substantially to company earnings, during the six

(Continued on Page 4)

Miami Station Services Other Outlets On Hearing

Miami—To handle extensive coverage of the three-day crime investigation now being conducted in Miami by Senators Estes Kefauver, Tennessee, and Lester C. Hunt, Wyoming, station WQAM installed broadcast facilities for all the stations in the area, as well as the pub-

(Continued on Page 6)

N. Y. Broadcasters Mull AM Promotion

Fourteen AM broadcasters of the Greater New York area met in a closed meeting at the offices of WOR yesterday to consider ways and means of promoting radio in the face of increasing competition from the TV medium. Some station spokesmen felt that efforts should be intensified to impress upon agency time buyers that radio is not a declining medium and is still the best advertising buy in the New York market. Others thought something should be done

(Continued on Page 6)

Liquor Regulations Cover Radio And TV

Columbus, O.—Ohio Liquor Department has announced new rules affecting liquor advertising, taking cognizance of television for the first time. Under the new regulations, television and radio are lumped together as media, with advertising of spirits via both banned before

(Continued on Page 6)

Eleven Sponsored TV Shows Set By ABC Network For Fall

With the sponsorship of "Blind Date" by the Gruen Watch Company; ABC reports that the total of new sponsored television shows for Fall is eleven and five more TV productions and sponsors will be announced shortly. The roll call of new TV shows which will come to ABC this fall are: "Treasury Men in Action," Chrysler Corp.; National Football League Championship Games, Sun

Oil Company; Beulah, Procter & Gamble; The Betty Furness Show, Best Foods, Inc.; TV Teen Club, American Dairy Association; Acrobat Ranch, General Shoe Company; Hollywood Screen Test, Ironrite Corp.; The Art Linkletter Show, Green Giant Company; The Sugar Bowl, Pharma-Craft Corp., and American Safety Razor Corp.; Party Time at Arthur Murray's, Arthur

(Continued on Page 6)

"Full Scale Effort" In Critical Areas Urged By Pres.

Washington Bureau of RADIO DAILY Washington — President Truman asked Congress yesterday for 89 million dollars more for the Voice of America and other information activities during the current fiscal year. Shortly after his request was made, the Senate rejected by a 53-25 vote an amendment which would have

(Continued on Page 3)

ET Producer Declares Business On Upgrade

Declaring that the market for transcribed programs is good and that selling on the local level has shown a sharp increase the past six months, Richard H. Ullman, ET package producer of Buffalo, yesterday announced plans to market the new Beatrice Kay, quarter-hour series of 156 shows this fall. Ullman, whose company produced and sold Jingle Library and Tune-

(Continued on Page 3)

CBS Adds To News Staff With Two Extra Men

Two newsmen, with wide experience in the foreign field, have just been added to the news staff of CBS, according to an announcement made yesterday by Edmund Chester, CBS

(Continued on Page 3)

Medical Series

The New York Academy of Medicine will inaugurate, on Thursday, July 27, 9:00 p. m. the first of its series of programs designed to increase medical knowledge. The series of eight programs will be heard weekly over WNYC-FM. The Academy will make available to the medical profession the best of numerous lectures delivered.



Established Feb. 9, 1937

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

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

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

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

SOUTHWEST BUREAU
 Paul Girard, Manager
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 Dallas, Texas
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ROME BUREAU
 John Perciari
 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

(July 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	9	8 1/2	8 7/8	+ 1/8
Admiral Corp.	22	20 3/4	21 7/8	+ 1/8
Am. Tel. & Tel.	149 1/2	146 3/4	147 3/4	+ 1/4
CBS A	27	26 1/2	26 1/2	+ 1/2
CBS B	26 1/2	25 1/2	26	+ 1
Philco	34 3/4	33	34 1/2	+ 1
Philco pfd.	88 1/2	88 1/2	88 1/2	- 1 1/2
RCA Common	155 1/2	147 1/2	155 1/2	+ 3/4
RCA 1st pfd.	74 1/2	74 3/8	74 3/8	- 1/8
Stewart-Warner	13 1/4	12 3/4	12 7/8	- 3/8
Zenith Radio	42 7/8	40 3/4	42 3/4	+ 1 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	18 1/4	18	18	- 1/4
Nat. Union Radio	3 3/8	2 7/8	3

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	15 7/8	16 7/8
Stromberg-Carlson	11 1/2	13

Wedding Bells

The wedding of Ernest de la Ossa, NBC's director of personnel, and Mrs. Bonnie Slattery Walt will take place at the Community Church in Greenwich, Conn., on Saturday, July 15, at 4 p.m. Following the wedding, a reception will be held at the home of Mr. and Mrs. Joseph Hogan of Pelham Manor, N. Y.

NEW JERSEY'S SPORT STATION

W F P G

ATLANTIC CITY

SERVING 133,000 PERMANENT RESIDENTS AND 13,190,000 ANNUAL VISITORS

★ COMING AND GOING ★

FRANK STANTON, president of CBS, is back home after a month's motor trip through the Northwest.

JIM and MARIAN JORDAN (NBC's Fibber McGee and Molly) have sailed for Honolulu on the S. S. Lurline for a two-week vacation in the Islands.

HARVEY MARLOWE, producer-director of WOR-TV's "Mr. and Mrs. Mystery," off on a vacation to Lake George for two weeks.

HELEN SULLIVAN, of Columbia Transcriptions, is vacationing in Antioch, Ill., and New York City. Kay Cardiff is replacing Miss Sullivan for the two-week period.

MARY BIDDLE, director of women's programs for WIP, Philadelphia, in New York for the opening Fall Fashion Showings of the N. Y. Dress Institute's 15th National Press Week.

GEORGE F. SHEPARD, program director of WALL, Middletown, N. Y., has returned from the National Boy Scout Jamboree at Valley Forge, where he was public relations officer for Southern N. Y. and Northern N. J.

IVOR KENWAY, ABC vice-president in charge of new business, leaves for a two-week vacation at Cape Cod.

CHUCK WILEY, JOHN HARRINGTON and **BILL DESPARD**, all WBBM staffers, Chicago, Ill., are vacation bound.

BILL LEONARD, of WCBS' "This Is New York," off for a three-week vacation to Lake Placid and Saratoga.

BERT ANDREWS, ABC commentator and chief of the Herald Tribune's Washington Bureau, departed by plane yesterday for Rome. He will spend three weeks abroad visiting Athens, Vienna, Paris, Berlin and London. His regular Sunday evening programs will not be interrupted during his absence but will be broadcast via transcription. The first from Rome on July 16.

GEORGE WALLACE, manager of advertising and promotion **MIKE DANN**, trade news editor, and **PAT STEEL**, who handles on the air promotion, all of NBC, off to St. Louis for a meeting with the Pet Milk people and Gardner Advertising.

N. J. RAHALL, president of WWNR, MBS affiliate in Beckley, W. Va., is in New York visiting network headquarters.

BOB WILSON, exploitation manager, Mutual's press department, is off on a three-week fishing trip to Rouse's Point, Canada.

SAM KAUFMAN, of the NBC press department, back from Camden, where he delivered a speech before the RCA Exhibition Hall staff.

HERMINO TRAVIESAS, CBS-TV sales and service manager, off on a two-week Canadian vacation.

ROBERT MONTGOMERY, ABC commentator, returned last night from Berlin, where he attended an anti-communist conference. He will be back on the air on Thursday, Aug. 24.

GORDON FRASER will sub for **DON GARDINER**, ABC newscaster, for four weeks beginning Monday, July 17, while Gardiner vacations in Maine.

HARRY MARBLE, announcer on WCBS' Margaret Arlen program, leaves today for a month's vacation at East Sumner, Me.

JANE BARTON, program director of New York State Radio Bureau, off to St. Albans, L. I., for 21 days' military duty as training officer of WAVE Recruit School.

EDNA MAY WEHNER, WCBS' sales-service manager, leaves on vacation today for two weeks at Fire Island.

GUY CUNNINGHAM, national sales executive, **WEEL**, CBS-owned Boston station, will be in New York Monday on a week's business trip.

New Station Opens In North Carolina

Brevard, N. C.—WPNF began operating as a 250 watt, full-time station last Sunday, July 9.

Owned and operated by the Pisgah Broadcasting Company, the station transmits on 1240 kilocycles. Officers of the company include Edward M. Anderson, president; John Eversman, vice-president and John Anderson, secretary-treasurer. M. L. Hammette is station and commercial manager of WPNF and Robert E. Liverance, chief engineer and program director. The station is affiliated with MBS.

Edward Anderson is also president of radio stations WBBO and WBBO-FM, Forest City, and part owner of WBRM, Marion. He is publisher of five weekly newspapers in Western North Carolina.

European Series Planned

Dorothy Kilgallen and her husband Dick Kollmar, currently vacationing in Europe, will be heard in a series of eight, 15-minute transcribed broadcasts over WOR, beginning Sunday, July 16, at 11:15 a. m., and continuing through the week at 8:15 a. m.

The station's breakfast couple will report on their observations of Europe. The programs will be recorded in Milan, Italy and flown to New York. Bill Slater and his wife Marion, are substituting for Dorothy and Dick during their absence.

BBB's Radio-TV Code In Effect Today

The sweeping provisions of the Better Business Bureau voluntary fair practices code to protect the public against deception in the advertising, selling and servicing of radio and television sets and appliances, went into effect today, it was announced by Hugh R. Jackson, president of the BBB in New York City.

The code has been adopted by leading manufacturers, distributors, dealers and service companies in the metropolitan area, Jackson said.

During the past week the Bureau has alerted advertising media and individual advertisers regarding certain current practices which will be in violation of the new code. These include misleading or incomplete statements pertaining to such matters as free trials, home demonstrations, "exaggerated" savings, trade-in allowances, performance claims, guarantees and the number of tubes.

Weaver Named By Heart Assoc.

Sylvester L. (Pat) Weaver, Jr., vice-president in charge of television for NBC, has been elected a member of the Board of Directors and also the Executive Committee of the American Heart Association. The election was announced by Rome A. Betts, executive director after the annual meeting of the Association.



"And then there's the little matter of our 15% commission"

Agency people know that the way they earn their 15% commission is to produce results for their clients—at low cost. And smart agency people know that the medium with the biggest audience at the lowest cost is radio.

In Baltimore, W-I-T-H is the station that gets you results—low-cost results! Because W-I-T-H delivers more listeners-per-dollar than any other station in town. Makes even a small budget do a big job.

Want the complete story? Then call in your Headley-Reed man today!



WITH

Baltimore 3, Maryland

TOM TINSLEY, President
 Represented by Headley-Reed

Objections Raised Against Stations

Montreal — Newfoundland's only commercial broadcasting station—VOOCM—has submitted a brief to the Massey Commission, charging that operation of U. S. broadcasting stations in the province "are not in the best interests of all concerned."

The brief states that "under the stress of war conditions, U. S. authorities were permitted to establish broadcasting stations in Newfoundland. However, some three years ago, similar units in other countries were closed, but three transmitters are still in operation in Newfoundland."

The brief further states, "that U. S. station personnel is keenly alive to the propaganda value of their broadcasts in this area, as evidenced by the nature of local programming."

CBS Adds To News Staff With Two Extra Men

(Continued from Page 1)

Director of news. They are Alexander Kendrick and Walter Cronkite. Both have been assigned to the CBS Washington staff, but will be available for reassignment to any part of the world.

Kendrick, former CBS correspondent in the Middle East, is a veteran of twenty years experience in covering news throughout the world. From 1939 to 1940 he was a Nieman Fellow at Harvard. He devoted his scholarship year to European history and the Russian language.

Walter Cronkite spent 11 years with the United Press domestic bureaus. During 1942 he was with the Atlantic Fleet and later, covered various phases of the war in North Africa. Subsequently he landed in Holland with an airborne division, covered the Battle of the Bulge and other actions up to the German surrender.

WQXR Airs New Opera

The first American performance of a new British opera, "The Olympians," will be aired over WQXR, New York, on Sunday, July 16, during the Opera House program from 3:05 to 5 p. m. Music for the opera was written by Arthur Bliss with the libretto by J. B. Priestley. Special permission from the BBC was granted to WQXR for the broadcast.

Truman Asks For \$89 Million To Expand Voice Of America

(Continued from Page 1)

restored \$3,945,000 to the Voice appropriation recommended by the Senate Appropriations Committee—bringing it up to the figure the White House and the State Department had originally asked, \$36,645,000. The House voted \$34,000,000 and the Senate Committee \$32,700,000.

The Senate vote was not believed to be of great significance, however. It is customary for the Senate to stick by its Appropriations Committee in most instances, but in this case it was already known that a supplemental request was to come from the White House, with the issue of spending for the VOA to be thrashed out shortly.

Of the \$89 million additional recommended yesterday by the White House, \$41,288,000 is marked "for purchase, rent, construction and improvement of facilities for radio transmission and reception, purchase and installation of necessary equipment for radio transmission and reception."

Another seven million is "to provide space for expanding information program activities of the Department of State operating in New York City and also to permit their consolidation. At present, these activities are widely dispersed and housed in inadequate quarters."

These were the only details given as President Truman called for "full-scale effort" on an emergency basis concentrated in "the most

critical areas of the world." He said he is not proposing "a general world-wide expansion of our information and educational exchange efforts."

Truman's message was received at the Capitol shortly after a letter from former Secretary of State, Cordell Hull, called for "an annual outlay of \$100 million for VOA. Hull wrote that "information is an indispensable arm of our foreign policy, for a fully informed, wide-awake world public opinion is the best guarantee of peace. Hence, the existing media of public relations urgently require amplification, and new media must be vigorously developed and swiftly adopted."

"Just as we have backed the United Nations by the force of arms, so must we also back it by the force of public opinion. Actions of our military must be accompanied by actions of our information services. In order to solidify the peace, the United Nations has need of a powerful public opinion behind it, and in order to achieve this end a strong information program is necessary on our part as well as on the part of all the other member nations believing in peace."

ET Producer Declares Business On Upgrade

(Continued from Page 1)

O. said that a survey of the indies throughout the country indicates that intensive selling in local markets is bringing new advertisers to radio and producing results. He cited public utilities, banks, automotive deals, laundries and bakeries among companies who are buying more radio time.

The new Beatrice Kay series are under production in the Buffalo studios of the company. Miss Kay is supported by Artie Malvin, former Glenn Miller and Claude Thornhill band vocalist; a male chorus and a Dixieland band called the "Kay-Jammers." Quarter-hour programs will be open end transcriptions for local sponsorship.

Death Of Huffington Sudden On NAB Trip

(Continued from Page 1)

family, was on his first field trip in his new job. The 41-year-old membership director had made calls in three towns and was on his way to Goldsboro, N. C., when he suffered a heart attack. He was most recently associated with WSAP, Portsmouth, Va.

Guest Stars To Fill In For Vacationing Winchell

Taking his annual vacation from the ABC network, Walter Winchell, will leave the air for seven weeks from July 30th to Sept. 10. Guest stars will fill in for the newscaster.

Schedule for his replacements has not been set up as yet. However, it was learned yesterday that the following will appear on the popular 9:00-9:30 p.m. Sunday night program: Frank Sinatra, Bob Hope, Al Jolson, Dinah Shore, Tony Martin, Vic Damone and Kay Thompson.


The program is sponsored by the Richard Hudnut Company.

Subbing On News Shows

The NBC news shows handled by George Hicks and Lockwood Doty will be aired by Earl Godwin, Leon Pearson and Robert Warren while Hicks and Doty are on vacation.

Pearson and Warren will take Doty's assignment on NBC's "World News Roundup," July 30-Aug. 12. Pearson will be heard on the Monday-through-Friday portions of the show and Warren will report on the Saturday and Sunday segments. Program originates in New York. Godwin, of the NBC Washington news staff, will fill in for Hicks in his news spot Mondays through Fridays during Hicks' vacation.

• faces • facts • figures • wins •



CARROLL ALCOTT

NOTED AUTHORITY
ON FAR EASTERN AFFAIRS

Editor, Correspondent and
Newscaster for 17 Years in
East Asia — Including China
and Korea.

TWO OF FOUR NEWS STRIPS
CURRENTLY AVAILABLE

12:00 NOON & 10:30 P.M.

CALL BRYANT 9-6000 IMMEDIATELY

WINS

50KW NEW YORK

CROSBY BROADCASTING CORPORATION

THE ONLY STATION
THAT ACTUALLY DELIVERS
COMPREHENSIVE
COVERAGE
OF THE
NATION'S (PARTIAL) SHOWING MARKET

KGW PORTLAND

OREGON

AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PERRY & CO.

AGENCIES

ROBERT H. CHASE, formerly of the public relations division of Western Electric Company, N. Y., has been appointed assistant to the president of Murphy-Lillis, Inc., producers of motion pictures and TV films.

NATIONAL "CIGAR ENJOYMENT PARADE" campaign, sponsored by manufacturers and distributors, will begin in August with two months of heavy use of radio and television spots in 42 major markets.

WILLIAM P. SEDGWICK, has joined the ABC spot sales department as assistant to Ralph E. Dennis, in charge of spot sales development. Sedgwick was previously TV sales promotion manager for the Edward Petry Company.

WILLIAM H. LEWIS, JR., formerly an account executive with Compton Advertising, Inc., and Dancer-Fitzgerald-Sample, Inc., has joined Harry B. Cohen Advertising Company, Inc., as account executive and member of the plans board.

MEL KAMPE, promotion manager of WIL, St. Louis, has been named production manager of Lindell Advertising Agency, Inc., St. Louis.

ROBERTS & CARR PRODUCTIONS, reportedly, are closing a deal with Shoeshine Girls, Inc., to build a TV dramatic series around the experiences of the actresses and models who polish shoes while waiting for their big chance.

BEN A. POLLET has joined William von Zehle & Co., as account executive. He was formerly advertising and promotion manager of Pioneer Scientific Corp.

Reporters Roundup, Title Of MBS Series

(Continued from Page 1)

news & special features division, the press conference will originate each week from the locale where the headline news predominates, including key areas overseas. A leading personality directly involved or connected with the news break will be interviewed by the reporters. The program will be moderated by Everett Holles, veteran news correspondent and commentator.

Listeners will be notified a week in advance of the famous figure to be interviewed and will be invited to mail in questions they may wish to ask. Each week, three winners will be chosen and their queries used on the program. The winners will be awarded \$25 savings bonds.

Mutual is offering the show to its stations on a cooperative sponsorship basis.



By SID WHITE

Man About Manhattan. . . !

● ● ● FRIDAY DREAMING: Eddie Cantor seriously thinking of devoting 1951 to making radio and tv appearances in Israel, England and France plugging the Marshall Plan. . . Jimmy Cagney due in town to talk over a radio deal. He'd like to do an airline life of Jimmy Broderick, the famous B'way detective, as a hiatus from films. . . One of the tv networks would give a coaxial cable to get a television Valeriano. Feels the time is ripe for such a male to swoop down on the ever-increasing number of femmes gazing soulfully at the tv sets. They're considering such profiles as Mature, Taylor and Power, but would feel happier if they could come up with their own discovery. . . Jimmy Atkins, whose current record of "Goin' Fishin'," is moving along fast, will start a three-times-weekly series on NBC on the 20th. . . Talk along Radio Row is that Marlo Lewis, CBS staffer, and not an outside "big-name B'way producer," as reported, will handle the Sinatra show. . . Suggested name for an ABC-filmed show: Kintnerscope. NBC auditioned Skitch Henderson and Janis Paige for their own tv series. . . "Stork Club" going daily on CBS-TV in the noontime slot. . . Latest Joe Frisco story has Joe telling a pal: "H-h-had a g-g-great d-d-day at the t-t-track. Got a r-r-ride home."

★ ★ ★ ★

● ● ● VIEWS & REVIEWS: Ranking with the swiftest of the ad libbers, in our book, is Joey Adams, who keeps his CBS quizzer, "Rate Your Mate," going at a sizzling pace. . . Welcome addition to the local scene is the return of the old favorite, "Chamber Music Society of Lower Basin St.," on NBC, starring Jane Pickens with Dr. Henry "Hot Lips" Levine and his wonderful Dixieland Octet plus the classy narration of Gene Hamilton. Moe Gale rates a low bow for assembling a top-notch crew in the highest tradition of this solid sender. . . Don Ameche's return to the air on "Blue Ribbon Sport of Kings" Sat. via NBC (sponsored by Pabst) makes the dialer feel that he's right there at the finish line at these famous horse races.

★ ★ ★ ★

● ● ● The Judy Garland headlines reminded some of us of the H'wood 'rig' that was responsible for discovering the great young singer. Back in 1937, H'wood agent Johnny De Silva was booking Sunday guest nites at the Trocadero. One nite his name guest cancelled out suddenly and Johnny frantically recalled a sister act that was playing downtown Los Angeles, one of whom was great. However, the younger sister (whom he wanted) wouldn't appear without her partner. In a bad spot, Johnny raced them both back to make the show. At this point, a drunken pal of Johnny's took matters into his own hands. He locked the sister team in their dressing room and when the orchestra played the run-on music, only the younger sister showed up. She hadn't been locked in because she'd been sunning herself in the powder room. By the time her older sister (who turned out later to be her mother) got out of the dressing room, the applause of the surprised crowd had created another star—Judy Garland.

★ ★ ★ ★

● ● ● LUV 'n K: Art Ford's showmanship and salesmanship via his WPIX sessions. . . "Meet the Press," an outstanding example of democracy in action. . . Jerry Danzig's high-grade production on CBS' thriller, "Sure As Fate." . . Don Cornell's baritone singing at the Versailles. . . T. Dorsey's rhythms at the Astor Roof. . . Merrill E. Joels' flawless performance on "Believe-it-or-Not" last week. (When you need a French character, just call in Joels).

SAN FRANCISCO

By NOEL CORBETT

ARTHUR HULL HAYES, CBS Avepee here, has been named chairman of the radio committee for the Community Chest 1950 Fund Drive.

KNBC's Jimmy Lyons has been named disc jockey of the year by Metronome Magazine. Lyons is heard Monday through Saturday at 10:30 p.m., sponsored by the Emporium department store.

Al Isberg, KRON-TV's chief engineer, has been elected chairman of the local Chapter of the Institute of Radio Engineers for the fiscal year 1950-51. Isberg, a senior member and former vice-chairman to the IRE, joined the San Francisco Chronicle in 1946. He designed studios and engineering facilities for both KRON-FM and KRON-TV, stations owned and operated by the newspaper.

The Griffin Furniture Company is now sponsoring Tim Griffin's Eleventh Hour News Monday through Saturday at 11 p.m. Elliott, Daly and Sherman is the advertising agency. Vic Reed, KGO and KGO-TV manager of news and special events, prepares and edits the program. Paul Scheiner is the KGO sales rep.

Henry S. Basayne has joined the KCBS staff as promotion writer. He was formerly with KSJO, San Jose, California, WVET, Rochester, New York, and with CBS in New York.

The Vacuum Cleaner Company of America, through the Bill Vernor Ad Agency has signed to sponsor "Cowboyarns," Thursdays at 7:15 on KGO-TV. Negotiations for the sponsorship of this movie series featuring stars like Buster Crabbe and Bob Steel were made by Harry Morris of the Bill Vernor agency and Ed Hewitt of KGO-TV.

AVCO Earnings Up; To Increase TV Output

(Continued from Page 1)

month period, Emanuel said Avco plans to give greater emphasis to television during the remainder of the year. Productive capacity of the Crosley plant in Cincinnati will be increased, he said.

New Variety Show

A half-hour variety program, "Gai Paris Music Hall," featuring leading Parisian radio and nightclub performers will be aired over WNBC, New York, beginning Thursday, July 20, at 7:30 p.m. The show, scheduled for a 13-week run, will be recorded at the studios of Radio Diffusion Francaise in Paris.

Lee Zimmer, an American who is currently performing in Paris nightclubs, will emcee the broadcasts and the music will be supplied by Noel Chiboust's orchestra. The show will feature top French stars and variety acts.

AM-TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, July 14, 1950

Whse. May Double TV Prod. This Year

Plans work out as predicted, Westinghouse Electric Corp. will have produced twice as many TV sets by the end of this year as they did in 1949.

J. S. McLeod, central district manager of the Westinghouse television-radio division, said he based his prediction on the fact that in the first six months of this year the company shipped more TV sets from their plant at Sunbury, Pa., than it sent out in all of last year. According to McLeod, Government war orders that Westinghouse might receive, would not hamper their television and radio production schedules this year. He also said that the TV industry plans call for the production of about six million receivers this year and that the industry would enter "the biggest selling season in its history" within the next few weeks.

McLeod's remarks were made at a distributors preview of Westinghouse's new fall line of TV and radio receivers in Pittsburgh on Wednesday.

N. Y. To Be Scene Of Second Audio Fair

Dates for the nation's second Audio Fair have been set for October 26 through the 28th, to be held at the Hotel New Yorker in New York City, according to an announcement made last week by Theodore Lindenbergh, president of the Audio Engineering Society, sponsor of the Fair. The entire 5th and 6th floors of the hotel will be set aside for exhibitors, which will include leading manufacturers of audio, recording and reproducing tape equipment, disc and film equipment, as well as radio and TV equipment for home and theater use.

Rectangulars Featured In New Bendix TV Sets

Six new TV receivers in the 14 and 16-inch screen size are included in the 1951 line now being offered by the radio division of Bendix Aviation Corp. Rectangular picture tubes are the main features of all models, along with phonojacks for the installation of record players.

Prices on the new sets will begin at \$169.95 for a 14-inch table model and range upward to a console combination with AM-FM radio, a three-speed record changer, and a 16-inch screen for \$399.95. Later in the season, Bendix promises a 19-inch model.

Andrea Appointee

Charles F. Watts has been named assistant purchasing agent of Andrea Television in charge of all television cabinet procurement, according to an announcement by Frank D. Andrea, pres. of the corporation. In previous years, Watts has been engaged in similar procurement work with Knoll Associates, Inc., furniture manufacturers.

Cuba's First TV Antenna To Be Erected Soon

The antenna tower for Cuba's first TV station will be erected in the near future by Blaw-Knox to support an RCA video antenna. Specifically, the order placed by CMQ, Havana, calls for a 200-foot tower to support the RCA antenna on the roof of a five-story building. The station is expected to have a potential audience of 1,400,000 people and may lead to a network of Caribbean video facilities.

Because Cuba is in the hurricane belt, the tower is being designed to handle what is believed to be as heavy a load as any radio tower of similar height.

Cheap TV Set Promised

Chicago—Plans to introduce a television receiver with a 10-inch picture to retail under \$100 are now being considered by a midwest manufacturer, it was revealed yesterday. The sets are expected to be ready for sale sometime during the Christmas holiday season, according to reports.

PRODUCTION PARADE

Keller Aptd. To RTMA

The appointment of Ernest J. Keller to head the new TV Booster Committee of the Radio and Television Manufacturers Association was effected at the recent annual meeting of the amplifier and sound equipment division of the RTMA. Keller, v-p and sales mgr. of Anchor Radio Corp., manufacturers of TV boosters said he believes that with the aid of a good working committee under the guidance of RTMA, TV accessories such as a booster, aside from being profitable in itself, will play a vital part in extending TV sales to untapped markets.

New Peerless Distributor

Sun Radio & Electronics Co., N. Y., distributors of electronic components, has been appointed exclusive distributors of Peerless Transformers for the N. Y. metropolitan area. The distributorship will handle a complete stock of the new "20-20" Peerless audio transformers, produced in a division of Altec Lansing Corp.

RCA Senior VoltOhmyst

A radically new RCA Senior Volt-Ohmyst, first electronic service-type voltmeter providing direct peak-to-peak measurement of complex wave shapes up to 1400 volts, has been announced by the test and measuring equipment section of the RCA tube department. Especially designed for TV signal tracing and industrial servicing, the new RCA Senior VoltOhmyst, WV-97A, contains a full-wave, high-impedance, high-frequency signal-rectifier circuit featuring wide frequency response and high voltage ratings.

Technical Appliance Expanding

Expansion of the manufacturing facilities of the Technical Appliance Corporation (Taco) at Sherburne, N. Y., will take the form of an additional building on the same property which will provide an extra 20,000 sq. ft. of working space. Purpose of the building is to house all plating operations for Taco antennas and accessories.

Credit New GE Tube With Clearer TV Pix

Development of a repeating flashtube, designed to produce clearer televised motion pictures at lower operating costs than were formerly possible is disclosed by General Electric.

Designated as GE Flashtube No. "231," the new light source, a glass tube approximately six inches long and one-and-one-fourth inches in diameter, tapers off at each end to a single-post metal base. The tube is similar in principle to the photographic flashtubes developed by GE during the war and since. It is designed for certain types of equipment used in synchronizing the tube's 60 flashes per second with motion picture's 24 film frames per second and TV's 30 frames per second.

Among the improvements cited are a steadier arc, resulting in reduced picture flicker; marked reduction in bulb blackening with a corresponding improvement in maintenance of light output; greatly increased lamp life; and simplification in adjusting the transmitter for best picture quality.

E. B. Noel, GE engineer who directed the development, explains that the new repeating flashtubes, when compared to the filament lamps used for TV motion picture projection, produces a surprisingly small amount of heat. This feature permits the operator to stop the movie film at the first frame for focusing and adjusting without danger of scorching the film, he says. He points out that after this adjustment is made, the film is ready for projection and so requires no rewinding or rethreading as is necessary in the case of the filament projection system. Nor is there a need, he asserts, for a mechanical shutter to block off the light as the motion picture film is moved from frame to frame.

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WASHINGTON 6, D. C.

N. Y. Broadcasters Mull AM Promotion

(Continued from Page 1)

to combat agency thinking that calls for a reduction in nighttime radio rates because of the growing television audience.

The opinions were somewhat divided as to procedure. It was generally agreed that stations should carry institutional lines on radio in their trade paper advertising and in mailing pieces. The technique to be employed, as one attending broadcaster put it, was to use a sort of a gloved hand approach in dealing with TV competition.

Privately, some of the broadcasters did not share the apprehension of network station representatives about the inroads of television. It was the consensus of indie thinking that business was pretty good and that they should not be obliged to take up the cudgels for the network stations.

No definite plan of operation was formulated at yesterday's meeting. It was announced, however, that another meeting will be held at a later date at which the problem of radio-TV competition and the agency attitude will be given further consideration. It was also evident yesterday that the indies might get together for a meeting of their own to discuss mutual problems.

Among those attending yesterday's meeting were: Norman Boggs, executive vice-president and general manager of WMCA; Ted Cott, manager of WNBC; Murray B. Grabhorn, ABC vice-president and general manager of WJZ; Bernice Judis, executive vice-president and general manager of WNEW; R. C. Maddux, vice-president in charge of sales for WOR; Kieran T. Murphy, co-manager of WINS; J. R. Poppele, vice-president in charge of engineering at WOR; Hartley A. Samuels, sales director of WFDR (FM); G. Richard Swift, general manager of WCBS, and Ralph N. Weil, general manager of WOV. Also present were Joseph Creamer, sales promotion manager, and Walter Bennett, trade news editor of WOR.

Liquor Regulations Cover Radio And TV

(Continued from Page 1)

10 p.m. (EST). This ban does not extend to beer and wine, however.

The regulations specifically ban sex as a primary appeal in liquor advertisements, and say, "Television broadcasting or screening shall be prohibited if the advertising portrays pictures of sex women in an immodest or vulgar manner."

Another section of the new regulations prohibit "any alcoholic beverage advertising program by radio, television, newspaper, mail or otherwise offering a prize upon completion of any contest of whatever nature." This was expected to unequivocally ban any giveaways sponsored by liquor manufacturers.

COAST-TO-COAST

WCFM Debutes New Show

Washington, D. C.—WCFM aired a new weekly program on July 11th entitled "Inside Pfanstiehl" and featuring Cody Pfanstiehl, amateur musician, speleologist (cave explorer), father of twins, and director of press information and promotion for WTOP of this city. The program is a counterbalance for WCFM's usual fare of classical music and "serious" commentators.

Jersey's Stations Air Forum

New Brunswick, N. J.—Problems in combatting racial and religious strife were discussed by Max Brumbaum, co-director of the Rutgers Workshop on Human Relations on the Rutgers University Forum on July 11th over WAAT, Newark, and WCTC of this city. The program was rebroadcast the following week over WDHN-FM, of this city; WTTM, Trenton; WAWZ, Zarephath; WMTR, Morristown; WSNJ, Bridgeton; WJLK, Asbury Park; and WTNJ, Trenton.

Appointed To WEOL Post

Elyria, O. — Maurice Condon, WEOL manager, announced recently that Gretchen Thomas has been appointed director of women's activities at the station. Miss Thomas varied experiences include acting on stage, screen and radio. She has worked at WTIC in Hartford and WTAG in Worcester. In her new capacity, Gretchen plans to enlarge the women's department with new features.

Urges More Water Use

Stamford, Conn. — WSTC and WSTC-FM are now airing sponsored weather forecasts designed to get people to use more water. The forecasts, aired daily, are sponsored by the local Water Company. The company, which has full reservoirs and is suffering from no water shortage, wants water-conscious local residents to forget the New York City water situation and take advantage of their own bountiful supplies. The broadcasts include complete local weather information together with reports from outlying areas.

Adds Sports Features To Sked

Kansas City, Mo.—KMBC added two new sports features to its Monday through Saturday schedule. Sam Molen, KMBC sports director, will be heard in a five-minute "Morning Sports Page of the Air" program at 8:20 a.m. each weekday. The program includes complete baseball results, standings, batteries and schedules of the day, plus other sports coverage. The other new sports stanza will be a five-minute sports final at 10:40 p.m., which will allow Molen to give a complete recap on all night baseball, and other leading local, regional and national sports events taking place during evening hours.

To Visit Jack Berch

Baltimore, Md.—Al Ross, WBAL disc jockey, will be in New York on July 17 to visit Jack Berch at the NBC studios. Conferences between Berch and Ross will be taped and aired later in the week. Al broadcasts for WBAL daily from 5:45 to 10 a. m. and from 1 to 1:45 p. m., plus emceeing the "Songs For Summer" show each Wednesday, and he handles "Candy Corner," 20-minute segment, on WBAL-TV.

Hold Broadcasters Meet

Indiana, Ind.—The Indiana Broadcasters Association's 1950 summer meeting was held July 7th at the Columbia Club in this city. The day-long meeting was presided over by Daniel C. Park, new association president who was elected in March. At the evening, the broadcasters agreed to give their full cooperation to several coming affairs of state wide interest such as the State Fair, International Dairy Exposition and the Governor's Safety Conference Meeting. Roger Walcott, in charge of public relations, and Albert Bloemker, promotion and publicity, attended the meeting to help in coordinating the radio activities at the State Fair in 1950.

Wildcats On Vacation

Pittsburgh, Pa.—Slim Bryant and the Wildcats, KDKA folk-song group, are on their annual vacation jaunts. The group's NBC Thesaurus transcriptions will be used on the KDKA Farm Hour and the 9:45 a. m. Monday-through-Friday shows as well as the 6:30 p. m. Thursday program. The NBC network show at 4:30 p.m. Saturdays which the Wildcats feed from KDKA, will not be heard for two weeks.

To Sponsor Farm Program

Denver, Colo.—Starting August 7, Don Peach, KOA's Mile High Farmer will be known as "The CF & I Mile-High Farmer," according to an announcement made by the station's General Manager, Lloyd E. Yoder. The Colorado Fuel and Iron Company has just signed a 52-week contract to sponsor the farm program which is heard six days a week, Monday through Saturday, on KOA at 6 to 6:30 a. m.

Lucky Numbers Show On Air

Milwaukee, Wis.—The Social Security Numbers program broadcast over WMAW is now back on the air with a new format. The program was declared to be a lottery and illegal because contestants were chosen by chance on the basis of social security numbers, but by the new method, participants are now determined by the use of telephone numbers chosen at random from the directory. The Lucky Numbers Program is sponsored by Rolh Appliance Distributors, Inc. Monday through Saturday.

Eleven New Shows Set By ABC-TV We

(Continued from Page 1)

Murray Dance Studios and Blair Date.

Other programs in prospect for sponsorship this Fall were outlined as follows: a program featuring the works of a famous columnist, sponsored by a motor car manufacturer; an audience participation show sponsored by a home appliance company; a Sunday night revue sponsored by an automobile manufacturer; a full-hour in radio to simulcast, with a half-hour already sold and a full-hour Friday dramatic show with sponsor to be announced.

Miami Station Services Other Outlets On Hearing

(Continued from Page 1)

lic address system for the hearing room.

WQAM's chief engineer Ger Rider is feeding the complete proceedings to a battery of tape recorders set up just outside the hearing room by various other Miami stations. Tapes are rushed to the respective stations, edited, and broadcast, throughout the day at evening.

WQAM news editor John T. B. is preparing three special shows daily for the Miami Herald static going on the air at 1:15, 5:00, at 10:30 p.m. daily while the hearing continue. On-the-spot recordings are also being used on local newscasts.

Send Birthday Greetings To—

July 14

Frank Chizzini	Harry Hoff
Carmen Lombardo	Ken Murray
George C. Putnam	Gene Rouse
Sam Elber	Bill Losee

July 15

Nancy Martin	Albert G. Ashcroft
James V. Cosman	Len Sterling
H. J. Kleinfeld	Joseph Besch

July 16

Phillip S. Barrison	Evelyn Lynne
Charles Elgeston	Frank Singiser
Murray Grabhorn	

July 17

George Barnes	Carl Burkland
Walter P. Bura	Charles Howard
Ed Sims	John B. Hughes

Art Linkletter

July 18

Harriet Hilliard	Marvin Mueller
Adele Ronson	Red Skelton
Hal Styles	Howard Jones

July 19

Irene Hubbard	Frank Hodek
Merlin H. Aylesworth	

July 20

Irving Fields	Henry W. Lange
Murray Forbes	Don Stevens

TELEVISION DAILY

Section of RADIO DAILY, Friday, July 14, 1950 — TELEVISION DAILY is fully protected by register and copyright

AD COUNCIL'S TV PLAN ADOPTED

TELE TOPICS

COULD IT BE that television is losing its grip on the fight game? Two major bouts—the La Motta-Mitri championship affair at Madison Square Garden and the Costner-Williams match at Philadelphia on Wednesday night went on without benefit of network TV cameras. In New York the promoters banned both radio and TV in the interest of the box office and in Philadelphia the same situation existed insofar as the sight-and-sound medium was concerned. Just what will be the outcome of TV's negotiations in the Garden bouts remains uncertain. It seems that the promoters and the managers' guild can't get together on the split of the money obtained from TV rights. In the meantime prospective network sponsors of major fights are growing indifferent as the indoor season approaches.

RENA - TYPE STAGING is spreading like wild-fire—DuMont's "Hands of Destiny" tonight (8:00) will employ said staging method in a drama called "The Flea Bug" which stars Hal Cooper, hubby of Pat Meikle of "Magic Cottage" fame. Ray Malone, NBC dancing star, has been added to the roster on the web's twice-weekly "Broadway Open House." Annual talent winner of Ted Mack's "Original Amateur Hour" will be announced on Tuesday, July 18, when the results of the June 20 finals are revealed (see NBC-TV (10:00 p.m.)). . . . Sets in the coverage area of WRGB, Schenectady, numbered 87,000 as of July 1, while sets in Des Moines now number 11,453, according to the latest figure obtained by KOI-TV. . . . Paul Monroe holding down a heavy schedule since he recently took over as producer-director of Anchor-Back's "Broadway Open House" while still holding down his stint as producer of Jimmy Kaye's "So You Want to Lead a Band"—both are NBC-TV.

THE TAB for a seven-bout card of amateur fights from the studios of WAAM, Baltimore, on Monday night has been picked up by Globe Brewing (Arrow Beer)—sanctioned by the South Atlantic A.U. . . . Dream sequence illusions on DuMont's "Starlit Time" Sunday night (8 p.m.) will be heightened by the use of unique lighting techniques and miniature sets, originated by producer Bob Hewi in a general revision of the show's production methods. . . . Contest for the best telegenic baby has been launched by Bob Murphy and Kay Westfall on their Billy WENR-TV show. . . . Merrill, Lynch, Pierce, Fenner & Beane (brokers) will be out in the fall with a 48-page booklet surveying the radio-TV industry, advising and counseling their customers on good stock buys in the industry.

First Demonstration In Nashville Staged

Nashville — RCA Victor in conjunction with its local dealer, Keith-Simmons Company, conducted a television demonstration yesterday for 400 civic officials, dealers and salespeople in the ballroom of the Maxwell House Hotel. The city's first TV station, WSM-TV, is scheduled to go on the air about September 20.

A live program featuring local talent was originated from a specially constructed studio in the hotel and fed by direct wire to an array of RCA Victor TV sets in the hotel's ballroom.

RCA Officials Present

Among the RCA Victor officials participating in the demonstration were: Allan B. Mills, general sales manager; Dan D. Halpin, television receiver sales manager; and R. P. Watkins, southern regional field representative, all of the RCA Victor home instrument department; Elmer D. Eades, RCA Victor regional manager, and Joseph B. Ogden, contract sales manager of the RCA service company.

Keith-Simmons executives who took part in the session included: A. L. Carr, president, Henry Brackman, vice-president, Horman Hood, general sales manager, and L. M. Rowe, radio and television sales manager.

Renews On ABC

Blatz Brewing Co. has renewed sponsorship of the ABC-TV "Roller Derby" telecasts for 52 weeks, effective Sept. 28. Viewed from 10:30 p.m. to conclusion (Thursdays) the show has been contracted for a fourteen-city hookup. Kastor, Farrell, Chesley and Clifford Inc. is the agency.

Press-Time Paragraphs

Will Stage Own Fights

WAAM, Baltimore, has obtained A.A.U. sanction to stage amateur boxing bouts in the station's TV studios as a Monday night feature. The boxing show, featuring seven bouts, will be sponsored by the Globe Brewing Company through the Joseph Katz Agency.

Educational TV Series Planned

Baltimore—WBAL through Dr. David E. Weglein, the station's public service counselor and Lynn Poole, public relations director of Johns Hopkins University, has made arrangements to televise three programs to the students attending summer school at Johns Hopkins University starting July 19. WBAL-TV will furnish television sets to be installed in an auditorium at Levering Hall.

Sales Soaring

Newark—RCA-Victor TV and radio sales were exceeded for the third consecutive season, during the special showing held for dealers by Krich-Radisco, Inc., distributors for the Northern New Jersey area. Three-quarter orders placed by dealers nearly reached \$7,000,000, according to William W. Cone, v. p., and are running approximately 700 per cent greater than the last August 1 total.

Webster Cigars Buys Part Of Garden Sked

Co-sponsorship of 60 sports events in Madison Square Garden—one-half of the schedule to be carried by WPIX, will be taken up by Webster Cigars. Contract has just been placed through N. W. Ayer & Sons, Inc.

Previously, announcement was made that the Local Chevrolet Dealers Association Inc. had contracted to fully sponsor the other 60 sports attractions, through Campbell-Ewald Co., Inc. Announcement of the sale of the 25 per cent remainder of the schedule is expected to be made shortly.

The Garden schedule will commence on Sunday, Oct. 16, with WPIX cameras covering the New York Rangers, New York Rovers, professional and college basketball, the horse show, rodeo, dog show and track meets.

Highlighting the coverage will be nearly 30 college basketball games. WPIX will also cover the Golden Gloves finals and the Silver Skates, but are not a part of the new package.

Stations And Webs Will Cooperate On Schedules

(Continued from Page 1)

v-p of Procter & Gamble in charge of advertising, announced that television advertisers, ad agencies, and networks will be asked by the Council to cooperate in the plan when it commences this fall.

One public service message every sixth week will be asked of weekly video programs, while one every three weeks will be requested of programs which are televised three to five times weekly. This will apply, said Morgens, only to "live" TV programs, which constitute 85 per cent of present TV programming. All sustaining "live" shows will also be asked to participate in this plan. "Preliminary research," he said, "has shown clearly that filmed programs find it too difficult, at present, to incorporate the materials offered by the Council.

As an experiment, the Ad Council issued two video bulletins early in the spring offering slides, films, posters, and props. The response from these bulletins has encouraged the Council to establish the campaign on a regular basis, Morgens continued.

Whole-hearted endorsement of the allocation plan was expressed at a press conference following the board meeting by network officials and manufacturers including the following: Thomas D. Brophy, chairman of Kenyon & Eckhardt, Inc.; Mark Woods, vice-chairman of ABC, who spoke also for Frank Stanton, pres. of CBS, and Niles Trammell, chairman of the board of NBC, who were not present; Samuel C. Gale, v-p of General Mills; Charles G. Mortimer, Jr., v-p of General Foods; Stuart Peabody, ass't. v-p of the Borden Co.

Announcement of the TV "allocation plan" has been withheld, Morgens added, until such time as the Council could perfect a plan that would be acceptable to all factors. The actual mechanics now are relatively simple, he revealed, in that the Council staff will maintain the list of participants, sending out a letter three or four weeks in advance of the telecast suggesting the date and topic on which a public service spot is desired. Enclosed will be a Fact Sheet giving essential information on the subject and listing props that are available to make the spot announcement more effective, such as posters, booklets, or items such as CARE packages.

• PLUG TUNES •



WORDS & MUSIC



• PLUG TUNES •

By TED PERSONS

Another BMI Pin-Up Hit!
GOODNIGHT, IRENE
 Published by Spencer
 Recorded by
 Frank Sinatra (Col) Dennis Day (Vic)
 Gordon Jenkins-Weavers (Dec)
 Alexander Brothers (Mer)
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BROADCAST MUSIC, INC.

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

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

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

An American Folk Song
CANE BOTTOM CHAIR
ST. NICHOLAS MUSIC, INC.
 1619 Broadway New York, N. Y.

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

• • • **GAZETTE:** The Andrew Sisters with Vic Schoen will headline the Roxy show starting July 21st. . . . Mary Small. Mrs. Vic Mizzy, gave birth to a baby girl at the Lenox Hill Hospital on July 11th. Opus 2 has been named Lynne. . . . Peggy Marshall and the Holidays will be guests on the Van. Camp Little Show, WNBT, July 18th and 20th at 7:30 p. m. . . . Charles Kullman with the Men of Song (Charles Touchette, arranger and accompanist), have been booked for a series of 31 concerts by Columbia Artists Management extending to March 16, 1951. Thereafter the Men of Song will continue alone for an additional 31 concerts thru May 6th while Kullman fulfills other commitments. . . . The Society of American Florists extended thanks to Vaughn Monroe for the biggest free promotion they've ever had via his "Thanks, Mr. Florist." . . . Composer Jim Morehead ("Sentimental Me") enters St. Clair's Hospital today to undergo major surgery. . . . Trumpeter Billy Butterfield and trombonist Will Bradley are the latest recruits to the All-America Band of Bernie Mann now rehearsing at Bernie's own Riviera Restaurant, Port Washington, L. I.

★ ★ ★
 • • • Al Hoffman may have broken all records by having the following tunes on the best-seller lists at the same time: "If I Knew You Were Coming," "There's No Tomorrow," "Bibbity Bobbity Boo," and "A Dream Is A Wish Your Heart Makes." . . . The Ames Brothers are doing their usual outstanding job of breaking trail for "Can Anyone Explain," The Bennie Benjamin-George Weiss tune published by Valando Music. But crowding close on their heels are Ray Anthony, Dick Haymes and Savannah Churchill. . . . "Goin' Back to Memphis" has been placed with Feist by Walter Bishop, who had the collaboration of Gene Gifford and Sam Marks on the tune. . . . BMI Canada, in an all-out attempt to gain international recognition for Canadian music, has swung several deals with U. S. pubberies. One, with Porgie Music, involves "It's A Boy, It's A Boy, It's A Boy," penned by Lyle Kohler and recorded for London by Ozzie Williams. Another, with Mellin Music, assigns U. S. rights to "You Hold The Reins (While I Kiss You)" by Raleigh Keith and "Valley of the Saints" by Jackie Rae-Lou Snider. Both are sung by Phil Brito in the Monogram picture, "Square Dance Katy;" and the former was recorded by him for M-G-M. "(If You) Smile, Smile, Smile," by Bob Wilson, went to Spitzer Songs with a London record due for September release. . . . Miriam Spier, singing teacher and voice coach, who had a share in the formation of such personalities as Peggy Lee, Lisa Kirk, Stuart Foster, Tony Bennet, Helen O'Connell, Anita O'Day, et. al., has incorporated her methods in a book, "The Why and How of Popular Singing," which will be the first non-musical work to be published by Edw. B. Marks Music Corp.

★ ★ ★
 • • • The success of the Gordon MacRae-Joe Stafford waxing of "The Rosary" is turning the thought of Capitol toward teaming the pair for a series of religious records. . . . The Peggy Lee-Dave Barbour cocktail party at the Cottage Room of the Hampshire House last week drew more than 300 deejays, newsmen and magazine editors. . . . Jerry Shard has been named musical director of the pop division of Abbey Records. Jerry is arranger, conductor and co-emcee with Joe O'Brien on WMCA's "Open House." . . . Has Columbia already begun pressing 45 rpm discs as rumor hath it? . . . Eddie Gallaher, in association with the juke operators of Washington, has picked the Evelyn Knight-Dick Haymes version of "Say When" as the Song of the Week (July 17th to 24th). On the other hand, Wincholl likos the Richard Hayes version. Such a difference of opinion should happen to you. . . . RCA Victor, as a result of the success of their series of dance albums, is issuing another, "Hugo Winterhalter Plays Isham Jones." In mid-August the firm plans to release an album, "Treasure Island," from the Walt Disney film, starring Bobby Driscoll.

Coming Up Fast!
A-RAZZ-A-MA-TAZZ
BLUE SAILS
LEICESTER SQUARE RA
BE HONEST WITH ME

J. J. ROBBINS & SONS, Inc.
 1619 Broadway, New York 19, N. Y.

TONIGHT
TONI ARDEN
with Percy Faith Orch. & Chor.
 Columbia
RUSS CASE ORCHESTRA
with Ray Charles Vocal
 M-G-M
TONY MARTIN
with Henri Rene Orchestra
 RCA Victor
and more coming
MILLER MUSIC CORPORATION

**I THOUGHT SHE WAS
 A LOCAL**
(But She Was A Fast Express)
 Sammy Kaye on RCA Victor
World Music, Inc.
 607 Fifth Ave. New York, N. Y.

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 52, NO. 10

NEW YORK, MONDAY, JULY 17, 1950

TEN CENTS

TV CENTER PLANNED FOR MANHATTAN

Secretary Of Defense Defines Security Needs

Guide Released For Radio-TV And Press

Security guidance for dissemination of news concerning the military services have just been released in a memorandum by the Secretary of Defense, Louis Johnson. To safeguard the national security in connection with operations in the Far East Command, the following limitations—

(Continued on Page 5)

Small Cutback Needs From Radio For War

Washington Bureau of RADIO DAILY
Washington—Not more than 20 per cent of the capacity of the radio manufacturing industry — if that much—will have to be converted to military purposes so long as the war is confined to Korea, ARMA president, Robert Sprague, reported Friday, following discussions

(Continued on Page 5)

WOR Adds 56 Newscasts To Weekly Schedule

To keep pace with the ever-growing Korean crisis, WOR, New York, announced that it will add 56 capsule news summaries to its weekly schedule of news broadcasts. The news summaries, ranging in

(Continued on Page 8)

New NAB'er

Washington — John F. Hardisty, director of special events and advertising for WOIC, Washington, leaves that position July 29 to become assistant public affairs director of NAB, it was announced Friday by William B. Ryan, NAB general manager. He succeeds James Dawson, who resigned early this month. Hardisty joined WOIC in 1948.

TV Opening Attracts Large Crowd

Approximately 12,000 persons passed through the doors of the RCA Exhibit Hall in Rockefeller Center yesterday as the "Television Week" showing of the new RCA-Victor line of receivers got underway. The public will be invited to view the RCA line all this week with special entertainment features scheduled in connection with the TV Week observance.

Radio Game Banned In New Hampshire Meet The Press Drops MBS Radio Schedule

Portsmouth, N. H.—City Solicitor Arthur J. Reinhart has banned the game "Radio," a listener-participation program heard over WHEB. Reinhart said there is "no question" in his mind that "Radio" was just "beano" under another name. The game "beano" has been banned in Portsmouth.

The game "Radio," sponsored on the air by the Pic-N-Pay supermarket, was played on a form which was given to any listener wishing to participate.

The listener filled out squares un-

(Continued on Page 8)

Weston Named By Col. To West Coast Post

Paul Weston has been appointed West Coast director of Artists and Repertoire and West Coast musical director of Columbia Records' Popular Record Division, it was announced today by Goddard Lieb-

(Continued on Page 4)

"Meet The Press" bows out as a radio feature on Mutual on Friday, August 4, Martha Rountree and Lawrence E. Spivak, originators and co-owners, announced Friday. In commenting on the departure, Spivak said that Mutual's lack of network television facilities made simultaneous radio and television broadcasts impossible for sometime to come.

The program is now telecast on NBC-TV Sundays at 5 p.m. Upon completion of their August 4th broadcast on Mutual it is expected

(Continued on Page 8)

Importance Of News Stressed On Program

Above all other factors to minimize the disaster in case of atomic bombing, the most important is to keep the reliable sources of news functioning, Watson Davis, director of Science Service, declared on Sat-

(Continued on Page 5)

Mitchell Resigns BAB Post; Will Become NBC Sales Exec.

Maurice B. Mitchell, director of Broadcast Advertising Bureau for NAB, resigned last Friday to accept a radio sales executive post with NBC, Harry C. Kopf, vice-president in charge of radio sales for the network announced.

Mitchell, who will leave BAB on August 15th for his network assignment, will work closely with Kopf in developing ways and means for advertisers who have not heretofore

used radio as an advertising medium. In trade circles the acquisition of Mitchell as a sales executive is another step in NBC's plan to strengthen radio sales for the fall and winter season.

The decision of Mitchell to relinquish his post with BAB came in Washington the past week. He discussed the move with William Ryan, general manager of the association,

(Continued on Page 8)

NBC Negotiations Near Completion In New York

Plans for acquisition of the Center Theater property and adjoining buildings by NBC for the erection of a Television Center has reached the form of a deal with the Rockefeller interests and it is expected that the transaction will be closed within the next few weeks, RADIO DAILY learns—

(Continued on Page 5)

Adds 14 Newsmen For Foreign Coverage

In a move to bring the listening public the most up-to-date, complete and authoritative news if trouble should break out anywhere in the world, William F. Brooks, NBC vice-president in charge of news and international relations, has arranged for the accreditation as war correspondents of 14 NBC news re-

(Continued on Page 4)

All-Star Football To Be Aired By MBS

The seventeenth "All-Star Football Game" to be played at Soldiers Field, Chicago, Friday evening, August 11, will be broadcast exclusively over the Mutual network

(Continued on Page 8)

Joins ABC Web

Joseph L. Merkle has joined the ABC network's station relations department as regional manager of television operations, it was announced by Ernest Lee Jahncke, vice-president in charge of stations. Merkle comes to ABC from the DuMont Television Network where he served as director of station relations since April of 1949.



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

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

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

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

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

ROME BUREAU
John Perdicari
Ludovisi 16

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

FINANCIAL

(July 14)

FINN—JULY 14, 1950—
NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	9 1/2	9	9 1/4	+ 3/8
Admiral Corp.	23 3/4	23	23 3/8	+ 1 1/2
Am. Tel. & Tel.	149 3/8	148 3/8	149	+ 1 1/4
CBS A	27 1/4	26 3/8	26 3/8	+ 1/8
CBS B	26 1/2	26 1/8	26 1/2	+ 1/2
Philco	36	35	35 1/2	+ 3/8
Philco pfd.	87	87	87	+ 1 1/2
RCA Common	16 3/8	16	16 1/4	+ 3/8
RCA 1st pfd.	74 1/2	74 3/8	74 1/2	+ 1/8
Stewart-Warner	14	13 3/4	13 3/4	+ 7/8
Zenith Radio	45	43 1/2	44 1/2	+ 1 3/4

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	16 1/4	17 1/4
Stromberg-Carlson	11 1/2	13

Stork News

Completing the half-dozen, a seven and a half pound son was born to the Michael (CBS) Boscias at Westchester Square Hospital, Bronx, Friday, July 14. Boscia, executive assistant to George Crandall, CBS director of press information, is already the father of five other children.

NBC Replacement

The mystery-adventure series, "Dangerous Assignment," starring Brian Donlevy, returns to NBC in a new time spot, Wednesdays, 8:00-8:30 p.m., EDT, starting July 19. The program will replace "The Halls of Ivy," returning to the network eight weeks hence.

★ COMING AND GOING ★

EDWARD R. MURROW, CBS news commentator, departed over the week-end for the West Coast, en route to Korea, to furnish first-hand reports on the war.

J. C. KELLAM, general manager of KTBC, CBS affiliate in Austin, Tex., is in New York visiting the station's representative, the Taylor Co.

GUY LEBOW, WPIX sportscaster, is vacationing at Cape Cod, Mass., for two weeks. He has been flying back and forth to cover his sports shows.

ANDREW JAREMA, general manager of WKOP, MBS affiliate in Binghamton, N. Y., is in New York visiting network headquarters quarters.

CHARLIE BASCH and FRANCES SCOTT, producers of "Bonny Maid Versatile Varieties," are off to Canada, Newfoundland and Nova Scotia for a two-week vacation jaunt. Show will return to the air on Sept. 1.

W. C. BRIDGES, general manager of WISC, MBS affiliate in Madison, Wis., in town visiting the Mutual network on station business.

EDMUND O'BRIEN, star of CBS' "Yours Truly, Johnny Dollar" radio show, arrives in town tomorrow for a brief stay.

GEORGE BRYAN, WCBS' 11:00 p.m. news reporter, is spending his free time on his yacht, "Driftwood," off Stamford, Conn.

JACK YOUNTS, general manager of WEEB, Mutual affiliate in Southern Pines, N. C., visiting the station's network headquarters in New York.

JOHN REED KING departing for Chicago today to be guest of honor at the Chicago Worlds Fair. He will also go on to South Bend where he will preview a dry run of his "Chance of a Lifetime" program with the Bendix people.

CATHY MASTICE, songstress, vacationing for a few days at Raritan, N. J.

IRVING LYKE, general manager of MBS's Rochester, N. Y., affiliate, WVET, huddling with network officials in N. Y.

RUTH ZEGER, RADIO DAILY's "Facts and Figures" girl, forgetting facts, but not her figure, at the Laurel Country Club in the Catskills, for a two-week vacation.

HERB SUSSAN, director of CBS-TV "By Popular Demand" and "We Take Your Word," left over the week-end for a two-week vacation at Provincetown, Mass.

ROBERT McGREEDY, sales manager of WCAU, CBS affiliate in Philadelphia, arrives in town today on a brief business visit.

DORIS BROWN, narrator on CBS-TV "Lucky Pup" show, left for Scotland on Saturday to visit her family.

HARRIET MARGULIES, Gal Friday to RADIO DAILY's v.p., left Friday to become the added attraction at America's Playground—Atlantic City, for one week.

MARTIN AGRONSKY, ABC commentator, left over the week-end on a three-week vacation. During his absence, his program will be handled by John Daly for the first two weeks and Leland Stowe during last week.

Communists Watching Americans in Korea

Communists in Latin America are watching closely the military fortunes of American troops in Korea, for a propaganda clue, according to Ned Calmer, veteran CBS news reporter in his Friday night broadcast on CBS' "World News Roundup," 8:00-8:15 p.m., EDT.

Calmer said that in Latin America, as elsewhere in the world, a decisive defeat for American arms in Korea would give an enormous lift to the Communist parties in every country. News of our reverses, he said, is being used to boost Communist strength among the illiterate masses.

In some countries, Calmer added, such as Argentina, under a ruthless dictatorship, where strong police and military forces are in control, such a campaign is not making much headway. In others, such as Peru or Chile, where police control is weaker, the Communists can and already are doing considerable damage to vital production areas, such as the copper mines. In all parts of the world, Calmer said, the Communist pattern is clear—strikes, slow-downs and infiltration of government posts.

Moscow's over-all plan for South America has already been communicated to the Communist party in each country, Calmer declared, and the coordinated effort will gradually become evident.

Joins WASH-FM Staff

Marshall Pack, formerly with WSPA (Spartanburg, South Carolina) and WNOX (Knoxville, Tennessee) has joined the announcing staff of WASH-FM (Continental FM network) Washington, D. C.

New NAB-FM Comm.; Strouse Is Chairman

Washington Bureau of RADIO DAILY
Washington — Membership of NAB's 1950-1951 FM Committee was announced Friday by William B. Ryan, association general manager. Make up of the new AM and TV bodies is yet to be announced.

Chairman of the five-man committee is Ben Strouse, WWDC-FM, Washington, D. C. other members are: Frank U. Fletcher, WARL-FM, Arlington, Va., Everett L. Dillard, WASH, Washington; Josh L. Horne, WFMA, Rocky Mount, N. C., and H. W. Slavick, WMOF, Memphis, Tenn. All but Slavick and Horne also are members of the association board.

Alternate committee members are: Edward A. Wheeler, WEAW, Evanston, Ill.; Victor C. Diehm, WAZL-FM, Hazelton, Pa., and Matthew H. Bonebrake, KOCY-FM, Oklahoma City, Okla.

The committee's first meeting will be held in Washington Aug 7-8, with the first day's session open to all FM broadcasters who wish to attend to discuss special industry problems, Strouse announced.

To Race For Gold Cup

Guy Lombardo, bandmaster and speed-boat enthusiast, will try his luck again on Saturday July 22, in the Gold Cup Regatta at Detroit. Already winner of the coveted cup in 1946, he will pilot his famous "Tempo VI" in attempting to win the classic a second time. Following the race he will return to New York for his weekly CBS radio program "Guy Lombardo Time," heard on Sundays 7:00-7:30 p.m., EDT.

LOW

COST

RESULTS

WITH

IN BALTIMORE

CALL IN YOUR HEADLEY-REED MAN FOR THE WHOLE STORY

*FROM NOW ON, WWJ-TV's
advertisers can take audience
for granted. With the number
of sets now well beyond the
quarter-million mark, television
in the booming Detroit market
has emerged completely from the
experimental stage and reached
the age of full productivity.*

Stabilized!



*WWJ-TV supports its belief
in the stability of television in
Detroit with its new rate card
(#8) which is guaranteed to
advertisers for one full year!*

FIRST IN MICHIGAN

Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

PROMOTION

Rockwell Series

A series of four-color magazine ads illustrated by Norman Rockwell will spearhead the accelerated advertising and sales promotion program of the receiver sales division, Allen B. DuMont Laboratories, Inc., Henry R. Geyelin, advertising manager, announced at the DuMont national distributor sales convention in New York, July 6-7.

Geyelin revealed that the famed illustrator had been commissioned to do four typical American family portraits to illustrate a special DuMont institutional series.

At the convention, Geyelin disclosed that the expanded advertising plans were the most extensive in the company's history. They include both four-color and black-and-white full page insertions in nine of the nation's leading consumer magazines including Life, Look, Colliers and the Saturday Evening Post. Through its ad agency, Campbell-Ewald Company, Inc. DuMont plans to run a full page on its new receiver line, at least once each month.

Weston Named By Col. To West Coast Post

(Continued from Page 1)

erson, executive vice-president of the company.

Weston, whose appointment becomes effective August 15, will be in charge of selecting and recording material prepared in Columbia's Hollywood studios, reporting to Mitch Miller, director of the Popular Division.

Weston comes to Columbia from Capitol Records, Inc., where he was musical director. As composer, arranger and conductor, Weston has achieved an impressive musical background. He wrote musical arrangements for such motion pictures as Holiday Inn and Road to Morocco. Composer of hit tunes such as "Day by Day" and "I Should Care," he has also conducted his own orchestral arrangements for network radio shows including Duffy's Tavern, Johnny Mercer and the Joan Davis show.

Maguire Upped By CBS

Effective July 31, Thomas P. Maguire will become sales service manager for CBS, according to an announcement by J. L. Van Volkenburg, vice-president in charge of network sales. Maguire has been asst. sales manager since 1942.

The Land of the Free

Dramas of American Opportunity
This week: Paul Shoup

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



By SID WHITE

Man About Manhattan. . . !

● ● ● WEEK-END CUFF NOTES: What tv has done for Milton Berle: For his vaude dates, you can now have him for \$30,000 a week, plus percentage—for nite club appearances, \$15,000 a week. . . Top soft drink sponsors will splurge but big on tv advertising this year. It's all because of a poll (on Pepsi Cola) which revealed terrific sales stimulus from spot ads. . . Groucho Marx has been insured for a million clams by NBC. . . WMGM staff director, Milton B. Kaye, takes a 2-week leave of absence next month to serve as civilian adviser for radio and tv production for the U. S. Marine Corp air reserves at Santa Ana, Calif. . . The slump in showbiz has set off dozens of mergers among the small music publishing firms and several of the publicity factories, too, are planning to join forces. . . Jack Carter flew to London Wed. to make several BBC-TV appearances, bounce around the continent and sketch Europe from a comic's point of view for a nat'l mag. . . That was quite a yarn Joe McCarthy did on our boy Jack Eigen, in the current Cosmopolitan. . . TV version of "Corliss Archer" to be filmed on the coast. . . Deal in the works for Evelyn Keyes to headline radio series as a femme private-eye. . . "Just took a trip thru New England," postcards Alan Sands, "and the tourist version of that poem should be—Under the spreading chestnut tree, the village hot-dog stands." . . Bill Slater's "Dinner At Sardi's" will be bank-rolled by Hickok Belt Co. starting August 16 on WOR-TV for 13 weeks and may go network later on ABC-TV. . . Ethel Thorsen resumes her weekly TV Fashion Show on DuMont next month.

★ ★ ★

● ● ● Geo. Hamid, owner of Atlantic City's Steel Pier, revealed to Rob't Q. Lewis that the public goes in for the thrill acts that have an element of danger. "In other words," said Lewis, "you wouldn't hire a comedian who just comes out in front of an audience and tells jokes." "Well," reasoned Hamid, "that could be dangerous, too."

★ ★ ★

● ● ● These are the new sparks lighting up Times Sq.:

THAT—Bing Crosby would like to take a B'way fling in Oscar Straus' operetta, "Her First Waltz," which Brother Everett just bought.

THAT—Joan Crawford, allegedly a secret bride, would like just once more, to dance at the Winter Garden, her good-luck charm.

THAT—A run of war films will be concentrated in 42nd St. movie houses. For psychological reasons?

THAT—The trend of wax-spinners in White Way restaurants will be to nite club editors, most of whom have already been approached.

THAT—Harry Richman will open a ranch-type of nite club with entertainment strictly of the oat-oater variety. Site 47th & B'way.

THAT—George Raft will become a N. Y. independent film producer on his return from London. George has a raft of good Manhattan yarns.

THAT—Bernard Procktor, producer of "Big Story," is planning a miniature H'wood just 15 minutes from Times Sq. in connection with that show.

THAT The Pilmas Cup people will launch, prob'ly from "21" a nationwide movement to restore the lost art of conversation.

THAT At the beginning of every show, audiences will be invited to recite Francis Ballamy's Pledge of Allegiance to the Flag of the U. S.

★ ★ ★

● ● ● QUOTABLE QUOTES: We've got plenty of know-how; what we need is know-why. Eric Johnston. . . One of the greatest labor-saving inventions of today is tomorrow. Vincent T. Ross. . . If you don't think movies today are better than ever, look at what's being played on television. Bill Thomas.

AGENCIES

DOBERT L. HUTTON, JR., appointed manager of television promotion for the Edward Petry Co. Formerly, Hutton has been in advertising with the Woman's Home Companion and previously with BBD&O. In years before that, he was publicity and promotion director of WCCO, Minneapolis; promotion manager of WEAJ, and promotion manager of WJZ. During the war, Hutton served with OSS and OWI.

GEORGE A. McMORAN has been appointed office manager and assistant controller of Cunningham & Walsh, Inc. He has been with the agency and its predecessor, the Newell - Emmett Company, since 1941.

WILLARD B. GOLOVIN CORP., New York City, has been elected to membership in the 4A's.

ROBERT S. SIMPERS, formerly an account exec with J. Walter Thompson, has joined Howitt, Ogilvy, Benson & Mather, Inc.

C. E. MIDGLEY, formerly CBS sales service manager, has joined Ted Bates, Inc., as manager of the agency's radio and TV media department.

GENERAL SHOE CORP. to Davis & Platte, Inc. for promotion of Edgewood Shoe Co. Television, newspapers, and magazines to be used.

NBC Adds 14 Newsmen For Foreign Coverage

(Continued from Page 1)

porters and commentators. Most of these are seasoned World War II battle reporters.

Accredited to go overseas are Brooks, himself, H. V. Kaltenborn, Leon Pearson, W. W. Chaplin, Robert Trout, Lockwood R. Doty, Henry C. Cassidy, Edwin Haaker, Merrill Mueller, Morgan Beatty, Edwin Newman, James Fleming, Frank Burgholtzer and Jack Begon. The above are in addition to NBC's corps of accredited correspondents in Korea, headed by George Thomas Folster.

"FOR THE DAYS TO COME" A SUMMER Conditioning Program

Efficient • Time-Saving • Inexpensive

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

at the

REILLY HEALTH SERVICE

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

Send for interesting booklet
"The Life of Reilly"

Needs For Security Defined By Gov't

(Continued from Page 1)

are imposed on the release of information by the military services: Preparations for military operations or movements within the Continental United States are subject to the following restrictions:

- 1) Ultimate destination of unit used: Refer to theater only, i.e., Far East Command.
- 2) Designation of unit: Release numerical designation only when it is of division size or larger. Numerical designation of units below division level will not be released. Air Force Group designations will not be released. Non-divisional units will be referred to in general as a combat unit, a support unit, etc., of the Continental Command concerned, which have been used for movement.
- 3) Status of equipment: Not releasable.
- 4) Strength: Not releasable.
- 5) Date of movement from present location: Not releasable.
- 6) Sailing time of transports from Port of Embarkation: Not releasable.

Movements of naval vessels and transport or cargo ships from the West Coast may be mentioned after departure but no mention may be made of movements west of Pearl Harbor. Photographs of loadings, unloadings and reactivation operations on naval vessels may be used without normal security limits imposed by the local commander.

Within the Far East Command the following restrictions have been imposed by CINCPAC:

- 1) Reports naming specific units, sizes, places of landing, locations and troop movements may not be disclosed until officially announced.
- 2) Subordinate headquarters, headquarters, units committed (except Eighth Army, Fifth Air Force, Twentieth Air Force, Seventh Fleet) or any field locations may not be mentioned until officially announced.
- 3) Military forces of the United States acting in cooperation with United States forces should be safeguarded in accordance with the foregoing.
- 4) In case of doubt as to actual military security within the Continental United States, the Security Review Branch of the Department of Defense, Room 2 C 766, The Pentagon, Extension 71182, is available for ad-

NBC Negotiates TV Site With Rockefeller Firm

(Continued from Page 1)

ed Friday. NBC for the past few months has been negotiating with the Rockefeller interests and has been conducting engineering and architectural surveys in connection with the property. In addition NBC is reported to have tentative plans for the new building which would house studios, offices, and allied activities of their expanding television interests.

The desire of acquiring the Center Theater property results of NBC's need for more and larger studio space. The network, according to reports, is convinced that large studios capable of staging full scale musical and dramatic productions are needed in their production planning. These studios must also have the benefit of the latest in mechanical and electrical equipment required in TV production.

It is known that NBC's present lease with Rockefeller Center for offices and studios in the main RCA building expires in 1952. While it is probable that the lease will be renewed for most of the radio and office space, the network will look to other quarters for their television operations.

The Center Theater is one of the most modern-equipped theaters in the country. Possessed of an extremely large stage with a revolving platform and seating 3,400 per-

sons, it holds three balconies. The theater building is a block wide, extending from 49th to 48th streets. It is approximately 6 stories high with two underground levels. The entrance is on the corner of 49th and 6th Ave. and the theater extends from behind the U. S. Rubber Co. building on 6th Ave., to the garage located in the middle of the block.

The garage is also a block wide (49th to 48th) and is composed of five levels; two underground and three above ground. An approximate estimate of the garage in width and length is 200 ft. by 200 ft.

The exhibition hall extends along 49th St. from the garage to the plaza street. It is approximately 150 ft. long and a quarter of a block wide. The exhibition hall is about two stories in height with two levels beneath the ground.

WGNR On The Air In Sept.

WGNR, new AM station in New Rochelle, will go on the air sometime early in September, according to a station announcement. Operating on 500 watts, with a frequency of 1460, the station will cover Westchester County and nearby Connecticut.

Small Cutback Needs From Radio For War

(Continued from Page 1)

with military officials. He went over preliminary plans for voluntary speed-up of the Military Procurement Program by radio-TV manufacturers.

Immediate military needs for electronic equipment and components have not yet been discussed, if actually drawn up, but informal estimates indicate that requirements for the Korean situation can be met by the industry without serious cutbacks in radio-television civilian production, Sprague said. Over-all requirements for Korea are not expected to exceed 20 per cent of the industry's output and may be only 10 to 15 per cent, RTMA was told.

However, he warned that the situation can become aggravated quickly and that in event of an all-out mobilization the entire resources of the industry will be required for military purposes.

Sprague also called attention to the expansion of the radio-TV industry, particularly in the component field, due to the rapid rise in television sales since World War II. He said that the industry is far better prepared for an all-out emergency today than it was at the outbreak of the last war.

Importance Of News Stressed On Program

(Continued from Page 1)

urday. The program on CBS' "Adventures in Science," was aired from WTOP, Washington.

Davis declared that there is no unanimity of opinion on how effective protection against an A-bomb might be or whether it would be worth while, since all big industries would have to go underground and large cities abandoned. He said it might be preferable to take a calculated risk that an A-bomb might never be dropped.

People will turn to the sources of news that they have learned to rely on in the past, Davis said, in time of atomic disaster. These news sources should continue to function, no matter what befalls a city or area and it is most important that there be a continuous flow of reliable information to prevent the spread of fear-inspired rumor.

Air Recruiting Situation

Newscaster George Hamilton Coombs will interview Lt. Col. William A. Haviland, commanding officer of the Southern New Jersey-New York Recruiting District, in an attempt to clarify the local military recruiting situation, during his broadcast over WMGM, New York, Monday, July 17, at 12:15 p. m.

TIME BUYER'S ASSISTANT

Busy radio and TV time buyer needs Girl Friday. Crackerjack job for thoroughly experienced secretarial right hand. Box No. 150, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

WANTED FINISHED PRODUCT

FOR

LATIN AMERICAN TELEVISION
MOTION PICTURE SHORTS AND FEATURES—TELEVISION SHORTS—KINESCOPES

COMPLETED SERIES ESPECIALLY REQUIRED!

FOR

MEXICO—CUBA—BRAZIL
ALL LATIN & SOUTH AMERICAN COUNTRIES
SUBJECTS SUITED TO LATIN TEMPERAMENT & PSYCHOLOGY CONSIDERED

ENGLISH LANGUAGE NO BARRIER

WILL ADVANCE DUBBING COSTS
SUBJECTS TO BE DUBBED
INTO SPANISH AND PORTUGUESE

AT

R.K.O. CHURBUSCO STUDIO, MEXICO CITY
CALL, WRITE or WIRE **F. L. FOUCE**

PAN AMERICAN TELEVISION CORPORATION

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

COAST-TO-COAST

Join WDSU Staff

New Orleans, La.—Robert Segleau, former CBS free lance writer, has joined the staff of WDSU as continuity writer. The station also announces the appointment of Jack (Clark) Alexander as staff announcer. Alexander previously was with Air Features and CBS.

Announced All-Star Game

Lynchburg, Va.—Norman Simpson, sports director of WWOD of this city, announced the Piedmont League game in Richmond on July 13th. Others announcing the All-Star game were Mark Scott of WLOW in Portsmouth and Joe Mason of WLEE in Richmond. The feature was aired by the State Network and sponsored by the Chevrolet Dealers of Virginia.

Re-elected CC President

Hartford, Conn. — Paul W. Morency, vice-president and director of the Travelers Broadcasting Service Corporation and general manager of WTIC, has been re-elected president of the local Chamber of Commerce. Morency is the only representative of this radio industry to head the local organization.

Join KFAB Staff

Omaha, Neb.—Carroll J. Loos and Ernie Spealman have joined KFAB of this city. Loos will take over duties as salesman. He was formerly advertising representative for Wallace's Farmer and Iowa Homestead. Spealman, veteran radio newsmen, has spent the past six years at KOWH. He will cover the city news for KFAB.

Appointed WMGW Manager

Meadville, Pa.—Dr. H. C. Winslow, President of the Meadville Broadcasting Service, Inc. recently announced the appointment of Robert E. Trace as manager of WMGW. Trace will succeed Dave Davies who joined the Weimer Associates of Columbus, Ohio, in the public relations and publicity departments. Trace joined the WMGW staff in December, 1947. During the past three years he has been doing sales work along with handling all sports activity over the station.

WKRG Airing New Program

Mobile, Ala. WKRG is presenting a new weekly program featuring answers to Social Security problems. Emcee Martin Johnson, head of the local Social Security office, reads on the air, an outstanding letter reaching his mailbox. The letter is picked from an average of 650 letters received weekly by the office from people wanting to know how the Board operates, if they are entitled to social security retirement and death benefits, and if they can get Social Security cards. Johnson hopes through his broadcast, to eliminate many duplicate letters.

California Commentary

By IRV HAMLIN

● ● ● Local TV outlets are beginning to clamp down on undesirable pitches, and are now coming around to the point where they will soon be able to throw out ALL advertisers who are overstepping bounds of good taste and ethics. Some of those spiels have been timed at six and one half minutes! . . . The private war between KMPC and the Radio News

Hollywood

Club continues without letup and the maximum of personal recriminations. . . . Now that the motion picture producers are slowly but surely trickling into TV production, trade reporters in L. A. are running themselves ragged, as witness the Walter Wanger story. First reports said Walter was headed for NBC. A trade story said definitely ABC. And Wanger denied all. . . . Promotionwise, they are still talking about Cliff Gill's Pacific Regional Network gimmick, combining shrewd business acumen and just a touch of good old carnival showmanship. Smart.

★ ★ ★ ★

● ● ● KECA-TV engineers made a big stride forward with their correction of "blind" area TV transmitter coverage . . . and the KTTV move in sending to Korea, cameraman Charley deSoria, has the newsreel execs muttering into their beer. Soria is to be the only exclusive TV rep in the Far East, the product servicing several TV outlets. . . . Simmel-Meservey's Century TV product, a pilot film for their "Wild Bill" Elliott series, received recognition by the National Audio-Visual Educational Dealers Association, which has selected the film for national previewing at its August 1 Chicago confab. . . . KMPC received the "Award of Merit" from the Cal. Dept. of the Military Order of the Purple Heart for meritorious service to wounded vets. . . . Ernest L. Spencer, president and gen. mgr of KVOE, Santa Ana, has been named vice-president of the SCBA, filling post left vacant by death of Clyde Scott. . . . Everett Crosby and Courneya Productions huddled over production plans for 52 tv film series starring two chimps, no less!

★ ★ ★ ★

● ● ● Masterson, Reddy and Nelson are rubbing their hands over the Vitapix Kinescope of "Bride and Groom," and are now readying the same deal for "Live Like a Millionaire." . . . Maury Foladare is getting to speak with all sorts of accents after his trip back and forth from Puerto Rico, where he talks with Ed Gardner practically every other week! . . . Mel Baily, who directs Carlton Morse's "I Love a Mystery," takes over directorial chores on Mutual's Louis Prima Show, also the Vincent Lopez stanza. . . . KNX's Paul Masterson, whose bright show "International Disc Jockey" is a good example of careful production work, is the proud father of a girl, Deborah. . . . Walter Gross set as pianist for Clark Donnis's new video series for the fall. . . . Bob Hopo's Irene Ryan signed by 20th Century for a featured role.

Dairy Assn. To Sponsor

The American Dairy Association has signed with ABC-TV to sponsor the first half-hour of the "Paul Whiteman TV Teen Club," beginning Saturday, Aug. 26, from 8 to 9 p.m.

The TV purchase by the dairy association is reportedly the initial move in an expanded sales campaign for fluid milk and cream, and marks the debut of the dairy industry into television.

The Association is sponsoring the

"War Review" Program

A new 15-minute Sunday series devoted to analysis of the military picture in Korea together with the international strategic issues involved, will begin over WOR, Sunday, July 23, from 10:45 to 11 p.m. Major George Fielding Elliot will be the commentator of this new program titled "War Review."

program over 11 stations including WJZ-TV, New York, Campbell Mithun, Inc. is the agency.

BEHIND THE MIKE

MASTERWORKS THEATER presenting a series of plays world famous playwrights. First will be "Hedda Gabler," by Hen Ibsen, with an all-star cast including Jessica Tandy and Walter All Four plays will be produced Curtis Canfield, and directed Wm. Corrigan.

Hank Corley now sales manager on TV for Gray-O'Reilly studio. Elaine Ellis will appear in "True Story" on WJZ-TV.

Biggest surprise of the year v NBC's sudden dropping of its t against records being played on n work. Wayne Howell was hand the first plum of an NBC netw disc jockey slot and he's doing a notch job.

The Roosevelt Raceway televis quiz show has the B'way mob bu ing up on the sulky sport.

Dick Charles is bursting w pride at the way his discove Martha Lou Harp, is zooming up stairway to stardom. The young le now has a Monday and Saturd stanza on ABC.

Coney Island's "Alan Dale Da in honor of the popular radio s TV star, has been re-scheduled July 19th. The Bklyn-born croo will be added to the "Living Hall ame" there.

The big hit in Italy is Toni den's version of "You're Break My Heart."

Barry Wood signed with NBC- as producer on the Kate Sm daily hour TV show.

Plugs for Columbia's sensatio expose of the wire-service gambli racket, "711 Ocean Drive," on C cago's "Welcome Traveler" sho carried by 26 NBC outlets across country. The flicker, benefit from a top-notch TV and air ca paign, has its N. Y. preem at Paramount on the 19th.

Eydie Gorme set for the "Cav cade of Bands" show with Tom Tucker on Aug. 1st. She also some sides for MGM Reco which will be released next weel Peggy Lee and Dave Barb open at the Chicago Theater for t weeks on the 28th.

Nat "King" Cole's Trio has a d at the Palladium in London t this fall.

Mel Torme gave the Mocambo H'wood one of its biggest openi last week.

Any Radios?

A recent visit to the new Franklin Delano Roosevelt Hospital in Montrose, N. Y., by Dr. N. Howard Hyman, Chmn. Sun shino Fund, Metropolitan Post No 164, Jewish War Veterans of the U. S., reveals the urgent need for 350 small table or bedside radios for veterans of World War I and II, now hospitalized there.

TELEVISION DAILY

Continuation of RADIO DAILY, Monday, July 17, 1950 — TELEVISION DAILY is fully protected by register and copyright

STATIONS OBSERVING TV WEEK

TELE TOPICS

GROUCHO MARX, who makes his TV debut in a smallish fashion on CBS' "Popsicle Parade of Stars" tonight (quarter-hour (7:45)), has prompted speculation recently as to the type show he'll do for NBC-TV this fall. It is considered that he is infinitely funnier on his radio show than he ever been in movies, especially the one with the other brothers, "Love Day." Hollywood script writers can't match Groucho's own natural humor. Item 2—Kyle Crichton's recent book, "The Marx Brothers," points up the colorfulness and individuality of each of the brothers in such a way that it seems a crime to imitate Groucho's style, his hilarious impromptu repartee, with a written script. Conclusion of most speculators on this subject, then, is: 1—Give Groucho a free hand in a flexible format; and 2—Don't spoil Groucho's show with slapstick merely to take use of TV's visual advantage.

EYE EMERSON will be bankrolled by Pepsi Cola this autumn in a CBS-TV show on Tues., Thurs., and Sat., 7:45-8:15 p.m.—though Pepsi Cola's reasons for the selection aren't official, it is remembered that the pop company's slogan is "More bounce to the ounce." . . . "The People" had separate radio and TV operations Friday night—the AM segment being tape-recorded. Purpose of the split operation was to determine the best time slot for next year. . . . Don Rosenquest, director of DuMont's "Dinner Date" Saturday show almost missed the show the night—reason: hiccoughs (hiccups) for 20 hours. . . . "Crash Corrigan's show," a new variety Western featuring stunts and dances, bowed in at ABC-TV 6:00-6:30 p.m., CDT, for a summer season. . . . The Radio Corp. introducing a new type of indoor antenna—disguised as a large folding picture frame in black lacquer.

"RING IT AGAIN" will be a simulcast on CBS late in September in the 10-11 p.m. slot on Saturdays. . . . WOR-TV is airing a six-a-week schedule of event news for the first time; occupying a five-minute slot, the news will go on before sports events on Tues. through Thurs. which begin at varying times between 8 and 9 p.m., and precedes Ford's "Movie Night" on Mondays. . . . TV sets in Kansas City on July 1 totaled 37,600, representing an increase of 1,807 since July 1, according to figures obtained by WAF-TV. . . . WNHC-TV, New Haven, will air the Dodgers vs. Cubs game from Griffith Field on July 29, 1:25 p.m. . . . Radio disc jockey Howard Miller doing a TV stint on WNBQ Mon., Wed., and Fri., 5:50 p.m.

Salute To TV Week

New York's bid to retain the title of television capital of the world gets underway this week with Mayor O'Dwyer having it proclaimed as Television Week. . . . Celebration will include special programs on the New York stations and a shindig at the Waldorf Astoria called "Prediction Party" at which Tex McCrary and Jinx Falkenberg will introduce as host of TV stars. Coincidentally RCA-Victor is celebrating TV Week too with the showing of their new line of receivers at the Exhibition Hall and special press, radio and TV promotion.

The Television Week promotion is good for the trade . . . it's good because it comes during the slack buying season and will probably do much to make many people TV receiver conscious . . . it's good too if it sets to rest rumors that the motion picture industry is about to gobble up TV and move all production activities to Hollywood . . . and, last but not least, it's good because it focuses attention on a dynamic industry which holds promise of prosperity and employment for many in this year of 1950.

Boston TV Viewers Grow, Now Over 400,000 Sets

Boston—The sale of television sets in the Boston coverage area has passed the 400,000 mark, according to figures released today in a joint survey conducted by WNAC-TV and WBZ-TV.

Television set circulation in this area now lists 400,153 sets installed in homes, with 4,915 sets in public places. These figures show an increase of 14,000 sets sold during the month of June, with the total set circulation as of the first of July placed at 405,068.

Best estimate of the Providence area, according to the WNAC-TV and WBZ-TV joint survey, shows 65,270 television sets installed in the area.

New ABC TV Studio To Be Erected Soon

In order to provide the biggest and best-equipped TV studios in the eastern U. S., ABC will expand their studios at 7 West 66th St., according to an announcement made by Frank Marx, ABC vice-president in charge of engineering. Plans call for an extra 20,000 sq. ft. of studio floor space to be provided by a new basement studio.

Necessity for extra space is caused by a constant increase in the network's commercial business and the resultant need for studio space. Excavation will be started at the Center's basement level to obtain proper ceiling height. When completed, "TV8" will measure 35 feet by 40 feet.

Doc Kilowatt Says:

We were cutting grass together—on two sides of our respective hedges that is. My neighbor, Harold H.—English, tall, academic in appearance—is a real "Doc," Oxford Don and all that sort of thing, you know . . . teaches English lit at Columbia. We both stopped and looked at each other in the inimitable way that only suburban grass cutters know.

"By the way, old boy," said Harold, "why in thunderation have so many of my favorite television shows gone off the air?"

"It's the Hiatus." I said.

"Hiatus, old boy?" Harold replied with question mark emphasis.

"Yes," I said. "Just like radio, you know, the top shows go off for a Hiatus during the summer months."

"But, by gadfry, why?" Harold asked. "Hiatus as a descriptive term . . . means a slight pause between two vowels each of which is to be distinctly pronounced, as in co-operate. Dashed if I think it's cooperative to let all of us but a miserly ten per cent go chucker because it's summer, you know! Of course," Harold continued, as my mouth remained unhinged, "you could also properly describe Hiatus as a gap, a break, you know, with a part missing. But, bless my soul, sir, the only real thing missing is the judgment of the fellows who count us out; it's confounding, isn't it?"

I was halfway up the next cut by this time because by thunderation and bless my soul I couldn't think of a dashed thing to say.

Special Programs Planned For This Week

Complete plans for New York City's "TV Week," which began yesterday and will extend through the 23rd., will be highlighted tomorrow by ceremonies at City Hall involving city officials and top industry executives. Special programs and spot announcements boosting New York as a TV city are also being aired by most of the stations at numerous intervals throughout the week. Announcement of the plans was made by J. R. Poppele, v-p of WOR in charge of engineering and president of TV Broadcasters Assn., who is heading the Mayor's committee for "TV Week."

Television manufacturers will seize the opportunity tomorrow at City Hall (12:30) to present Mayor O'Dwyer with 17 television sets for use in City hospitals. Representing the manufacturers are Rowland Guilford, of DuMont, and Gerald O. Kaye, of Bruno.

Personalities from each of the video stations will join in the celebration at City Hall, including: Kathi Norris of WNET, Barbara Gay of WOR-TV, Gail Meredith of WPIX, Pat Meikle of WABD, and Anne Russell of WJZ-TV. Emcee of the gala event will be James E. Sauter, assistant-director of the City's Department of Commerce. Other City department heads will also take part in the ceremonies.

Headlining the special programs during the week, "TV Prediction Party," a special half-hour show originated by NBC-TV (as previously announced) will be also carried by WOR-TV tomorrow night (9-9:30). Mayor O'Dwyer, General Sarnoff, and Bob Hope will lead the list of celebrities who will be introduced by Tex and Jinx McCrary.

Uniquely supporting "TV Week," WJZ-TV in association with Capital Television, large service organization, will have 25 television service men, who, on a call from a WJZ-TV viewer, will visit homes throughout the metropolitan area to tune up television sets whose owners request the free service. Trucks and service vehicles of Capital Television are displaying posters announcing the cooperative service. M. B. Grabhorn, v-p in charge of all ABC owned and operated stations and gen. mgr. of WJZ-TV, said WJZ-TV will also salute "TV Week" by arranging the appearance of special guests to air their tributes to the city's video week.

Mitchell Leaves BAB; Will Join NBC

(Continued from Page 1)

and formerly tendered his resignation in a letter on Friday.

In broadcasting circles the resignation of Mitchell is regarded as a body blow to the progress of BAB which was launched in 1948 and became the most talked of activity of the NAB organization.

"Mitch's Pitch" was featured at all district meetings with electrifying success and subscriber members of the association were unanimous in approval of the new radio sales plan.

After a year's orderly expansion, BAB found their budget slashed from \$250,000 to \$168,000 with resultant curtailment in activities. This situation may have influenced Mitchell in his decision to join NBC as a radio sales executive.

Before joining NAB Mitchell was with WTOP, Washington, for three years, where he started as director of press information and sales promotion, becoming general manager in 1948. During World War II Mitchell served with the Armed Command of the U. S. Army Ground Forces and for six years prior to his Army service he was advertising manager for some of the publications of the Gannett newspaper chain.

Rumors in Washington are that Eugene Thomas, manager of TV station WOIC, may succeed Mitchell as director of BAB. Thomas, former sales manager of WOR, New York, is widely known as a radio TV sales executive and was formerly president of the Advertising Club of New York.



MITCHELL

THE WEEK IN REVIEW

... Radio-TV News Highlights

By BILL NOBLE

PRESIDENT TRUMAN asked Congress for \$89,000,000 more for the Voice of America and other information activities during the current fiscal year. Advertising Council adopted plan for the allocation of public service announcements of TV. New York broadcasters mull AM promotion to offset increasing TV competition.

Rep. Dondero, Mich., flayed FCC for allegedly trying to establish "thought control" over radio. Gen. Sarnoff addressed the Army Signal Corps at Fort Monmouth and stresses the importance of all communications. He predicted that in the next war, television will play a vital part and that it is possible actual battle scenes will be viewed on TV screens. BAM plans first meeting in mid-September. Philip Morris sales jumped 19 per cent for past three months. University of Southern California survey revealed that conversation is off 50 per cent, due to TV.

J. R. Poppele, president of TBA, appointed head of Mayor O'Dwyer's TV week committee. TV business increase forecast by DuMont. Botany Mills, sponsoring Ginny Simms, tries nighttime radio for the first time. WWJ, Detroit, plans 30th Anniversary Party, August 20. WINS reported gross business up 20 per cent for first six months. Figure is for both national and local business.

Parts shortages loomed for radio and TV manufacturers, because of military emergency. RCA Service Company announced reductions in service contracts, made possible largely through the development of a new streamlined chassis. Claude Barrere resigned from Foreign Language Quality Network. Promotion of AM and TV will be discussed in Chicago on July 20 by 40 NBC affiliates.

RCA and CBS filed final briefs on color TV. Decision is now squarely up to the FCC. Music Industry Trade Show in Chicago, told upsurge in public buying of musical instruments due to TV. George Wallace appointed manager of advertising and promotion at NBC. Seven stations form New Jersey AM regional to be called The Garden State Network. Philco reported that radio and radio-phonograph sales will double last year's figures—June to September.

"My Foolish Heart" was picked as the No. 1 popular tune for last year by the annual ACI song survey. National advertising expenditures, as reported by the Bureau of Advertising shows that radio gets 30.1 per cent of every advertising dollar. Walter Albert Buck elected vice-president and general manager of the RCA Victor division. Radio and TV, due to fight between Madison Square Garden and fight manager guild, banned from carrying middleweight championship fight between LaMotta and Mitri.

Joseph McConnell, president of

NBC, told South Carolina Broadcasters Association, that radio broadcasting will continue as an effective and vital force in American economy. Admitting TV popularity, spokesmen for the movie industry pleaded before the Senate Finance Committee for repeal of the Federal admissions tax.

ABC-TV signed WKY-TV, Oklahoma City, as affiliate. DuMont signed WKZO-TV, Kalamazoo. P & G bought the video version of "Beulah," to be presented in the fall. Increase of 134 per cent in Boston area TV sets causes new rate structure for WBZ-TV, KOMO, Seattle, awarded Vancouver Advertising and Sales Bureau cup for best in Western radio commercials.

Radio tube sales in May more than double figure for May, 1949, according to RMA. Networks and independent stations continued to give full coverage to Far Eastern news, with many special shows added. Peter Paul Inc. and Quaker State Oil Refining Corp. signed to sponsor Ed Murrow over the Columbia Pacific net.

Commencing Sept. 30, AT&T will extend the coax and microwave relay to KMTV, Omaha; WOV-TV, Davenport; WHBS-TV, Rock Island; WOI-TV, Ames; WDAF-TV, Kansas City and to KSTP-TV and WTCN-TV, Minneapolis and St. Paul. Saturday night rights to events from Madison Square Garden, purchased from CBS by DuMont. Ed Wynn signed with NBC-TV for eleven appearances during the coming year.

WOR Adds 56 Newcasts To Weekly Schedule

(Continued from Page 1)

length from one to five minutes, will be aired during the hours between 5 a.m. and 1:55 a.m., the next morning. Combined with its regular news broadcasts, WOR will present listeners with a complete news summary every hour of the day and night during those periods.

WOR is currently airing 110 news shows weekly which, with few exceptions, are 15-minute broadcasts. The addition of the 56 capsule summaries brings WOR's total news broadcasts up to 166 a week.

Meet The Press Drops MBS Radio Schedule

(Continued from Page 1)

that arrangements will be worked out with NBC whereby the network will carry both the radio and TV presentation of the program.

Coincident with the announcement of "Meet The Press" leaving Mutual, it was announced Thursday by MBS that the network would launch a new radio program titled, "Reporters Roundup" on Thursday, August 10, 9:30 to 10 p.m.

Radio Game Banned In New Hampshire

(Continued from Page 1)

der the letters "R-A-D-I-O." A duplicate was filled out and sent to station. Once a day, numbers were read off the air, and when someone had achieved a straight line of similar numbers on his form, he telephoned the station and said "Radio."

Winners were awarded prizes the supermarket.

All-Star Football To Be Aired By MBS

(Continued from Page 1)

under the joint sponsorship of Wilson Sporting Goods Company and General Mills, Inc. Announcement was made by Adolf N. H. MBS vice-president in charge sales.

Each sponsor will present a half of the mid-summer classic. Featured this year will be the Colgate All-Stars against the Philadelphia Eagles, professional champion. Broadcast time for the game scheduled for 9:30 p.m., EDT. Hal Wismer will handle the play-by-play description while Harold "R. Grange" will do analysis and give color descriptions of the game. The game will be short-waved across the world.

Presenting



WILLIAM HORNE, Tenor

WALTER WINCHELL says, "Better Than Gigli."

N. Y. TIMES says, "Mr. Horne excels in the smoothness and sustaining quality of his beautiful voice."

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Before you run off on your vacation
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1000 WATT DAYTIME - 5000 WATT NIGHTTIME

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



COL. 52, NO. 11

NEW YORK, K TUESDAY, JULY 18, 1950

TEN CENTS

REHEARING GRANTED ON FCC DECISION

Radio-TV Rights For Garden Fights Settled

Managers Settle With I.B.C. For Garden

Lifting of the ban on radio and TV coverage of boxing matches held at Madison Square Garden and St. Nicholas Arena in New York was announced yesterday following the settlement of differences between the International Boxing Club and the New York Boxing Managers' (Continued on Page 7)

Wire Services Report More News Interest

Wire services, serving radio and TV, report a great increase in news interest since the Korean crisis became a shooting war. Quickly alert to the news possibilities, the major services have gone all out in their efforts to give as complete coverage as possible, not only at the actual (Continued on Page 8)

Long Leaving KOA For N. Y. Sales Post

Denver — KOA's sales manager, Berry Long, will leave Denver this week for New York to assume a like post at NBC's Gotham station (WNBC, according to Lloyd E. Yoder, KOA general manager. Succeeding (Continued on Page 8)

Wrong Number

Lakeside, O.—Because wrong telephone connections were made, a Toledo long-distance operator was the only person to hear a broadcast of a concert by the Gypsies from Hoover Auditorium at Lakeside recently. The broadcast was intended for Station WLEC, Sandusky, O., but was routed by an unfortunate error to an operator in Toledo.

Radio-TV To Carry Truman's Speech

All four major networks and independents will carry President Truman's speech, scheduled for tomorrow night, 10:30-11:00 p. m. EDT. The President is expected to discuss the Korean war situation and to analyze conditions as they face the American people today. In addition to the radio broadcast local TV stations will also carry the message. The speech, in effect a report to the people, follows the President's message to Congress, which is delivered to the Hill and not made personally by the President. While there will be no network broadcasts of the message to Congress, newscasters, will of course, give the contents of the message on regularly scheduled newscasts.

TV Week Stimulates Sales Of Receivers

Sales results of the first two days of New York's observance of Television Week have far exceeded the expectations of RCA-Victor executives, according to G. O. Kaye, vice-president in charge of sales for Bruno-N. Y., Inc. Kaye said that sales were 300 per cent greater than the original allocations of receivers by RCA for New York and the impetus of the observance has ad- (Continued on Page 6)

Prof. Football Games On 60-Station Network

Philadelphia—The football games of the world's champion Philadelphia Eagles will be broadcast by WPEN and a Sports Network of 60 stations during the 1950 season, according to a joint announcement by (Continued on Page 6)

No Production Cutback Yet In Radio, TV, Says Sprague

Washington—Talk of a cutback in production of radio and TV receivers is no more than talk yet, according to high officials of the government. It is generally assumed that cutbacks will be asked officially, with the industry almost certain to be hit by even rudimentary allocation controls, but the extent and form of the controls is still a matter for speculation. Just how much the President's

Harry Wismer Slated To Head Stations

Los Angeles—Harry Wismer, assistant to the president, G. A. Richards, and general manager of WJR, Detroit, is expected to be named the next president of the Good Will stations which include Richards' outlets in Cleveland, Los Angeles and Detroit. RADIO DAILY learned yesterday. Wismer, nationally known as a (Continued on Page 8)

We The People Simulcast To Be Cut In Experiment

"We. The People," for the past two years presented as a simulcast, is experimenting with separating its AM and TV operations, although both will continue to be presented at the regular 8:30 p.m. EDT time (Continued on Page 6)

Court Of Appeals Grants Hearing In WOW Case

Washington Bureau of RADIO DAILY
Washington—In a decision of great importance to the radio-TV industry, the U. S. Court of Appeals yesterday ordered the FCC to grant WOW, Omaha, its petition for a hearing on the license renewal of KCSJ, Pueblo, Colo. Both stations are on the 590 band, the former with 5,000 (Continued on Page 2)

'Truth' Offensive Urged On Truman

Washington Bureau of RADIO DAILY
Washington—Attainment of our foreign policy objectives requires a "psychological offensive based on truth" President Truman was told over the week-end by a special advisory commission on information created nearly two years ago. Chair- (Continued on Page 6)

19 District Managers Announced By G. E.

Syracuse, N. Y.—Nineteen district managers have been announced by General Electric's receiver division as part of expanding commercial operations in the radio and television receiver fields. All are new positions in the divi- (Continued on Page 3)

Replacement

Hollywood—The mystery adventure-series, "Dangerous Assignment," starring film star Brian Donlevy, returns to NBC in a new time spot on Wednesday at 6:00 p. m. PDT, starting July 19. The program will be heard for eight weeks in the time spot of "The Halls of Ivy," which will return to NBC Sept. 13, after a summer vacation.



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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 (July 17)

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 pd., Stewart-Warner, Zenith Radio.

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

Stork News

Samuel Kaufman, supervisor of radio publicity in the NBC press department, and Mrs. Kaufman are the parents of a son, Neil Leroy, born in Doctors Hospital Sunday night, July 16. The Kaufmans also have two daughters. Mrs. Kaufman, as Dorothy Darling, is a well-known radio and stage actress.

Plan Frisco Appearance

Ted Mack and the "Original Amateur Hour," which staged a successful show from Madison Square Garden for the benefit of the New York Foundling Hospital, will stage their next big out of town show from San Francisco's Cow Palace on August 13. The Disabled American Veterans will get the proceeds.

Air Minded

Competitors for a seat in the South Carolina legislature from Lancaster County, W. Bruce Williams and E. Coke Bridges, are buying time on WBT, Charlotte, N. C., to cop the local office.

U.S. Court Of Appeals Rules Against FCC On WOW Matter

(Continued from Page 1)

watts and the latter with 1,000, and interference difficulties which did not appear when the Colorado license was granted in 1946 have since shown up.

WOW did not oppose the original grant because the FCC's ground conductivity data appeared to rule out the possibility of interference between the two stations, which are about 503 miles distant. Actual operation of KCSJ, however, proved the Commission standards to be in error, since there was more ground conductivity than expected and objectionable interference to the WOW signal developed. When the KCSJ license came up for renewal last year, WOW objected but the FCC granted the license without a hearing.

The court held yesterday that it had no authority to rule in WOW's appeal from the denial of its petition for a rule to show cause why the KCSJ license should not be modified. On the other hand, it asserted authority and ruled for WOW in its appeal from the FCC refusal to order a hearing on the KCSJ renewal. The court found that WOW clearly was "a person whose interests would be adversely affected" by renewal of the KCSJ license without modification.

In explaining its refusal to entertain the first appeal, the court, in a decision by Justice E. Barrett Prettyman, warned that if it assumed authority to review the Commission's actual decision to renew the KCSJ license "the situation would be perfectly chaotic, any person being able to apply for modification for any existing license and hearing and review being required." Only ground for WOW to appeal on was that the KCSJ operation "was causing impingement upon the property rights of WOW."

So far as the Commission conductivity findings are concerned, the court said all parties were acting properly and in good faith in accepting them as correct in the original proceeding. "But in so doing they accepted the risk... that those computations might be in error. The acceptance of that risk would be final except for the statutory provisions as to renewal. Congress provided that no license should be for a term longer than three years and that upon the expiration of its term the license must be renewed upon application, and that action of the Commission with reference to the granting of such application for renewal of a license should be limited to and governed by the same con-

siderations and practice which affect the granting of original applications."

"Obviously the provisions for renewal contemplate the possibility of changes in conditions after the original grant and also of errors in the original grant. It seems to us that typical of such an error would be the acceptance in good faith by all parties of responsible engineering data which in operation proved to be erroneous. Otherwise every existing licensee would be required to protect itself, by the expenditure of whatever time and money might be necessary, against every conceivable error in engineering computations by either an applicant for a new license or by the Commission."

Observing that the statute requires the Commission to consider when renewing the same factors which would affect it in passing upon a new application, the court said "certainly actual interference with an existing station within its protected area is a consideration affecting the grant of an application. An error in good faith as to a proposed operation seems to us to leave that particular matter open for determination upon application for renewal."

COMING and GOING

CARLETON E. MORSE arriving Tuesday, July 18, from Los Angeles to supervise taping of his "One Man's Family" television show under sponsorship to Sweetheart Soap on NBC July 29.

IDA KOHLHAAS, of KDKA's accounting department, is vacationing in Nova Scotia.

JOHN HARVEY arrived over the week-end from Puerto Rico where he starred in the Ed Gardner production, "The Man With My Face," currently being completed.

TOM O'CONNOR, of the KDKA sales department, is spending two weeks at Atlantic City.

IDA BAILEY ALLEN, home economist and CHARLES PREMMAC, known as the international singing chef, are off to Australia for eight weeks of broadcasts and personal appearances in Sydney, Melbourne, Brisbane, and Adelaide under the sponsorship of the Australian Consolidated Press Limited. Returning to New York City for their engagements in the Fall.

WALTER E. DURBAHN, star of WNBO's "Walt's Workshop," vacationing until July 28.

WERNER MICHEL, chief of CBS documentary unit, has left on a two-week New Hampshire vacation.

JUDSON BAILEY, sports staffer at CBS, back after a week in West Virginia.

MYRTLE LAYTON, merchandising director of the Kathi Norris Show, has just returned from Atlantic City where she previewed merchandise at the National Housewares Show for Kathi's program.

BABS DONIGER, co-ordinator of the Kathi Norris show, has just returned from a vacation at Fire Island.



"WHAT WAS WRONG WITH THAT SINGING COMMERCIAL?"

Nothing! But not enough people heard it.

Now had you put it on W-I-T-H it could have been number ONE on the "Dollar Parade." Because W-I-T-H gives you more listeners-per-dollar than any other radio station in Baltimore.

That means low-cost results. And that means a small budget will do big things for you in this rich market.

Why not get the whole story? Call in your Headley-Reed man today!

WITH BALTIMORE, MARYLAND

TOM TINSLEY, President • Represented by HEADLEY-REED

AGENCY NEWSCAST

... personnel, sponsors and notes

STOCKTON WEST BURKHART INC., of Cincinnati, has opened a New York office at 501 Madison Ave. Activities of the new branch will be limited, at present, to radio-television time buying and general contact. Plans also are under way to expand the home offices and personnel in Cincinnati, according to William Z. Burkhardt, president. Several new accounts, including the Gruen Watch Company and the Hudepohl Brewing Company, plus the increased activity of the agency's regular clients, are responsible for the major expansion.

MONROE H. LONG, JR., joins the radio-TV department of the Branham Co.'s N. Y. office.

RICHARD A. RUSSELL has been appointed vice-president and account executive in the New York office of Dancer-Fitzgerald-Sample. Prior to this appointment, Russell was an account exec of Foote, Cone & Belding, Chicago and San Francisco.

THOMAS H. DAWSON has resigned as eastern sales manager of Radio Sales, Radio-Television Stations Representatives for CBS, to take an executive position with the Edward Petry Co.

BEN A. POLLET, formerly with Pioneer Scientific Co., has become an account exec with William von Zehle & Co.

WILLIAM H. LEWIS, JR., formerly with Compton, joined Harry B. Cohen Ad Co. as account exec and member of the plans board.

NORMAN D. BROWN, former account exec with National Broadcast Sales, is president and manager of a new radio station representative agency, Radio Times Sales (Ontario) Ltd. New offices are located at 147 University Ave., Toronto.

L. T. STEELE, for the last two years vice-president in charge of west coast operations of Benton & Bowles, Inc., has returned to the agency's New York office as account supervisor.

THEODORE F. SHAKER has been appointed to the Chicago television sales staff of The Katz Agency, Inc., radio and TV station representatives.

EDWARD B. HARVEY, director of radio and television for Geare-Marston, Inc., has been elected vice-president of the Junior Chamber of Commerce in Philadelphia.

MORTON KRIEGER has been appointed president of the Friend Advertising Agency, which has changed its name to Friend-Krieger Advertising Agency, Inc.

CECIL & PRESBREY, INC. announces three new appointments to its television production staff: Phil Thompson, formerly copy and radio director at Joseph Katz Company; John A. Donnelly, previously with Cunningham & Walsh, Inc., and John J. Seery.

CLYDE D. VORTMAN, previously with Brooke, Smith, French & Dorrance, Detroit, has been named head of the media department of Zimmer-Keller, Inc., of Detroit.

DON LAIFFER, formerly with Terminal Broadcasting, has joined the radio and television department of Ruthrauff and Ryan, Inc., as radio copywriter.

BERNARD ZERBE will resign as editor of American Druggist on August 1, to become vice-president of Murray Breese Associates, Inc.

WILLARD B. GOLVIN CORP. has been elected to membership in the American Association of Advertising Agencies.

19 District Managers Announced By G. E.

(Continued from Page 1)
sion's field sales organization, according to Arthur A. Brandt, general sales manager.

The appointments include: F. S. Anderson, Washington; R. M. Bruce, Syracuse; R. V. Buivid, Minneapolis; H. A. Crossland, Philadelphia; J. F. Effinger, Cincinnati; T. C. Gilliland, San Francisco; R. L. Hanks, Hartford; J. A. Kerr, New York and Newark; John Klenke, Birmingham; P. H. Leslie, Detroit; F. W. McDonald, St. Louis; T. A. McDonald, Boston; R. J. Meigs, Kansas City; G. S. Peterson, Chicago; H. G. Randolph, Los Angeles; C. L. Schmidt, Dallas; R. P. Van Zile, Cleveland; B. S. Wells, Seattle; and T. B. Willard, Atlanta.

BBC Plans To Restore Program Service To U. S.

In response to requests made by correspondents from the United States, the BBC is replanning that part of its service, heard in this country. More time, under the new set-up will be given to the more serious side of broadcasting.

Under the new schedule, programs such as "The Idea of a University," describing British views on the nature and function of a university, will be aired. Other programs will include "Let's Make an Opera"; "Hear it Again," consisting of the best short spoken programs broadcast by BBC, and including pieces by Winston Churchill, George Bernard Shaw, Max Beerbohm and others, as well as "English Eloquence" and "Ring Up the Curtain."

the Long Island story

IN THE U. S. HEMPSTEAD IS

3rd

Net INCOME PER FAMILY \$8,799
Net INCOME PER CAPITA \$2,512

17th

TOTAL NET INCOME \$884,271,000

25th

FOOD STORE SALES \$115,158,000
\$1145 per family

38th

RETAIL SALES \$380,311,000
\$3784 per Family

LATEST CONLAN SHARE OF AUDIENCE

"A" NETWORK — 50 KW	27.0
WHLI	26.2
"B" Network — 50 KW	14.3
"C" Network — 50 KW	12.1
"D" Network — 50 KW	9.0
All Other Independents Combined	11.4

DATA SOURCES:

Sales Management—1950.

Conlan—Feb. 1950. Hempstead, N. Y., Sunday through Saturday.

8:00 A.M. to 5:30 P.M.

BMB Study #2

63% B M B IN HEMPSTEAD

"THE VOICE OF LONG ISLAND"

WHLI 1100 on your dial
WHLI-FM 98.3 MC
HEMPSTEAD, LONG ISLAND, N.Y.
ELIAS I. GODOFSKY, President

CHICAGO

By GINNY EVANS

THE broadcast of NBC's Band of America, conducted by Paul Lavallo, highlighted City Service Day at the Chicago Fair Monday. Hal James of City Service and Fred Coll of Coll and Freedman have been in town during the past week conferring with Fair officials.

Dee Carlstrom, pretty blonde disk jockey on WJJD's "Money for Memories" is teaching television and radio technique at the Betty Bolt modeling agency.

Quentin Sturm, WIND accountant, is the proud father of Quentin Charles Sturm, Jr., who arrived June 21st. Quentin, Jr. weighed in at 7 pounds, 13 ounces.

Herb Kraus, our predecessor on RADIO DAILY, is now midwest editor for Candy Industry and Bottling Industry.

Eddie Connors, creator and designer of the Arthur Godfrey baritone ukelele, was in town four days showing the new uke to the Music Merchants convention. Eddie and Godfrey will demonstrate the new instrument on the Chesterfield Show, Wednesday, July 19th.

Congratulations to Rick Ellis, promotion and circulation supervisor for Radio and Television Mirror in Chicago, and Betty Vise who became Mr. and Mrs. last week.

Fritz Siegal, WBBM staff violinist, is serving as concert-master for the Grant Park Symphony Orchestra during the summer outdoor concert series.

Joan Barton has replaced Nancy Wright on Cartoon-O on WGN-TV.

Al Morgan, whose records "Jealous Heart" and "Half a Heart" were top sellers, has been signed to a two-year contract by WGN-TV.

Cleveland TV Audience Now Totals 244,788

Cleveland—Television sets in the Cleveland viewing area now total 244,788. In addition to Cleveland, this includes sets in Akron, Canton, Youngstown and adjacent territories, according to WNBK.

Increase for the month of June numbered 9,992 sets. The total increase of television sets in homes alone was 9,558, bringing the home total to 233,282. For June, 43 new sets were added in commercial establishments, making a 11,506 total.

With 2 new brands added, there are 56 set brands in use in the WNBK viewing area.

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

on "RADIO BALTIMORE"

Contact
EDWARD
PETRY CO.

WBAL



By SID WHITE

Man About Manhattan. . . !

● ● ● ONCE OVER LIGHTLY: The FCC is expected to extend the freeze on tv station construction if the Korean war develops into a long campaign and demands are made on the video industry for conversion to military electronics. Such a move, one tv leader points out, would take the commission off the hook, at least for some time on the color decision and establishing of additional channels in VHF and UHF. . . . Don't be surprised if Byron Price, of the United Nations, is called back to Washington to head up government censorship if the President decides to invoke censorship of war news. Price, former AP exec, headed the censorship bureau during World War II. . . . Sounds rather ambiguous to hear Skitch Henderson on WNBC say "Switch to Skitch" on his own program when everything possible has been done to promote the switch through spots and newspaper advertising. Talking about Skitch, we liked the way he blended the two Vaughn Monroe platters the other ayem and showed that the successor to "Riders in the Sky" might have been inspired by that tune. . . . Other early ayem listening that continues to wear well on the ears is Jack Sterling on WCBS. Sterling talks a lot to the housewives and right interestingly too. Sometimes we wonder why he doesn't address more of his remarks to men.

★ ★ ★ ★ ★

● ● ● An agency exec rated a few of the network brass the other day, as follows: Niles Trammell is still the best salesman, but he's being crowded a bit by one Bob Kitner. Frank Stanton is convincing, too, and has made an excellent case for CBS' color tv. Frank White is the quiet type who knows his radio and can sell it, too.

★ ★ ★ ★ ★

● ● ● VIEWS & REVIEWS: Joey Adams is CBS' answer to Groucho Marx. His "Rate Your Mate" stanza is a cute twist on quizzers with Joey machine-gunning his quips. The other p. m., he crossed fire with a merchant marine captain who was telling Joey that he had hit Africa last year, then he'd hit London and then he'd hit France, etc. "Howcum you hit all those places," interrupted Joey. "Wasn't anybody steering?" A banker who followed was asked by Joey if it were possible for anyone in this country to obtain a loan. The banker explained that all you had to do to get a loan was to have a good job, sufficient collateral and a high credit rating. "In other words," philosophized Joey, "you can't get a loan until you can prove you don't need it." . . . Jack Lail's new NBC series, "Confidentially Yours," is as hard-hitting as a Dempsey left hook and as authentic as a Milton Berle check. It's all right out of the front page eye-witnessed by one of the greatest crime reporters of them all.

★ ★ ★ ★ ★

● ● ● IN ONE EAR: Ed Gardner, who is producing "The Man With My Face" in Puerto Rico, has established movie production headquarters at the beautiful new Caribe Hilton Hotel in San Juan. . . . Jack Perlis handling publicity for "Meet the Press" and "Leave It To The Girls." . . . Buddy DeSylva is gone, but his music will never be forgotten. As Herb Stein put it, DeSylva was everyone's Buddy. NBC and CBS maestri are already planning memorial salutes. . . . Mr. and Mrs. Roberto Rossellini return to the U. S. early in 1951. Mrs. R. would like to embark on a new career as a tv artist—and the big question in everybody's mind is what the reaction of the public would be. A hand cream manufacturer is anxious to sponsor her over CBS, but is afraid to risk his product's good will until he has at least a fair answer to the aforementioned question. . . . The Strand theater is mulling over installing the top tv shows to replace stage presentations.

BEHIND THE MIKE

ANOTHER busy week for Ron Dawson, including playing the father in "The Winslow Boy"—the menace on "Murder By Experts"—plus going into rehearsal for "The Clock" for the July 28th stanza.

"Miss Wyoming of 1950" will stop over in N. Y. next month to present Sheriff Bob Dixon with a ten-gallon hat and make him an honorary citizen of Wyoming.

Cathy Mastiche being glamorized by Ernie Adler for her own TV show starting in Oct.

Enzo DeMola's offer of \$500 to the Damon Runyon Cancer Fund to any male singing star who can sing as well or better than he can, has not been taken up yet.

Bud Collyer blocking traffic near Radio City the other p.m. giving the famous Philip Morris unrehearsed nose test.

Hank Sylvern has packaged a radio-TV program called "Odds & Ends," featuring interviews with celebs.

In connection with TV Week, Liberty Music Shops, 50th & Madison, salute that industry with a picture display of the top TV shows, including "Big Story," natch.

"Treasury of Baseball Humor," compiled by Stan Lomax and Dave Stanley, has sold over 30,000 copies in 3 weeks.

Bobby Colt, who fought at Guadalcanal, is making a series of comedy song records to be played over the Armed Forces Radio in Japan.

New Feature On WATV

WATV yesterday instituted a new feature with complete coverage of the Korean War. Starting at 2 p. m. the TV station will carry a full coverage of bulletins and events of the war, every hour on the hour. Scheduled news will be presented, hourly from 2:00 p. m. until 11:00 p. m.

WEVD

5000 WATTS 1330 K.C.

PROGRAMS OF
DISTINGUISHED FEATURES in

- ENGLISH
- JEWISH
- ITALIAN

3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA

Send for WHO'S WHO
Among Advertisers on WEVD

WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mgr. Director N.Y. 19

For the Accepted
WHO'S WHO
of legitimate
Radio and TV Producers

*Watch for the
Informative Listings and Advertisements*

11th Annual

“SHOWS”

Edition 1950-51

OFF THE PRESSES

FRIDAY, AUGUST 18th

**Program Buyers Guide
of over**

1000 Radio and TV Shows alphabetically classified

*It's must reference reading for the whole
radio and TV industry. A complete catalogue
of new ideas in radio and TV programming.*

ADVERTISING FORMS CLOSE AUGUST 10th

TV Week Stimulates Sales Of Receivers

(Continued from Page 1)

vanced the fall selling season from four to six weeks.

Kaye's enthusiasm was shared at the RCA Exhibition Hall at Radio City where it is estimated that 35,000 persons viewed the new line on Sunday and Monday. As the week progresses it is expected that the attendance will increase and that upwards of 150,000 will have viewed the line before the end of the week.

Dealers throughout the Greater New York area also reported stepped up sales. They said the sales were not in RCA Victor sets alone but other standard lines were also moving. Some dealers reported that the TV sales promotion had also helped the sale of refrigerators and other home appliances.

Tonight TV stars and city officials will gather at a TV Prediction Party at the Waldorf-Astoria. On Thursday the actual construction of the 217-foot, super-television tower atop the Empire State Building will get underway with Mayor William O'Dwyer driving a gold plated rivet into the framework.

We The People Simulcast To Be Cut In Experiment

(Continued from Page 1)

on Fridays over NBC and NBC-TV. The radio portion will be transcribed.

The splitting of the program into separate shows is strictly an experimental move and continuance of the policy will depend entirely on audience reaction, Dan Seymour, program supervisor and master of ceremonies, announced yesterday.

Prof. Football Games On 60-Station Network

(Continued from Page 1)

James P. Clark, president of the Philadelphia Eagles, and Albert J. Sylk, president of WPEN.

The broadcast schedule calls for all home, away and exhibition games to be played by the Eagles. The football champions will play 16 games in the National-American League. This is the second season WPEN has carried the Eagles games.

2nd Report

ON TV COMMERCIALS

- By Product—Number, Type, Length
- By Producer — Current Credits
- Sample Budgets & Cost Analysis
- Directory — Addresses & Phones

call or write for information

Ross Reports on television

551 Fifth Ave., N. Y.

MU 2-5910

COAST-TO-COAST

Extends Program Time

Indianapolis, Ind.—Bill Powell has extended his "Ebony Etchings" broadcast time an extra fifteen minutes Tuesday, Thursday and Saturday. "Ebony Etchings," usually heard on Monday, Wednesday and Friday at 11:15 to 12 midnight and Tuesday, Thursday and Saturday at 11:30 to 12 midnight, is now heard Monday through Friday from 11:15 to 12:00 and on Saturday from 11:15 to 1 a. m.

WRNL Signs Brooke

Richmond, Va.—Ralston Brooke has joined the staff of WRNL, 5,000 watt ABC affiliate here, as publicity and promotion head. Brooke is a graduate of the Virginia Military Institute.

WTIC Attends Block Party

Hartford, Conn.—WTIC played a prominent part in the first downtown block party. The affair, which attracted more than 10,000 dancers and spectators to a roped off area in the center of the city's business district, was sponsored by the local Chamber of Commerce, of which Paul W. Morency, head of WTIC is president. An address of welcome was made by Morency and the festivities were emceed by the station's public relations director Bernard Mullins. WTIC engineers installed and operated an elaborate public address system to carry square dance music played by the station's own "Down Homers," a cowboy-hillbilly group heard currently over NBC on Saturday at 9:00 a. m.

WSVS Receives Army Award

Crewe, Va.—WSVS and WSVS-FM recently received an award plaque from the U. S. Army recruiting service in recognition of time donated to the regular sustained broadcasting of the recruiting service program "Voice of the Army." WSVS-FM program director Bob Dickson accepted the award at the station studios here on behalf of the stations.

WSTC Chief Engineer Resigns

Stamford, Conn.—Edward M. Markman has resigned as chief engineer of WSTC and WSTC-FM for health reasons. Edward A. Faubel, assistant chief engineer is now acting chief engineer.

WOW Baseball Trip Set

Omaha, Neb.—WOW reports that at least 250 persons will be aboard when the Tip Saggau WOW Baseball Trip leaves for St. Louis and Chicago July 22. Saggau, WOW sports editor, is offering the trip on his 10:15 p. m. sportscast on WOW at \$58.50 covering all expenses. The tour will travel in an air-conditioned Burlington special train leaving this city July 22 and returning July 24th.

WBIG Special Service Program

Greensboro, N. C.—As part of its public service policy, WBIG began a series of 30-minute programs over three months ago entitled "Target For Today," which gave timely treatment of industrial, civic, educational, and governmental organizations which operate in and around the station's areas. As the Korean crisis accelerated 'scare buying' of commodities already in short supply, WBIG produced a "Target For Today" program on July 14th featuring a round table discussion by distributors of food, steel, building supplies, cars, clothing and tires, with the object of allaying the fears of the potential hoarders and to avert price controls and rationing. The program was emceed by Bob Jones, WBIG's early morning announcer.

Joins WKY Staff

Oklahoma City, Okla.—John M. Haberlan, former district manager of the Personal Products Corp., has joined the sales department of WKY of this city. Haberlan, native of Lincoln, Neb., graduated from the Nebraska University in 1942 with a B.S. in business administration. He enlisted in the army the same year. After his discharge in 1946 he was commercial agent for the Continental Oil Co. at Marshall town, Iowa, and was associated with the Personal Products Corp. until recently joining WKY.

Staff Changes At WFEC

Miami, Fla.—H. D. Steere, executive director, announces the following changes in personnel at WFEC. Robert Lyons has been appointed to the post of station manager, succeeding Lyle Williams, who resigned. Lyons was formerly program director of the station. William Reeder has been appointed chief engineer. Cal Carter has been appointed program director, in addition to his duties as news editor.

Celebrating Fifth WDRC Year

Hartford, Conn.—Bertha Porter, music librarian at WDRC, is observing her fifth anniversary with the station during this month.

'Truth' Offensive Urged On Truman

(Continued from Page 1)

man is publisher and broadcaster Mark Ethridge of Louisville, Ky. with NAB president Justin Miller, GE chairman Philip Reed, editor-commentator Erwin Canham of Christian Science Monitor and Ma A. May, director of Yale's Institute of Human Relations comprising membership.

In a letter to the White House one day after the President asked Congress for an additional \$89 million for the information program the Commission said the present situation is one of emergency because of the Korean campaign. It suggested that there be action before Congressional adjournment because "the time element is such that the United States must move as rapidly as possible. We do too little now and next year may be too late in many areas.

"The propaganda effort of the USSR, now bordering on open psychological warfare, is a major threat to this government's foreign policy objectives.

"The Korean aggression," the Commission said, "has made it the more imperative that we intensify our efforts to give the true picture of America, her intentions and her actions, than it has ever been before.

"The Commission feels that the field for that sort of information even more fruitful than it has ever been because the Kremlin has revealed itself and its intentions more clearly than at any time since the end of the war.

"Now is the time to marshal the determination of the peoples of the free world not to succumb to the vicious ideology which promises utopia but gives chains."

TV Show Gets Radio Spot

Hollywood—The worm is turning slowly but surely. KECA-TV's AB show, "Space Patrol," a success of video lanes, is to be heard on ABC AM on Tuesdays and Thursdays from now on. Move came about when net execs saw an opportunity to exploit popular TV show, which had slowly but surely climbed to the top.

**10 hrs.
55 min.**



AMERICAN

to LOS ANGELES

THE MERCURY—DC-6 SKYSLEEPER SERVICE
Lv. Midnight EDT—Ar. 7:55 a.m. PDT

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, July 18, 1950 — TELEVISION DAILY is fully protected by register and copyright

TV RIGHTS FOR FIGHTS OKAYED

TELE TOPICS

COURAGEOUS LADY who nearly lost her life in the crash of the Carbon Clipper six years ago took over her first assignment as a television emcee on CBS Sunday and emerged triumphant as the lovely Jane Froman, singer of songs. Jane was substituting for the vacationing Ed Sullivan on the "Toast of the Town" show and her presence was a refreshing change of pace to many of the emcees who have bobbed up in television on summer replacements. Miss Froman had poise, grace and a delightful rural delivery as she introduced the guests. She shines, too, when she sings and was in particularly good voice in her rendition of that sentimental oldie, "I'll Be Home for the Water Front." Jane Froman, a standard of artistry, belongs in television and should have her own network show comes fall.

ATTRACTIVE JINX FALKENBURG, who usually smiles and turns on her personality when she faces the TV cameras, was taken unawares on a couple of occasions Sunday night, and the video boys presented the personable Jinx in a candid shot or two showing her as a wise semi-frustrated mistress of ceremonies. The occasion was RCA Victor's unveiling of the company's new line of TV receivers and Jinx, ably assisted by her husband, Tex McCrary, were emcees. The program was seen on NBC-TV and originated in RCA Exhibition Hall adjoining Radio City. The presentation served to produce the new line and a number of best stars. Among those who put in a appearance were Lisa Kirk, Skitch Henderson, Robert Merrill and Gene Stanley (Mr. America) in person.

OUT IN SAN FRANCISCO the Hudson Dealers have picked up the tab for Hudson Theater over KPIX, Channel 5. . . . In Cincinnati, the Kroger Company announces that the major part of their radio appropriation, this Fall, will be used on TV. . . . Company will sponsor the "Alan Young Program" over 18 midwest TV stations and a "Share the Wealth" program, starring Bill Slater. Latter show will originate from various cities in Kroger territory. . . . Leo Carillo, veteran movie star, will be featured in "Dude Ranch Varieties," new show starting Sunday over KLAC-TV, Los Angeles. . . . Baltimore now has 178,240 TV sets, according to figures just released by the Baltimore Television Circulation Committee. . . . A year ago the figure was 176,900. . . . WBen-TV, Buffalo, reports that distance makes the video screen look nearer. Station has been praised for far reception from such distant points as Rogers, Ark.; Griffin, Ga., and Marshall, Tex.

SONGS WITH THE LARGEST TV AUDIENCES

Survey Week Of July 7-13, 1950

THE TOP 5 SONGS OF THE WEEK

Bewitched	Chappell
Hoop-Dee-Do	E. H. Morris
I Wanna Be Loved	Supremes
My Foolish Heart	Santly-Joy
Third Man Theme	Chappell

THE 5 FAVORITE STANDARDS OF THE WEEK

Bim Bam Bum	Robbins
Blue Skies	Berlin
It's De-Lovely	Chappell
Let Yourself Go	Berlin
Night And Day	Harms

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I.B.C. And Guild Sign One-Year Contract

(Continued from Page 1)

Guild. Under the terms of a new one-year contract, the Guild has accepted guarantees of \$2,250 for each main event fighter from the radio and TV receipts of each of 35 cards scheduled for the coming 1950-51 season. Last year the principals received \$1,000 apiece as their share of the radio-video money.

The new pact also specifies that fighters have the privilege of accepting 25 per cent of the gate receipts if that portion is greater than the \$4,500. On championship fights it is expected that the percentage figure will run much higher than the guarantee.

It is believed that Gillette Safety Razor Company through Maxon agency will sponsor the Garden fights on both radio and TV with ABC getting the radio pickup and NBC the TV end of the programming. Jimmy Powers, sports editor of the N. Y. News, will do the blow-by-blow reporting for the Gillette TV coverage and Bill Corum-Don Dunphy are expected back for the ABC web coverage.

Bouts from St. Nicholas arena will probably be carried by CBS-TV with a beer company again sponsoring the fights. Ted Husing did the blow-by-blow commentary last year.

Included in the new contract is a ruling which covers "delayed TV" or film recordings. It is stipulated under the new agreement that recordings of a fight shall not be shown until 72 hours after it is held. It is also agreed that no film recordings will be shown in a city on a night when a live fight card is being staged. Films, accordingly the agreement further states, can be shown only once in each city unless special permission has been given by the managers guild.

Settlement of the radio-TV issue resulted in fight managers pouring into the office of I.B.C. yesterday to arrange for fall and winter bouts. It is expected that the first big fight will be a heavyweight championship bout between Ezzard Charles and Lee Savold in August or September.

Report Heavy Sales On U. A. Film Shorts

Heavy sales activity for the past two weeks reported by United Artists Television for three of the company's syndicated film programs.

The new contracts include: "Women in the News," a 15-minute women's newsreel featuring Adelaide Hawley as commentator, on WHAM-TV, Rochester by People's Outfitting Co.; WSPD-TV, Toledo, by Lion's Store; WTCN-TV, Minneapolis, by Dayton Store; WTVR-TV, Richmond, by Zippy Starch; WFBM-TV, Indianapolis, by Progress Laundry; and WLAV-TV, Grand Rapids, for Gibson Refrigerators & Ranges, Inc.

"Top Views in Sports," a weekly, 15-minute sports newsreel featuring Jimmy Evans, over WLW-D, Dayton, by Dodge-Plymouth dealers; WJIM-TV, Lansing, by Drewrey Beer; KGO-TV, San Francisco, by Pontiac dealers; WFBM-TV, Indianapolis, by L. Straus Clothing Store; and WSB-TV, Atlanta, by Pontiac dealers.

"John Kiernan's Kaleidoscope," a weekly, 15-minute program, on WBen-TV, by Hambleton Oil Co.; WHAM-TV, Rochester, by Security Trust Co.; WFBM-TV, Indianapolis, by Ind. Power & Light Co.; and WRGB-TV, Schenectady, by Ford dealers.

Urge Commercial TV For Great Britain

Commercial television in Great Britain is being urged by the country's radio and TV manufacturers, according to an item in yesterday's Wall Street Journal.

The manufacturers want the government to allow the establishment of a separate private TV system to use the available time now existing. "We'll show them how television can really be developed if they'll give us a chance," says a manufacturer. "The government's technique is already out of date," he adds. TV, like radio, is nationalized, but some support for a commercial television trial appears in Parliament. No one has yet predicted whether Parliament will consider the step.

Merkle Joins ABC As TV Regional Mgr.

Joseph L. Merkle has joined the stations department of ABC as regional manager for television. It was announced yesterday by Ernest Lee Jahncke, vice-president in charge of stations.

Merkle served with the DuMont TV network as director of their station relations department from April, 1949, to the present. Previously, he spent 13 years with NBC.

Homework Comes First

South Bend, Ind.—The Notre Dame History Teachers Club, composed of some 75 teachers from all parts of the nation, meeting on the campus here recently, declared that homework should come first, then television. They agreed that any battle against video would be useless, and said parents must take definite action to make certain that their children devote enough time to homework before the TV attractions take up all their attention.

TV Show Changes Name

Effective Monday, July 24th, ABC's daytime audience participation show, "Ladies Be Seated" will change its name to "Johnny Olsen's Luncheon Club." The show is broadcast Monday through Friday noon to 12:25 p.m. and sponsored by Philip Morris.

No Prod. Cutbacks Seen For Radio, TV

(Continued from Page 1)

rectly affecting set production. How much of the production of electrical components the military will require is still a guess, with RMA president Robert Sprague's estimate of last week that TV set production will not be cut more than 20 per cent as good as any in the absence of more reliable information. Sprague added that all bets were off if the mobilization is for more than the Korean campaign.

Although there is no indication now just what tax increases the White House will ask, it was considered likely that at least those increases asked for in January will be requested. This would mean a new call for the ten per cent levy on TV sets. Present indications are, however, that if new taxes are asked the request will come in a separate message either from the President or Treasury Secretary Snyder.

Wire Services Report More News Interest

(Continued from Page 1)

scenes of fighting but also in capitals throughout the world.

Indicative of the public interest is AP's report that stations covered by the service have requested protection in case of big news breaks while the stations are off the air. This amounts to 24-hour coverage per day.

INS, while covering the war in Korea for AM stations has, in addition, three cameramen in Korea and reports that stations they serve are getting actual scenes of the Korean fighting at least 7 days ahead of all opposition and 4 days before newsreels are shown on movie screens.

The UP reports that since the invasion of South Korea, they have devoted three-fifths of their radio news reports to the war. This is a significant change since UP usually has a even balance on all topics of human interest.

On the day of the invasion, UP immediately changed the format of two newscasts. George Marder's "Under the Capital Dome" usually concerned with Washington comment quickly changed to events in this country relating to the war. Leroy Pope in his "United Press Commentary," began providing similar analysis of events abroad.

Get Recruiting Citations

Fort Wayne, Ind.—Four local station executives from as many stations were presented with recognition certificates by the Fort Wayne Military Manpower Committee for their broadcasting aid in recruiting. They were Capt. Pierre Boucheron, manager of KGL; Glen Thayer, manager of WANE; Ron Ross, public service director of WOWO; and Calo Mahlock, program manager of WKJG.

NETWORK SONG FAVORITES

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

Survey Week of July 7-13, 1950

TITLE	PUBLISHER
An American Beauty Rose	Jefferson
Are You Lonesome Tonight	Bourne
Bewitched	Chappell
Blue Prelude	Republic
C'est Si Bon	Leeds
Count Every Star	Paxton
Darn It Baby That's Love	Chappell
Down The Lane	Broadcast Music
Gone Fishin'	Feist
Home Cookin'	Famous
Hoop-Dee-Do	E. H. Morris
I Didn't Slip I Wasn't Pushed I Fell	Remick
I Do Better Up In the Mountains	Broadway
I Don't Care If The Sun Don't Shine	Famous
I Still Get A Thrill	Words & Music
I Wanna Be Loved	Supreme
If I Had A Magic Carpet	Shapiro-Bernstein
La Vie En Rose	Harms
Mambo Jambo	Peer
Mona Lisa	Paramount
My Foolish Heart	Santley-Joy
Old Piano Roll Blues	Leeds
Our Very Own	Spitzer
Play A Simple Melody	Berlin
Roses	Hill & Range
Sam's Song	Sam Weiss
Sometime	Witmark
Spaghetti Rag	Shapiro-Bernstein
Third Man Theme	Chappell
Tzena Tzena Tzena	Undetermined

Second Group

TITLE	PUBLISHER
Ask No Questions	Witmark
Buffalo Billy	Laurel
Cry Cry Cry	Advanced
Heart Of Stone	Pic Music
I Didn't Know What Time It Was	Chappell
I Hadn't Anyone Till You	ABC
If I Knew You Were Coming	Roberts
If You Were Only Mine	Robbins
I'll Always Love You	Famous
I'll Build A Dream House	Campbell
I'm Bashful	Santley-Joy
In The Valley Of Golden Dreams	Beacon
It Isn't Fair	Words & Music
My Destiny	Walt Disney
Picnic Song	Chappell
Stars Are The Windows Of Heaven	Pickwick
Stay With The Happy People	E. H. Morris
Sweetest Words I Know	Life Music
Tenderly	E. H. Morris
Tonight	Miller
Tonight Be Tender To Me	Life Music
Violas From Nowhere	Bregman-Vocco-Conn
You Never Had It So Good	Pemora

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Harry Wismer Slated To Head Station

(Continued from Page 1)

radio, TV and movie sports commentator, is slated to take over the post vacated by Frank Mullen two years ago when Mullen became chairman of the board of the Jer Fairbanks studios. The appointment of Wismer is expected as a reward for his administration of WJR at his wide knowledge of the radio and TV business.

Friends of Wismer in the trade include government officials, military leaders, sports authorities and automotive industry leaders. Recently he was tendered a dinner in Detroit as a testimonial to his operation of WJR.

Long Leaving KOA For N. Y. Sales Post

(Continued from Page 1)

Long as KOA sales manager is Duncan McColl, who has been with the station for thirteen years, having previously headed the Artists Service Bureau.

At the same time, Yoder announced the appointment as account executive of Jerry Lawton formerly with the Rocky Mountain Motor Company.

Long joined the KOA sales staff in May, 1937. He was formerly associated with General Motors, The Speery Flour Company, and the Goodyear Tire and Rubber Company. He is married, has one son, Michael, 3, and has been residing in Lakewood where he was a member of the Lakewood Country Club and a past president of the Lakewood Kiwanis Club. He served in the Navy during World War II, and is an alumnus of the University of Tennessee.

Bus Company Planning To Install FM Radio

A Virginia bus company plans to employ FM radio to air music on its carriers in an effort to hypo sag business, it was reported.

The Virginia Transit Company will broadcast music and commercials on selected runs in Richmond, Norfolk and Portsmouth.

In conjunction with these tests the bus operator will conduct a survey of public opinion. If the trial proves successful, the FM broadcasts will be scheduled on all routes call for broadcasting sale-type music, omitting heavy classical works and jazz.

FOR QUALITY OF WORKMANSHIP Look For This Label



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 52, NO. 12

NEW YORK, WEDNESDAY, JULY 19, 1950

TEN CENTS

RADIO LISTENING TAKES SHARP UPTURN

A.N.A. Plans Pitch For Web Rate Reductions

Invites Networks To Discuss AM Night Rates

Interpreted in the trade as the first organized step on the part of sponsors and agencies to get a rate adjustment on network radio with the growth of television, Paul B. West, president of the Association of National Advertisers, Inc., yesterday issued an invitation to network representatives to

(Continued on Page 3)

Flying Press Unit Leaving For Korea

Washington Bureau of RADIO DAILY
Washington—Lieutenant Colonel Barney Oldfield is off to Japan this weekend with an experimental package in tow for Korean coverage. Contingent includes 15 men in all, officers and airmen, who make up a public relations flying squad equip-

(Continued on Page 8)

International Silver Buys 'Tune-O' For Canada

Toronto—Contracts have been signed between All Canada Radio Facilities, Limited and International Silver Company for a full year's broadcast rights of Tune-O throughout all of Canada. The sale was negotiated on behalf of International Silver by Young and Rubicam

(Continued on Page 2)

Gift TV Sets

Twenty 16-inch TV receivers have been donated by manufacturers representatives to Mayor William O'Dwyer for installation in New York City's hospitals and welfare institutions as a part of the industry's "TV Week" observance. Mayor O'Dwyer accepted the TV gifts at a ceremony yesterday on the steps of the City Hall.

Electronic Game Wardens?

Camden, N. J.—Equipment for the largest two-way mobile radio communication system to be established by any fish and game commission in the United States will be supplied by the RCA Engineering Products Department to the Arkansas State Fish and Game Commission, it was disclosed yesterday by the RCA Broadcast and Communication Equipment Division. Under terms of a contract, six 250-watt Fleetone main station equipments, twelve 30-50 megacycle station receivers, one hundred and twenty-five 60-watt mobile Fleetone units, two complete microwave radio relay stations, and remote control units and test equipment will be supplied to the fish and game authorities. Delivery of the equipment will begin within 30 days, the company stated.

Movement Started To Retain Mitchell

A movement to get Maurice Mitchell, director of Broadcast Advertising Bureau, to reconsider his resignation and remain with the NAB service organization, has been started, RADIO DAILY learned yesterday. Mitchell is scheduled to join the radio sales staff of NBC on August 15th.

The action started with a wire

(Continued on Page 3)

Julian Armstrong Dies; Was DuMont TV Exec.

Julian G. Armstrong, director of network planning and development for the DuMont network, died Monday at the Post Graduate Hospital after a long illness. He was 52. In past years, Armstrong had been in the advertising business in Chi-

(Continued on Page 2)

War News Handling By Radio, Press Hit

Washington Bureau of RADIO DAILY
Washington—The American press and radio was accused of alarmist practices in its handling of the Korean news by Rep. Harold C. Hagen, Minnesota Republican, in a statement released Friday. Referring to General MacArthur's declaration in a communique last week that press reports have "greatly exaggerated" American losses, Ha-

(Continued on Page 3)

New Jersey Broadcasters To Discuss Emergency Net

Trenton—Representatives of New Jersey radio stations will meet in a special closed-door session on Friday to plan an emergency communications network to serve local, state and federal governments.

The meeting will be held at ra-

(Continued on Page 2)

Predict 9,000,000 TV Sets By End Of 1950—Poppelle

Jack Poppelle, president of TBA, speaking for the television industry, at the Mayor's TV Week reception at the New York City Hall yesterday predicted that 9,000,000 receivers will be in operation by the end of the year and 6,500,000 of these will have been manufactured this year alone.

The TBA spokesman congratulated Mayor O'Dwyer in proclaiming New York City as the television

capital of the world and added that this is borne out "because New York has the greatest circulation of TV receivers in any city, in any country in the world."

Poppelle predicted that before the end of 1950 better than 1,600,000 sets will be installed in New York.

"Television will have many uses; as a form of mass entertainment, however, it will enjoy its greatest

(Continued on Page 7)

NBC Survey Shows Added Audience For Radio

While indications of a great upsurge in radio listening since the commencement of the Korean war have been evident throughout the radio industry, the first concrete evidence, bolstered by figures, has just been announced by NBC. William F. Brooks, NBC vice-president for news and

(Continued on Page 5)

Motorola Sales Soar, Earnings Up 134%

A new record high in sales and earnings for both the second quarter and the first six months of 1950, was reported yesterday for Motorola, Inc. by Paul V. Galvin, president of the company.

In a report to stockholders, Galvin stated that the company's second quarter earnings were 134 per

(Continued on Page 5)

Radio Group Seeking Funds For Vets Activity

A special fund raising campaign is being planned by the Veterans Hospital Radio Guild to enable the volunteer organization to enlarge its radio workshop program for hospitalized vets.

The Guild, founded in 1948 by a

(Continued on Page 2)

Guarantee

Rochester, N. Y.—Stromberg-Carlson will guarantee its distributor current prices on its new line of television receivers through December 10. C. J. Hunt, general sales manager of the radio-television division, said yesterday in the event of any price reduction on the new 17, 116, or 119 series, the firm will credit the distributor with the difference.



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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 (July 18)

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, Zenith Radio, NEW YORK CURB EXCHANGE, DuMont Lab., Stromberg-Carlson.

Stork News
A 7 1/2 lb. girl born to Mr. and Mrs. Dan Seymour at Lawrence Hospital, Bronxville, New York, Saturday, July 15. Father is emcee on CBS' 'Sing It Again' and announcer on several network shows. The Seymours have three other children, two girls and a boy.

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COMING AND GOING

H. W. SLAVICK, mgr. of WMCT, Memphis, Tenn., in New York for a brief stay to make negotiations at DuMont.
CORR and BILL BAIRD, producer-puppeteers of 'Life With Snarky Parker' on CBS-TV, returned from a vacation at Martha's Vineyard.
C. L. DOTY, gen. mgr. of WJZ, returned yesterday from a vacation in upper N. Y. state.
LARRY ISRAEL, commercial mgr. of WDTB, Pittsburgh, on business in New York at the DuMont network.
WILBUR S. EDWARDS, assistant gen. mgr. of WEEL, is vacationing on Fire Island. Other WEEL vacationers include: IRVING T. McDONALD, newscaster, vacationing in Nova Scotia; RALPH MORSE, news staffer, spending some time at Tomahawk, Wisconsin; Marie HOULAHAN, publicity director, vacationing on the island of Nantucket; ART KING, announcer, touring Cape Cod; and PHIL McDONALD, announcer, boating along the shores of New England.
EARL MULLIN, ABC publicity director, vacationing until July 24.

Radio Group Seeking Funds For Vets Activity

(Continued from Page 1)
group of professional people including radio actors and announcers, has been cooperating with the Veterans Administration's rehabilitation program by conducting radio workshops at the hospitals.
Instruction courses by professionals in all phases of radio broadcasting are now being held in six hospitals. Though operating on a limited scale, the program has met with such marked success that the VA has asked the organization to increase its activity to include other veterans hospitals and rehabilitation centers.
To this end, the Guild has nominated a board of governors to map out a campaign to raise funds and secure additional volunteers. Co-chairmen of the board are: Ted Cott, general manager of WNBC; Thomas D. Luckenbill, vice-president in charge of radio, William Esty Co., Inc., and Read Wight, director of radio & TV for J. M. Mathes, Inc.

Members of the board of governors include: Alan Brandt, publicity director, WNEW; Charles Baltin, sales promotion manager, WHOM; George Crandall, director of publicity, CBS; Sid Eiges, vice-president in charge of press department, NBC; Betty Forseling, radio & TV editor, Newsweek; Carl Haverlin, president, BMI; and Dick Swift, general manager of WCBS.

International Silver Buys 'Tune-O' For Canada

(Continued from Page 1)
agency, Tune-O was tested earlier this year over CKOC, Hamilton, Ontario, with excellent results. Tune-O which is now running in 109 stations in the United States, Canada, Alaska and Hawaii is a production of Richard H. Ullman, Inc., Buffalo, New York.

HENRY J. TAYLOR, ABC commentator, en route to Chicago to address the international convention of the Lion's Club on Wed., July 19th. The following evening he will be a principal speaker on America's Town Meeting of Nashville, Tenn.

LIDO BELLI, pres. of Progressive Advertising Agency, flies back to the States from Italy this week-end after a two-month stay during which, on June 27, he addressed a good will message to Italians all over the world on the Blue-Red short-wave network at Milan.

TED HUSING, WMGM disc jockey and sportscaster, flies to Hollywood today where he will appear in a new MGM film. He returns to New York on July 24th. During his absence, Ken Roberts will handle Husing's morning Bandstand program, from 10 to 12 noon, and Ken Brown will voice the afternoon session, from 5 to 6:30 p.m. The show is aired six days a week.

JOE O'BRIEN, emcee of WMCA's 'Open House,' off to Paris for a month's stay. Jerry Shard and the orchestra and Roger Gallagher will pinch-hit during the month.

Julian Armstrong Dies; Was DuMont TV Exec.

(Continued from Page 1)
cago and served in both World War I and World War II. He joined the DuMont Laboratories, Inc., on July 1, 1944, and was put in charge of a major Navy contract. In 1945, Armstrong was assigned responsibility for the construction of WTTG, Washington, D. C., which he was also assigned to rebuild several years later. He also planned and supervised construction of Pittsburgh's only transmitter, WDTV. And more recently he helped plan and lay out facilities for WABD's new transmitter atop the Empire State Building. Armstrong, whose home was in Western Connecticut, is survived by his widow, the former Mary Louise Caldwell.
Funeral arrangements have been made for tomorrow, taking place at the Thompson Funeral Parlor in Zanesville, Ohio.

New Jersey Broadcasters To Discuss Emergency Net

(Continued from Page 1)
dio station WTTM, Trenton, Carl Mark, president of the New Jersey Broadcasters' Association, announced yesterday.
In view of the Korean war, the broadcasters will plan a FM network to serve as a communications link in a national emergency. The FM network will be available on call by properly constituted local, state and federal authorities.

Named WLW-T Producer

Cincinnati—Henry L. Douglas has been promoted to the WLW-T production staff, according to an announcement by John T. Murphy, director of television operations for the Crosley Broadcasting Corporation. Douglas has been associated with WLW-T's set-up department since joining the station in May, 1949.

Advertisement for Little money does BIG things on WITH IN BALTIMORE CALL YOUR HEADLEY-REED MA FOR THE WHOLE STORY

Movement Started To Retain Mitchell

(Continued from Page 1)

sent by Paul G. White, general manager of WEIR, Weirton, West Va., to all NAB directors yesterday urging them to use their influence in getting Mitchell to remain with BAB. White, like many other members of NAB, feels that the service rendered by Mitchell through BAB to be important to radio stations at this time and that the structure of the industry organization needs "Mitch's dynamic leadership."

In New York yesterday Mitchell said he did not know White. He added that White's interest is complimentary but that he had made this decision to resign and had committed himself to his new job with NBC.

Two names are now mentioned as possible successors of Mitchell at BAB. Eugene Thomas, manager of WOIC and former sales manager of WOR, is regarded as a strong contender for the job. The other is Frank Pellegrin of Transit Radio who was formerly on the staff of NAB.

Committees Named By Catholic Broadcasters

St. Louis, Mo.—National committee appointments for the Catholic Broadcasters Association were announced here this week by the Rev. Eugene P. Murphy, SJ, director of the Sacred Heart Hour, who is the newly-elected association president.

As the result of the recent convention's expressed goal of expanding membership and services to all those who are now, or who wish to, put Catholic programs on radio and TV, Father Murphy and other board members appointed two new committee chairmen and created two other special groups.

The Rev. Michael J. Killoughy, New Orleans, La., is chairman of the diocesan directors committee which is the contacting group for all radio and TV directors in each diocese.

Lewis Arnold, Jr., program director of station WSOU-FM, Seton Hall University, Orange, N. J., was named chairman of the committee for Catholic-owned radio stations.

Alfred W. Williams, New Orleans, will head the newly-created committee on promotion, and is charged with the work of contacting those in radio and TV concerning the work of the CBA, a national service organization which circulates scripts, program ideas, and other information. Public relations for CBA will be handled by Mary Elizabeth Power at the organization's coordinating office, P. O. Box 1573, Wilmington, Del.

A monthly newsletter is issued by the CBA containing requests for help from priests, religious, and laity who wish to "take to the air" or who are already broadcasting in their local communities.

A.N.A. Invites Radio Webs To Discuss Present Rates

(Continued from Page 1)

discuss network rate structures. In his invitation, West points out "that advertisers are becoming increasingly concerned at the decline in radio time values caused, primarily, by the inroads of television listening." West adds "as this problem will become more acute with the continuing growth of television, both advertisers and networks could benefit by discussion of the problems involved."

The web representatives are asked to meet separately with the A.N.A. radio and television steering committee on July 26th. At these meetings the A.N.A. will introduce its recently completed study on the trends in radio listening.

Stanton Makes Request

Frank Stanton, president of CBS, in acknowledging the West invitation to discuss rates questioned the procedure of the committee dealing with each network separately. In his letter to West, Stanton wrote:

"The procedure of meeting with each of the four networks separately seems unnecessary. I would suggest that all four networks be exposed to the presentation at the same time. This seems logical in as much as the ANA membership is acting jointly through its committee. "Naturally no commitments could be made by CBS at any such meet-

ing in as much as the matter is one that cannot be the subject of agreement between the committee and any network.

"Will you be good enough to let me know whether the combined meeting can be arranged for the sole purpose of hearing presentation?"

Survey Guarded Secret

The A.N.A. survey on which they base their rate adjustments appeal is a closely guarded secret. An effort of a RADIO DAILY representative to interview West on the matter yesterday resulted in the reporter being unable to reach the A.N.A. president. He was directed to talk with the public relations representative who in turn said that nothing would be added to the original announcement of the meeting.

Despite the secrecy, RADIO DAILY has learned that A.N.A. will make a pitch for reduced night radio rates based on the increasing TV audience in most of the leading markets. The webs, on the other hand, will probably come up with some new figures indicating that radio listening has reached a new high and will go still higher if the Korean war continues throughout the fall.

War News Handling By Radio, Press Hit

(Continued from Page 1)

gen accused "a segment of our press and radio" of misleading and morale-shattering double-talk.

"It's little wonder that the housewives and business executives are getting rationing and control jitters," he said.

"I think its high time the American press and radio look at their own brief 'war record' since the Korean conflict began. It's time they forgot about their sensationalized headlines and radio bulletins. It's time they start getting the facts on Korea straight and presenting them straight.

"A segment of our press and radio is evidently forgetting that theirs is the role of the informer and interpreter—not that of the alarmist."

To Air Hall Of Fame Game

Mutual's "Game of the Day" broadcast on Monday, July 24, will spotlight the annual major league Hall of Fame game from Coopers-town, N. Y.

MBS sportscasters Al Helfer and Gene Kirby will air the play-by-play description of the exhibition game between the New York Giants and the Boston Red Sox which will take place on the field at the site of baseball's historic museum.

\$150,000 Contract Signed By F. F. Stores At WINS

A firm 52-week contract guaranteeing a minimum of \$150,000 to be spent on WINS during the next year, was signed by the station with Friendly Frost Stores, a TV, refrigeration and home appliance chain. Wilmott H. Losee, co-manager and sales director of the New York indie, announced yesterday.

The contract, signed through Get-schal & Richard, Inc., will include radio advertising of all major home electrical appliances sold by the chain.

Most Sponsored Shows Staying Over Summer

A total of 170 sponsored network radio shows are remaining on the air over the four major networks throughout the summer with no vacations planned, according to data compiled by Executive Radio Service. Information is contained in the summer edition of the FACT-uary program section, just released by the company.

While the majority of programs will continue through the summer, fifty-three sponsored shows will take a vacation. Returning dates for all but eight of these have been set for the fall. Compilation was made by James M. Boerst, managing editor of FACTuary.

Weekly? No, Daily!

In the 13-county Fort Wayne trading area, more than 60% of all radio families listen to WOWO regularly.. 6 or 7 days out of the week! And in WOWO's complete 49-county BMB area, the average index of daily listeners is well over 50%. In some counties, the figure exceeds 80%. With your program on a station like this, you can't lose. Start winning now — get in touch with WOWO or Free & Peters.

FORT WAYNE

**ABC
AFFILIATE**

WOWO



WESTINGHOUSE RADIO STATIONS Inc

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

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

LOS ANGELES

By IRV HAMLIN

EVERETT CROSBY signed for the Crosby Enterprises with Jerry Courneya for the production of a series of 52 TV films, it has been announced. Production begins immediately at the World Jungle Compound at Thousand Oaks.

Ginny Simms premieres over KECA-TV in a new musical, "The Botany Song Shop Starring Ginny Simms" on Sept. 17th. Botony Mills sponsors.

Tex Williams to Dallas, Houston and Fort Worth for four days of personal appearances.

Leo Carillo moves to TV when he stars in "Dude Ranch Varieties" over KLAC-TV on Sunday evenings from 9:30-10:00 p.m.

KFWB hypood up its news broadcast schedules, adding two more five-minute newscasts daily, as well as another fifteen-minute segment. Clete Roberts writes and airs.

Pinky Lee show will be seen over KING-TV, Seattle, starting Friday, July 28th, under sponsorship of the Ford Dealers.

Val Browne joins the NBC announcing staff in Hollywood.

Ed Haldeman has been made co-producer of ABC's "Welcome To Hollywood." Haldeman joins Ralph Hunter, who has been with the show for the past year.

Tom Hanlon's "Altes Beer Scoreboard" on KNX Monday through Friday, has been renewed by its sponsor, Altes Brewing Company, for an additional 52 weeks beginning last Monday. The program is heard at 11:10-11:15 p.m., PDT. Ross Roy, Incorporated, Los Angeles, placed the order and Meredith Pratt is the KNX account executive.

The Miles California Company will sponsor three weekly spot announcements on KNX for 52 weeks beginning August 21. Wade Advertising Agency, Los Angeles, placed the order and R. C. Lockman is the KNX account executive.

Baconette Products, Los Angeles, will renew its six weekly participations in the KNX "Housewives Protective League—Sunrise Salute" program for 13 weeks beginning August 14. The Jordan Company is the agency and H. K. Carpenter is the KNX account executive.



By SID WHITE

Man About Manhattan. . . !

• • • Life may be cheaper by the dozen—but in radio circles, it's better by the Gross, and we mean Ben Gross, the dean of all of us guys, who was party'd at 21 yesterday by NBC and a flock of Ben's pals, cronies and people who just love the guy, in honor of his 25th year as radio editor of the Daily News. If you're a sucker for nostalgia, and that certainly includes us, then this sort of thing is your dish of tea. Highlighting the Syd Eiges-inspired fiesta was the Mary Margaret McBride broadcast right from the party. Paraphrasing Louella Parsons' famous "Marion was never lovelier," Mary Margaret was never better. She devoted her entire strip to Ben, with Eddie Cantor, Jack Pearl, Lanny Ross and lovely Jane Pickens coming up to the mike to pass on some of their early and found memories and altogether making it a memorable occasion. At the conclusion of the broadcast, Syd Eiges, on behalf of NBC, presented Ben with a gold-plated typewriter as a fitting token, as he put it, of all the golden words Ben has written through the years. Yes, a lot of water has passed underneath that old bridge since Ben first stepped in and tried out his ears for size on the old crystal set. By that don't get the idea that we regard Ben as an oldtimer. Ben led the way in those days—and he's still away ahead of the pack. Today, he's not only Dean of Radio Editors—he's also the Dean of Radio Reporters, and, brother, there's a whale of a difference there, take it from us. His voice has become known for its authenticity, its savvy and know-how. His voice is also soft. Because in all those 25 years of straddling the radio desk, Ben is still a guy who finds it difficult to turn away from a plea from the struggling Johnny-come-latelies. You couldn't point a stick in any direction along Radio Row without picking out a couple of dozen guys who "wouldn't have been" without Ben.



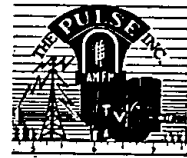
• • • Sammy Kaye's "Sunday Serenade," aired at 4:30 p. m. Sunday via ABC, is averaging over 2,000 requests a week for copies of the poems he reads. He also has sold over 500,000 copies of his Sunday Serenade Book of Poetry which is strictly phenom for a book of verse. Strangely enuf, he gets as much fan mail from men as he does from the women—proving that we're sentimental slobs, whether we admit it or not.



• • • **AROUND TOWN:** Jack Goldstein, former publicity chief for 20th Century-Fox and more recently Eastern Studio rep for RKO, is Eddie Cantor's new public relations representative. Eddie's immediate plans include his monthly tv show on Sunday nites for NBC starting Sept. 10th and a tour of 24 cities with his one-man show, "My Forty Years In Show Business," which will include an appearance at Carnegie Hall on Sept. 30th. . . . WNBC's press chief, Schuyler Chapin, rates a low bow. For 4 successive weeks, he landed the lead picture story in Time mag. . . . It's a 7 lb. 11 oz. baby girl at the Dan Seymours. Pop, as you know, is supervisor and voice of "We the People." It's their 4th. . . . Her army of pals will be happy to know that Maxine Keith is back at her desk again after a too-long ailment. . . . "Meet the Press" made the headlines again over the week-end via their guest, Gen'l Hershey, who discussed likelihood of drafting women.



• • • **MAIN STREET SEEN-**cry: Albert Dekker, the Third Man of "Death of a Salesman," talking about his book—an expose on Calif. politics. . . . Toni Arden, the thrush, chatting with the Woolworth counter girls—chums she once worked with before hitting the Big Time. . . . Robert Q. Lewis letting out a yelp when Danny Thomas slaps him on his sun-burned back.



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Quarter hour ratings do not tell the whole story about the size of the program's audience. How about total audience to any part of a program running more than one hour?

For example, a musical program of three hours length had an average quarter hour rating of 1.2. However, in the course of the three hours, the total audience reached was 2.9—more than twice the average of the quarter hour ratings.

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SATTLER'S DEPT. STORE 7 YRS.

Radio Listening Shows Increase

(Continued from Page 1)

Special events for sound broadcasting, released yesterday the results of a special survey made by C. E. Hooper, Inc. The special survey on news program ratings by NBC indicate that current war news has increased the whole level of radio listening and has caused major gains for news programs.

The special Hooperatings, covering NBC's early evening news shows reveal that the NBC average ratings are up 76 per cent over 1949. The ratings are based on the dates, July 5, 6, 7, 10 and 11. Comparisons were made with the week of July 1-7 of 1949.

The special survey indicates that the level of all radio listening was up 14 per cent in 1950 over 1949, in the early evening period. All non-news programs in this period increased 1 per cent. Average for all news programs on all networks in the early evening was up 63 per cent. The special survey was based on three quarter-hour news periods.

At CBS, a spokesman for the network, said that the system was well aware of the tremendous increase in radio listening, as evidenced by the numerous requests for "alerting" on the part of affiliates. CBS has made no special surveys but confidently expects that the A. C. Nielsen report, when published, will fully show that radio listening has increased dramatically during the weeks since the invasion of South Korea began.

ABC officials, in line with other networks, also feel that network radio listening has had a big upswing in the past few weeks. The network has not had any special surveys made to test the increase, but indications in the form of phone calls, mail and requests for information on when special shows, featuring war coverage, will be broadcast, all indicate the increased public interest.

Mutual, with its expanded news coverage of the Korean war, initiated immediately after the outbreak of hostilities, has had indications of the heightened public interest in the form of telegrams, phone calls and letters from affiliates, commending the network on their thorough war coverage. In many instances, local affiliates throughout the country, report that local listeners are demanding even more war news than is now on the air. The network, while fully cognizant of the increasing interest in radio broadcast news, has had no special surveys and is not contemplating any at the present.

"True Story" Renewed

Sterling Drug, Inc. renewed for 2-weeks its sponsorship of ABC's "My True Story," effective July 10. The program is broadcast Monday-through-Friday, from 10 to 10:25 p.m. Dancer-Fitzgerald-Sample, Inc. is the agency.

RECORDS ON PARADE

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

- ART FORD, WNEW, New York, N. Y.**
 "Brazilian Sleigh Ride," Harry James (Columbia)
 "All My Love," Patti Page (Mercury)
 "La Vie En Rose," Bing Crosby (Decca)
 "Cowboy Rhumba," Duke Ellington (Columbia)
 "Bolero," Xavier Sugat (Columbia)
 "Copy Cat," Cece Blake (Riviera)
 "C'est Si Bon," Louis Armstrong (Decca)
 "Sam's Song," Bing and Gary Crosby (Decca)
- EDDIE GALLAHER, WTOP, Washington, D. C.**
 "I'm Bashful," Arthur Godfrey-Jamette Davis (Columbia)
 "All Dressed Up To Smile," Evelyn Knight (Decca)
 "Sometime," Ink Spots (Decca)
 "If You Were My Girl," Perry Como (RCA Victor)
 "My Blue Heaven," Frank Sinatra (Columbia)
 "Tunnel Of Love," Dinah Shore-Jack Smith (Columbia)
 "Mona Lisa," Buddy Cole (Capitol)
 "Lollipop Ball," Frankie Carle (RCA Victor)
 "Just Say I Love Her," Johnny Desmond (M-G-M)

- EDDIE HUBBARD, WIND, Chicago, Ill.**
 "Tzena, Tzena, Tzena," Vic Damone (Mercury)
 "Cotton Candy," Kay Brown (Mercury)
 "Sam's Song," Bing and Gary Crosby (Decca)
 "Mona Lisa," Nat "King" Cole (Capitol)
 "American Beauty Rose," Eddy Howard (Mercury)
 "Our Very Own," Charlie Spivak (London)
 "Count Every Star," Hugo Winterhalter (RCA Victor)
 "Simple Melody," Bing and Gary Crosby (Decca)
 "Stars Are The Windows Of Heaven," Johnny Desmond (M-G-M)
 "I Wanna Be Loved," Andrew Sisters (Decca)

- DAVE MILLER, WPAT, Paterson, N. J.**
 "The Lady From Laramie," Burl Ives (Columbia)
 "Lonesome Darlin'," Lee Morse (Decca)
 "Old Man Atom," Ozie Waters (Coral)
 "Sugar Blues," Salty Holmes (London)
 "Walk Chicken Walk," Jimmy Dickens (Columbia)

- GENE NORMAN, KFVB, Hollywood, Calif.**
 "Old Man Atom," Sam Hinton (ABC Eagle)
 "Sam's Song," Bing and Gary Crosby (Decca)
 "My Destiny," Billy Eckstine (M-G-M)
 "Tzena, Tzena, Tzena," Mitch Miller (Columbia)
 "Tzena, Tzena, Tzena," Gordon Jenkins and the Weavers (Decca)
 "Tenderly," Oscar Peterson (Mercury)
 "I Don't Have To Die To Go To Heaven," Jimmy Wakely (Capitol)
 "Pigalle," Johnny Desmond (M-G-M)
 "Our Very Own," Victor Young (Decca)
 "12th Street Rag," "Kid" Ory (Dixieland Jubilee)
 "I Still Get A Thrill," Dick Haymes (Decca)

PRESSING BUSINESS: M-G-M: "Three Little Words" album, recorded directly from the sound-track of the picture starring Fred Astaire, Red Skelton, Vera-Ellen and Arlene Dahl, has turned out even better than its predecessor, the "Annie Get Your Gun" album; at the N.A.M.M. convention in Chicago, M-G-M entertained three of its top artists, Johnny Desmond, Art Lund and Art Mooney; LONDON: the firm's exhibition booth at the convention had dealers milling about in a gratifying response to the three-for-one swap arrangement; in about three weeks an album of two records by Denise Darcel will be released—"Dancing With You" backed by "Embrasse Moi" and "It's Love" backed by "C'est Merveilleux;" CORAL: the Ames Brothers have had their contract extended for another three years; DECCA: Don Cherry has been signed to a contract as a single, recommended by five sides on which he gave an assist (four with Vic Young and one with Artie Shaw); MERCURY: the firm, which has suspended recordings for the summer, is back on a schedule again as a result of its three-for-one sales policy; CAPITOL: Frank De Vol and Skitch Henderson will take up the slack left by Paul Weston's departure from the fold; Glenn Wallichs, Floyd Bittaker, Allan Livingston and Hal Cook, top brass, are in New York in the course of their annual swing around the country to check on the company's interests; RCA Victor reports that Tony Martin's "La Vie En Rose" has broken wide open while Sammy Kaye's "I Thought She Was A Local" and Perry Como's "I Cross My Fingers" are in the process.

A group of executives representing the major labels, with Ken Raine of Columbia for spokesman, are meeting a group of AFRA officials this Thursday to discuss a scale of proposed new rates for recording by singers and actors.

Motorola Sales Soar, Earnings Up 134%

(Continued from Page 1)

cent higher than those for a similar period in 1949. Estimated earnings per share for this quarter are \$2.97, compared with \$1.27 per share for same period last year.

Total sales for the second quarter equalled \$34,500,425 as compared with \$19,050,067 for same period a year ago, an increase of 81 per cent.

Galvin pointed out that earnings per share for the first six months of 1950 reached \$6.50, or nearly the total per share earnings for the entire year of 1949, which amounted to \$6.60. The \$6.50 half year earnings represent an increase of 170 per cent over the \$2.41 earnings per share in the first half of 1949.

Motorola sales for the first six months of 1950 are up 105 per cent, totaling \$70,347,399 as against \$34,292,712 for the similar period last year.

"We are prepared for the largest six months period of radio and television sales in the history of Motorola," Galvin said.

In the event of industrial mobilization because of possible changes in the international situation, "Motorola will be affected only to the same extent as others in our industry," he added.

Motorola will introduce its new line of 1951 radio and TV sets at the end of this month.

Sprague To Address Fall Meet Of IRE & RMA

Washington Bureau of RADIO DAILY

Washington — RMA president Robert S. Sprague will address the annual radio Fall meeting, IRE and the RMA Engineering Department, which was announced over the weekend.

Sprague will speak at the Fall meeting dinner Tuesday evening Oct. 31. Dr. W. R. G. Baker, director of the RMA Engineering Department will preside at the dinner, which will climax the three-day engineering meeting, Oct. 30, 31 and Nov. 1, at the Hotel Syracuse, Syracuse, N. Y.

The engineering sessions will include one full day for discussions of television problems, a morning session on general problems, an afternoon session on quality control, and a session on audio developments on the final day.

New Bill Introduced

Washington—A bill to regulate the importation of sound recordings and tapes known as H. R. 8726 has been introduced by Rep. A. J. Forand, Democrat of Rhode Island of the House Ways and Means committee. The bill was proposed by Abe Schechter, v. p. of MBS, in move to eliminate red tape on customs' declaration of radio recordings.

AGENCIES

GEORGE DOCK JR. has been elected a vice-president of Albert Frank-Guenther Law, Inc. He joined the agency last fall.

FURMAN, FEINER & COMPANY, INC. announced two new appointments. Jules M. Labert, formerly account executive for Arthur Rosenberg Agency, has been named director of mail order and other specialized accounts for radio and TV. Philip A. Roll, previously with WWDC, Washington, and WVNJ, Newark, was made creative analyst for radio and TV departments.

FLINT ADVERTISING ASSOCIATES, New York, has appointed Paul H. Weiss and Crescent A. Ragona as limited partners. Weiss is now vice-president in charge of copy and public relations, and Ragona, vice-president and account executive.

SIDNEY HORNE has been elected vice-president of Dynamic Stores, New York. In addition to his new duties, Horne will continue to serve as advertising director of chain.

CHARLES F. SCHLENKER, formerly account executive at J. M. Mathes, Inc., has joined the eastern sales staff of the Bureau of Advertising, American Newspaper Publishers Association.

NEWTON E. MELTZER, director of program development at Tele-news Productions, has resigned to devote his time entirely to freelance writing and directing assignments.

WILLIAM D. SHAW has been appointed eastern sales manager for Radio Sales, radio and TV stations representative, CBS.

PHILIP COURTNEY, president of Coty, Inc., has been appointed a member of the steering committee of the Bureau of Education on fair trade.

ALAN HARTMAN has been appointed assistant to Alvin E. Unger, vice-president in charge of sales for the Frederic W. Ziv Company. He was formerly with MCA.

MICHAEL NEWMARK has been named general sales director of Friend-Krieger Advertising Agency, Inc., formerly the Friend Advertising Agency.

JOHN F. HARDESTY resigns as director of special events and advertising for WOIC, Washington, effective July 29, to become assistant public affairs director of NAB.

THOMAS KELLEHER, formerly eastern sales manager for Harry Jacobs Radio Productions, has been appointed eastern television sales representative for Official Films, Inc.

PICTURE OF THE WEEK



Jim Tatum, head football coach of University of Maryland signs contract for broadcasts of 10 games of 1950 season over WITH, Baltimore, and network of 10 stations. Seated, left to right: C. W. Hoffman, president of Maryland Chevrolet Dealers, sponsors; Tatum, and Louis Kiefer, president of Baltimore Chevrolet Dealers, co-sponsor. Standing (l. to r.) are: J. W. McIlhenny, Jr., of Ketchum, MacLeod & Grove; Mr. Coby, business manager, and R. C. Embry, vice-president of WITH.

New Children's Series Launched On ABC Web

Recent activity on the part of the ABC network's program department includes the launching of a new children's adventure series and the auditioning of three new half-hour programs for possible placement in the network's fall line-up.

"Space Patrol," a futuristic adventure series will be inserted into the 5:30 to 6 p.m., time period, Tuesdays and Thursdays, beginning July 18. It replaces the "Sky King" show which moves over to Mutual in the fall under the sponsorship of Derby Foods, Inc.

In New York, ABC auditioned two audience-participation stanzas: "Are You Bluffing" with Happy Felton, and "What Makes You Tick," with Gypsy Rose Lee as emcee. The network's Hollywood office auditioned a situation comedy, "What Now Miss Porter?", starring screen actress Helen Walker.

Guesting On Va. Web

Richmond, Va.—Soprano Lucille Mannors, for eight years star of the month of July on "The Sauer Show," four-a-week half-hour musical-variety program which originates at radio station WRNL, Richmond, Va., and is fed to a network of 37 southern stations. "The Sauer Show" is sponsored by the C. F. Sauer Company.

Committee Named For Little League Series

Emerson Yorke, official producer of motion pictures, radio and television for Little League Baseball, Inc., has named his coordinating industry committee for the Little League world series to be held in Williamsport, Pennsylvania, August twenty-sixth. Arthur Detitta of Fox Movietone News will act as director of newsreels. James Dolan, sports division of NBC will be in charge of radio and television. Charles Ali-coate of Film Daily will be trade press liaison. Kick-off luncheon for the Little League series will be held at Toots Shor's restaurant, New York, early in August with Ford Frick, prexy of the National League, and Commissioner Carl Stotz of Little League as guests of honor.

Flannery Joins KLAC-TV

Hollywood—Harry W. Flannery, internationally known war correspondent and columnist, has been added to the KLAC-TV news staff. He will be scheduled at 6:45 p. m. till 6:50 p. m., Monday through Friday, and from 6:45 till 6:55 p. m. on Sundays. KLAC-TV already has Clete Roberts, well known war correspondent and is increasing their news coverage with name authorities because of the Korean war situation.

BEHIND THE MIKE

DUE to the huge success of "Clu-house Quiz," the WOR-TV show which features the "Mystery Doctors," Ernie Byfield, producer, announces that Ehlers Coffee will all buy television time in the fall for another show.

Happiest musicians in town the days are the 45 men working under Raymond Scott on "Your Hit Parade." Scott, who is a perfectionist as far as music is concerned, learned a long time ago that a leader can get more out of a happy musician than out of a grumpy one—even in these days of hot weather rehearsals, he keeps his men laughing and happy while perfecting the radio and TV Hit Parade arrangements.

Bill Farrell, who starts his own TV show over DuMont from Chicago on Aug. 7th, goes into the Blue Note in Chi for two weeks starting Aug. 4th.

"So Young, So Bad," which moves into the Criterion Theater as the next film attraction there, includes in its cast Margo Lee, who plays mean matron. (In "Mr. Univers" she portrayed a character known around the wrestling circles as Hap pin Mary.)

Robert Q. Lewis' impromptu play for safe and careful driving on TV show will be reprinted in a 16 insurance pamphlet by a national automobile organization.

It's an 8 and ½lb. baby boy—the Halsey V. Barretts. Pop is a count exec with DuMont.

Geo. Shearing knows a guy who has the diction of a TV commentator—Dizzy Dean.

Chuck Skinner, who presides over the directing destinies of NBC's "Big Story," is a nomination for the best-liked TV director. Artists in the show are unanimous in their praise of Skinner, who, they say, treats them like human beings and not as one of the Hitchcock trademarks.

Hank Sylvern planning to introduce his new TV show out of town in the same way B'way plays are tested.

If the TVIP's are looking for talent to build up, we suggest they get a load of singing star Billy Danis during his current stand at Cafe Society Downtown. Packing a mild but worth of personality, Billy sings a song like Jolie used to in his younger and more energetic days.

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TELEVISION DAILY

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RISE OF TV AUDIENCE EMPHASIZED

TELE TOPICS

NOMINATION FOR THE WEEK on "How Hammy Can You Get?" goes to Dizzy Dean, sportscaster on the WABD pickup of the Yankees baseball games. Diz saw a baseball lodged in the screen above his broadcasting booth during the telecast of Monday night's Yankees-White Sox game and after making the discovery told a friend in the booth: "If you'll climb up and get it, I'll autograph it for you." And while discussing the ex-St. Louis pitcher we might suggest that he give baseball fans more information about the players and the game and less about the Farrells and others who witness the proceedings from his booth.

UP-TO-THE-MINUTE NEWS on film, gathered from the four corners of the earth by INS cameramen, will be presented by Leonard O'Connor on the new weekly Front Line Camera TV show over WNBQ, Chicago. Series will be heard from 3:30-4:00 p.m., C.T. . . . European zoos will be the subject of a film report, via WNBQ and delivered by R. Marlin Perkins, director of the Lincoln Park Zoo in Chicago. . . . Program will start July 23, 6:00 p.m., C.T. . . . Dave Chase has joined the announcers staff at WTMJ-TV, Milwaukee.

TREND OF THINGS TO COME . . . Sears, Roebuck Fall and Winter, 1950 catalogue exhibits a 12½-inch TV set, priced at \$139.95, captioned "makes an ideal second set for the home." . . . NBC-TV has implemented its front line Korean staff with Charles and Eugene Jones, the only twin camera team. The Jones twins spent two years as combat photographers with the Marine Corps during World War II. . . . NBC-TV announces a summer series of classical dramas, entitled "Masterpiece Playhouse." Series will premiere Sunday, July 23, 9:00-10:00 p.m., EDT. . . . Among plays to be given are "Hedda Gabler," "Richard III," "Orhella," "Beau Brummell," and "The Rivals."

PETER LIND HAYES, Mary Healy and Hal LeRoy head Jack Haley's guest list on "Ford Star Revue," tomorrow night. . . . Well known show people will be interviewed by Bill Slater on WOR-TV's "Dinner at Sardi's" tonight. . . . Guests will include Tommy Dorsey, Milton Caniff, Wallace Ford, Beverly Roberts and Wynn Gibson. . . . "Risky Game" will be WOR-TV's hour-long Italian feature film on Saturday, July 22. . . . "Vagabond Island" with a South Sea motif debuts on KLAC-TV, Los Angeles, Friday, July 22. . . . Jack Tolen has joined WDTV, Pittsburgh, in an executive position.

South American Preview

A television demonstration which served as a preview to the early opening of the first television station in Sao Paulo, Brazil, was held Wednesday last in that city with President Eurico Dutra, U. S. Ambassador Herschel Johnston, and Nelson D. Rockefeller heading an audience of 500 representatives of government, industry and society. Meade Brunet, a Vice President of Radio Corporation of America and Managing Director of the RCA International Division, announced yesterday. The demonstration, conducted over a closed circuit, was the highlight of the official inauguration of the Museum of Modern Art in the Chateaubriand Building in Sao Paulo.

Nash Motors Buys CBS-TV Half Hour

Nash Motors will make its television debut this fall with the sponsorship of a weekly half-hour dramatic program over a CBS-TV network of 60 stations, it was announced by H. C. Doss, vice-president in charge of sales for Nash division of Nash-Kelvinator.

"Nash Airflyte Theater," featuring stars of stage and screen, will be telecast on Thursdays, from 10:30-11:00 p.m., EDT, beginning September 31.

Nash, which has spent considerable money in radio, to date has used TV only for spot announcements. "Television has won public acceptance as a leading form of entertainment and a major advertising medium," said Doss in his announcement.

Geyer, Newell & Ganger is the agency handling the Nash Motors account in the negotiations with CBS-TV.

Ross Report Shows TV Commercial Rise

A major rise in TV commercials activity with regard to the production and airing of filmed commercial spots is pointed up in the 2nd Ross report on TV, just published by Wallace A. Ross. The report features a running check on advertisers who have film spots on TV, by number, type and length.

Analysis of the national listings and charts shows that 66 producers are represented on TV, with at least 2,131 film spots for at least 324 advertisers. These figures do not include, of course, filming being done for local advertisers throughout the country.

Kefauver To Substitute

Sen. Estes Kefauver (D.-Tenn.) will substitute as moderator for vacationing Theodore Granik on NBC's radio-TV "American Forum of the Air," July 30-31.

Press-Time Paragraphs

Portable TV Projector

A portable projection TV unit which can be attached to any receiver and will project a picture 9 feet by 12 feet will be demonstrated by the Snaider company at the penthouse terrace of the Berkeley House in New York tonight.

Staffers Getting A Break

Philadelphia—Staffers on WCAU-TV with new show ideas are getting a break in a series of TV tryouts called, "Do You Like This?" The program, televised Monday nights, invites viewers to write in and select the show best suited for fall presentation on the Philadelphia station.

Renews Sponsorship On ABC

Blatz Brewing Co. has renewed sponsorship of the ABC-TV "Roller Derby" telecasts for 52 weeks, effective Sept. 28. Viewed from 10:30 p.m. till conclusion (Thursdays) the show has been contracted for a fourteen-city bookup. Kastor, Farrell, Chesley and Clifford Inc. is the agency.

9,000,000 Tele Sets Predicted By End Of Year

(Continued from Page 1)
popularity," Poppele said. "Here in New York can be found every ingredient to feed television's enormous appetite for program fare. The natural sets of the most metropolitan of all cities provide a great panorama for any and every type of television program material."

The ceremony at City Hall steps featured the presentation of 20 TV receivers to the Mayor in behalf of the TV industry.

Tele-Rex TV Plan Now In Operation

Following agreements with the A F of M, the Tele-Rex Company has completed plans for a series of shorts to be produced in New York and Hollywood, it was announced yesterday by Elliott Daxe, executive vice-president of the company.

The company plans to use nationally recognized names in the entertainment field and will distribute three and a half to five minute visual recordings to all TV stations to promote not only top names but also to provide the proper promotion for up and coming artists through the medium of TV.

New Card For KGO-TV Shows Different Rates

West Coast Bureau of RADIO DAILY San Francisco — KGO-TV rate card No. 2 will go into effect August 6, it was announced yesterday by Gayle V. Grubb, general manager of the station.

The new rate card utilizes two schedules—one for all-film programs and the other for live or combination of live and film. Under the new schedule, Class "A" nighttime hour rate will be \$350 for film shows and \$400 for live studio programs.

Discovery

ABC has recognized the talents of one of its own behind-the-scenes staffers. Sheila Finnegan, a member of the network's continuity acceptance department whose hobby is singing and composing popular tunes, will sing two of her own compositions on today's WJZ-TV telecast of the "Zeke Manners Show," aired from 3 to 5 p. m.

PROMOTION

Plugging Picture

Eagle Lion Classics' "Destination Moon," now at the Mayfair Theater in New York is being hyped over the air via the disc jockey brigade. WNBC's Skitch Henderson has been playing the record, "Little Green Man from Mars" all during the week with appropriate remarks about "a flying trip to the moon," etc. WNEW has its Al Trilling scheduling the song and the movie plug for the Rayburn and Finch shows. Ditto Mike Commedia for the Art Ford show. Ken Roberts at WMGM and Bill Williams at WOV have joined the bandwagon with plugs. Barry Gray has been plugging "Destination Moon" from Chandler's restaurant over WMCA nightly, and giving away free records to his guests.

Name The Birdie

More than 400 different names have been suggested by listeners in the contest being conducted by Carl Nelson to select a "handle" for the parakeet which is his nightly companion on WBEM's "Matinee at Midnight" in Chicago. Suggestions have come from listeners throughout the middle-West, Florida, Massachusetts and Canada. The contest, inviting listeners to suggest names, closed Sunday night, July 9, but the judges are still pondering over a winning name. To the person who suggested the name that is chosen, Carl will send a parakeet and a cage.

Emphasis On Salesmen

WCOP, Boston, did an outstanding promotion job on the ABC network series, "Salesman—A Career." The station's promotion department contacted insurance, advertising and automotive agencies in the city, and through their cooperation, 2,500 specialized letters were mailed advertising the three-program series. The Boston Life Underwriters' Association sent bulletins to each of their 1,300 members; the Hub Sales Managers' Club contacted 250 sales managers recommending the series; and the city's advertising club sent letters to their 700 members. In addition, the bi-weekly publication of the Massachusetts State Auto Dealers Association featured a story on the salesman shows, and WCOP sent announcements to 300 Association members. The station's publicity and merchandising departments are going all out on building up an audience for the ABC show. Climaxing the buildup, WCOP will air "Salesman—A Career" three nights running, July 17, 18 and 19, from 8 to 8:30 p.m. The program, prepared by ABC's public affairs department, present outstanding business leaders discussing careers for advertising salesmen, insurance salesmen and automobile salesmen.

COAST-TO-COAST

To Head Programming Dept.

Spartanburg, S. C. — Walter J. Brown, president of the Spartan Radiocasting Company, owners and operators of WORD and WDXY, recently announced that Sterling Wright has become program director of the stations. In making the announcement, Brown said, "We feel we are fortunate in having Wright back in our organization. He has long been recognized as one of the best newscasters in the Piedmont, and with the international situation as it is now we feel that Wright's daily news reports will be extremely interesting to the radio listeners of the Piedmont. We have arranged for Mr. Wright to have 15 minutes every day at noon to report the news both on the international scene as well as the national and local news fronts."

WTMJ Staff Changes

Milwaukee, Wis.—Fred Kunz, a radio salesman for 12 years, has joined the sales staff of WTMJ, the Journal station. Jim Templeton has been transferred from the WMTJ staff to the sales department of WTMJ-TV, the Journal television station.

New Audience Participation Show

Sharon, Pa.—WPIC has combined request programs and give-aways in a unique new daily quarter-hour show called "Among My Souvenirs." Listeners write in, naming their favorite songs and telling what special event in their lives the melodies commemorate. Letters and songs requested make up the program. Best letter used on the air each day wins a prize, and a chance at the Grand Prize to be awarded every six weeks.

Addressed Agricultural Educators

Boston, Mass. — On July 17th, Jesse H. Buffum, director of WEEY's "New England Almanac" program, was guest speaker at the Thirty-Ninth Annual Summer Conference of Agricultural Teachers in Massachusetts. The Conferences, sponsored by the State Department of Education, were held at the University of Mass. in Amherst. Buffum's topic was "Radio Publicity for Your Program."

Re-elected To Community Post

Dayton, O.—John P. Williams, executive vice-president of WING of this city and WIZE of Springfield, has been re-elected a member of the Campaign Advisory Committee of the local Community Chest.

Promotion At KVOO

Tulsa, Okla.—John Henry has recently taken over the duties of assistant program director at KVOO. Henry is also the sports director and has two sports programs called "Sports Call" and "Baseball Resume."

WRNL Set For Motorola Show

Richmond, Va.—WRNL, in cooperation with the manufacturer and distributor of Motorola products, is staging a three-day showing of the 1951 Motorola radio and TV line. The showing, which will be held at the station's new million-dollar Radio Center Building August 2, 3 and 4th in WRNL's Studio A, site of future TV operations, will be handled by executives and sales staff of the Lee Distributing Company and the Motorola Corp. Invitations have been extended by the distributor and WRNL to some 400 Motorola dealers in this State and Eastern North Carolina.

Rathbone and Bunce on WSTC

Stamford, Conn.—The noted star of stage and screen, Basil Rathbone, and radio and television star, Alan Bunce were recent guests on Flora Mai Holly's weekly program, "Celebrity Time at Brockton Manor." Basil Rathbone is currently appearing at the Westport Country Playhouse in "The Winslow Boy." Bunce is a resident of Stamford. "Celebrity Time At Brockton Manor" is heard weekly on Tuesday, over WSTC and WSTC-FM at 6:45 p.m.

Flying Press Grouped For Action In Korea

(Continued from Page 1)

ped for press, radio, television, movie and still coverage of the Korean police action. Idea behind this unit, which is sponsored by the General Sory Smith, director of the Air Force public relations, is to develop an outfit which can be used quickly at any trouble spot, until orderly replacements can be poured in.

Barney goes in for 30 days, the remainder of the unit for 90, after which it will have been duplicated in all positions by other personnel then will return to Washington to be held in readiness.

Korean outbreak caught all of services under-manned in Japan, and this Air Force step is viewed as compact, but complete manpower unit, which is easily moveable and could go anywhere on 24-hour notice. At the same time, it saves the Air Force being staffed to the limit everywhere, in anticipation of difficulties which might not happen, it would tie up a lot of people.

When called upon to raise its unit, Barney picked up men from the recent North Carolina maneuvers, Exercise Swarmer, all of them being fresh with field experience.

Before coming back in the service, Barney was in the publicity department at Warner Brothers in Frank



On behalf of more than
500,000 appreciative children and adults

THE UNITED CEREBRAL PALSY ASSOCIATIONS, INC.

extend heartfelt thanks and appreciation
to all of those in the entertainment world,
and of the Press, who so diligently contributed
their time and effort in making
our first national campaign a great success.

BOB HOPE • KATE SMITH
National Co-chairmen

LEONARD H. GOLDENSON • ROBERT M. WEITMAN

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 52, NO. 13

NEW YORK, THURSDAY, JULY 20, 1950

TEN CENTS

CONSTRUCTION SHORTAGES FORECAST

Radio Ranks High in Life Advertising Survey

Network Figures Included In Ad Series

Based on PIB gross figures only, and released in a series of page ads, Life magazine reveals that of the first 11 national advertising media, the four major networks accounted for four positions in total investment for advertisers during the January-June, 1950 period. Network
(Continued on Page 6)

Johnson Seeking Full Study On FM

Washington Bureau of RADIO DAILY
Washington — Senate Interstate Commerce Committee Chairman Edwin Johnson has called for "frank and full discussion" of FM problems with a view to the development of "concrete and specific policies" for the promotion of the service. In a
(Continued on Page 2)

Heavy Radio Campaign Gets Underway On KHJ

West Coast Bureau of RADIO DAILY
Hollywood—In the largest single time buy in the history of KHJ, Lakewood Park, Int., a \$250,000,000 housing venture, begins a two week test campaign this week, utilizing 22½ program hours plus 95 spots
(Continued on Page 2)

Saga Of Service

George O'Brien night mgr. of WQXR, New York, was phoned last Saturday by a woman who'd found a briefcase containing sheet music and arrangements. The only clue as to its owner was the name C. Mandel on the cover of a WGXR program guide. Checking the subscription list, O'Brien finally found the owner—an arranger for WMGM.

ANA USING GRAND JURY TACTICS? ...Radio Would Like To Know The Answer

By FRANK BURKE

Editor, RADIO DAILY

COULD IT BE that the Association of National Advertisers' Radio & Television Steering Committee would like to use "grand jury" tactics in an effort to divide and conquer the radio networks in their quest for nighttime rate reductions?

That is the question that is furthestmost in the minds of the trade today as they ponder over Paul B. West's announcement of a meeting inviting the four national radio networks to meet SEPARATELY with their committee on July 26th.

What ANA seeks to do is to treat each network separately in trying to hammer down nighttime radio rates to the tune of 15 per cent across the board. They will endeavor through an analysis of ratings in markets where TV stations are located to prove that nighttime radio listening is on the decline.

This plan of procedure is unfair to the networks and radio generally. It's unfair because the advertiser members of ANA as a Radio and TV Steering Committee collectively got their heads together for the purpose of ganging up INDIVIDUALLY—not collectively—on network representatives.

We commend Frank Stanton, president of CBS, for the stand he has taken on the ANA invitation. We go along with his thinking that the four networks be exposed to the ANA presentation at the same time. We hope the networks present a united front on the issue and if they do all radio will be the beneficiary. It's time to put on the boxing gloves.

Record Audience Hears Pres. Truman

President Truman's speech to the people, carried by all major radio networks, independents, and TV stations as well as TV networks, last night 10:30-11:00 p.m., brought the biggest audience in history for any single personage.

While radio networks had not planned to make any special check of the audience, network officials were unanimous in saying that the radio audience was the greatest in
(Continued on Page 7)

CBS News Chief Flying To Europe

On a flying trip to the capitals of Europe to carry out plans for increasing the CBS news schedules in view of the present world situation, Edmund A. Chester, director of news, CBS, will leave from Idlewild, Sunday, July 23.

After stopping in London for a conference with Howard K. Smith, CBS European news chief, Chester will go to Paris to confer with David Schoenbrun, CBS for France; Rich-
(Continued on Page 3)

John Gillin Dies Suddenly While Vacationing In Wisc.

John J. Gillin, president and general manager of WOW, Omaha, died suddenly, yesterday, at St. Mary's Hospital, Rhineland, Wisconsin. He was forty-three years old. While vacationing with his wife and two children at the Dairyman's Country Club in Boulder Junction, Wisconsin, Gillin suffered a stroke

on Monday. He was quickly removed by ambulance to Rhineland and succumbed early yesterday. Gillin was a member of the board of the National Association of Broadcasters for the past 14 years. In addition, he was active in the Nebraska Broadcasters Association,
(Continued on Page 3)

Radio-TV Station Building May Be Curtailed

Washington Bureau of RADIO DAILY

Washington—Complete cessation of new construction of radio and TV stations within the next few weeks was forecast yesterday in Congressional circles, regardless of the extent of the demands to be made by the military on steel, electronic components and other items. An early okay
(Continued on Page 3)

Excess Profits Tax To Spur Time-Buying

Washington Bureau of RADIO DAILY

Washington—A new scramble for choice time on radio and TV stations and nets looms as informed sources here indicated the Treasury will shortly ask for an excess profits tax to make up a major part of the ten-billion dollar military outlay
(Continued on Page 4)

Surrick Leaving WFIL For Post In Baltimore

John E. Surrick, commercial manager of WFIL, Philadelphia, has resigned to accept the post of vice-president and general manager of WFBR, Baltimore, it was revealed yesterday. Surrick, who has been
(Continued on Page 6)

NBC Affiliates Meet

NBC executives including Joseph McConnell, president, Charles Denny, exec. vice-president and Niles Trammell, chairman of the board, are at the Hotel Stevens in Chicago today for one day sales and programming meeting with 40 affiliated station broadcasters. Charles "Bud" Barry, v.p., in charge of radio programming will also speak.



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

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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

(July 19)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Company Name, Bid, Asked. Includes Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Company Name, Bid, Asked. Includes DuMont Lab., Stromberg-Carlson.

Game Interrupted

WMGM, New York, interrupted last night's broadcast of the N. Y. Yankees-St. Louis Browns baseball game, from 10:30 to 11:00 p.m., to air the speech by President Truman.

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.
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COMING AND GOING

DOUGLAS EDWARDS, CBS-TV news commentator, leaves tomorrow for a three-week vacation tour in Maine.

HAZEL SHERMET, of NBC's 'Duffy's Tavern' show, vacationing in New York from San Juan, Puerto Rico.

RED BENSON, emcee of WOR-TV's Wed. night 'What's Offered?' has just returned from Wildwood, N. J., where he spent two weeks fishing and completing real estate negotiations.

REDA GARRETT, secretary to Joseph E. Budino, KDKA's gen. mgr., is now in Boston for the convention of the National Secretaries Association, being held at the Copely-Plaza, July 20-22, Miss Garrett is the new president of the Association's Pittsburgh chapter.

REV. EVERETT C. PARKER, director of Protestant Radio Commission, is now in Hillsboro, N. H., to teach courses in religious radio for ministers from all over the country. Courses are being held in the Deering Community Center.

OLIVER DANIEL, CBS musical director, leaves Friday, via Air France, for Paris and Vienna to attend the Salzburg Music Festival.

JOHN REED KING returned from Chicago yesterday where he was guest of honor at the Chicago World Fair and also previewed his 'Chance of a Lifetime' program for Bendix.

HENRY R. GEYELIN, ad. mgr. for receiver sales, DuMont Labs, off to Hartford, Conn., to lay out the ad campaign for DuMont's distributor meet there.

BOB KERNS, managing director of WLOK, Lima, Ohio, is in New York this week visiting Avery-Knoedel and Tom Harker, v-p and natl. sales director of The Fort Industry Co.'s New York office.

IRVING FEIN, publicity mgr. for Jack Benny, and FRANK REMLEY, guitarist of Phil Harris' band, arrive today aboard the Queen Elizabeth.

BENEDICT GIMBEL, JR., president and gen. mgr. of WIP, Philadelphia, attended a meeting at Mutual yesterday.

Adams On Fast Sked As Airlines Commuter

Cedric Adams, well-known mid-west broadcaster and columnist, is fast becoming one of the traveling-est personalities in radio and TV.

Adams, who originates two newscasts a day over WCCO, Minneapolis, flies each week to New York to conduct the CBS-TV 'Prize Performance' show.

Boarding a Northwest Airlines plane early each Monday morning, Adam arrives in New York with just enough time to look over his copy and do his 12:30 p. m. CST, newscast which the network pipes to WCCO. The rest of the afternoon is spent in rehearsal for the TV talent show, followed by the telecast at 8:30 p. m. He winds up his day with the second WCCO newscast relayed from New York at 11 p. m. Tuesday morning Adams flies via NWA back to Minneapolis, arriving just 15-minutes before air time for his noon show.

Adams also finds time to tape record a weekly CBS program and air two half-hour talent shows a week over WCCO. He also writes a daily column for the Minneapolis Star.

1950 Earnings Revealed By Admiral Corporation

The consolidated net earnings of Admiral Corporation for the first six months of 1950 reached \$8,485,184, more than double the earnings for the first half of last year, it was reported by Ross D. Siragusa, president.

This year's first-half net earnings were equivalent to \$4.24 a share on the 2,000,000 shares outstanding, Siragusa said. During the six months ending June, 1949, the company earned \$3,155,689, or \$1.58 a share.

Admiral sales in 1950 rose to \$103,295,848 from the \$53,110,405 volume recorded for the first half of last year.

Heavy Radio Campaign Gets Underway On KHJ

(Continued from Page 1)

per week. Programs spotted for the campaign are: Fulton Lewis, Jr. commentary; 17 other newscasts weekly; 'Rise and Shine,' Gillespie's Garden Guide; 'Lynn Looks at Hollywood,' 'Baker's Dozen,' and 'Crowell's Nest.' Dan B. Miner Co. is the servicing agency, and Dave Williamson, the Don Lee account exec.

Johnson Seeking Full Study On FM

(Continued from Page 1)

letter to Director Irving Merrill of KUSD, Vermillion, S. D., Johnson said that even though it might not be possible for any government agency, such as the FCC, to take administrative action the industry itself might be disposed to pay attention to a serious and thoughtful approach to the problem of FM's future.

Merrill has queried him on the possibility that manufacturers might be required to equip TV sets with FM tuners. Johnson said he had been queried on the matter recently by the National Association Of Educational Broadcasters and Morris Novik, of New York. He knows of no way government can require the installation of tuners, he said.

Toni Renews On ABC

The Toni Co. Division of the Gillette Safety Razor Company has renewed two ABC programs for an additional five weeks.

The renewals, extending Toni's sponsorship from August 14th to September 15th, cover the Monday-through - Friday broadcasts of 'Chance of a Lifetime,' from 2:30 to 3 p. m., and the five-times-weekly broadcast of 'Quick as a Flash,' from 11:30 to 12 noon.



'Tell me that radio-results story again!'

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

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

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

WITH BALTIMORE, MARYLAND



TOM TINSLEY, President • Represented by HEADLEY-REED

John Gillin Dies While On Vacation

(Continued from Page 1)

NAB representative, as well as a member of the Canadian Broadcasters Association.

Following graduation from Creighton University in Omaha, 1927, Gillin proceeded to Chicago where he became interested in radio. He returned to Creighton in 1929, entering the law school, and upon graduation, joined WOW as announcer. From this position he later became program director for the station, and continuing his way upward, was named president and general manager of WOW in 1943.



GILLIN

Gillin was known throughout broadcasting circles as an independent thinker and as a person willing to chart new ways to make radio more effective. At his death he was a member of the NBC station planning and advertising committee. Born in Omaha, he was active in all phases of civic planning and was a member of numerous civic committees.

Funeral services will be held in Omaha either Saturday or Monday.

Named KLAC Staff

Hollywood—Tiny Renier, former KMPC program director, joins KLAC as program director in a move which allows Fred Henry, until now in charge of both KLAC and KLAC-TV operations, to concentrate completely on TV. Renier will have a free hand on AM operations, checking with Henry on overall station policy.

Shortages Of Materials May Cut Radio-TV Construction

(Continued from Page 1)

for the expanded Voice of America program and a vast stepping up of Signal Corps and Air Corps radio and other electronic requirements is expected to take up the entire capacity of plants turning out transmission equipment.

The expanded VOA program calls for \$42 million in broadcast equipment in the first year.

In the meantime, prices have gone up more than 50 per cent already and those hoping to beat the military to new equipment are being asked higher prices daily, according to Congressional reports. A midwestern Congressman, licensee of an AM station which is changing its frequency, said yesterday he has

ordered four new towers for his station. Prior to the Korean fighting he was given an estimate of \$10,000 for the towers, but now the price is \$16,000. He does not have definite bids on the other equipment, but said the price increases on towers are apparently typical.

He predicted that inside of 30 days civilian non-government buyers will not find any plants that can fill their orders.

So far as the price rise is concerned, he said it is in line with other reports on price gouging—"industry and business are inviting another OPA by their policies this month—and they'll get stricter controls than last time."

Bendix Will Sponsor Chance Of A Lifetime

Starting Sept. 6, Bendix Home Appliances, Inc. will sponsor "Chance of a Lifetime" over a 36-station ABC-TV network, it was announced yesterday. The show will be seen live in 36 different cities.

Products which will be advertised on the program are Bendix automatic washers, clothes dryers and other products of the company. Agency is Tatham-Laird, Inc., Chicago.

Weekend Baseball Tour Arranged By WOW

Omaha, Neb.—As a promotion stunt, WOW, Omaha, has arranged a week-end baseball tour for 350 persons, who will travel as a group to St. Louis on Saturday, July 22, to see the Cardinals play the Boston Braves, and then entrain to Chicago to watch the Sunday (July 23) double-header between the Cubs and the New York Giants. The WOW staff, led by Tip Saggau, has arranged all the activities for the group, including train passage, meals at well-known restaurants, choice seats at the ball parks and bus transportation. The cost for the entire trip is \$58.50 for coach passengers, with pullman passengers paying \$20 to \$30 extra. Among those who will make the tour are president Bob Hall of the Omaha Cardinals; Floyd Olds, sports editor of the Omaha World-Herald; Bill Wiseman, promotion manager of WOW, and Bill Gillegly of the station's staff.

Hambletonian To CBS

The Hambletonian Stakes, harness racing classic of the year, will be broadcast exclusively over CBS, August 9, 5:30-5:45 p. m. EDT from Goshen, New York. Race will be called by Roy Shudt, top harness racing broadcaster.

CBS News Chief Flying To Europe

(Continued from Page 1)

ard C. Hottelet, CBS, Berlin, and Winston Burdett, CBS, Rome. Following conferences, Chester will visit several other points before returning to New York.

Nielsen Ratings Show No Change In First "10"

National Nielsen Ratings for top radio programs, for the extra week June 11-17, and including total U.S. area—small town, farm and urban homes, was released yesterday.

The first three programs, Lux Radio Theater, My Friend Irma and Walter Winchell, held their respective positions as compared to their previous rank. You Bet Your Life advanced to fourth position from a previous rank of ninth, while Life With Luigi took fifth place from a former rating of thirty-seventh. Other significant changes show Mr. Chameleon advancing from twenty-sixth place to sixth and Dr. Christian moving into ninth position.

WKCT Joining ABC

Radio Station WKCT, of Bowling Green, Kentucky, will become affiliated with ABC as a member of the network's Southcentral group, effective September 1, it was announced by Ernest Lee Jahncke, Vice-President in Charge of Stations for ABC. WKCT is owned by the Daily News Broadcasting Company and operates on 1000 watts daytime and 500 watts nighttime on a frequency of 930 kc. Paul Huddleston is the station manager.

TV Increase In Milwaukee

TV sets in Milwaukee have increased to 119,044 as of July 1, according to a survey made by WTMJ-TV. This represents an increase of 4,380 sets during the month of June.

Your recordings
dubbings
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deserve
RCA quality

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Before you run off on your vacations
check your Fall schedule against this!

BIGGEST RADIO BARGAIN IN THE U.S. TODAY!

1-MINUTE SPOTS ON 50,000 WATTS WNOE-NEW ORLEANS

ONLY \$13.00 EACH (350 TIME RATE)

Available Right Now: Spots between High-Rated National Shows!... Spots on or between long-established Local Shows!... News Programs! Sports! Mutual Co-ops! (1060 ON YOUR DIAL) 23 YEARS OF SUCCESSFUL SERVICE TO ADVERTISERS!

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NATIONAL REPRESENTATIVES
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10,000 WATTS DAYTIME - 5,000 WATTS NIGHTTIME

CHICAGO

By GINNY EVANS

FRANK SCHREIBER, general manager of WGN radio and television operations, is seriously ill in Passavant Hospital. He was taken to the hospital over the week-end with a ruptured appendix, which was complicated with a burst bowel. Originally given a 50-50 chance to live, Schreiber has been reported gaining slightly but steadily.

"Your Supreme Revue," sponsored by Supreme Motors of Chicago, bowed last Friday at 9:00 p.m. over WBKB. Telecast direct from the sponsor's showrooms, the variety program features Earl Nightengale as emcee, Ginny Scott, and Collin and McKay. Program is produced by Lawrence Advertising Agency.

Vacationing: Jean Lewis, MBS publicity department, in Madison, Wisconsin . . . Jack Ryan, head of NBC press department here, in Wisconsin . . . Jean Tymec, WIND . . . and Carroll Marts, head of MBS central division, in Canada.

Hauser-Nash Motor Company, sponsor of "Grand Marquee" on WNBQ and "Telenews Digest" on WENR-TV, will give two trophies at the Mary Bartlme benefit horse show next week-end.

Dolph Hewitt, popular WLS singing star and RCA Victor recording artist, is profiled in an article in the current issue of Radio and TV Mirror.

National Farm Safety Week will be honored Saturday, July 22nd on ABC's "The American Farmer." The program will feature a series of nationwide luncheon and studio pickups and speeches by farm safety and agricultural leaders.

Arthur Godfrey will be honored by the Italian population of Chicago at their third annual festival July 21st through August 6th. A ukelele display will feature large pictures of Godfrey and hundreds of ukes will be raffled off during the two-week festival.

Secretary of State Dean Acheson's address on "Korea and the World Situation," delivered at the Lions' International Convention at the Chicago Stadium on July 18th was carried by the full CBS network through the facilities of WBBM.

"FOR THE DAYS TO COME"

A SUMMER Conditioning Program
Efficient • Time-Saving • Inexpensive

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

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Send for interesting booklet
"The Life of Reilly"



By SID WHITE

Man About Manhattan. . . !

● ● ● **PERSONAL POSTCARDS:** WM. PALEY: Latest cold war is between BBC and the tv industry here. The Radio Industry Council, representing 90 per cent of England's tv manufacturers, is planning to send a representative here to sell British tele equipment. The BBC is denitely building a "tv city" on a 14-acre site in West London and will complete it no later than 1953. And is making no bones about going all out to out-tv the U. S. . . . **JACK BENNY:** NBC is offering James Durante close to 2 million bux to sign with them for radio and tv—which is a snootful in any language. . . . **LEE SHUBERT:** Vivian Blaine shapes up (and wotta shape) as the star of that proposed winter edition of the Ziegfeld Follies which Billie Burke may join you in producing. . . . **TEX & JINX:** You certainly made a happy choice in Sidney Fields as your pinch hitter. There are few defter interviewers than the conductor of the "Only Human" pillar. . . . **MONTE PROSER:** Ruth Roman is combining her N. Y. vacation with an inspection of show scripts. The former Copa ciggie girl would like to do a drama if the Warners approve. . . . **FRANK FARRELL:** You got the tv bug, too? . . . **DARRYL ZANUCK:** NBC will soon be in the movie making biz. Web is close to buying a major movie lot, we hear.

★ ★ ★ ★

● ● ● A psychiatrist once said to Jack Barry that he'd be interested to find out (via a session on his couch) why a handsome bachelor like Barry has built so many of his shows around youngsters—such as "Stars & Starters" and "Juvenile Jury," etc. The good psychiatrist may not find the answer in his medical books—but he certainly could find it in Barry's bank books. Jack's penchant for precocious performers (shared by his partner, Dan Enright) has boosted him from a fifty-bucks-a-week announcer to a hundred-thousand-per-year producer and moderator. Clever as his "Stars & Starters" show is, credit for its smoothness must go to Barry for his deft moderating, a trick he learned with those infantastic "Juvenile Jurists."

★ ★ ★ ★

● ● ● **AROUND TOWN:** Phil Spitalny brings his magic music to the Starlight Roof of the Waldorf July 27th. . . . Hy Gardner, whose new col'm brightens up the early edition of the Herald-Trib considerably, goes all editions in Sept. . . . The FCC will make a tremendously important announcement right after Labor Day which will affect tv stocks. . . . If any guy earned a vacation this year, it's MCA's affable salesman, Dick Rubin. Just back from a cruise in the Carribean, Dick is still bathing in compliments over his three terrific sales of the season—Skitch Henderson to WNBC, Jan Murray to CBS and Joey Adams to the same web in "Rate Your Mate." . . . Off on a Bermuda honeymoon are newlyweds Kyle McDonnell and Dick Gordon, pres. of World Video. . . . That ten-page story about wrestling and its screwball stars in the current issue of Pageant mag, by-lined by Dennis James, was ghosted by Dennis' alert press agent, Mal Braveman. . . . Jack Gilford calls the comedians invading the video field: Televisé guys.

★ ★ ★ ★

● ● ● **THAWTS:** At least the Korean conflict has given Gabe Heatter a chance to get real 'mellow' dramatic again. . . . Funny that in one season, Vincent Scully has adopted some of the vocabulary and voice mannerisms of his cohorts, Barber and Desmond, on the Bklyn Dodgers aircasts. . . . Joe Shribman proving to be a grade "A" mentor with his expert handling of Rosemary Clooney and Bill Darnell. His new find is a chap named Hanley, the freshest male voice in '50.

SOUTHWEST

New KFJZ-TSN announcer is Tom Allen, who comes from KWBC, same city. Allen replaces Larry Morrell, who resigned to take an announcing assignment at WBAP-AM-FM-TV. Allen, for many months, has handled color assignment for weekly KFJZ broadcasts of the wrestling matches.

J. W. (Jake) Rike joined the Dallas office of Rogers & Smith. Rike was former plans chief for J. B. Taylor, Inc., Dallas agency, and was general manager of the Herbert Rogers agency of the same city. Rike took over his new duties with Rogers & Smith on July 1st.

Excess Profits Tax To Spur Time Buying

(Continued from Page 1)

for the Korean campaign and the new preparedness program.

Although there has been some chin-scratching among members of Congress about a possible new limitation on the extent to which business firms can claim deductions for institutional advertising, experience during World War II indicates that the Treasury is disposed to recognize such advertising as legitimate business practice.

With a boom in industrial production now on the way, it was believed here that advertising budgets are sure to grow fatter. Both radio and TV nets will be asked for more time, and independent stations can also expect to benefit—especially independent TV stations.

Harry Wismer TV Show Handled By United

National syndication of the Harry Wismer TV sports program, "Telesports Digest," will be handled by United Artists Television under an arrangement consummated by the distributor with Wallace Orr, producer and president of Tel Ra Productions. Announcement was made by John Mitchell, United Artists Television Director.

While negotiations were in progress, the weekly half-hour program was placed in release. To date, eight major markets, including Buffalo, Philadelphia, Chicago and St. Louis have been sold commercially.

- NAME MERCHANDISE
- \$3 to \$100 RETAIL VALUE
- Wide Choice from Catalog
- Prompt Delivery from Stock

SELECTIVE
PRIZES
FOR YOUR SHOWS

Richard S. Robbins
551 5th Ave., N. Y. 17 • MU 7-0384

STATION WANTED

SALES-STATION MANAGER

•

For the past twelve years I have been selling time the hard way, using brains, ingenuity and shoe leather.

•

I have never been in a position to pick up orders or work through a transom.

•

I am not looking for a salesman's paradise, but rather for a station job that is in a good market and has strong competition.

•

My God is not money, but I am quite thrilled to send the Treasury Department a fat check each year.

•

Write or Wire RADIO DAILY, Box 151, 1501 Broadway
New York 18, N. Y.

Name Disc Jockeys Planned For WNBC

Big name disc jockey shows, long a successful ingredient of independent stations programming, looms as a major factor in manager Ted Cott's plans for hypoing WNBC's local program structure. The station is reported preparing several new record shows for debut in the near future.

The plans call for such well-known personalities as James Melton, Al Goodman, Arthur Fiedler, Carl Sandburg, Henry Morgan and Enrico Caruso, Jr., to emcee weekly platter shows of their own. Dates and times will be announced in the near future.

Melton Offers

A record show slanted around automobiles will be Melton's offering. Based on his hobby of collecting old-time autos, Melton will play records which have some connection with cars in the melody. He will intersperse his comments with interesting sidelights on the old-time vehicles.

Bandleader Al Goodman will be heard in a weekly half-hour platter show with the probable starting date set for Saturday, June 29, at 5 p.m. Arthur Fiedler, conductor of the Boston Pops Symphony, will debut soon in a disc jockey session devoted to the works of the great composers. As an added attraction, Fiedler will interview the composer whose music is being featured, with the role of the composer being portrayed by an actor.

Caruso, Jr., To Emcee

Also scheduled to premiere over WNBC in the near future is a weekly program featuring the recordings of the great Enrico Caruso. His son, Enrico Jr., will emcee the show. Another program featuring Carl Sandburg, poet and author, will be devoted to American folk music. Sandburg will be heard singing and playing folk tunes on a guitar.

Expected to premiere in the fall will be comic Henry Morgan in a disc jockey series for children. Details and time will be announced later.

Name personalities currently conducting their own disc jockey and musical series over WNBC are Skitch Henderson, Arthur Treacher and Leopold Stokowski. Henderson is heard Monday-through-Saturday, from 6 to 8:30 a.m., and Monday-through-Friday, from 12:15 to 1 p.m. Treacher presents on Sundays, at 12:30 p.m. recorded music from Gilbert and Sullivan operettas, with his commentaries delivered in verse. A four-program series featuring the recorded works of Bach is being aired by conductor Leopold Stokowski. The orchestras featured in the series were under his direction. The show is aired on Tuesdays, from 7:30 to 8 p.m.

As far as can be ascertained, this is an all-time high in booking big names as deejays.

AGENCY NEWSCAST

... personnel, sponsors and notes

COMPTON ADVERTISING, INC. has elected three new vice-presidents, the board of directors announced. They are Allen F. Flouton, Seaward M. Woodward and Barton A. Cummings, all account executives of the agency. Flouton, who has been with Compton since 1937, is account manager on the Procter & Gamble Ivory Soap account, Woodward, who joined the agency in 1940, is executive on all Procter & Gamble Canadian brands. Cummings, who came to Compton in 1947, is executive on the Procter & Gamble Duz account.

ROBERT A. DEARTH has been named to head the new business staff of Ross Roy, Inc., Detroit advertising agency. Dearth was previously account executive and chairman of the new business committee in the Cleveland office of McCann-Erickson, Inc.

McLAREN, PARKIN, KAHN, INC. has been appointed advertising and public relations counsel for Marine Brothers, Inc., TV, radio and electrical appliance dealers. Newspapers, radio, television and direct mail will be used.

CLARENCE K. BAGG, has joined Birmingham, Castleman & Pierce, Inc., as director of the agency's client marketing and merchandising service. He was formerly sales manager for Sylvania Electric Products Television.

JACK W. LAEMMAR and HAROLD TASKER have joined the Chicago office of J. Walter Thompson Company as advertising account representatives. Leammar was formerly with Foote, Cone and Belding in Chicago, and Tasker recently left the Caple-McDonald Company, sales promotion specialists.

MEYER SACKS, previously copy chief of A. W. Lewin Co., has been appointed a copy chief at Joseph Katz Agency.

JULES NATHAN, research director of Franklin Bruck, will leave the agency on July 21st to establish his own research company, Guaranteed Interviews. The organization will have headquarters in Tucson, Ariz.

LUCKY STRIDE SHOES, INC. Maysville, Ky., has named Rockmore Co. to handle its advertising.

MASTERPIECE REPRODUCTION CO. has appointed Grayson Associates, Inc.

DAVID TRAUM COMPANY, INC., sewing aids and notions, and Heirloom Needlecraft Guild, Inc., has assigned Lawrence Esmond Advertising Corp. as its ad agency.

RITA WAGNER, formerly with McCann-Erickson, has become an account executive at Hewill, Ogilvy, Benson & Mather.

MERRION PIKE has joined Russell M. Seeds Advertising Agency, Chicago, as fashion coordinator and fashion merchandiser.

VIRGINIA CARRUTH, formerly with Ted Bates & Company, has joined the research department of Kudner Agency, Inc.

MURRAY PATTINSON, former production manager for Burton Holmes, Inc., film producers, recently joined the Chicago office of J. Walter Thompson, where he will produce TV films. He replaces Peter Cavallo, Jr., who is now doing creative programming in the agency's television department.

IRVING H. GUYER has been appointed art director of H. W. Hauptman Co. He was previously art director of B. D. Iola Co.

GEYER, NEWELL & GANGER has appointed H. Woodruff Bissell vice-president in charge of the fashion group, and has promoted Shirley W. Estey to fashion director. Bissell was formerly promotion director of Handmacher-Vogel, Inc., women's suits manufacturer.

WALTER KANER ASSOCIATES, New York public relations firm, has moved to larger quarters at 452 Fifth Ave. The new telephone number is PE 6-0380.

ROBERT H. OTTO, president of the advertising company in his name, will speak on "Advertising in Europe Today," in an address before Export Advertising Association, July 27th, at the Shelton Hotel, New York.

OPAD-GREEN CO. has placed its account with Product Services Group, Inc.

PIONEER SCIENTIFIC CORPORATION, licensee of Polaroid Corporation, Cambridge, Mass., and manufacturer of Polaroid television filters and sun glasses, has appointed William van Zehle & Co., Inc. its agency.

Joins Official Films

Hollywood — Lou R. Winston, founder and former owner of Radio Producers of Hollywood, one of the largest electrical transcription companies on the west coast, has been appointed western representative for Official Films, Inc., it has been announced by Alex Rosenman, executive vice-president. A pioneer in the radio business, Winston will devote his time exclusively to television.

Radio Ranks High In Adv. Surv.

(Continued from Page 1)

ranks were: CBS, second; NBC, third; ABC, fifth and Mutual eleventh.

Included in the "first two" however, are NBC-TV, after and CBS-TV, twentieth.

Total investment by advertising in the six month period show CBS received \$36,072,366 and CBS-TV a total of \$4,604,211. NBC, in same period received \$32,912 and NBC-TV, \$7,493,616. If radio-TV figures were added together CBS totals \$40,675,577 and NBC \$40,406,455—both exceeding the investment by advertisers for magazine which reports revenue \$39,718,584.

PIB figures, as revealed by I show that ABC had a revenue of \$1,942,809 and Mutual \$8,493,644, expenditures over ABC-TV were not revealed.

Ranking in this order, according to Life, the "first twenty" national advertising media were: Life, CBS radio, NBC-radio, Saturday Evening Post, ABC-radio, Time, Life Home Journal, This Week, Better Homes & Gardens, American Weekly, MBS-radio, Collier's, Look, Good Housekeeping, NBC-TV, Women's Home Companion, McCall's, Newsweek, Country Gentleman, CBS-TV. Radio and television figures, in the report are for net time only.

New Staging Service Started At NBC-TV

NBC-TV has expanded one of its major operating divisions and given it a new title, Carleton D. Smith, director of operations for the division, announced yesterday. The new division is called staging services, formerly production facilities, whose more than 250 members are responsible for staging nearly 100 programs weekly in New York.

Staging services covers the scenic staging operation of NBC television as distinguished from time facilities, studio facilities and other types of facilities available at the network.

The expansion, providing for new positions, further reflects the network's preparation to stage an estimated 125 programs here, weekly, for both the network and WNBC.

Staging services is headed by Robert J. Wade, now titled manager of staging services. He reports to Fred Shawn, director of production services.

Surrick Leaving WFIL For Post In Baltimore

(Continued from Page 1)

with WFIL since 1939, has made an outstanding showing as a radio station executive and is widely known in the agency and sponsor field.

TELEVISION DAILY

Continuation of RADIO DAILY, Thursday, July 20, 1950 — TELEVISION DAILY is fully protected by register and copyright

SHORTAGE OF SETS HELD PROBABLE

TELE TOPICS

THE TELEVISION PREDICTION PARTY staged on NBC-TV Tuesday night as a feature of the TV Week observance in New York fell short of expectations, in part as production, camera work and timing was concerned. The theme was exciting but the attempt to blend live interviews with film sequences in dramatic predictions both in a serious and humorous vein failed to produce an interesting half hour for home viewers. Highlights of the predictions was Brigadier General David Sarnoff of RCA envisioning a world-wide TV network and the humorous dialect delivery of Sid Caesar who commented on TV programming. Wynne was funny but either the quality of the film or the projection failed to present the comedian at his best. There might be said of the film sequence of Bob Hope. Others who appeared in prediction interviews with Jinx Falkenburg, Tex McCrary included Mayor Sawyer, Drew Pearson, Samuel Goldwyn, Al Whiteman, Bernard L. Gimbel and Frank L. Straus.

MILY POST is the latest to enter TV. . . . With "Manners for Motorists," part of a series of 5-minute films, scheduled for previewing on Monday, July 24, noted No. 1 authority on etiquette, I do a series on manners through TELE-Tops, Inc. . . . Sherman H. Dryer flies to London today to make a final selection of British actors to play Sherlock Holmes and Dr. Watson in the "Sherlock Holmes" TV film series to be produced by Dryer & Weenolsen Productions, Inc. . . . Hospitals and city public institutions benefited from "Television Week." J. R. Spele, chairman of the Mayor's Committee for TV week, presented Mayor Dwyer with 15 TV sets for use. . . . Fitzgerald will be featured in a series of three variety shows entitled "Summer Night's Dream" on NBC-TV, starting Sunday, July 23, 8:30 p.m., EDT. . . . A 1 hour Garry Moore show will take over Wednesday 8:00-9:00 p.m. slot, CBS, being vacated by "Arthur Godfrey and Friends," for eight weeks, commencing August 2.

RAPIDLY EXPANDING TV operations of WTMJ-TV, Milwaukee, have necessitated the start of a building and remodeling program. Two radio studios at WTMJ are being remodeled, primarily for TV use and changes will be made in the Radio City auditorium studio for accelerated TV use. . . . WNBW, Washington, really getting around. Verified pickups of local programming reported in puzzled fans in Fremont, Nebraska, Fort Worth and Dallas, Texas, and from Chicago, Ill. . . . WWJ-TV, Detroit, has renewed rate card No. 8.

Selective Service Aired On WOR-TV

To help the public understand how Selective Service will affect the youth of the nation, WOR-TV will present "The Draft and You" tonight, 8:30-8:45 p.m., EDT.

John Wingate, WOR and WOR-TV reporter, will moderate a round-table discussion with Col. Candler Cobb as guest of honor. Col. Cobb is Director of Selective Service for New York City.

Col. Cobb will explain the draft rules and their application to the youths of the Metropolitan Area. Assisting Col. Cobb will be a Selective Service medical officer who will outline the physical standards for drafting and compare them with standards for World War II.

As guests, Wingate will have some of the first New York City inductees and their families who will give their reactions to the first draft during the current international crisis.

"The Draft and You" is a presentation in the public interest by WOR-TV's news and special features division. To make room for the special program "Sports Interviews," usually seen at the same time has been cancelled this one time only.

Howard Begins 3rd Year

Bob Howard begins his third year on WCBS-TV Monday, July 24. The pianist-singer has done 52-consecutive broadcasts on a five-a-week basis, something of a record for any TV performer, and has sung some 2,150 songs on the show.

Record TV Audience Reported For President

(Continued from Page 1)

history. Conditioned as the public has been over the past ten years, it was generally agreed that when the President of the United States goes on the air, it is only because of an event in which the people are directly involved and, once again, shows the dependence of the man in the street on radio and TV as the quickest means of communication.

For TV, of course, this was really the first time that a matter of international importance, involving the President, has been telecast.

Something New

Now it's midget wrestlers. When WPIX televises wrestling from the Twin City Bowl, Elizabeth, N. J. next Wednesday night, July 26th, the feature attraction will bring together two midgets. In the stellar attraction the new he-men of the ring are aptly named Tom Thumb and Jack Little. Move over Mr. America.

Stromberg Introduces New '51 TV-AM Line

The 1951 line of Stromberg-Carlson TV and radio receivers was presented yesterday to an advance group of dealers, scheduled to attend conferences, running through July 26. The exhibit was held at Gross Distributors, Inc.

The trend to big picture TV is emphasized by the new Stromberg-Carlson line, with the smallest model 16". Stromberg has made nothing smaller since last March. The new 16" series includes two table receivers and two consoles in a variety of cabinet styles.

A 17" receiver, plus AM-FM radio and a three-speed record changer was also introduced. The new 19" consoles and two new 19" TV-AM-FM-phonograph combinations with 208 square-inch screens, complete the new Stromberg line.

New Net Traffic Mgr.

George Faust, for the last 18 months assistant traffic manager, has been promoted to the position of traffic manager of the DuMont Television Network.

Receiver Demands May Exceed Supply

A black market in TV receivers is forecast before the Christmas holidays if production restrictions are placed on the industry by government, RADIO DAILY learned Friday. While manufacturers anticipate no immediate cutback in receiver production it is believed that shortages in receiver tubes, resistors and other parts will lead to a production curtailment.

In New York, dealers reported increased receiver sales as a result of the TV Week promotion and the prospect of shortages has caused many to forgo midseason sales and stock up on all models for the fall. Several companies report that demands for receivers will exceed the production capacities of their plants.

The apprehension about receiver shortages is not shared in some quarters. One TV leader said that the industry is better geared to convert to military electronics production than they were during World War II and that this could be done on a limited basis without affecting the present production schedules of radio and TV sets. He added that more trained manpower is also available.

"Youth On The March" Renewed Over ABC-TV

"Youth on the March," Sunday evening religious program, has been renewed for 52 weeks over the facilities of ABC-TV by The Young People's Church of the Air. Series will be resumed Oct. 1.

Program will be telecast from 10:30-11:00 p.m., EST, and will originate from the studios of WFIL-TV. The program features a mixed chorus, men's glee club and a sermon by the Reverend Percy Crawford. Business was placed by John M. Camp and Company, Fort Wayne, Ind.

Getting Into The Act

Even WJZ-TV telephone operators are getting into the spirit of New York City's "TV Week." Throughout the week, operators at ABC's Television Center on West 66th Street are answering all calls with: "ABC Television-Center of TV Town." TV week which began on July 16 will end on Sunday, July 23rd.

BEHIND THE MIKE

EILEEN WILSON'S Decca record of the Rodgers & Hart oldie, "I Didn't Know What Time It Was" has started a revival of the tune.

Earl Hammond appearing with Ilona Massey in NBC's "Top Secret."

Shirley Eggleston off to Gettysburg, Pa., for a featured part in "For Good or Evil," a production of the United Lutheran Church in America.

Newest dance favorite with collegians is the young Roy Stevens crew at Roseland with three CBS wires a week. He's already been booked for nine fall and winter college dances for next season.

Shep Fields is giving out with some of the most danceable music in town at the Statler's Cafe Rouge. Shep has now played at every major hotel in N. Y. since his Rippling Rhythm became an overnight sensation at the Pierre Roof in the 30's.

Fredric Vonn, composer-pianist, leaves on the 21st for a two-month tour of Italy, Portugal, Israel and Greece.

Ethel Smith adds another "first" to her career when she plays her own composition, "Cuban Cutie," on the Garry Moore show Wed.

NBC-TV's "Easy Does It" will be televised Friday evening at 6:30 p.m. from Roosevelt Raceway with Johnny Andrews and Francie Lane having a match race on two trotting horses right on the show.

Skitch Henderson returns to a maestro's fold for one nite on July 29th when he'll lead his ork at the Fourth Annual Charity Ball of the Monmouth Park Jockey Club in the clubhouse of the track at Oceanport, N. J.

Staff Changes Announced

Berton Sonis, manager of WTIP, Charleston, West Virginia, has announced that Bob Bower has been appointed director of sports and special events at the station. Bower has been program director since 1948. In his new capacity he will coordinate all sports and special events activities. WTIP plans to follow up its heavy "Game of the Day" baseball schedule with complete play-by-play coverage of the football and basketball schedules of Morris Harvey College and the local high schools.

Sonis also announced that the new program director at WTIP will be Joseph J. Herget who is no newcomer to West Virginia radio. He has been actively engaged in radio since 1937. Herget comes to Charleston from a similar position at WPLH in Huntington.

Wedding Bells

Kyle MacDonnell, star of CBS-TV's "Celebrity Time" and oft-hailed as the first lady of television, was married yesterday to Richard Borden, proxy of World Video. Ceremony was performed by Charles Colden, Justice of the Supreme Court of N. Y., at Jamaica, N. Y.

COAST-TO-COAST

Jack Tolen Joins WDTV

Pittsburgh, Pa.—Jack Tolen has been added to the staff of WDTV in an executive position, according to a recent announcement by Donald A. Stewart, general manager of the DuMont Television Network outlet in this city. Tolen was recently associated with the Twin City TV Labs in Minneapolis. Prior to this he was co-publisher of a trade journal in Missouri.

Buys Grayson Interest

Sherman, Tex.—Lofton L. Hendricks, veteran broadcaster and general manager of KRRV since the station's establishment in 1936, has purchased an interest in the Grayson Broadcasting Corporation, operators of KDSX at Denison. Hendricks will assume duties as vice-president and treasurer this month. B. V. Hammond, Jr. retains his interest and continues to serve as president.

Appointed Publicity Director

Pittsburgh, Pa.—The management of WJAS announces that Miss "Cal" T. Mara has been named publicity director of the station.

Airing E. Roosevelt Address

Hartford, Conn. — The keynote speech of Mrs. Eleanor Roosevelt at the Democratic State Convention here on July 28th, will be carried by the Nutmeg Network of this State. WDRC will feed the newly organized network from the Bushnell Memorial Hall. WDRC newsmen and commentators will staff the two-day convention that will renominate Governor Chester Bowles and Senator Brien McMahon.

Named WERE Program Director

Cleveland, O.—Bob Neal, sports director at WERE for the past four months has been named program director succeeding Sidney Andorn who resigned as consulting director. Neal will continue to serve as sports director in addition to his new duties. As sportscaster he is heard at 5:45 and 6:30, and in re-creations of outstanding American League baseball games when the Indians are not scheduled. Next fall, he will do the play-by-play of the Cleveland Browns professional football games.

WMMW Public Service Broadcast

Meriden, Conn.—WMMW is originating and airing the State Forum of the Air under the direction of its founder and moderator, Ralph Della Selva. The Connecticut Forum of the Air is designed to inform the people of the coming political issues in this year's very important state's elections. The Forum is being aired every Wednesday evening at seven in the 1830 House, located on Historic Memorial Boulevard in this city.

WCSI Airls "June Carnival"

Columbus, Ind.—Last month WCSI presented its "June Carnival" as part of the regular activities of the WCSI "Woman's Club of the Air." Festivities included music from a local orchestra, short talks from Mayor Robert L. Stevenson, and the executive vice-president of the local Chamber of Commerce, Stephen Baker. The entire WCSI staff participated to make the carnival successful. Jack Douglas, Woman's Club of the Air moderator, acted as master-of-ceremonies, while Ernie Kern, disc jockey, helped out with the interviewing. Dick Jewell, program director; Charlie Powell, news editor; and Virgil Royer, staff announcer were in the theater audience with roving microphones.

Twenty-Six Years At WDRC

Hartford, Conn. — Walter Haase, WDRC manager, is observing his twenty-sixth anniversary with the station during this month. Haase joined WDRC in 1924, and is one of the pioneer radio men in the country.

Airing New Program

Pittsburgh, Pa. — Rosy Rowswell has recently added another program "Rosey Goes to Bat" to his regular duties. Rosey does the Pirate baseball games broadcasting. His new show will be heard on WJAS, on Sundays at 10:30 p. m., and on WHJB, Greensburg, on Sundays at 10:45 p. m.

KFWB Increases News Sked.

Hollywood, Calif.—Heightened listener interest in newscasts stemming from the grave international situation has resulted in a greatly stepped up news schedule for KFWB. In keeping with its policy of programming in the public interest, the Warner Bros. station has added 5-minute newscasts at 2:30 p. m. and 3:30 p. m., Monday through Saturday, and a 15-minute newscast at 9:45 p. m., Monday through Friday. Newsman and foreign correspondent, Clete Roberts, will write and broadcast in the 1:30, 2:30 and 3:30 slots, as well as his regular nightly stint at 6:00 p. m.

Golf Courses At KSTP

St. Paul, Minn.—KSTP and KSTP-TV, in conjunction with the state PGA, will stage four weeks of free golfing instructions to any Twin Cities' youth, 14 or under, climaxed by a tournament to determine the best in his class. Youngsters desiring to participate must register with KSTP. Instructions will be furnished by golf pros at the local links. KSTP-TV will air films of the PGA pros demonstrating golfing techniques and KSTP will also present several programs promoting the tournament. Jack Horner, sports director for the AM & TV stations, is in charge of the program.

PROMOTION

Film Radio Show

WRNL, Richmond, last week ed in color and sound its first week musical-variety program, "The Sauer Show." This is believed to be the first time a network show has been filmed during actual broadcast. "The Sauer Show," which produced by WRNL and originated in Radio Center Theater, is fed week to a network of 39 Southern radio stations ranging from Washington, D. C. to Tallahassee, Fla.

Occasion for the filming of the show was the birthday of G. Sauer, Jr., president of the Sauer Company which sponsors the show. The finished film, which includes shots of the Sauer plant and of the sponsor's products, will be presented to Mr. Sauer as a birthday present by the company's employees.

Community Chests' Kit

Containing considerably more material including several new features, the 1950 Audio-Visual Radio Kit is currently being distributed by the Community Chests of America to all its Red Feather campaign offices. The voluminous material contained in the attractive index folder is grouped into five classifications: organization, spot announcements, features, transcriptions and television and films. The new features include page-long scripts adapted to specific local needs which can be used by radio stations for "Minute Dramas" or "Minute Interviews."

Shaw Named By CBS

Effective immediately, William Shaw has been named eastern manager for Radio Sales, CBS, according to an announcement made by Carl J. Burkland, general manager for Radio Sales. Shaw was formerly asst. sales manager for the Columbia Pacific Network.



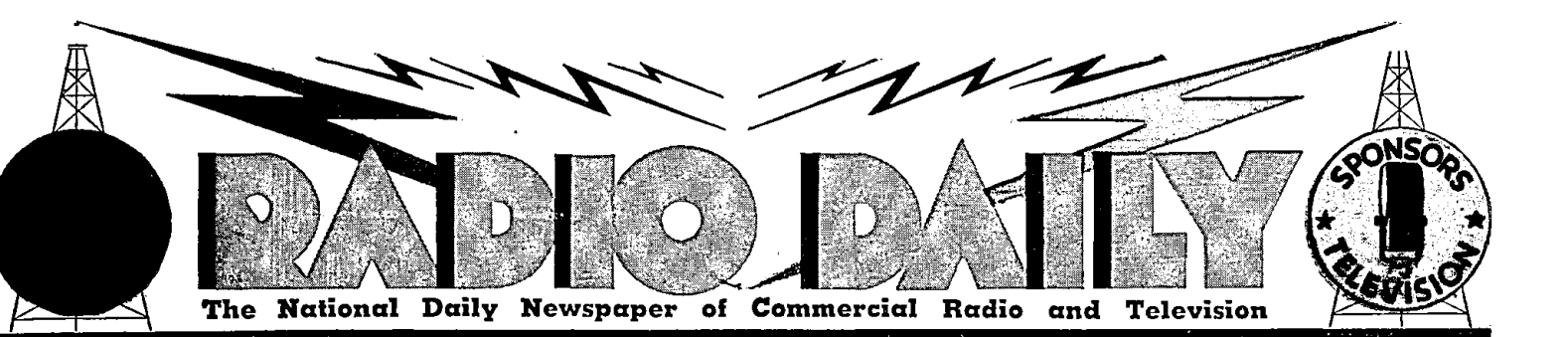
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HENRY GREENFIELD, Mgr. Director N. Y. 1



MILLER NAMES NEW AM COMMITTEE

Stations Offer Facilities To Civilian Defense

WKRC Offers Aid To Gov't Agency In Cincy.

Cincinnati — The facilities of WKRC, WKRC-TV and WKRC-FM and the Times-Star were offered civil defense authorities in Washington and Columbus, Ohio yesterday, for experimentation in developing a community preparedness program. "Defense officials can use our plants and our

(Continued on Page 3)

Pledges RCA Support To President Truman

A pledge of fullest cooperation in the national effort by the Radio Corporation of America, its subsidiaries, officers and employees at home and abroad, was telegraphed yesterday to President Truman at the White House by Brig. General David Sarnoff, chairman of the board of RCA.

The full text of General Sarnoff's telegram follows:

"Please accept my congratulations

(Continued on Page 4)

Utah Labor Leaders Seek To Buy Station

Salt Lake City—The Utah Federation of Labor has signed a two-year option to purchase KNAK for \$200,000, pending approval by the

(Continued on Page 2)

LET'S BOYCOTT THE MEETING ...Radio Should Challenge ANA's Authority

By FRANK BURKE
Editor, RADIO DAILY

¶ Probably the best way for the radio networks to cope with the ill-timed and ill-advised move of the Association of National Advertisers to beat down nighttime network rates is to boycott the committee meeting planned for July 26th.

¶ By boycotting the meeting, radio can effectively serve notice on the ANA Radio and Television Steering Committee that they are exceed-

(Continued on Page 2)

Three Committees To Replace All Subdivisions

Washington Bureau of RADIO DAILY
Washington — NAB President Justin Miller yesterday announced the make-up of the new AM Committee, with composition of the TV Committee probably to be revealed today. These two and the FM Committee will take over the functions of nearly a dozen committees in previous years;

(Continued on Page 3)

NBC Affiliates Meet In One-Day Session

Chicago—Thirty broadcasters representing key market affiliates of the National Broadcasting Company gathered at the Hotel Stevens yesterday to discuss sales and programs and to consider a proposal for daytime network time.

The broadcasters heard Harry Kopf, v-p in charge of sales, say that three sponsors are seeking 15-

(Continued on Page 4)

Sale Of KFVB Filed By Warner Brothers

Washington Bureau of RADIO DAILY
Washington—Details of the \$350,000 deal for KFVB, Los Angeles, spelled out yesterday as attorney Marcus Cohn filed the application for approval of the sale by Warner Brothers to KFVB Broadcasting Corporation with the FCC. Harry Maizlish, for 13 years manager of

(Continued on Page 4)

Cuba Gets Mobile TV At N. Y. Ceremony

Officials of RCA International and the Cuban government were present at a ceremony held yesterday afternoon in Rockefeller Plaza, New

(Continued on Page 4)

Ensign Rohrenbeck Killed; Son Of Frank Rohrenbeck

Ensign Frank J. Rohrenbeck, Jr., son of Frank J. Rohrenbeck, general manager of WMGM, was killed on July 18 when his plane crashed on the carrier, U. S. S. Midway, while

(Continued on Page 3)

Early TV Set Buying Urged By N. Y. Mfr.

With the strong prospect that increased military purchases will aggravate an anticipated fall shortage of TV receivers, dealers were urged yesterday to make commitments for the balance of the year, before the usual mid-August buying period, by Arthur Freed, president of Freed

(Continued on Page 2)

Associated Signs 41 More Radio-TV Clients

Associated Program Service has signed 41 additional radio and television stations to its transcribed program and merchandising service. Richard S. Testut, general manager has announced.

In addition, the Associated Pro-

(Continued on Page 4)

Talks Of NAB-BAB Split Set For Next Week—Ryan

Proposals for a partial or complete split between Broadcast Advertising Bureau and the National Association of Broadcasters are slated for a thorough airing by the committee previously appointed by Miller for that purpose when the members convene in Washington, D. C., on Thursday and Friday of next week. According to a statement made here yesterday by William B.

Ryan, general manager of NAB, just previous to his return to Washington, the action to be taken by the committee at that time will consist of analyses of all proposals and consolidation into a very few acceptable plans which will be presented to the NAB at a later date. No concrete step to divorce the two can be effected, he said, until the plans are

(Continued on Page 3)

NAB 16th Dist.
Early-meeting plans of the 16th. District of the NAB, which were set for August 24th. and 25th. in San Francisco, have been abandoned, the NAB said yesterday. New plans for the district meeting have been made for the same date at the Roosevelt Hotel in Hollywood. Members in that district will be notified of the change.

Rome Recording
An actual recording of the canonization ceremonies of Maria Goretti will be heard on an exclusive broadcast on WHOM, Sunday, July 23rd from 3:00 to 4:00 p. m. It is believed to be the first time a canonization ceremony, which includes a message from Pope Pius XII, has ever been broadcast in the United States of America.



Established Feb. 9, 1937

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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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ROME BUREAU

John Percicari
Ludovical 16

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

FINANCIAL

(July 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	9 1/4	9 1/4	9 1/4	- 1/4
Admiral Corp.	25 3/8	24 1/4	24 3/8	- 1/8
Am. Tel. & Tel.	152	151	152	+ 1 1/2
CBS A	29	28 1/2	28 3/4
CBS B	28 1/2	28 1/4	28 3/4	- 1/4
Philco	36 3/8	35	36 1/4	+ 1/4
RCA Common	16 1/2	16	16 1/4	- 1/4
RCA 1st pfd.	76	76	76	+ 2
Stewart-Warner	14 1/8	13 3/8	14 1/8	+ 3/8
Zenith Radio	46	43 3/8	43 3/8	- 1 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	19	18 3/4	19	+ 1/4
Nat. Union Radio	3 3/4	3 3/8	3 3/4	+ 1/4

OVER THE COUNTER

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

Gillin Funeral Saturday

Omaha — Funeral services for John J. Gillin, Jr., president of radio station WOW, Inc. who died Wednesday of a heart attack at a Ithmelander, Wisconsin resort, will be conducted at 9:30 a.m. Saturday from John A. Gentleman Mortuary and at 10:00 a.m. from St. Cecilia's Cathedral. Rosary will be said at the mortuary at 8:00 p.m. Friday.

THE ONLY STATION THAT ACTUALLY DELIVERS COMPREHENSIVE COVERAGE OF THE NATION'S FASTEST GROWING MARKET

KGW PORTLAND OREGON

AFFILIATED WITH NBC REPRESENTED NATIONALLY BY EDWARD DEERY & CO.

LET'S BOYCOTT THE MEETING
...Radio Should Challenge ANA's Authority

(Continued from Page 1)

ing their authority as an organization of advertisers in attempting to dictate radio network rates. Such action will serve to emphasize radio's united front and the potency of advertising's most effective medium.

¶ This is radio's time of decision. It is for the networks to decide whether or not they will fall victims of polite intimidation or will stand on the record of past accomplishments. We think that radio is still to reach its full stature as an advertising medium. We know that the events of today and pronouncements for tomorrow make radio's position secure.

¶ So we recommend that the networks regrettably decline Mr. Paul West's invitations to meet SEPARATELY with the ANA committee for the purpose of discussing TV inroads on nighttime radio listening. Let Mr. West disclose the committee's survey findings and then let the networks decide whether or not the analysis is worthy of further consideration.

Utah Labor Leaders Seek To Buy Station

(Continued from Page 1)

FCC, it was announced by Fullmer H. Latter, president of the union.

The radio station is owned by the Granite District Radio Broadcasting Co., of which Howard D. Johnson is president.

The union's plans for the station call for the same personnel and policy in operation today, according to Latter. The deal is purely a "local proposition" and will have no tieup with the AF of L, with which the Utah Federation is affiliated.

KNAK, on the air since February, 1945, operates on a frequency of 1280 kilocycles, with 1,000 watts power, daytime, and 500 watts, nighttime. A \$50,000 expansion program is currently under way. Studios and offices are being moved from the Continental Bank Building to new quarters at the transmitter, 1016 West Sixth South St.

Early TV Set Buying Urged By N. Y. Mfr.

(Continued from Page 1)

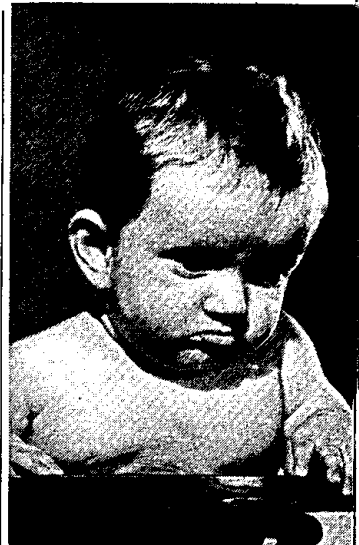
Radio Corporation.

Freed declared that although wise dealers make their buying plans earlier than usual, there is no occasion for panic buying. Manufacturers, he declared, for their part will generally protect their existing channels of distribution by allocating their supplies equitably among all dealers.

Predicting that Congress will speedily grant the power to allocate essential materials, asked by the President on Wednesday, Freed pointed out that TV manufacturers may be among the first to feel the impact of a rearmament program.

Will Appear On CBS

The Paul Robberts Choir, a group of 100 Negro singers, will be heard in an eight-week series of concerts over the CBS network, beginning Sunday, Aug. 6, 9:45 to 10.



"THIS SURE IS THE ULCER BUSINESS"

It's no fun when the money that's going out isn't coming in—that's for sure. And the reason could easily be that it's going out to the wrong places.

One way to make that dollar "go straight" is to give it to W-I-T-H and let them get you those results—those low-cost results! That's because W-I-T-H delivers more listeners-per-dollar than any other station in Baltimore. Makes a *small* budget do a *big* job.

Want the complete story? Then see your Headley-Reed man today!

FM  AM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

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

50,000 WATTS
in the middle of the dial
800 kc.

CKLW
• MUTUAL •

The DETROIT AREA'S Better Than Ever Buy!

Adam J. Young Jr., Inc. National Representative
★ Guardian Building Detroit 26 Michigan
J. E. Campeau, President

Group To Discuss Split Of NAB-BAB

(Continued from Page 1)

considered by the committee and presented in logical form to the NAB. Purpose of Ryan's visit to New York was to discuss current projects of the BAB with recently-resigned Maurice Mitchell. Replacement of Mitchell in the post of director of BAB has not yet been effected, Ryan said, an dis necessitating a more thorough search for a position candidate with strong advertising background and also a search for an assistant to the post which is to be filled by some man with strong promotion background. No statement on names being considered for the positions could be made at this time, he said.

Ensign Rohrenbeck Killed; Son Of Frank Rohrenbeck

(Continued from Page 1)

making a landing at sea near the Azores. Ensign Rohrenbeck was 24 years old. He is survived by his parents and one brother, Robert, of Greenwood Lake, N. J.

A memorial mass will be held for Ensign Rohrenbeck at St. Catherine's of Siena, R. C., Church at Hewitt, N. J., at 11 a. m. on Saturday.

Amer. Bakeries Renew Lone Ranger On ABC

The American Bakeries Company has renewed "The Lone Ranger" over 35 stations of the ABC for 52 weeks, effective September 11. The program is broadcast Mondays, Wednesdays and Fridays from 7:30 to 8:00 p. m., EST.

Products to be advertised are Merita bread and other types of bakery bread (including whole wheat), Merita cakes, soda crackers, sweet crackers and sweet goods.

All 35 stations, which include the addition of WALB, Albany, Georgia, are in the Southeastern section of the country.

Seasonal Decline Noted

With the sale of an additional 983 TV sets in the New Orleans area, total sets now in use has increased to 28,754, according to figures released yesterday by the New Orleans Public Service, Inc. The report notes that June sales show a drastic decline, but attributes the decline to seasonal factors.

NEW JERSEY'S SPORT STATION

W F P G

ATLANTIC CITY

SERVING 133,000 PERMANENT RESIDENTS AND 13,190,000 ANNUAL VISITORS

WKRC Offers To Aid Gov't. In Civilian Defense Plan

(Continued from Page 1)

personnel to work out the educational systems for teaching civilians what to do in case of an attack or to meet any emergency," Hulbert Taft, Jr. explained. In a letter to defense officials all the services and facilities of the radio stations and newspaper were volunteered to aid in creating and establishing basic methods and procedures for educating the public in case of emergency. "We would like to work with defense authorities in setting up the pattern which radio-television stations and newspapers can use in training the civilian populace of their communities to prepare for wartime emergencies," the Taft letter stated.

The letter to defense authorities pointed out that the WKRC stations include radio, television, and transit radio which operates actively in 500 busses of Cincinnati and northern Kentucky as well as the Times-Star, a leading newspaper here. All coordinated under one management. It added that this setup was unique in the nation and the only operation of its kind in Ohio. "Any exploration of the uses of all four kinds of media elsewhere would have to be done with separate organizations and the results might be difficult to evaluate," Taft said.

"Perhaps by using our properties as their laboratory defense heads will be able to establish a standard operating procedure quickly and efficiently which can be followed in any community." Anticipating the need for a more cohesive defense program on the local level than was necessary during World War II the Taft organization personnel and facilities were offered without qualifications.

The communication was directed to Dr. Paul Larsen, Civil Defense Director of the National Security Resources Board. Gov. Frank Lausche, Adj. Gen. Kreber of Ohio, Brig. Gen. Kenneth Cooper, Ft. Hays and Col. Sam Richmond, First Area Defense Commander in Cincinnati. The proposal was being considered in the meeting of Ohio defense chiefs. "It is something we need to get that end of civil defense rolling," Gen. Cooper said. All departments of the radio stations and newspaper were ready to cooperate and work with defense authorities to test measures proposed against objectives to be won. The coordinated management planned to offer the results for determining the right and wrong way of training civilians and non-combatants.

"For Doctors Only" Series Slated By WNYC-FM

An experiment in post-graduate refresher lectures "For Doctors Only" will be inaugurated on WNYC-FM, Thursday, July 27, at 9 p.m., under the auspices of the New York Academy of Medicine.

During the eight-week series, the hour-long program will present lectures by pre-eminent authorities reviewing important recent developments in their respective field. Seymour N. Siegel, director of communication for the city of New York, announced.

The weekly addresses will represent a selection from the best of the numerous lectures delivered before the Academy and affiliated organizations, under the auspices of the Committee on Medical Education.

The late evening time for the program was selected as a result of a preliminary survey which indicated the 9 to 10 p.m. hour as the optimum listening time for the majority of doctors polled.

Leaflets listing the schedule of the post-graduate radio lectures and requesting comment on the experiment will be sent to 18,000 doctors in the Metropolitan area.

Msgr. Canavan Speaks July 30

Denver — The Very Rev. Msgr. Walter J. Canavan, pastor of the Immaculate Conception Cathedral, will be speaker on CBS' "Church of the Air," Sunday, July 30, 10:00-10:30 a.m., EDT.

AM Committee Set By Miller For NAB

(Continued from Page 1)

they are the basic advisory bodies under the new plan adopted last month.

Serving on the AM committee will be: Hugh B. Terry, KLZ, Denver, Colo., chairman; H. Quentin Cox, KGW, Portland, Ore.; Simon Goldman, WJTN, Jamestown, N. Y.; Milton L. Greenebaum, WSAM, Saginaw, Mich.; Edgar Kobak, WTWA, Thomson, Ga.; Paul W. Morency, WTIC, Hartford, Conn.; Glenn Shaw, KLX, Oakland, Calif.; F. C. Sowell, WLAC, Nashville, Tenn.; Lee B. Wailes, WWVA, Wheeling, W. Va. Alternates on this committee are S. C. Fantle, Jr., KELO, Sioux Falls, S. D.; W. H. Summerville, WWL, New Orleans, La.; B. J. Rowan, WGY, Schenectady, N. Y.; and William E. Ware, KSTL, St. Louis. Shaw, Kobak and Morency are board members.

FM Committee

The FM committee, now under the chairmanship of Ben Strouse, general manager of WWDC-FM, Washington, will hold its first meeting in Washington, Aug. 7-8. The first day of that session, Aug. 7, will be open to all broadcasters who wish to participate with the committee members in discussion of FM problems.

TEA FOR TWO

Not two, not four, but *six* famous brands of tea* are currently attracting new customers via KYW! And it doesn't take tea-leaves to show that leading names in many another field also adorn KYW's program-schedule. Is your name there? If not, check KYW or Free & Peters for details on this effective, economical coverage of the nation's third market!

*A&P, Lipton, McCormick, Tetley, Tenderleaf, and Instant Tenderleaf.

KYW

PHILADELPHIA
50,000 WATTS
NBC AFFILIATE



WESTINGHOUSE RADIO STATIONS Inc

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

Pledges RCA Support To President Truman

(Continued from Page 1)

on your illuminating messages to the Congress and the people of the United States which set forth frankly and clearly the seriousness of the situation we face and the efforts of our nation to resist aggression and help preserve world peace.

"Speaking for the Radio Corporation of America and its subsidiaries, which include the National Broadcasting Company and the RCA Communications, Inc., and for our officers and employees at home and abroad I pledge you our fullest cooperation in the national effort. We are at your service."

Sale Of KFWB Filed By Warner Brothers

(Continued from Page 1)

the station, owns 50 per cent of the stock in the new corporation and Schine Chain Theaters, Inc., 49 per cent.

The First National Bank of Boston is putting up the funds for the purchase of the station. Of the purchase price, \$100,000 is the price of the transmitter site.

Maizlish will be manager at \$25,000 per year. In the event either partner wishes to sell out, the other partner shall have "first call to purchase rights."

The board includes Maizlish, attorney Harry E. Sokolov, Theola Sanders (Maizlish's assistant and secretary), O. David Schine and George Harnagel, Jr.

WNBC Stars Touring Nine Major Cities

Tex McCrary and Jinx Falkenburg, WNBC husband and wife team, are currently on a nationwide tour of nine major cities.

They will interview top personalities in each city during their daily morning show which will be aired over the local station they are originating from as well as WNBC.

Tex and Jinx were heard from Cincinnati, July 19 and 20. Their itinerary includes: Indianapolis, July 21; Chicago, the 22nd; Los Angeles, 23rd and 24th; Dallas, 25th and 26th; Oklahoma City, the 27th; St. Louis, 28th and 29th; Cleveland, 30th and 31st, and Pittsburgh on August 1st.

McNevin Rejoins WMID

Atlantic City, N. J.—Johnny McNevin, sports announcer on the original WMID staff in 1947, has rejoined the announcing staff after an absence of two years in Syracuse. At WMID, McNevin is inaugurating a morning disc show, "Nowhere USA," and will handle the broadcasting of various sports throughout the fall and winter. During the past two years, Johnny was sports announcer on WNDR in Central New York, and a pioneer in Syracuse television at WHEN-TV.



By SID WHITE

Man About Manhattan . . .

● ● ● FRIDAY-DREAMING: Now that Judy Garland is definitely set for a B'way show this winter, CBS, ABC and Mutual can forget any ideas they may have to snare her for tv. If Judy does any tv shows at all, it'll be for NBC. John Royal is one of her best friends. . . . Chief topic of conversation in the Pimms Cup set is the rumor that Princess Margaret will come to the U. S. late this year to make a series of goodwill appearances—and that she'll make her debut in American radio on the Mary Margaret McBride stanza. . . . Bob Hope is expected to be a member of the board of both NBC and Paramount Pictures next year. . . . Adrian Spies, former U. P. and Daily Mirror staffer, now scripting for "We the People." . . . Claudette Colbert makes no bones about wanting to be a tv director—but so far no one on the coast has taken her up on it. . . . NBC waving those money-bags at Danny Kaye for tv. . . . What gives with "Info, Please?" Hear it may resume in the fall on both radio and tv. . . . Radio Registry's Doris Sharp gets the profile treatment in the current Collier's. . . . Could Larry Spivak be romancing RCA-NBC at this time? . . . Brig. General David Sarnoff is reported to be slated as the guest personality on the NBC TV version of "Meet The Press" on July 30th. . . . TV-set makers eyeing war news anxiously, reports Quick mag, reason being that electronic equipment used in tv sets is vital to any war effort. Said Stewart-Warner's TV Manager, E. G. Fossum: "Army needs can paralyze the industry by stopping the production of sets." If war needs should stop production of tv sets, tv program sponsors wondered whether tv networks, now operating heavily in the red, might not suspend service until set production could be resumed.

★ ★ ★ ★

● ● ● MCA celebrated Television Week by signing Grace and Paul Hartman to a two-year contract in which they'll concentrate on video in preference to theaters, films or nite clubs. Here's the "inside" on the deal: As even Frank Gallop must know, the Hartmans are starring in the hit revue, "Tickets, Please," and they've been turning down tv guest shots right and left regardless of the fee. The other day, Herb Rosenthal, MCA veep, approached them. "I understand you were on Luncheon at Sardi's the other day," he said. The Hartmans admitted this was true. "And," continued Herb, "I saw you on Danton Walker's program, too." This likewise was admitted to have a germ of truth in it. "Well," pursued Herb, relentlessly, "don't think I'm getting personal—but tell me, what have you against taking MONEY for guest shots over the air!" The Hartmans laughed at the gag, went home and thought it all over and then called up Maurice Lapue and told him to draw up the new contract.

★ ★ ★ ★

● ● ● APPLAUSE DEPT: Toddy Powell's dancipated rhythms at the Roosevelt Grill. . . . Gono Hamilton's nitty narrating on "Chamber Music Soc. of Lower Basin St." . . . Jooy Adams' hilarious ad (am) lbs on "Rate Your Mate."

★ ★ ★ ★

● ● ● IN ONE EAR: Sid Paul dashed down to Washington right after his "Superman" stint to be with his ailing brother-in-law. . . . Bob Monroe will lecture on American radio production in London this summer. . . . Bill Tabbert to do a tv series on film at Motion Picture Stages, Inc. . . . Geo. Shearing Quintette booked solid for the next 8 months. . . . A & P chain tv-minded. . . . Midtown record shops are offering up to 80 per cent discounts on non-long playing discs. . . . Sign in B'way gift shoppe: Suggestive gifts for all occasions.

NBC Affiliates Meet In One-Day Session

(Continued from Page 1)

minute segments of time between the hours of 1 and 2 p.m. As this time is station time the broadcasters were asked to consider whether or not they would relinquish the time period to the network.

No decision on the time proposal was reached yesterday. The broadcasters were asked to take the matter under consideration and report back to the network headquarters in New York at a latter date.

Among the web officials attending today were Joseph McConnell, president; Niles Trammell, chairman of the board; Charles Denny, executive vice-president; Charles Barry, v-p in charge of program; and Sidney Eiges, v-p in charge of press relations.

Cuba Gets Mobile TV At N. Y. Ceremony

(Continued from Page 1)

York, to mark the first shipment of a mobile television unit to Cuba.

The unit is destined for CMQ Havana, which is scheduled to go on the air in the near future.

Presiding at the ceremony was Meade Brunet, a vice-president of RCA and managing director of the RCA International Division. Marcelino Blanco represented the Cuban counsel in New York. Also present at the dedication were Julian Lastra and Carlos Rom of the firm Humara Y Lastra, Cuban distributors of RCA equipment.

CMQ, complete with a 5 kilowatt transmitter, is housed in Havana's new \$2,000,000 radio center.

TV mobile units have also been shipped by RCA to Sao Paulo and Mexico City. In addition, RCA International has constructed and shipped four transmitters to South America, two to Havana, and one each to Sao Paulo and Mexico City. Three South American cities, Sao Paulo, Mexico City and CMQ, Havana, are completely equipped with RCA TV equipment.

Associated Signs 41 More Radio-TV Clients

(Continued from Page 1)

gram Service has received renewal contracts from 91 radio and TV stations, the manager reported. The program service has almost 65 per cent of the nation's TV stations contracted for its services, it was said.

Lacey Sponsored

Sponsorship of the "Jack Lacey Show," broadcast daily over WINS New York, from 6 to 6:15 p.m., has just been undertaken by the Barclay Appliance Corporation, William Warren, Jackson & Delaney, the advertising agency, Stevens I. Jackson is account executive.

EQUIPMENT

FM FAX

Section of RADIO DAILY, Friday, July 21, 1950

Dealerships Limit Is Still Magnavox Policy

Fort Wayne, Ind.—Recent industry rumors to the effect that The Magnavox Company was planning to scrap its long restricted dealership policy and adopt a plan of extended distribution for its TV, radio-phonograph and combination instruments were refuted by Frank Freimann, executive vice-president of the company.

In a letter to all Magnavox dealers, Freimann said that "regardless of frequent rumors, we have no intention of embarking on a widely expanded distribution program. We have no plans to sell through distributors. We have expanded our distribution quite moderately in the large television markets where volumes are enormous and where the retail buying is highly decentralized.

"While we intend to add a few more qualifying dealers in areas where our representation is inadequate, our policy continues to restrict distribution to the point of giving all our dealers a maximum sales opportunity without intense damaging competition," he said.

Freimann pointed out that the market for radio-phonographs and TV is at least four times as large as in the immediate post-war years, but that Magnavox dealerships have been barely doubled. The company has about 500 dealers in primary

Pickup Stylus Wear Checkup

What is believed to be the first service of its kind, has been inaugurated by Sun Radio & Electronics Co., Inc., New York City. This supplier of high-fidelity music system components, now offers to check your phono stylus free, to see how much wear it has been subjected to. Cartridges are checked on a shadowgraph, installed in the Sun Radio Audio Studio which magnifies the stylus about 500 times and at a glance notes all deviations, through wear, from the original point design. In addition, a special card showing the proper shape and contour of the stylus is used for comparison with the individual stylus under test.

Sylvania Ups McNelis As Distr. Sales Rep.

Robert L. McNelis, formerly manager of the N. Y. warehouse, has been promoted to distributor sales representative for the radio tube division, Sylvania Electric Products, Inc., according to an announcement by H. H. Rainier, distributor sales manager.

McNelis will serve the metropolitan New York sales division in the distribution of radio and television receiving tubes, test equipment and electronic products, and will make his headquarters at the company's general offices in New York.

Associated with Sylvania since 1942, McNelis was formerly supervisor of the export department of the radio tube division at Emporium, Pa., and prior to that was with the F. W. Woolworth Co. and H. B. Culler & Co. in DuBois, Pa.

TV markets and a total of approximately 1,000 dealers throughout the country in both TV and non-TV markets.

Boom Sales And Shortage Seen For TV Sets

Should an all-out war effort develop, this fall may see the biggest TV boom in the industry's history, in the opinion of Frank A. D. Andrea, president of Andrea Radio Corporation, Long Island City.

"If the action in Korea continues and expands in its scope, there is no doubt that electronic manufacturers will be required to change over quickly from the production of consumer goods to war materials. The inventory of television receivers now held by manufacturers, distributors and dealers will be quickly depleted by entertainment-hungry families confronted by gas rationing and other curtailment of normal activities," believes Andrea.

That steps have already been taken toward diverting manufacturing plants to the production of military equipment, Andrea said, is evidenced by the fact that the United States Signal Corps, for the last week of the 1950 fiscal year, placed 36 contracts for electronic equipment.

New Channel Tuner May End Servicing

Nine new TV receivers were unveiled this week by Stromberg-Carlson at the showrooms of its metropolitan distributor, Gross Distributors, Inc., New York City.

Outstanding feature of the new 1951 line is a revolutionary new magnetic channel tuner, which the company claims requires no periodic servicing and may last a lifetime. Benjamin Gross, president of the distributing organization said that all other tuners require periodic cleaning due to the electrical contacts they contain.

List prices of the new line are \$40 to \$200 lower than previous models, with the leading receiver of the line, a 16-inch table model retailing for \$259.95. The comparable set in last year's line listed for \$295.

Top-priced model in the line is a 19-inch combination console, with AM-FM radio and an all-speed automatic record changer, which lists for \$885 in a blond Chinese cabinet.

Gross also pointed out that Stromberg-Carlson anticipated the industry trend toward larger pictures and since March has merchandised no set with a picture tube smaller than sixteen inches.

It was also announced this week that Stromberg-Carlson will guarantee its distributors current prices on its new line through December 10, according to C. J. Hunt, general sales manager of the radio-TV division.

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L. W. ANDREWS, INC. RADIO CONSULTANTS

219 WHITAKER BLDG.
DAVENPORT, IOWA
Phone 2-7824

PRODUCTION PARADE

Hytron Tube Puller

Hytron Radio & Electronics Corp., Salem, Mass., announces a new radio-TV servicemen's tool which should be an indispensable item in his kit and shop. It is a tube puller, constructed of special Neoprene rubber which fits over virtually any size tube, gripping it in such manner as to make it readily removable from the tightest sockets. Then by pushing the release button on the top of the tube puller, compressed air pops out the tube. Price of the new tool is 75 cents.

RCA Tube Booklet

A new and completely revised edition of the widely used tube characteristics booklet, "RCA Receiving Tubes for AM, FM, and Television Broadcast," has been announced by the RCA tube department. The most comprehensive tube reference of its kind, this new RCA booklet, Form No. 1275-E, covers more than 450 RCA receiving tubes and kinescopes, including more than 50 new RCA tube types.

New GE District Mgrs.

Nineteen district managers have been announced by General Electric's receiver division as part of expanding commercial operations in the radio and television receiver fields. All are new positions in the division's field sales organization, according to Arthur A. Brandt, general sales manager.

DuMont Cathode-Ray Oscillograph

The Type 294 Cathode-ray Oscillograph, new product of the instrument division, Allen B. DuMont Laboratories, Inc., is especially designed for accurate study of pulse waveforms. The Y-axis amplifier of the Type 294 Cathode-ray Oscillograph has been designed with extreme care so that an input-pulse rise-time of 0.01 micro-second will be reproduced with a rise time not exceeding 0.03 microsecond, while the general purpose utility of the instrument is extended to operation at sinewave frequencies beyond 20 megacycles.

WBZ Brochure

The new radio and television center housing the studios and offices of WBZ, WBZ-FM and WBZ-TV, Boston, is the subject of an attractive ten-page booklet released by Westinghouse Radio Stations, Inc. The pamphlet gives a pictorial account of the new studio facilities, offices, control room, artists and managing personnel.

RADIO ELECTRONICS SCHOOL OF NEW YORK

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

LICENSED OPERATORS, TECHNICIANS AVAILABLE

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52 B'WAY • 80 9-1120

AGENCIES

THE ADVERTISING COUNCIL, INC. is informing advertisers and all media cooperating in its CARE campaign that CARE headquarters can no longer accept orders for packages to Korea. A stockpile of CARE packages in South Korea has been lost through enemy action, the CARE staff has evacuated the country, and all deliveries to Korea have stopped temporarily.

THE SCHEPP-REINER COMPANY of New York has been appointed National Sales Representative for WJEL, Springfield.

PAUL R. FERWERDA, formerly president of Ferwerda-Boone, Inc., has joined the Victor A. Bennett Company as account executive and member of the plans board.

ALBERT SKOLNIK has joined the media department of Ted Bates & Company. He formerly was with Doherty, Clifford & Shenfield, Inc.

JOHN E. SLATER, president of American Export Lines, Inc., has announced the appointment of Cunningham & Walsh, Inc., as advertising agency for the company.

WALTER H. SMITH, for the last two years with the Curtis Publishing Company, has joined Kastor, Farrell, Chesley & Clifford, Inc., as a merchandising executive.

Send Birthday Greetings To—

July 21

Elsie Hitz Fulton King
Allyn Joslyn Art Franklin
Walter E. Benoit

July 22

Joe B. Carrigan Shirley Howard
Audrey McGrath Margaret Blmel
Jack Edwards, Sr.

July 23

Jackson Beck John Blair
Earl Gammons Gwynoth Noll
Gale Page Lillian White

July 24

Bill Bates Templeton Fox
Chuck J. Grant Glenn Riggs
Jerry Wayne Arthur B. Donagan
Hollace Shaw Edward K. Dumroy

July 25

Ralph Dumko Nan Gray
William Gornant Al Pearce
Hal Peary Bill Shea

July 26

Ruby Mercor Don Voorhoes
Grace Allen John J. Karol
Carl O. Wyman Stacy Harris

July 27

Mabel Albertson Fern Parsons
Fox Case

WINDY CITY WORDAGE

By GINNY EVANS

JULES PEWOWAR, program director of Herbert S. Laufman Television Productions, and Frank Goldstein, chief engineer at station WMOR, found themselves pacing the floor at Chicago's Lying-in hospital at the same time July 15th. At 11:00 a.m. Jules became the father of a daughter, Robin, and an hour later Charles Glen Goldstein arrived.

Jack Owens has gone to the coast to start a new radio show on NBC. This series of audience participation shows will be sponsored by a grocery chain.

Starting July 24th, Los Nortenos, a Latin musical group, will alternate with the Four Lads on Ransom Sherman's TV show on NBC.

Local beauties are vying for the chance to be Chicago's candidate for the title of "Miss U. S. Television of 1950." The local search is being conducted by WGN-TV at the station's television center at the Chicago Fair. Preliminary judging is now in progress and the finals will be held at the Fair on September 2nd. The winner, "Miss Chicago TV," will then enter the national contest.

Romance is really blooming in Chicago radio this month. Latest to announce their engagement are Dean Linger, sales promotion manager of ABC's central division, and Gloria Ford. They'll be married August 5th.

Imogene Coca, star of the Saturday Night Revue on NBC-TV, taking time off from video to appear at the Chevy Chase summer theater in "Happy Birthday." Featured in the same play is Bob Smith, WBBM announcer.

An irate listener called today to ask why Leopold Stokowski's four week series of Bach recordings over WNBC is limited to New York. We're wondering too. We agree with the listener that NBC should have put it on the network so we could all hear Stokowski as a disc jockey.

Chet Roble, popular jazz pianist, has a new fan club, "The Barefoot Bunch." His followers, who agree that Chet's "barefoot barrelhouse" piano style is the greatest, have designed a membership card with the imprint of bare feet running across it.

Maestro Hank Sylvren tells of the Chicago TV actor who plays supporting roles. Right now, says Hank, the guy's supporting his wife's family!

Two extremely telegenic performers, Kay Westfall and Bob Murphy, use clever showmanship, a beautiful view of the city, the top of the Civic Opera Building, and the an-

tics of white rabbits, mice and gold fish to make the "Bob and Kay Show" one of the most natural and entertaining daytime shows to hit the TV screens in Chicago. Heard five times weekly from 11 a.m. to 1 p.m. on WENR-TV, this show produces fine entertainment that others using three or four cameras might well envy. Based on the assumption that the housewife has more to do than merely sit and watch the TV set, Bob and Kay strive for entertainment that is visual or listenable—and is both.

Jim Hurlbut has long had a reputation as an excellent reporter and the reason why was obvious when we caught his news show the other night on WMAQ. On "Reporter At Large," Hurlbut brings Chicago accurate, informative and entertaining news coverage five nights a week from 11 to 11:15 p.m. Opening with a rundown of the outstanding local, national and international news, he then offers his own commentary on important issues. His analysis of the current status of the nation's reserve officers showed thought, research, a grasp of the situation and knowledge of what was uppermost in the thoughts of a large segment of his audience.

NEW BUSINESS


FOUR spot announcement contracts signed by WNBT include Sunshine Biscuits' purchase of Tuesday and Thursday participations on a 13-week basis on WNBT's "Easy Does It," the Borden Co., Procter & Gamble and the Beechnut Packing Co. have purchased station breaks on a 5-week basis. Borden will have three station breaks weekly, P&G will have one, and Beechnut will have two. Cunningham & Walsh is the agency for Sunshine Biscuits; Young & Rubicam for the Borden Co.; Compton for P&G; and Kenyon Eckhardt for Beechnut.

Adds To TV Schedule

Los Angeles—KECA-TV adds another 80 minutes of telecasting per week commencing July 24th, when daily programming starts at 6:00 p.m., Mon. thru Thurs., presenting "The Kid From Powder Ranch." The show also comes on at 6:00 p.m. on Fridays, when the station goes on the air at 5:00 p.m. The show will be presented live, and will be sponsored by Associated Food Brokers, Inc. Account is handled by Moeller Advertising Agency Hollywood. Details of the contract call for a run of nineteen weeks.

• faces • facts • figures • wins •

faces • facts • figures • wins •



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Newscaster for 17 Years in
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WINS

50KW NEW YORK

CROSLY BROADCASTING CORPORATION

KRIZ To Operate

Phoenix, Ariz.—This city's newest station KRIZ, will begin air operations on or about September 1st. The station, an independent, will be managed by the owner.

TELEVISION DAILY

Section of RADIO DAILY, Friday, July 21, 1950 — TELEVISION DAILY is fully protected by register and copyright

TV OUTPUT EXCEEDS ESTIMATES

TELE TOPICS

BEFORE A BACK-DROP of the flag of the United States and the Presidential flag, and standing before a simple lectern, flanked by two microphones, President Harry S. Truman delivered his first major TV speech to an estimated viewing audience of 30,000,000 persons, on Wednesday night, 10:30 p.m., EDT. . . . Spoken with complete sincerity, and underlined with a sombre note, the President reviewed the steps which will be necessary to contain the war in Korea and forecast the sacrifices which the American people must make in the near future. . . . The President seemed at ease as he outlined the progression of events which have brought the fighting war to a head in Korea. . . . He described the efforts made by the United States Government to prevent the war and was vehement in his denunciation of the methods used by the Communists, not only in the war but in his efforts to keep the peace with the U. S. R. R. . . . At the end of his speech, the President glanced at his wristwatch, and noting that the time lacked seven minutes of 11 p.m., he gave a wry smile to the cameramen, as if to say, "At least I didn't run overtime." . . . TV coverage was excellent with the numerous close-up shots, dramatic in their effect.

RAY MIDDLETON, leading man of "South Pacific," takes a busman's holiday from the theater Sunday, July 23, to make his TV debut on the stage of CBS-TV studio 51 as guest emcee on the Lincoln-Mercury "Toast of the Town." He goes to bat for the vacationing Ed Sullivan. . . . Screen Actors Guild has moved to larger headquarters at 67 West 44th St. SAC's former offices were at 545 Fifth Avenue. . . . Milo Boulton's TV show, "Original Animal Hour," is being considered for sponsorship by Gaine's Dog Food. Show features trained dogs, seals, bears, parrots, etc., but no skunks. . . . Jovial Bob Howard, the "piano jive bomber," begins his third year on WCBS-TV, Monday, July 24, 6:45-7:00 p.m., EDT. . . . KTLA, Los Angeles, averaged 34 per cent of the evening TV audience during the May-June period as reported by Hooper. . . . The station continues to poll more high popularity ratings than any of its competitors. . . . Four of the top "10" and ten of the top "20" were telecast by KCLA during May-June, according to the Hooper Tele-ratings just released.

A NEW full-hour musical show will debut on WABD-DuMont network on Saturday, entitled "Country Style." Program which will be televised from 8:00-9:00 p.m., EDT, will include folk songs, square dancing and instrumental numbers.

NATIONAL NIELSEN TV RATINGS (Top Ten for Weeks of June 1-7 and 8-14)

AUDIENCE DELIVERED		PROGRAM POPULARITY	
Number of TV Homes Reached in Total U. S.		Per Cent of TV Homes Reached in Program Cities	
Program	Homes (000)	Program	(%)
Texaco Star Theater	3,189	Texaco Star Theater	61.7
Toast of the Town	1,994	A. Godfrey's Talent Scouts	50.4
Philco TV Playhouse	1,994	Toast of the Town	42.4
A. Godfrey's Talent Scouts	1,877	Philco TV Playhouse	37.5
A. Godfrey & Friends	1,871	Fireside Theater	36.7
M. Kane—Private Eye	1,634	A. Godfrey & Friends	35.9
Stop the Music (Lorillard)	1,583	Lights Out	35.4
Lone Ranger	1,531	M. Kane—Private Eye	32.7
Lights Out	1,508	Original Amateur Hour	32.7
Fireside Theater	1,506	Goldbergs, The	32.7

TV Patent Granted; Movie Size Screen

A patent for a large-screen color TV receiver, capable of producing pictures up to movie screen size, has just been issued to Skiatron Corporation, Arthur Levey, president of the company announced yesterday. Patent was granted to inventor, Dr. Adolph H. Rosenthal of New York City, and assigned to Skiatron.

No Filter Discs

Designed to be used in conjunction with Skiatron Corporation's supersonic TV projector, the new color method represents a completely novel approach to the problem of producing large color pictures. The new color receiver needs no filter discs nor painted screens and is adaptable to both the sequential, CBS, or simultaneous color systems.

As described, the new system produces natural color by employing the spectrum of an outside light source. Light, modulated through an arrangement of colorless crystals, actually generates the color image. Thus, the colors produced are not artificially predetermined by dots painted on the face of a cathode-ray tube, nor by a color mixing disc.

Advantage Claimed

One advantage claimed for the method is the means of projecting very large color images, up to full theater screen size, by means of

President's Address Viewed On Coast

Indicating the speed with which TV films can be produced on the east coast and televised on the west coast, Paramount Pictures yesterday announced that films of President Truman's TV address made in New York on Wednesday night were televised on KTLA, Los Angeles, yesterday morning.

Minute Lag

The motion picture record of President Truman's address at 10:30 p.m., was made during the showing of the televised address on the large screen at the Paramount Theater in New York. As soon as the film had been run off messengers rushed the print to La Guardia airport and it was air-expressed to the west coast. The films arrived in Los Angeles at 6 a.m. yesterday.

Paramount made a film recording of the President's address. The picture was taken off the coaxial cable and as fast as the movie record was made it was shown on the large screen of the theater. Less than a minute lag transpired from the time the print was made until it was projected on the Paramount screen.

small components. Maximum size, achieved with other methods is a picture of no more than 140 square inches, Levey pointed out.

Views TV With Alarm

Montreal—R. S. Lambert, supervisor of educational broadcasts for the C.B.C., said last night he viewed with alarm the advent of television in Canada.

In an address before students of Macdonald Summer School for Teachers, he said that "from the U. S. comes streams of horrifying reports of the influence of television on the recreational habits of adolescents." "American children are frequently spending from three to five hours a day on television, which results in poor school work and less reading, handicrafts and outdoor activities."

Survey Indicates Industry Is In High Gear

TV production has increased even faster than either indicated or expected six months ago, according to an analysis just released by the National Industrial Conference Board. The survey points out the RMA thought, back in November of last year, that 1950 production of TV sets would be approximately 3,700,000. In February of this year the estimated figure was raised to 4,500,000 and today the RMA has upped its estimate for this year to 5,300,000.

TV output, according to the survey, for the first quarter reached a record high of 1,600,000 sets. This peak culminates the climb that brought TV output up to more than 1,300,000 sets in the last quarter of 1949. By contrast, output for the first three-quarters of 1949 was only 1,800,000 sets. Factors making for the record first quarter of 1950 include a heavy run of Christmas orders carried over into 1950, a series of price cuts in January and the veteran's dividend.

About 4,000,000 TV sets were installed at the start of 1950, the survey reveals. More than 6,000,000 sets are in use at the present time and by the end of the year it is expected that total TV sets-in-use will exceed 9,000,000.

While a steady decline in the retail sales of sets has set in since the beginning of April, the analysis shows, this is regarded as a seasonal slackening, starting in the spring and expected to run through the summer. A similar decline was noted for 1949. This year's decline, however, came sooner and was somewhat sharper than was counted on. While retail sales of sets are still well ahead of last year, in the last month or two they have been running in some instances as much as 50 per cent below the high level for March.

The survey concludes as follows: "However, only a slight letdown in production appears likely as a result of this season dip in demand. For the industry expects fall demand to be bigger than ever. Hence, TV manufacturers do not want to make too drastic cuts in production lest they find themselves short of supplies when demand picks up again in the fall."

TV First

NBC-TV established another precedent presenting a telecast from the Senate radio and TV gallery in Washington, Wednesday.

• PLUG TUNES • WORDS & MUSIC • PLUG TUNES •

By TED PERSONS

Now Breaking for a Smash!

SAY WHEN

Dick Haymes & Evelyn Knight (Decca)

Owen Bradley (Coral)

Zee & Jim (Royalty)

Richard Hayes (Mercury)

Others to follow . . .

Duchess Music (BMI)

Another BMI Pin-Up Hit!

TELL HER YOU LOVE HER

Published by Duchess

Recorded by

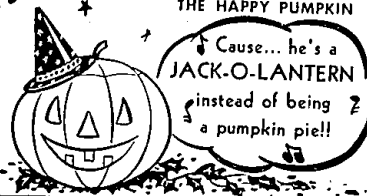
- Vaughn Monroe (Vic)
- Rosalie Allen-Elton Britt (Vic)
- Lulubelle & Scotty (Lon)
- Alan Roberts-Dolly Darr (Abbey)
- Connie Russell-Jack Haskell (Dec)

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BROADCAST MUSIC, INC.

PUNKY PUNKIN

THE HAPPY PUMPKIN



PAXTON MUSIC

1619 BROADWAY • NEW YORK 19, N. Y.

I WISH I KNEW ASK MY HEART

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

Nothing Can Stop This!

FOREVER WITH YOU

by the writer of "My Happiness"

FORSTER MUSIC PUB., INC. 1619 Broadway, New York 19, N. Y. 216 S. Wabash Avenue, Chicago 4, Ill.

GAZETTE: Nat Shipiro has left his berth as promotion head of Mercury Records to handle record promotion for Dinah Shore and Frank Sinatra. . . Ted Chapeau, disc spin-ster, celebrated his tenth year of watching them go 'round at WMBR, Jacksonville, Fla., July 15th. Ted is beginning to feel slightly dizzy. . . Bill Darnel opens today in Detroit at the Flame for two weeks. . . Jerry Gray opens at the Palladium, Hollywood, July 25th. . . Elliot Lawrence plays the Orpheum Theater, Omaha, Neb., for a week starting July 21st and then goes into the Club Trocadero, Henderson, Ky., for another week. . . Sarah Vaughan will headline the first stage show of the Fall season at New York's Paramount, opening Sept. 6th for a three-week stay. . . The Deep River Boys are punctuating their tour of the British Isles with recording sessions for His Master's Voice (RCA Victor's British subsidiary). . . Victor Moore will be featured on "Guest Star" for Savings Bonds next Saturday, July 29, 7:45 p. m. over WPAT. Harry Sosnick will lead the orchestra and John Conte will m. c.



As a result of the first big drive organized by the Berlin Music professional staff, "Simple Melody" led the rest of the field by 160 points on the Richard Himber report. . . Bruno Coquatrix, the stand-out French tuner ("Comme Ci Comme Ca," "Count Every Star," et al.) is wrinking his brow of R.K.O.'s bid for his service to score a picture. Meanwhile, Paxton Music is gathering a head of steam for a Fall plug on his "Where Do I Go From You." . . As they all say, "Ozie Waters runs deep." And it's true! Ozie is a featured player in Westerns; he is a radio star; and he writes songs, including the two which back each other on the up-and-coming Coral disc, "Iron Horse" and "Father Time Is Knocking At My Door."



Now that Paul Weston is laboring for Columbia Records, look for him to head a Fall radio show. . . Also, look for Jo Stafford to join him at Columbia, Dinah Shore switching to RCA Victor. . . M.G.M. is looking to find out if there is any of that gold left in the vein tapped by the "Third Man Theme." The firm will soon release two sides by Vincente Gomez, guitarist, "Revolution March" and "Village Square Theme," both from the background music of "Crisis," composed by Miklos Rosza. . . Dave Miller's enthusiasm, Lee Morse, scoring with her new Deccadisc, "Lonesome Darlin'." . . The Ray Anthony band won't have a day off until late in October what with one-nighters interspersed with location dates (the week of Aug. 4th at Centennial Terrace, Sylvania, Ohio, the week of Aug. 11th at Coney Island Park, Cincinnati, two weeks starting Aug. 21st at the Peabody Hotel, Memphis, and four weeks starting Sept. 21st at the Roosevelt Hotel, New Orleans). That's Capitol-izing on popularity.



Jack Owen's A. M. show, "Hi Neighbor," debuts on the Coast on July 24th with a 53 station NBC hook-up. The rest of the net will tune in in September. . . The first "Hollywood Bowl Concert" (Saturday, July 29th, 3 p. m., E.D.T., N.B.C.) will be conducted by Carmen Dragon and will pay tribute to George Gershwin. Gordon MacRae and Lucille Norman will be the featured vocalists; and Gregory Peck will read a memorial to Gershwin written by Oscar Hammerstein II. . . We have a face that can stop a clock; Marion Morgan has a face that can "Stop the Music," and thru the blessings of TV does exactly that. Her looks aren't the only arresting thing about her: she has a Deccarative voice currently audible in "Teasin'" and "I'm Bashful" and she's managed by Joan Crawford. Some people have all the luck. Probably related to J. Pierrepont, too.



Proven Hits!

IT ISN'T FAIR I STILL GET A THRILL DREAM A LITTLE DREAM OF ME THE NIGHT IS YOUNG (And You're So Beautiful)



WORDS & MUSIC, Inc. 1619 Broadway, New York 19, N. Y.

GONE FISHIN'

recorded by

- JIMMY ATKINSRainbow
- BILL DARNELCoral
- ARTHUR GODFREYColumbia
- JOHNNY GUARNIERIAdmiral
- THREE SUNSRCA Victor

others to follow

LEO FEIST, INC.

I THOUGHT SHE WAS A LOCAL

(But She Was A Fast Express) Sammy Kaye on RCA Victor World Music, Inc. 607 Fifth Ave. New York, N. Y.

Stepping Out! VAGABOND SHOES

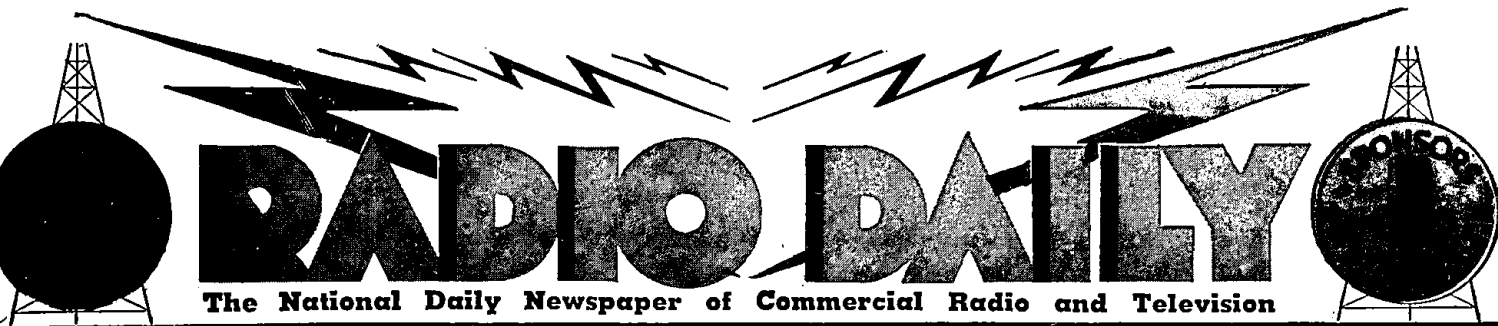
Jefferson Music Co. 1619 Broadway New York City

JUBILEE RECORD #4001 HOT DOGS AND ROSES

by Al Victor with Bob Logan's Melody Lane Ranchers Nedson Music Pub., Inc. 1585 Broadway New York City

Top Program Bet! TZENA TZENA TZENA

Cromwell Music, Inc. 129 W. 52nd St. New York City



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 52, NO. 15

NEW YORK, MONDAY, JULY 24, 1950

TEN CENTS

NETWORKS DECLINE TO MEET WITH ANA

NAB Forms Broadcasters Defense Council

Immediate Action Taken On White House Demand

Washington Bureau of RADIO DAILY
 Washington, D. C., July 21
 —A nationwide broadcasters defense council will be formed by the National Association of Broadcasters at the request of the White House, it was announced today by William B. Ryan, general manager of the association. The request to NAB, signed by John R. (Continued on Page 5)

Paramount Requests Transfer

Washington Bureau of RADIO DAILY
 Washington—Protesting bitterly that its action in no way implies that Paramount does actually control DuMont, Paramount Pictures Corporation Friday filed with the FCC an application for transfer of control of DuMont from Paramount Pictures, Inc., to Paramount Corp. The transfer was occasioned by last year's consent decree liquidating the former company.
 On the theory that DuMont is an independent company, which it and Paramount have always maintained, no application for transfer was filed with the FCC. But the FCC asked in February for such an application —on the strength of its 1948 decision that DuMont is in effect controlled by Paramount.
 DuMont, with stations in New York, Washington and Pittsburgh and applications for Cleveland and Cincinnati, would find one of its applications automatically thrown out if the Commission contention sticks. Paramount, through a subsidiary, already owns KTLA, Los Angeles, and five is the maximum number of TV stations any one company may control.

Webs Will Boycott Rate Meeting Wednesday

The four major networks on Friday notified the Association of National Advertisers that they would not send representatives to participate in a meeting called for Wednesday for the purpose of discussing night time radio rate reductions. Decision to boycott the meeting called by (Continued on Page 5)

Buddy Rogers Signs For DuMont TV Show

Starting in September, Buddy Rogers will star in a one-hour weekly variety TV show over the DuMont TV network. Mal Boyd, Roger's personal manager, was also signed to act as associate producer of the DuMont show.
 In addition, Rogers will also star (Continued on Page 7)

Interest In News Reflected In Sales Probable Extension Of TV Freeze Gussed

The tremendous upsurge in public interest in radio news programs on the national and international developments since the invasion of the Republic of Korea on June 25, has been reflected in the increased activity in the WJX and ABC sales departments.
 The ABC co-operative program sales department reports that since (Continued on Page 5)

The industry is still in the dark about the fate of the TV freeze, with the FCC awaiting some clear indication from the National Security Resources Board just what the new military program will mean to civilian radio. While a complete shutdown on new broadcast construction is not expected, there appears to be a serious possibility (Continued on Page 2)

Shepperd Charges Plot Against Bill

Washington Bureau of RADIO DAILY
 Washington—Charging a network-NAB conspiracy to keep broadcasters from learning his bill to regulate networks as individual stations are regulated, Rep. Harry Shepperd of California called yesterday upon the Justice Department to make a full-dress probe of alleged monopolistic (Continued on Page 6)

ABC Acquires Quarters For TV Studio Expansion

Chicago—The ABC network's Chicago outlet, WENR-TV, has obtained two-and-a-half floors in the Daily News Building, under a long-term lease, to provide additional studio facilities to handle the in- (Continued on Page 5)

Pierce Leaving NBC After 23 Years Service

West Coast Bureau of RADIO DAILY
 Hollywood—Resignation of Jennings Pierce as manager of station relations, public affairs and education and of guest relations of NBC's western division, was announced (Continued on Page 6)

TV Maps On Korea Wired To Papers

In an unprecedented agreement between a newspaper-servicing agency and television, photographs of the unique Korean war maps produced by the CBS-TV news de- (Continued on Page 8)

WNEW Fights Hoarding With Station-Breaks

Taking what appears to be the first constructive step by radio to fight the current consumer hoarding scare, WNEW began yesterday to air a series of daily station-break announcements in which leaders of (Continued on Page 5)

Heads Committee

Lansing, Mich.—Gov. G. Mennen Williams of Michigan has appointed Howard Finch, WJIM Lansing, as chairman of the state's Civil Defense Technical Committee on Communications. Finch, Station Manager of WJIM and WJIM-TV in Lansing, heads a committee of sixteen prominent communication officials, selected throughout Michigan.

CBS O&O Licenses Renewed Despite Protest By NARSR

The FCC announced Friday that it has renewed the licenses of CBS-owned stations and those in which CBS has a minority interest in the face of charges by the NARSR that its representation of such stations for spot time sales is in violation of the chain broadcasting rules. The Commission said it has reviewed the matter and "found that the evidence is insufficient to support a finding that the practice of networks representing affiliates for the sale of national spot advertising or other advertising or commercial time vio- (Continued on Page 6)

Beauty Quest

To spearhead the search for a new "Miss Rheingold," Liebmann Breweries, Inc., have purchased thirteen five-minute spots on WJZ-TV, starting August 16 and running through September 20. The programs will advertise Rheingold beer and will feature the candidates for the "Miss Rheingold" title. Foote, Cone and Belding is the agency.



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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FINANCIAL (July 21)

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, and NEW YORK CURB EXCHANGE.

Table with columns: Bid, Asked. Row: DuMont Lab.

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★ COMING AND GOING ★

VONNIE MONSELL, publicity director of WSAI, Cincinnati, in New York conferring with ABC officials. SYD EIGES, v-p in charge of press and information for NBC, in Chicago on official business. EDDIE CANTOR, NBC-TV star, left New York yesterday for the West Coast, stopping in Chicago, Minneapolis, and St. Paul. HELEN SULLIVAN, assistant to manager Jerry Ellis of Columbia Records' Chicago office, vacationing in New York. JOHN DERR, SBS associate-director of sports, left yesterday for a week's vacation in Maine. ART FORD, star of the "Milk-Man Matinee" show on WPIX, is off to Bermuda Sunday for a short vacation. Art will also combine the trip with a hunt for records on island music.

JOEL H. SCHEIER, pres. and gen. mgr. of WIRY, Plattsburg, N. Y., visiting Mutual network's executive offices. EASTON C. WOOLEY, director of NBC's radio station relations department, and BERTRAM M. ADAMS, of the station relations department, will be in Chicago through Monday attending a business meeting. J. L. VAN VOLKENBERG, CBS v-p in charge of network sales, spending a month vacationing in Michigan. JACK LAIT, star of NBC's "Jack Lait; Confidential," returned yesterday from his Beverly Hills home in Los Angeles. EARL G. THOMAS, of Thomas-Varney, Inc., in Chicago for a week to renew contracts and negotiate for the second 13-week cycle of "Spot The Sponsor" on WNBT as of Sept. 4th.

Probable Extension Of TV Freeze GuesSED

(Continued from Page 1) that the freeze will be extended indefinitely for a variety of reasons. Major among them, of course, will be the matter of production—both of transmitting equipment and new sets. RMA officials have scrapped their estimate of ten days ago that the military program will demand more than a 20 per cent curtailment of their civilian production. Present estimates are that the military will soon be sending over orders for a billion dollars in electronic production—which is about half the total industry capacity.

It is anticipated that the industry's overall capacity will have to be expanded—but there is no telling now how much expansion there might be. Another consideration is that if we go into a long wartime operation, there might result new technical developments which will outdate present TV tubes and other equipment. As one engineer expressed it in conversation Friday, "We might find the TV of today in the same position FM used to be in before it was moved." There is speculation that wartime findings might lead to abandonment of the present VHF channels and a general revision of standards. The FCC has not yet given any indication where it will stand.

Far Eastern Reports Sub For Collingwood

A series of "Far Eastern Reports" was started yesterday by Bill Costello, veteran CBS correspondent in Tokyo, in conjunction with a preliminary news broadcast by CBS Washington correspondent, Walter Cronkite. The series is heard, Sundays, 1:00-1:15 p.m. EDT. The news report replaces the usual Sunday broadcast by Charles Collingwood, regular CBS White House correspondent, who is absent on a trip to Europe. Collingwood will return, Sunday, August 13 and resume his regular "Charles Collingwood and the News" broadcasts.

Gregson Show Opening Tonight On KTTV

West Coast Bureau of RADIO DAILY Hollywood—Jack Gregson is back in Hollywood and makes his bow to KTTV audiences today with his own Jack Gregson Show, to be seen daily thereafter Monday through Friday from 1 to 3 p.m. Gregson recently returned from New York where he starred on the television show "Auction-Aire."

The Jack Gregson Show—with music, guests, games and patter—originates from the swimming pool of the Country Club Hotel. With Gregson will be Ted Fio Rito, veteran orchestra leader, presenting his own distinctive piano stylings. Feminine foil on the outdoor show will be pretty, auburn-haired Joy Lane, featured singer with the Fio Rito orchestra for the past two years. Both Fio Rito and Miss Lane will be regular members of the show.

Ray Diaz Appointed Program Dir. Of ABC

Ray Diaz of the ABC network's station relations department has been appointed director of program operations, effective July 31, Leonard Reeg, national radio program director for the network, announced yesterday.

He replaces Florence Morris who is resigning to leave the radio field. Miss Morris' duties as manager of ABC's central booking division will be taken over by Diaz. In radio since 1930, Diaz joined the ABC network early in 1942 as supervisor of announcers. Before this he was with NBC, where he began his career as a guide on the guest relations staff.

Standard Signs Wakely

Hollywood—Jimmy Yakely signed a seven years' deal with Standard Radio Transcription Services, Inc., under which he will transcribe 40 songs a year, starting immediately. Arrangement was made with Harry Bluestone, production manager, representing Standard. Wakely also is under contract to Capitol, where his platters are on the best-sellers' list.



"YOU DON'T HAVE TO SELL ME ON RADIO!"

This gent knows his stuff. He knows that radio is best for advertisers who want their dollars to work—and work hard! For radio is a wonderful buy.

And in Baltimore, the best radio buy is W-I-T-H. For W-I-T-H delivers more listeners-per-dollar than any other station in town. W-I-T-H makes a little money go a long way!

Call in your Headley-Reed man for the whole W-I-T-H story today!



WITH

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

News that reaches you in less than a second!

How mobile television vans flash pictures from the field

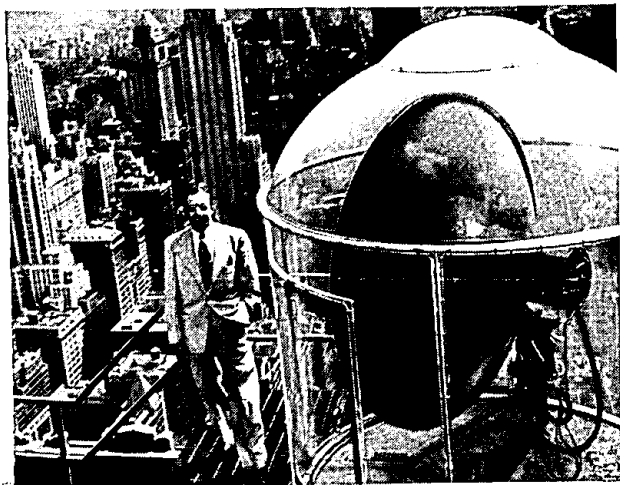
No. 8 in a series outlining high points in television history

Photos from the historical collection of RCA

● A fire starts miles away from your home, yet you are on the scene in a jiffy—perhaps as fast as the first hook-and-ladder!

This is television reporting—virtually, by any practical measurement, instantaneous—and making all other methods of news coverage seem slow. Behind it are basic research developments from RCA Laboratories.

“Eyes” of the mobile television vans which gather spot news are supersensitive RCA image orthicon television cameras, which “see” in the dimmest light. This sensitivity, since the light at a news event is usually outside human control, is a definite *must*.



Bowl-shaped antennas at the parent television station pick up the microwave beam from the remote mobile van.



Mobile television van operating “in the field”—note complete camera facilities, and microwave relay apparatus.

Developed by RCA scientists on principles uncovered by the invention of its parent the *iconoscope*, an image orthicon pick-up tube is essentially three tubes in one. A phototube first converts the visual image into an electron image. This is then “scanned” by the electron beam of a cathode-ray tube—creating a radio signal. An electron multiplier next takes the signal and amplifies its strength for the trip through circuits to the transmitter.

Such compactness is characteristic of every operation inside a mobile television van, and RCA engineers have designed equipment—which might fill entire rooms in a standard studio—to fit the limited space of a truck. Yet every studio facility is present, even monitoring equipment and cameras that can swing quickly from a wide-angle view to a close-up.

Interesting, too, is the technique by which these mobile television vans flash what the camera sees back to the point from which it is telecast. Sharply focussed directional radio beams are used to carry the signal with a minimum loss of power.

More and more, as television spreads across the country, you may expect it to play a larger part in getting news to the public *fast*. And you may expect, from RCA laboratories, developments which will continue to increase the effectiveness of mobile television vans.



Radio Corporation of America

WORLD LEADER IN RADIO—FIRST IN TELEVISION

CHICAGO

By GINNY EVANS

DEX SCHEPP, former local sales manager of WBBM, has joined the staff of the CBS western sales office as an account executive. Schepp has also been general manager of WIRE, Indianapolis, and president of KPHO and KPHO-TV, Phoenix.

Adele Norman, Chicago radio soprano, will be soloist at the opening session of the Baptist World Alliance in Cleveland on July 22nd.

WCFL will carry a special broadcast Sunday, July 30th honoring Governors' Day at Camp Williams, Wisconsin, where the 66th Fighter Wing of the Illinois National Guard is now encamped. Marty Hotan will describe the aerial and ground parades.

Vacationing: Russell Stebbins of the WBBM sales staff in Idaho . . . George Watson, star of WBBM's "Gold Coast Show." During Watson's absence, Larry Alexander is taking his place.

The play-by-play account of the 1950 Tam O'Shanter Golf Tournaments will be carried by ABC in a series of six special broadcasts. Harry Wismer will handle the descriptions and color background.

Clyde White

Clyde White, chief supervisor of engineers at WGN, recently celebrated his twenty-fifth anniversary with the station.

John Harrington's afternoon news show, heard each weekday on WBBM, will be sponsored by Ford dealers starting Monday, August 14.

Pruth McFarlin, Negro tenor featured on WLS, will be honored on "Destination Freedom," a WMAQ public service feature Sunday, July 23rd. The program will dramatize the life and accomplishments of McFarlin, who was a polio victim when he was a child.

Grauer To Produce Shows

Ben Grauer, NBC announcer, is entering the theatrical production field. In partnership with Norman Rose, formerly managing director of New Stages, Grauer will form a professional theater group that will offer plays, beginning this fall, at the Bleeker Street Theater in New York City.

"FOR THE DAYS TO COME"

A SUMMER Conditioning Program
Efficient • Time-Saving • Inexpensive

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

at the

REILLY HEALTH SERVICE

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

Send for interesting booklet
"The Life of Reilly"



By SID WHITE

Man About Manhattan. . . !

• • • WEEK-END CUFF NOTES: Mack Sennett has suddenly become the white-haired boy in H'wood and N. Y. tv circles. Both, overnight, have discovered the fact that Sennett has over 800 comedy scripts which would be perfect for video. . . . Harry Von Zell is doing so well in pictures he may do a Leon Belasco and confine his activities to the cinema. . . . If you want to know why the television industry is going all out with its announced tremendous expenditures, it's all based on surveys which indicate that there'll be 25 million sets in American homes by 1952. And tv manufacturers have gone ahead on a million-set-a-month schedule beginning in the fall which will appease some of the great demand for sets and forestall a possible shortage in case factories have to retool for the war effort. . . . Kirk Douglas is serving notice he's going to take some kind of action (legal or physical) against niteclub press agents out Hollywoodway who keep linking him in phoney col'm items with gals in their clubs. . . . Producer-director Sam Levine takes over the new Ray Bloch show which starts on Mutual Aug. 6th. In addition, he's also producing and directing the Louis Prima and Vincent Lopez sessions. . . . Ethel Smith boards the Queen Mary on July 29th for a 2-week date at the Palladium in London.

★ ★ ★ ★

• • • VIEWS & REVIEWS: The most distasteful exhibitions on the teevee agenda is female wrestling emanating from out-of-town. The N. Y. Athletic Commission will not permit such "jousts" in this state. After two decades of radio and teevee, we thawt we were inured to anything they cared to dish up—but even our alligator-skinned sensibilities are shocked by mauling, hair-yanking, scratching tigresses engaged in legal mayhem. So far as we're concerned, the "sport" is strictly for the weak-minded and strong-stomached. . . . For sheer versatility, Bob Monroe takes the cake. Monroe merely writes, directs, produces and composes the music for "High Adventure," the NBC thrillodrama. . . . Why Bill Talbert, the singing hit of "So. Pacific," hasn't a recording contract eludes this observer.

★ ★ ★ ★

• • • IN ONE EAR: Bob Musel, U. P.'s English press correspondent, who successfully dabbles on the side as a scrivener of skills and songs, is slated to pen an original revue for BBC. . . . Bob Hope will make 4 appearances at Western Fairs to the tune of 25 G's per. . . . Cornel Kilde, Franchot Tone, Arleen Whelan and Edmond O'Brien are among the H'wood stars in town scouting in the tv woods for shows which would enable them to double between the film center and Manhattan. All want to take a whirl at local tv. ABC and Walter Wanger have made a deal for later to make a series of flickers for tv. First batch will star Dotty Lamour. . . . Radio bandleaders and singers are being swamped by ombryo tunesmiths who have seized on the Korean war as a song hinge. . . . A record company is falling apart, but literally. Getting loads of complaints that the discs crumble after the first needling because of inferior shellac and other ingredients. . . . Report around that one of the top crooners and his ciggie sponsor won't be together next year.

★ ★ ★ ★

• • • MAIN STREET SEEN-ery: Ray Middleton yanking "Big Story" director Chuck Skinner to safety on Times Sq. as Chuck inspects location sites, forgetting that some cabbies love to play pedestrian polo. . . . Walter Pidgeon with the umbrella he bought 25 years ago, which he never took out of its rolled, silky cover. . . . Herb Sussan studying a menu at the Stork Club as tho' it contained top government secrets.

LOS ANGELES

By IRV HAMLIN

KTLA scored heavily with its telecast of the 1st Marine Division's embarkation for the Korean war front, cooperating with San Diego's KFMB-TV. The L.A. outlet covered the departure of the Air Wing from Terminal Island, while the San Diego station worked the southern leave-taking. The mail pull and phone call count was one of the largest the station has enjoyed in months. Klaus Landsberg, personally produced and directed the Terminal Island end of the embarkation.

Hank Hope, a nephew of guest who, is to be presented to stations as a budding disc jockey.

Charles Ross Agency announces expansion into radio and TV field.

Bill Welsh has been cited by the L.A. Police Dept. for services rendered in behalf of the 1950 Police Show.

Dick Haymes makes his initial appearance on Radio Luxembourg this week as Jo Stafford's guest.

The moan, groan, moo and grun boys who perform seven nights weekly in this area on a regular vaudeville troupe basis, are now to be filmed by Jerry Fairbanks from the American Legion Stadium for weekly syndication features. Jack Little narrates.

Presenting



WILLIAM HORNE, Tenor

WALTER WINCHELL says, "Better Than Gigli."

N. Y. TIMES says, "Mr. Horne excelled in the smoothness and sustaining quality of his beautiful voice."

Currently Guestenoring
Cincinnati Summer Opera

Available Radio & TV
Commencing August

Exclusive Management

MILTON H. BERGER

224 East 38th Street

New York 16, N. Y. • MU 7-4210

Webbs Will Boycott Rate Meeting Wed.

(Continued from Page 1)

Paul West, president of ANA, in behalf of the organization's radio and television steering committee, came for advice of legal counsel of the radio webbs. It was the contention of the radio webbs that if the networks acted separately or collectively in discussing rates with the organization of advertisers they might be exposing themselves to an investigation under the anti-trust laws. It was uncertain Friday whether the planned meeting of ANA committeemen would be held on Wednesday. One member pointed out that without the presence of network representatives little could be accomplished on the rate matter this time.

The action of the webbs in declining the invitation was received by broadcasters throughout the country with great satisfaction. Affiliated stations in several major markets wired and telephoned their approval and in most every instance indicated there was no justification for re-examination of network nighttime rates at this time. To the contrary it was pointed out that radio listening has taken a decided turn with the Korean war news and that television was in no way competitive.

While ANA's study of the trends in radio listening was still pretty much of a secret, network officials were convinced that the organization would seek a 15 per cent reduction in rates based on their survey findings. It is reported that ANA's study documents markets where nighttime radio listening has been affected by TV viewing.

WNEW Fights Hoarding With Station-Breaks

(Continued from Page 1)

Industry are heard delivering "don't hoard" warnings.

WNEW has already recorded statements by J. Gordon Daekins, general manager of the NRDGA; Ross R. Ormsby, vice-president and general counsel of the Rubber Manufacturers Association, and William L. Burns, president of the National Sugar Brokers Association.

The announcements by these authorities list the supplies on hand, site inventories and wind up with appeals against over-buying, hoarding on fear of shortages.

The station plans to record "Don't hoard" statements by authorities in other consumer industries to supplement those already on the air.

The Land of the Free

Dramas of American Opportunity
This week: John N. Willys

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

B'casters Defense Council Formed On Gov't. Request

(Continued from Page 1)

Steelman, the assistant to the president, asked that "the National Association of Broadcasters take immediate steps to organize the entire broadcasting industry in some manner in which it would be instantly available to the government as required."

The letter from Mr. Steelman, addressed to Ralph W. Hardy, NAB's government relations director, pursued an offer by the association to assist the government "in any feasible way" in the present emergency.

First Draft Written

A plan for formation of the council, already in first-draft form, would provide for broadcast representation immediately in these vital defense areas: military, civil mobilization, censorship, information, production (manufacturing).

As visualized by NAB executives, it would draw upon the nation's most experienced broadcasters in these respective fields to form themselves into a national council, on appointment by NAB's president, Justin Miller.

The council would be comprised of special panels devoted to each area in which aid can be given by the industry to the government. It would seek the services of all broadcasters and those manufacturers engaged in services relating directly to radio and television, as well as the active participation of other groups and associations performing services relating to radio and television.

Outline of the plan will be presented to a group of network and

station executives in Washington next Tuesday (25).

Representing the Association at the meeting will be Ryan, Hardy, Robert K. Richards, NAB's director of public affairs, and Charles A. Batson, the Association's director of television.

Mr. Steelman's letter, dated July 21, follows:

"Dear Mr. Hardy: May I take this opportunity to thank you for the cooperation the radio stations and networks in the United States gave us on that part of the President's address which explained that no food shortages exist at the present time. The fact that you people initiated this without receiving a request from the government is especially gratifying. All of us are deeply appreciative.

"Doubtless there will be other occasions in the near future when your cooperation will be extremely useful. I hope you will not consider it presumptuous if I ask that the National Association of Broadcasters take immediate steps to organize the entire broadcasting industry in some manner in which it would be instantly available to the government as required.

"I have asked Mr. Jackson of my office to work closely with you and you may feel free to call upon him for any cooperation you may need.

"The problems facing us now are somewhat different than they have been in the past because of the growing importance of television. We will be especially interested in a program which can use both media to the fullest extent possible."

ABC Acquires Quarters For TV Studio Expansion

(Continued from Page 1)

crease in television programming. John H. Norton, vice-president in charge of the network's central division, announced yesterday.

The floor space will be converted into two TV studios, comprising nearly 12,000 square feet. The lease, effective August 1, covers the 25th and 26th floors, and one-half of the 24th floor.

Construction work will begin immediately. "We expect to be telecasting programs from the Daily News Building by September 15th of this year," Norton said. The new studios will measure 38 feet by 43 feet, and 34 feet by 46 feet. This will bring to six, the number of TV studios operated by WENR-TV, Norton said.

Starn Joins WKBN

Gene Starn has joined the WKBN, Youngstown, Ohio, news staff. Formerly, he was with WAKR, Akron.

FCC Combines AM Units

The FCC announced Friday that it had consolidated its two AM processing lines so that hereafter all such applications will be considered in order of filing. In order to meet the heavy postwar workloads, the Commission adopted a practice in 1946 of taking simple cases through in one line while those with more complicated engineering or other problems were shunted over to a slower line.

The Commission also announced simpler procedure for AM stations to gain permissions to originate programs for broadcast by foreign stations.

New Olsen Show

Beginning today, ABC's "Ladies Be Seated" program will hereafter be known as "Johnny Olsen's Luncheon Club." Format, as well as title, for the audience-participation show has been changed to promote a closer appeal to women audiences. The show, sponsored by Philip Morris, is aired over ABC, Monday-through-Friday, from 12 to 12:30 p.m.

Interest In News Reflected In Sales

(Continued from Page 1)

the fighting in the Far East began, they have sold 45 co-operative accounts involving network news programs. This represents an increase of over 50 per cent of the sales in this division compared to last year.

The ABC network sales department reports the emphasis on news has resulted in an upswing in the number of inquiries received from prospective clients about the possibilities of sponsoring news programs. In other cases, sponsors, nearing the end of their contracts for newscasts currently on the air, have signified their intention to renew. The WJZ sales department reports one commentary program already sold, and several spot sales have also been made for many local newscasts.

Block Drug Renews "Quick As A Flash"

Block Drug Company, Inc., Jersey City, N. J., will sponsor the Tuesday and Thursday broadcasts of ABC's "Quick as a Flash," under a 52-week contract beginning September 10, the network announced yesterday.

The contract, for a network of 160 stations, was placed through Cecil & Presbrey, Inc. The five-times-weekly show is heard from 11:30 to 12 noon.

Named Alumni President

J. Calvin Affleck, sales promotion manager, receiver sales division, Allen B. DuMont Laboratories, Inc., has been named president of the New York and New Jersey alumni association of Middlebury College it was announced. Affleck was graduated from Middlebury College in 1931 with a Bachelor of Science degree.

Mr. Time Buyer
Before you run off on your vacation
check your fall schedule against this!

**BIGGEST RADIO BARGAIN
IN THE U.S. TODAY!**

**1-MINUTE SPOTS ON
50,000 WATTS
WNOE-NEW ORLEANS**

**ONLY \$13.00 (360
EACH TIME RATE)**

Available Right Now: Spots between High-Rated
National Shows!.. Spots on or between long-
established Local Shows!.. News Programs!
Sports! Mutual Co-ops! (1060 ON YOUR DIAL)

25 YEARS OF SUCCESSFUL SERVICE TO ADVERTISERS!

WNOE (MBS)
NATIONAL REPRESENTATIVES
RA-TEL
420 LEXINGTON AVE., N.Y.C.
50,000 WATTS DAYTIME - 1,000 WATTS NIGHTTIME

Sheppard Charges Plot Against Bill

(Continued from Page 1)

practices by the networks. The four nets, he said, maintained extremely powerful lobbies here, and have NAB in the palm of their hands. He did not refer to the recent withdrawal of ABC and CBS from NAB.

The networks constitute, Sheppard said, "one of the greatest monopolies this country has ever seen . . . they dictate . . . that licensees shall not broadcast a program of local or hometown interest, or a commercial program of a local or hometown merchant."

Making a strong pitch for more frequent use of delayed broadcasts, Sheppard bitterly attacked option time clauses in network affiliation contracts. Through such clauses, he said, nets dictate program content, rates, policies in the handling of news and other functions of the individual radio licensees.

Kicks Out Web Rep.

Sheppard, long a bitter foe of the nets, told this reporter during the past winter that he had thrown a network representative out of his office after the latter had threatened him with political reprisals in the Congressman's California District (San Bernardino.)

He accused C. E. Arny, NAB secretary-treasurer, of keeping copies of his network control bill from delegates at the recent NAB convention, in Chicago, and charged that NAB was thus operating against the interest of the majority of its members.

Responsibility for the infrequent repeats of network shown in the East lies with the nets, Sheppard said.

In concluding, Sheppard said the investigation he has asked is important today "because of the tremendous detrimental effect these radio chain monopolies are exerting on our people; on the independent and network affiliated station; on the radio talent of the country; as well as on the sponsors of our commercial radio programs and all other phases of the radio broadcasting industry."

He admitted there is no hope for any remedial legislation this year.

New Staff Members

Syracuse, N. Y.—Four new staff members have recently joined WSYR and WSYR-TV. Arnold Wilkes, formerly of WGRB, Schenectady, is now producer for WSYR-TV. Scott Phoenix replaces Charles Tesser as WSYR-TV photographer. Tesser is now with NBC in New York.

Robert G. Nelson, a graduate of Syracuse University radio workshop in June, is now with the continuity department of WSYR. William E. Brown, formerly with WENY, NBC affiliate in Elmira, has joined the WSYR and WSYR-TV announcing staff.

THE WEEK IN REVIEW

. . . Radio-TV News Highlights

By BILL NOBLE

HIGHLIGHT of the week was President Truman's radio-TV broadcast from the White House on Wednesday evening. Standing before a simple lectern and with only the flag of the United States and the Presidential flag as a backdrop, Mr. Truman delivered his speech in sombre fashion, befitting the occasion. Estimates of his TV viewers ranged as high as 30,000,000. Indicative of the speed in which TV films can be produced on the East Coast and televised on the West Coast, Paramount Pictures made films of the President's speech Wednesday night which were televised over KTLA, Los Angeles, early Thursday morning.

The ANA, inviting networks to examine their night-time rate structures separately, has run into criticism of their high-handed tactics. Networks have been urged by RADIO DAILY to appear in a joint session or to boycott the proposed meeting. Meeting is planned for Wednesday, July 26. Proposals for a partial or complete split between BAB and the NAB are slated for a thorough airing by the committee previously appointed by Justin Miller. Meeting will be held in Washington on Thursday and Friday of this week.

TV production has increased even faster than indicated or predicted six months ago, according to a survey released by the National Industrial Conference Board. Most recent estimates for set production this year are now 5,300,000 as against an estimate of 3,700,000 sets made six months ago. Skiatron Corporation announced that a patent had been granted them for a new movie size TV screen.

NAB president Justin Miller announced the make-up of the new AM committee. Members will be Hugh B. Terry, KLZ, Denver, chairman; H. Quentin Cox, KGW, Portland; Simon Goldman, WJTN, Jamestown, N. Y.; Milton L. Greenebaum, WSAM, Saginaw, Mich.; Edgar Kobak, WTWA, Thomson, Ga.; Paul W. Morency, WTIC, Hartford, Conn.; Glenn Shaw, KLX, Oakland, Cal.; F. C. Sowell, WLAC, Nashville, Tenn.; Lee B. Wailes, WWVA, Wheeling, West Va. Alternates on the committee are: S. C. Fantle Jr., KELO, Sioux Falls, So. Dak.; W. H. Summerville, WWL, New Orleans, La.; B. J. Rowan, WGY, Schenectady, N. Y. and William E. Ware, KSTL, St. Louis, Mo.

Facilities of WKRC, WKRC-FM, WKRC-TV and the Times-Star, Cincinnati, were offered civil defense authorities for experimentation in developing a community preparedness program. John J. Gillin, president and general manager of WOW, Omaha, Neb., died suddenly while vacationing in Wisconsin. He was a member of the NAB board for fourteen years and widely known throughout the broadcasting field.

Radio ranks high in an advertis-

ing survey released by Life magazine. Of the first eleven, ranked by total investment by advertisers for the first six months of this year, CBS was second, NBC, third, ABC, fifth and Mutual, eleventh. However, if TV investment were added, CBS would rank first and NBC, second. Media included radio and national magazines. WNBC expected to add name disc jockeys as a major factor in future station programming.

J. R. Poppele, president of TBA, predicted that there would be 9,000,000 TV sets in the country by the end of 1950. Motorola sales soared 134 per cent in the first six months. A total of 170 sponsored network shows will remain on the air during the summer, according to a survey released by FACTuary. 53 sponsored shows took a summer vacation with returning dates set for all but 8 of the vacationers.

Radio-TV rights for boxing in Madison Square Garden, settled after long period of negotiation between the IBC and the New York Boxing Manager's Guild. Wire services serving radio and TV report great increase in news interest since the start of the Korean war. Harry Wismer, assistant to G. A. Richards, slated to be named the next president of the Good Will Stations. U. S. Court of Appeals ruled against the FCC on WOW's petition for a hearing on the license renewal of KCSJ, Pueblo, Colo. Both stations are on the 590 band.

If negotiations go through it is expected that NBC will build a TV center in New York. Scheduled deal would have NBC taking over the Center Theater property and adjoining buildings. Maurice B. Mitchell, director of BAB, resigned from that body and will become a sales executive with NBC. Mitchell is expected to take over his new post on August 15. Security guidance for dissemination of news concerning the military services, was issued in a memorandum by the Secretary of Defense, Louis Johnson. Boston area now has over 400,000 TV sets, according to a joint survey made by WNAC-TV and WBZ-TV. ABC announced expansion of their TV studios in New York. Mayor O'Dwyer proclaimed last week "TV Week" in New York.

Pierce Leaving NBC After 23 Years Service

(Continued from Page 1)

Friday by Sidney N. Strotz, vice-president of the western division.

Pierce will become general manager of KMED, NBC affiliate, in Medford, Oregon, effective August 1. He was associated with NBC for 23 years, during which time he pioneered in creating and bringing to a high degree of popularity the broadcasting of farm news and other public service programming.

Renew CBS Licenses In Spite Of Protests

(Continued from Page 1)

lates any of the provisions of the Commission's chain broadcasting regulations.

At the same time, the Commission observed that it is still pondering whether it should change its rules or adopt new rules to outlaw such representation.

At the same time, the Commission also released replies to the Democratic State Committee of New York and the American Council of Christian Churches, both of which had complained of unfair treatment by WCBS. The former had complained that it was not given time to reply to an address by Governor Thomas E. Dewey which it considered political in nature.

The Commission held that public officials may be permitted to go on the air to "report on their stewardship to the people and that the mere claim that the subject is political does not automatically require that the opposite political party be given equal facilities for a reply." Whether such programs are political or controversial in nature, however, it is up to the station to determine whether grounds exist for the offering of equal time.

The Commission did not find error in refusing the demand of the Democratic Committee for time to reply to Dewey.

Similarly, the Commission held "it does not appear from the information which has been made available to the Commission that the Columbia Broadcasting System has discriminated against the American Council of Christian Churches the allocation of time for religious broadcasts over station WCBS. Your petition contains no information with respect to the number of persons or faiths represented by the American Council of Christian Churches as compared with the number of persons and faiths represented by other religious organizations having different views. In addition, it appears that CBS has in the past offered your organization broadcast time on WCBS for the presentation of religious programs and that such offers have been rejected by your organization."

Add 11 DuMont Stations

The Consolidated Cigar Corporation has added 11 additional stations to their sponsorship of "The Plainsclothesman," mystery series telecast over DuMont, Wednesday, 9:30-10:00 p.m., EDT.

N-O-W O-P-E-N

MANAGER — Metro. basic affil. (T. Patent.)
SALES MANAGER—Maj. Mkt. AM-FM-TV basic net.
Topflight Agy. contacts (N. Y. & others)
DISC JOCKEYS, Copywriters — Anncr. - Engrs. & Salesmen—Anncrs. Combs.
T-O-D-A-Y—Register with—
RRR - RADIO - TV EMPLOYMENT BUREAU
P. O. Box 413, Phila. 5, Pa.
FREE SERVICE (Employer's) over 5 yrs

TELEVISION DAILY

Section of RADIO DAILY, Monday, July 24, 1950 — TELEVISION DAILY is fully protected by register and copyright

THOMAS TO HEAD WOR-TV SET-UP

TELE TOPICS

REFUTING THE WAILS of sports promoters that TV is ruining the box office, take a look at the attendance over the week-end at Yankee Stadium where the Yanks and the Tigers tangled in the first "crucial" series of the year. . . . Tickets to the flops are always available but when the "South Pacific" and the big baseball series, or good fights—and this goes for all other sporting events—when the public believes that they will get their money's worth; then they will break the doors down in order to see the event. . . . Perhaps TV is educating the paying public that ballyhoo, alone, is not sufficient to separate the man-in-the-theatre from his hard-earned dollars. . . . At home, one can always dial out a third-rate event, but when one has paid admission and leaves with a sour taste, it takes a long time to coax that admission back.

WELL PARDNER, looks like "Hoppy's" a gonna git some tall competition, mighty tall, pardner! Took a squint Sunday at the first in a series of half-hour Gene Autry TV airers, CBS, 7-7:30 p.m., presented by The William Wrigley, Jr. Co., (Ruthrauff & Ryan, Inc.) and it looks to us pardner, like there's gonna be plenty of chawin' a goin' on—chewin' gum chawin', that is. In this TV film titled "Head For Texas," Gene not only did what "Hoppy" does, but can sing and did sing, and more than that, uses his lasso like "Hoppy" never has. Plenty of action with a story line that ain't too taxin' on the ol' bean, photography that is easy on the eyes and a musical background score that's pulsating on the ticker. Looks like we've got ourselves a new hero on the TV western front, and a mighty good one at that! Next week—"Gold Dust Charlie"—yippee!

WPIX has just ordered the latest in TV transmitter, antenna and accessories, representing an investment of \$160,000, for installation in the Empire State building. . . . The TV station is scheduled to begin transmission from the new location within five months. . . . Construction of the transmitter quarters will begin Sept. 1. . . . Full time broadcasting is scheduled early in December. . . . "Is the Toll Method of Financing Roads Fair?" will be the topic placed before the jury on "Court of Current Issues," tomorrow night over WABD and the DuMont TV network, 8:00-9:00 p.m., EDT. . . . Starting July 30, the first of a series of new films being produced by Television Features for the Lincoln-Mercury network show will be seen on the "Toast of the Town" program over WCBS-TV. Kenyon & Eckhardt is the agency.

Azcarraga Comments On TV In Europe

Don Emilio Azcarraga, Mexico's leading broadcaster and showman, stopped off in New York the past week-end en route home after a three months vacation in Europe during which time he observed television developments aboard.



AZCARRAGA

Azcarraga, who will launch his own station in Mexico City around January 1, declared that the United States is much further advanced than the European countries in TV both from a technical and commercial statement. He added that he saw nothing in the way of television presentation in Europe that excelled American video.

The Mexican broadcaster, who operates XEW in Mexico City and Radio Programmes De Mexico, a transcription network which covers the country, has purchased a 5-kilowatt General Electric TV transmitter and delivery has already been made.

Chicago Rejected

Rejecting the Chicago City Council's demand for TV stations for that city, the FCC Friday wrote John J. Mortimer, acting corporation counsel, that "the Commission has considered carefully the contents of the instant petition and has concluded that the facts set forth therein do not meet the objections raised by the Commission in its letter to you of May 31, 1950, nor does the petition contain such additional facts as would warrant a revocation or modification of the action taken by the Commission on May 31, 1950."

Buddy Rogers Signs For DuMont TV Show

(Continued from Page 1)

in a second night-time TV series on a thirty-minute per week basis. This program will be launched later in the fall. Boyd will likewise act as associate producer for this DuMont show.

Under terms of the contract, Rogers will remain the exclusive property of DuMont in the night-time TV field. He will make a number of guest appearances on DuMont shows as part of the networks promotion for the star.

Doc Kilowatt Says:

My Uncle Ludwig was visiting us last week and he suddenly removed his pipe during the evening sitting spell. Now Uncle Ludwig doesn't remove his pipe very often. But when he does, it is for one of three very good reasons: one, he's going to eat; two, he's going to sleep; or three, he's going to say something. This time Uncle said something.

He said, "You know, so many people plant trees in public, but forget to water them in private."

I asked Uncle what he meant, and believe it or not this retired dairy farmer replied, "You know," (Uncle begins every remark this way), "I bought me a television set being as I don't have much to do. Well, I asked the man, would it be worth a damn if all those changes happen like I been reading about. The man said, 'You mean if they move it upstairs.' 'Gosh no,' I says, 'I didn't hear that one and I only have a one-story house. Maybe I hadn't ought to take it.' Well, the man laughed and said he never meant it that way, and he went on in some technical gibberish which reminded me of Nate Lilly up home, him whose a bit soft-brained and always inventing something fearful technical.

"Well, I took the set anyway, but what gets me is all the public statements I read like 'Something is going to happen to present standards,' says Mr. So-and-So, of the Three-Hundred Square Inch Screen Company, and the same's denied by Mr. This-and-That of the Round Porthole Co. Then Uncle put his pipe back.

Doc Kilowatt

Will Leave WOIC About Sept. 1 For New Post

Announcement of the appointment of Eugene S. Thomas as manager of Television Operations for WOR-TV was made on Friday by Theodore C. Streibert, president.



THOMAS

Thomas will return to New York about Sept. 1 as soon as the FCC approves the sale of TV station WOIC, Washington, of which Thomas has been vice-president and general manager since

station first went on the air, January, 1949.

In his new position, Thomas will guide the various departmental activities of WOR-TV and will coordinate the production of programs in the New York market.

Thomas' decision to return to WOR came at a time when he was considering the post as director of Broadcast Advertising Bureau, succeeding Maurice Mitchell, resigned. It is known that Thomas discussed the BAB position with some of the NAB officials.

Before going to WOIC, Thomas was sales manager of WOR and is well known in broadcasting and advertising circles. Currently, he is a director of the NAB, representing the television industry, and of the Advertising Federation of America. He served for two terms as president of the New York Advertising Club.

Before joining WOR, Thomas worked in various newspapers in Washington, did public relation work and headed the radio department of H. W. Kastor & Sons, Chicago advertising agency. He first joined WOR in 1934.

DuM. Skeds Yale Games

Supplementing its Fall schedule of televised football games, which include five Notre Dame games, DuMont network will carry two Yale games, Les Arries, network sports director, announced over the week-end. The two games, which Arries selected by contracts with Robert A. Hall, chairman of the Athletic Board of Control of Yale University, will be the Yale vs. Columbia game on Oct. 14., and the Yale vs. Princeton game on Nov. 18th.

AGENCIES

HEADLEY-REED CO. & HEADLEY-REED TV, radio and television station representatives, has announced plans to open a branch office in New Orleans. The new office, located in the International Trade Mart Building, is scheduled to open September 1, with Milton R. DeReyna, Jr., as manager.

LOU AVERBACH has been appointed general sales manager of **Video International, Inc.**, New York TV producing organization. He formerly served as assistant mid-western division sales manager with **Paramount Pictures**.

GENERAL BRONZE CORPORATION has appointed Ira Kamen as director of TV development and TV promotion for its subsidiary, the **Brach Manufacturing Corporation**. Kamen is a member of the TBA, IRE and Radio Pioneers.

O'BRIEN & DORRANCE, INC. has been appointed eastern adv. agency for **Vitrex**, a dietary supplement manufactured by **Glamour Products Company** of Los Angeles. **Vitrex** will use television exclusively.

CAMERON A. HIGGINS has been promoted to assistant director of research and promotion of **Headley-Reed Company**. He was previously with **ABC**.

CHARLES B. STRAUSS, formerly vice-president of **Dorland International**, has joined the advertising division of **S. Augstein & Co.**, manufacturer of **Sacony** fashions.

WGAT, Utica, N. Y., has appointed **Robert Meeker Associates, Inc.**, as national representative.

LOU R. WINSTON has been appointed western representative for **Official Films, Inc.** **Winston** is founder and former owner of **Radio Producers of Hollywood**, one of the largest transcription companies on the west coast.

TV Maps On Korea Wired To Papers

(Continued from Page 1)

partment are being distributed by wirephoto to papers throughout the world by **International News Photos**.

The maps are seen on the five-a-week **CBS-TV "Douglas Edwards and the News"** show — **CBS-TV, 7:45-8:00 p.m., EDT**. They include a large seven-foot orientation chart of the entire Korean peninsula and a three dimensional up-to-the minute map showing the terrain of the main battle areas. Special symbols indicate the latest changes in the front lines and the type of equipment employed by each side.

An **INP** photographer makes the picture of the maps just after they are shown to the TV audience.

COAST-TO-COAST

Polly Huse Institute Speaker

Lawrence, Mass. — **Polly Huse**, **WLAW** commentator on the "Shopping With Polly" program, addressed an assembly of educators at the Summer Institute of the 16th Annual School Lunch Program at **Fitchburg** on July 17th. The event, sponsored by the Commonwealth of Massachusetts, required the attendants to prepare papers from the remarks made by **Polly** during her speech on "Making Publicity Effective."

Special Public Service Show

Richmond, Va. — With the present international situation in a state of unrest, **WHBG** presented a special program on July 15th featuring the State Director of Selective Service **Colonel A. W. Harman**, who gave complete information on the draft. The program was handled by public information personnel of the Military District, who gave the latest information from the army view of the need for men.

Special News Service At KXOK

St. Louis, Mo. — In view of the critical situation existing in the Far East, **KXOK** has made comprehensive plans for continuation of broadcasting service beyond the regular hours of operation. The plan is directed by **News Director Bruce Barrington**, who will determine from dispatches from the Associated Press and the United Press if the extension of regular service is warranted, or if operations should be resumed after the station is off the air. In the latter case, **Barrington** would operate from the **KXOK** transmitter until a substantial crew could be assembled at the studios to transfer operations.

WQAN-FM Joins RRN

Ithaca, N. Y. — On July 15th at 6:30 a. m., **WQAN-FM** became a full-time affiliate of the **Rural Radio (FM) Network** at the thirteenth station and the first outside **New York State** station to join the **RRN**. **WQAN-FM**, **Scranton, Pa.**, is owned and operated by the **Scranton Times**, and managed by **John McGoldrick**. The station becomes the seventh newspaper-owned FM station to affiliate with **RRN** and adds some 800,000 potential **Scranton-area** listeners to the rapidly-expanding **RRN** coverage which already extends to over six million persons through strategically located upstate FM stations.

Appointed WENT General Manager

Gloversville, N. Y. — **George Bissell**, **WENT** president, has announced the appointment of **Irving J. Teetsell** as general manager of the station. **Teetsell**, formerly with **WFIL AM-TV**, has also been associated with **WJTN**, **Jamestown, N. Y.**, and was manager of **WTPG**, **Atlantic City, N. J.**

New KEX Kiddie Show

Portland, Ore. — **KEX** presented a new program on July 17th, featuring children's fairy stories told by **Merrie Virginia Fenton**, new **KEX** star. **Merrie** and her many "voices" will be heard each weekday at 4:45 following the "Squirrel Cage" program with **Uncle Bob**. A new story, with all voices interpreted by **Merrie**, will be told starting each Monday with concluding episode Friday.

WHLI At Jones Beach

Hempstead, L. I., N. Y. — The first of a series of weekly **Children's Day** programs at **Jones Beach**, **Long Island's** popular seaside resort, was reported with a special on-the-scene broadcast by **WHLI** and **WHLI-FM**. Interviews with instructors and youngsters attending the opening day's events were made at the **Jones Beach "Indian Village"** by announcer **Stan Burns** for broadcast the following day.

Joins WMTR News Staff

Morristown, N. J. — **Merrill Morris**, news director of **WMTR**, has announced that **Jerry Jacobs** has joined the staff as the third full-time newsmen at the station who both gather and edit news. **Jacobs** comes to **WMTR** from **New Brunswick** where he began his news career on the "Daily Home News."

Highway Patrol Honor Radio Star

Tulsa, Okla. — **Rhoda Williams**, radio star who appears weekly on **NBC** and **KVOO**, recently received personal thanks from the **State highway patrol** for her part in a local safety campaign, which, by the way, helped hold this state's highway death toll down to nine over the long **July 4th** week-end. **Miss Williams**, who plays "Betty" in "Father Knows Best," radio show featuring movie actor **Robert Young**, made a visit to this city to encourage teen-age drivers to drive safely at all times. During her appearance here, she appeared with **Frank Sims** and **Walter Teas** on their **KVOO** variety show, "Eggs at Eight."

WSRS Running Contest

Cleveland, O. — **WSRS**, in conjunction with the **American Homes Promotion**, will offer \$1,000 in cash and a free week-end trip to **New York City** to the person submitting the winning entry on the subject "I think my family is a typical American family because" in 150 words or less. The contest, which began **July 9th**, ends **August 8th** at midnight.

Noted Cartoonist Joins WSPB

Sarasota, Fla. — **Bandel Linn**, cartoonist for such national publications as **Colliers**, **Saturday Evening Post**, **The New Yorker**, and others, has joined the **WSPB** staff. **Linn** will air his program "At Home With **Bandel Linn**," featuring requested music and humorous chatter, at 4 to 4:45 p. m.

PROMOTION

Party For Youngsters

More than 3,300 youngsters turned out for the recent children's party staged at **Bushnell Memorial Auditorium** by **WCCC**, **Hartford, Conn.** The two-and-a-half hour stage show featuring the station's music director, **Ivor Hugh** and his talking duff, **Leroy**, a twice-daily broadcast feature of **WCCC**, was presented to raise funds for the city's **Clayton Courant Fund** which supports a summer day camp for **Hartford** children. The party was backed by the city's business and civic organizations. Recording artists such as **Rosemary Cluney** of **Columbia**, **Paul Wing** headlined the show with songs for the children.



DAYLIGHT
and
OVERNIGHT
DC-6
MAINLINER
300s
11 hrs. onestop
to LOS
ANGELES

"the Hollywood"

Leave 11 am, arrive 6:55 pm

"the Los Angeles"

Leave 11:55 pm, arrive 7:50 am

Flights operate on Standard time

Call
UNITED AIR LINES

OR, AN AUTHORIZED
TRAVEL AGENT

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 52, NO. 16

NEW YORK, TUESDAY, JULY 25, 1950

TEN CENTS

ANA CALLS OFF TOMORROW'S MEETING

FCC Approves AM Stations; Other Activities

Four New Outlets Get FCC Okay Yesterday

Washington Bureau of RADIO DAILY
Washington — FCC approval for three new daytime and one full time station was announced yesterday, with the unlimited time operation to be in Flagstaff, Ariz., on the 1450 band with 250 watts power. Permittee is the Flagstaff Broadcasting Company. The daytime permittees in—
(Continued on Page 5)

BBB Pledges Support To President Truman

The country's Better Business Bureaus have pledged their resources and facilities to combat "scare" advertising and hoarding, Victor H. Nyborg, president of the Association of Better Business Bureaus, announced yesterday.

In a letter to President Truman notifying him of this action, Nyborg said, "Again, as we face the—
(Continued on Page 2)

KCBS Going To 50 Kw.; FCC Okays Shift To S.F.

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday okayed the application of CBS to shift the location of KCBS from San Jose across the bay to San—
(Continued on Page 2)

From Canada

John Wayne and Frank Shuster, Canadian radio comedy team, will make their U. S. television debut as guests of emcee Jack Lemmon on CBS-TV's "Toni Twin Time" tomorrow from 9:30 p.m. EDT. After three years on the air, Wayne and Shuster are among the ten top-rated programs listened to by Canadians. Sherman Marks produces.

TV Stations Go On The Air

Television stations in Brazil and Mexico went on the air with signal tests this week with Radio Tupi sponsoring a station in Sao Paulo and XHTV inaugurating broadcasts in Mexico City. Both stations are equipped with RCA transmitters and during the past week plane loads of TV receivers have been flown to the Brazilian city.

Mobile Equipment Bought For Canada

Montreal—Mobile television units which will be used in Montreal and Toronto by the CBC have been ordered from Marconi Wireless Telegraph Company, Ltd., of Chelmsford, England, it was announced here by acting CBC general manager Donald Manson. The purchase was made through Canadian Marconi at a total cost of about \$190,000. Four tenders were received for the two fully equipped vans, the—
(Continued on Page 7)

G. E. Earnings Rise 66% In Past 6 Months

New records in sales and earnings for the first six months of 1950 were established by the General Electric Company, president Charles E. Wilson announced Friday. GE and its consolidated affiliates earned a net profit of \$77,445,000, an increase of 66 per cent over the \$46,553,000 earned in the first half of 1949. These earnings were equi—
(Continued on Page 5)

TV Rate Schedule Prepared By BAB

A complete set of standard rate card recommendations for TV stations has just been released by the BAB, following nearly a year of work on this and related projects by the Television Standardization Group, a committee representing all segments of the television broadcasting business. Publication of the recommendations, which have been evolved in cooperation with the Committee on—
(Continued on Page 6)

Seeks FCC Approval To Increase TV Power

Milwaukee—WTMJ-TV, The Milwaukee Journal station, has filed an application with the FCC for a permit to improve its television broadcasting facilities. The station which began commercial operations on December 3, 1947, has been using a 300-foot tower erected in 1942 and a five kilowatt transmitter. The station plans to increase the—
(Continued on Page 5)

Heavy Spot Campaign Bought For Southern Good Will Tour

Using a minimum of 30 radio spots daily in 15 key southern cities, Senator Dudley J. Le Blanc, Lafayette, La., owner of Hadacol, vitamin and mineral formula, will spend a total of \$250,000 on a good will tour of the mid-South beginning August 21st and continuing through September 4th. The tour will feature a show of circus proportions with Mickey Rooney, Connee Boswell, Roy Acuff, Minnie Pearl, Sharkey's

Dixieland band, 10 circus clowns and elephants. Senator Le Blanc, who is reported to be selling \$2,000,000 worth of his product monthly, will use 10 trucks to carry around \$1,000,000 worth of merchandise to be delivered enroute. The Hadacol good-will tour has contracted for auditorium and baseball parks in 15 leading cities to—
(Continued on Page 5)

Rate Discussion Cancelled By Telegram

Telegrams cancelling the planned meeting of the radio and television steering committee of Association of National Advertisers planned for tomorrow at the Waldorf Astoria hotel in New York were reported to have been sent out last night by Paul West, president of ANA. The ANA com—
(Continued on Page 5)

Rivers Gets FCC Nod; Georgia Council Loses

Washington Bureau of RADIO DAILY
Washington—Slapping at "self-appointed guardians of the public interest," the FCC refused yesterday to order a hearing on the proposed new operation of E. D. Rivers, Jr., in Savannah, Ga. At the same time, it asked for detailed information on the programming of—
(Continued on Page 6)

Anti-Hoarding Campaign Launched In Syracuse

Syracuse, N. Y.—Feeling that needless hoarding of consumer goods is increasing at an alarming rate, WSYR and WSYR-TV have launched an all-out fight against hoarding. The campaign is in two phases;—
(Continued on Page 5)

Breaks Record

Jack Benny broke the all time record for 13 performances a week at the Palladium in London, where he closed July 8 after a three-week engagement, according to reports from the British capital. Phil Harris and Eddie (Rochester) Anderson participated in the act. Benny, accompanied by his wife Mary Livingstone, are now in Italy.



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MARVIN KIRSCH : Business Manager

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

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Andrew H. Older, Chief 6417 Dahlonga Rd.
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CHICAGO BUREAU

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

SOUTHWEST BUREAU

Paul Girard, Manager
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Dallas, Texas
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ROME BUREAU

John Perdicari
Ludovisi 16

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

KCBS Going To 50 Kw.:
FCC Okays Shift To S.F.

(Continued from Page 1)
Francisco and to raise its power from five to 50 kilowatts. The station operates on the 740 band. This permit brings to fruition the CBS plan when it bought the station two years ago so far as AM broadcasting is concerned. The net still hopes to add a TV station in the VHF band to its San Francisco property.

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

★ COMING AND GOING ★

MERLE JONES, general manager of KNX, Columbia's O & O station in Los Angeles, and GARRY MOORE and JANNETTE DAVIS, importantly associated with the Arthur Godfrey opus, are back at their home bases after having attended the Minneapolis "Aquatennial."

JO RANSON, director of publicity at WMGM, has returned from Mexico.

DAVE DRISCOLL, director of news and special events at WOR, is spending his three-week vacation at Southold, L. I.

A. E. JOSCELYN, director of Hollywood operations for CBS, is spending two weeks in the Sierras of California.

CARL WARD, sales manager of WCCO, Columbia's station in the Twin Cities, arrived in New York yesterday.

ROBERT SIMON, new-program development manager at WOR, is starting his vacation in Vermont and will end it in Atlantic City. SYLVAN LEVIN, musical director of the station, will spend his annual holiday in Bucks County, Pa.

JAMES STIRTON, sales manager for the central division of ABC, is spending a week in Minneapolis on business.

J. KELLY SMITH, Columbia network vice-president and director of station administration, is in Hollywood on business.

Conlan Survey Shows WHOM Italian Leader

WHOM, multi-lingual New York independent, attracts more listeners to its Italian language programs than any other Italian language station in the city, according to a survey just completed by Robert S. Conlan & Associates, Inc. The survey was based on the listening habits of 5,000 Italian homes.

Results of the survey show that station WHOM's share of the audience in afternoons was 42.3 per cent and the share of station "B" was 37.4 per cent. Evening ratings give WHOM a percentage of 43.8 per cent while station "B" reached 23.0 per cent and station "C" had 20.2 per cent. WHOM now broadcasts more Italian language programs than any other station in the United States, it was claimed.

Wedding Bells
Portland, Ore.—Richard H. Nelson, writer at Westinghouse radio station KEX, and Betty Kindley were married July 16, in this city.

FINANCIAL (July 24)
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 mfd., Stewart-Warner, Zenith Radio, NEW YORK CURB EXCHANGE, Hazeltine Corp., Nat. Union Radio, OVER THE COUNTER, DuMont Lab., Stromberg-Carlson.

ADE HULT, vice-president of the Mutual network in charge of sales, and HAL COULTER, director of promotion and advertising, in Chicago on business.

HAROLD E. FELLOWS, general manager of WEEL, Boston, plans to be in New York on Thursday and Friday of this week.

HAROLD STEIN, industry photographer, and his ETHEL, have returned from Lake Tarleton, where Harold gave out with nine days of lectures and shooting. Also returning from the New Hampshire mountain resort is BARRY GRAY, who was much in evidence at the Tarleton Seven Arts Festival.

BILL PARKER, staff writer for RADIO DAILY, has returned from a Long Island week-end adorned with the season's hottest sunburn. Yesterday he was under the medico's care, but is expected back on the job today.

W. D. ROGERS, vice-president and general manager of KEYL, San Antonio TV station, is in town for confabs with his national reps. According to present plans, he'll return to Texas tonight.

GENE (DR. GINO) HAMILTON, literary custodian of NBC's "Chamber Music Society of Lower Basin Street," has returned from a tarpon-fishing holiday in Florida.

RUSSELL D. VALENTINE, chief engineer of WQXR, is back at his desk following a cross-country automobile tour during which he covered 7,700 miles.

BEN WOLFE, director of engineering at WAAM, Baltimore, and GLENN H. LAHMAN, chief engineer for the outlet, are spending today and tomorrow in New York on station business.

EV SELTZER, announcer at WONS, Hartford, is back from a trip to Miami Beach and Havana, Cuba.

BBB Pledges Support To President Truman

(Continued from Page 1)
enemies of freedom and democracy we are prepared to once more enlist the voluntary cooperation of business in avoiding the use of advertising which will have a tendency to weaken our cooperative effort and, thus, bring aid and comfort to the enemy."
Nyborg pointed out the "almost complete cooperation" of business in banning "scare" advertising during the last war, and said the BBB's as agencies of business acting in the public interest, have a "joint trust with all Americans to marshal our facilities and resources in the furtherance of the best interests of our country."
The BBB also will urge the use of advertising to warn the public against "panicked" buying of goods and services which would create artificial shortages and contribute to inflation, Nyborg stated.

League Games On WHBC
Canton, O. — The Little League State Championship games will be aired by WHBC and WHBC-FM on Thursday and Friday, Aug. 10th and 11th. The Little League is a youth activity sponsored by the State of Ohio.

"One program on WITH pulled 68,255 letters!"
This is really something to crow about. The program is called "Melody Market." In just one year, the total mail count was 68,255—an average of nearly 200 letters every day!
Talk about listeners! W-I-T-H delivers more of them at low cost than any other station in town.
No wonder W-I-T-H is famous for low-cost results! No wonder small appropriations on W-I-T-H do such big things!
Call in your Headley-Reed man for the whole story today.
WITH
BALTIMORE, MARYLAND
Tom Tinsley, President - Represented by Headley-Reed



*FROM NOW ON, WWJ-TV's
advertisers can take audience
for granted. With the number
of sets now well beyond the
quarter-million mark, television
in the booming Detroit market
has emerged completely from the
experimental stage and reached
the age of full productivity.*

Stabilized!



*WWJ-TV supports its belief
in the stability of television in
Detroit with its new rate card
(#8) which is guaranteed to
advertisers for one full year!*

FIRST IN MICHIGAN

Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

AGENCIES

FOUR BUSINESS LEADERS have accepted chairmanships in the development program inaugurated by Brand Names Foundation, Inc., it was announced by W. T. Holliday, chairman of the Foundation's development program and board chairman of The Standard Oil Company of Ohio. The new chairmen in the campaign to promote greater public familiarity with brand names are: R. B. Cassingham, president of International Cellucotton Products, for household paper products industry; B. Brewster Jennings, president of Socony-Vacuum Oil Company, for chemical products; W. S. Brown, vice-president of Canada Dry Ginger Ale, Inc., for soft drink manufacturers, and Louis E. Golan, president of American Wine Company, for the wine and cordial group.

JOHN R. MAZEY has been appointed an account executive with Erwin Dinion & Co. He was formerly with Fuller, Smith & Ross agency.

AMERICAN CHICLE COMPANY has named Dancer-Fitzgerald-Sample, Inc. as advertising agency for a new product. Ad campaign will be launched in Fall to cover radio, TV and newspapers.

FRED WITNER ADVERTISING has been elected to membership in the American Association of Advertising Agencies.

FOOTE, CONE & BELDING, Chicago, has been appointed to handle advertising for Minneapolis-Honeywell Regulator Co., effective January 1, 1951.

AUDREY GILL, former advertising and publicity director of Carlisle Shoe Co., has joined the copy and merchandising staff of the Chernow Co.

MRS. JANET NEAL-FOWLER has joined Cortez F. Enloe, Inc., as copywriter, researcher and librarian. She formerly was assistant editor of The Journal of the Iowa State Medical Society.

ARTHUR L. KENN has been appointed an account executive with Product Service Group, Inc.

- NAME MERCHANDISE
- \$3 to \$100 RETAIL VALUE
- Wide Choice from Catalog
- Prompt Delivery from Stock

SELECTIVE
PRIZES
FOR YOUR SHOWS

Richard S. Robbins
551 5th Ave., N. Y. 17 • MU 7-0384



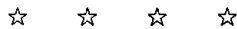
By SID WHITE

Man About Manhattan. . . !

• • • **TAKING THE NEWS PULSE:** H.S.T. won't like what Ernie Hemingway will say about him in "Across the River." . . . Radio Is Far From Dead, Dep't: MCA has added two more staffers to its radio section. . . . Joan Post, daughter of Chet La Roche, is the femcee choice for that upcoming NBC-TV'er., "R.S.V.P.," a society chitchatterer. . . . Victor is luring Dinah into the fold. . . Is one of the stem's top movie temples pondering a decision to drop stage shows entirely this fall? . . . Mike Todd's mad at Billy Rose. For allegedly advertising some of the "Peep Show" gals for his Diamond Horseshoe newspaper ads. . . 'Tis said that M. Berle's budget for next season will be 45 G's per. . . . At least 4 B'way shows have placed themselves at the disposal of the government for entertainment purposes at local forts. . . . Two bank-rollers negotiating for Sammy Kaye's "So You Want To Lead A Band" sessions. . . . Good to see Carlo De Angelo back on the local scene again after a year's absence. Carlo is handling "The Thin Man" and the "Thousand Dollar Reward" series and has also acquired the radio and TV rights to "Bringing Up Father," which he'll produce and direct with Manny Rosenberg.



• • • A new and novel video package that promises to put a glittering mirror to Washington social and political life has been created by Martha Rountree, producer of "Meet the Press" and "Leave It To The Girls." Called "Washington Party," the program will originate from a famous old Washington mansion located on "Embassy Row." There Martha will play her real life role as a popular Washington hostess to whose parties come the great and near-great of the political whirl.



• • • **IN ONE EAR:** From where we're perched, the nets are missing a great bet in not grabbing off Geo. Putnam for an across-the-board 15-minute news period with films (à la the fascinating Camel Caravan). George was a top newscaster with NBC before the Marines landed him during the war and his news shows via DuMont are hotter than tomorrow's headlines. . . . The Latin Quarter's Ralph Young is being wooed by both Victor and Decca. . . . Jim Boles and his missus (Athena Lorde) flew home last week-end after 6 weeks in Puerto Rico where Jim played the menace in Ed Gardner's pic, "The Man With My Face." Athena very happy, natch, to find over 15 shows waiting for her return.



• • • Only a year ago, Rosemary Clooney was just another band singer chirping with Tony Pastor. Since she went out on her own, she's managed to cause quite a stir in radio circles. She now has her own radio show every eve on CBS, a CBS simulcast on Fridays and her records are selling like records oughta sell. This week she was signed for still another chore—"Sing It Again"—starting in Aug.



• • • When Kate Smith and Ted Collins start their Oct. NBC-TV daily one-hour session, you can take it from us that there'll be a lot of brand new stars developed on their show. Kate and Ted always did have a sharp eye and a soft spot for the talented youngsters around showbiz alley—and spotlighting them on the old "Kate Smith Variety Hour" turned the trick for many a current star, including Abbott & Costello, Henny Youngman, Harvey Stone, The Aldrich Family and a few dozen others.



CHICAGO

By GINNY EVANS

A MIDWESTERN youngster, Shirley Ann Crouch of Herrin, Illinois, has been voted 1950 Amateur Champion of Television. Ted Mack, emcee of the Old Gold "Original Amateur Hour," who conducted the contest, announced the name of the seven-year-old acrobatic dancer on his television program last week.

John Reed King, emcee of "Chance of a Lifetime" is the second celebrity to autograph the "Spiral" mid., symbol of the Chicago Fair. Gloria Swanson started the practical last week.

"Sit or Miss," an audience participation show, is scheduled to replace "Majority Rules" on ABC-TV in September. The show will be telecast each Sunday from 7:30 to 8:00 p.m.

Milton Friedland has been appointed traffic manager of WBKE. Friedland was formerly office manager and personal secretary to John H. Mitchell, general manager of the station.

"Edward R. Murrow and the News" will again be heard in Chicago Monday through Friday over WBEB starting September 4th under the local sponsorship of Philco Distributors. The Philco sponsorship is for WBEB only.

Atlas Brewing Company is now sponsoring Joe Wilson's "Sport Round-Up" over WBKB.

The Toni Company has extended its sponsorship of three ABC All Shows through September 15th. The shows, all heard five days a week on the complete network, are Quick as a Flash, Chance of a Lifetime and the Carol Douglas Show.

Subject for discussion on the "Northwestern University Reviewing Stand" August 6th is "The Impact of Television." John S. Meek, television manufacturer, will represent the industry in the forum discussion.

Carolyn Gilbert's show on WENF-TV will be extended to a half-hour beginning August 13th.

Red Grange is slated to work with Joe Hasel in covering ABC-TV's telecasts of the 1950 professional football games.

A half-hour radio adaptation of Washington Irving's "Legend Sleepy Hollow" was presented as a class assignment for students attending the NBC-Northwestern University Summer Radio Institute. The show was carried by NEB-TV July 24th.

Joins WIBW Staff

Topeka, Kans.—Ben Ludy, general manager of WIBW, has announced that Frank Jones has been added to the station's announcing staff. Jones, a graduate of Emporia State Teachers College, was formerly with KTSW, Emporia, and has had experience as a sports editor, disc jockey and announcer.

Big Spot Campaign For Vitamin Formula

(Continued from Page 1)

page the show. One Hadacol box up will be the only admission charge.

In addition to the extensive spot campaign in advance of the tour, the company is buying 7,500 lines of advertising in the 15 key cities and smaller schedules in 250 dailies and weeklies within 50 miles of the key show cities.

Stations Listed

The radio stations scheduled to get spot campaigns in connection with the tour which gets underway at Lafayette on August 21st are as follows:

LAFAYETTE TO NEW ORLEANS:
WAFB, Baton Rouge, La.; WNOE, WJMR, WJBW, WVEZ, New Orleans, La.; KCIL, Houma, La.; WIKC, Bogalusa, La.

NEW ORLEANS TO JACKSON: WHEL, Hammond, La.; WAFP, McComb, Miss.; WJMB, Brookhaven, Miss.; WJXN, WRBC, Jackson, Miss.; WVIM, Vicksburg, Miss.; WAZF, Yazoo City, Miss.

JACKSON TO MONTGOMERY: WMOX, Meridian, Miss.; WGWC, Selma, Ala.; WCOV, WMGY, Montgomery, Ala.; WGYV, Greenville, Miss.; WTBF, Troy, Ala.

MONTGOMERY TO BIRMINGHAM:
WJLD, WBCO, Bessemer, Ala.; WEDR, WYOK, Birmingham, Ala.; WHTB, Tallahassee, Ala.; WWWB, Jasper, Ala.

BIRMINGHAM TO MACON: WMLS, WFEW, Sylacauga, Ala.; WRFS, Alexander City, Ala.; WJHO, Opelika, Ala.; WDAK, WGBA, Columbus, Ga.; WBML, WNEZ, WIDB, Macon, Ga.

MACON TO ATLANTA: WKEU, Griffin, Ga.; WEAS, Decatur, Ga.; WATL, WQXI, Atlanta, Ga.

ATLANTA TO CHATTANOOGA: WBHF, Bartonsville, Ga.; WBLJ, Dalton, Ga.; WAPB, WDXB, Chattanooga, Tenn.; WFLR, Athens, Ga.; WABC, Cleveland, Tenn.; WJIG, Tullahoma, Tenn.

CHATTANOOGA TO NASHVILLE:
WMMT, McMinnville, Tenn.; WGNB, Murfreesboro, Tenn.; WLAC, WSM, WMAK, Nashville, Tenn.; WJZM, Clarksville, Tenn.; WKRM, Columbia, Tenn.; WHIN, Gallatin, Tenn.; WCOR, Lebanon, Tenn.; WHAL, Shelbyville, Tenn.; WJIG, Tullahoma, Tenn.

NASHVILLE TO MEMPHIS: WDXI, WTPS, Jackson, Tenn.; WHHM, WHBQ, WMPB, Memphis, Tenn.

MEMPHIS TO LITTLE ROCK: KWEM, West Memphis, Ark.; KGHJ, Little Rock, Ark.; KXLR, North Little Rock, Ark.; SWAK, Stuttgart, Ark.; KCLA, KOTN, Pine Bluff, Ark.; KXRJ, Russellville, Ark.

LITTLE ROCK TO SHREVEPORT:
KVRC, Arkadelphia, Ark.; KXAR, Hope, Ark.; KTFS, Texarkana, Ark.; KTBS, GENT, Shreveport, La.

SHREVEPORT TO MONROE: KRCS, Ruston, La.; KMLB, Monroe, La.; KTRY, Bastrop, La.

MONROE TO ALEXANDRIA: KVOB, KSYL, Alexandria, La.; KWCI, Natchitoches, La.

ALEXANDRIA TO LAFAYETTE: KSLO, Opelousas, La.; KVOL, KLFY, Lafayette, La.; KANE, New Iberia, La.

LAFAYETTE TO LAKE CHARLES:
KLOU, KWSL, Lake Charles, La.; KOGT, Orange, Texas.

WNAO's Case Joining MCA

George T. Case has resigned as program director and acting manager of WNAO, Raleigh, N. C., to join the Music Corporation of America as field representative for MGM Radio Attractions. He will handle the territory of North and South Carolina and Virginia, with headquarters in Raleigh. He is a member of the Radio Pioneers with more than 23 years of broadcasting experience.

ANA Cancels Rate Meeting Scheduled For Tomorrow

(Continued from Page 1)

mittee had sought to confer with representatives of the four major networks on the subject of reducing nighttime network radio rates.

The ANA decision to call off the proposed meeting came as a sequel to weekend conferences of administrative officials and a poll of membership of the Radio and TV Committee. It is reported that with the networks declining to participate in the meeting the ANA group reached the decision that it was not a propitious time for such a conference.

Statement by Association

An ANA spokesman revealed the wire in effect said: "The meeting with the networks has been postponed. Networks' counsel was advised against attendance. Subsequent letter will give full story."

RADIO DAILY's expose of the ANA committee planning last week is said to have been a factor in the committee's decision. ANA executives, however, as late as Friday would not confirm that the net-

works had declined the invitations to attend the meeting and yesterday were reluctant to admit the scheduled meeting had been postponed.

Members of the ANA steering committee who had been invited to the meeting included: William B. Smith, Lipton Tea; A. N. Halverstadt, Procter & Gamble; Howard M. Chapin, General Foods; Walter Lantz, Bristol-Myers; Rex M. Budd, Campbell Soup; Stanley Clark, Sterling Drug; A. S. Dempewolf, Celanese Corp.; Gordon Eldredge, Ford Motor Co.; Patrick Gorman, Philip Morris; Robert M. Gray, Esso; Donald Hause, Armour & Co.; Robert Healy, Colgate-Palmolive-Peet; C. J. Hibbard, Pet Milk; Robert Kesner, Coca-Cola; Stanley Manson, Stromberg-Carlson; J. Ward Maurer, Wildroot; A. S. McGinness, Firestone Tire & Rubber; R. J. Piggott, Grove Labs.; Henry Schachte, Borden Co.; E. G. Smith, General Mills; William M. Stedman, American Home Products, and George T. Duram, Lever Bros.

G. E. Earnings Rise 66% In Past 6 Months

(Continued from Page 1)

alent to 8.8 cents to 5.8 cents, respectively, on each dollar of sales, and \$2.68 and \$1.61, respectively, per share of common stock issues, Wilson reported.

Consolidated net sales billed during the first six months ending June 30, totaled \$881,050,000, or 10 per cent more than in the first half of last year.

In the second quarter of 1950 the consolidated earnings reached \$40,587,000, compared with \$19,850,000 earned in the corresponding quarter last year. Net sales for the second quarter amounted to \$462,600,000, an increase of 19 per cent over the \$390,141,000 billed for the same period in 1949.

Patriotic Campaign Launched In Oklahoma

Following through on the home front after President Truman's message to Congress concerning the international situation, WKY and WKY-TV, Oklahoma City, Wednesday began using the slogan: "If you are an American be an All-American," during all chain breaks heard over the station.

This is the first of a series of steps planned by the stations to bring home to their audiences the need for their day-by-day cooperation as the nation launches its program of expanded military and partial civilian mobilization. The goal is to inform the public of the import of indicated economic restrictions and to re-emphasize the constant need for patriotism.

Anti-Hoarding Campaign Launched In Syracuse

(Continued from Page 1)

The first phase, opening this week, is an anti-hoarding contest in which listeners and viewers are invited to submit slogans of 10 words or less on the evils of hoarding. The contest ends on August 10, and the two stations will use spots, jingles, novelty slides, and other methods centering around the winning slogans, to make listeners and viewers aware of the needless greed of hoarding, in the second phase of the campaign.

Seeks FCC Approval To Increase TV Power

(Continued from Page 1)

height of the tower to 500 feet and use an improved antenna. Also a 20 kilowatt transmitter would be installed. The new equipment would increase the radiated power from 16.1 kilowatts to 90 kilowatts. This would extend the WTMJ-TV service area by a 15 or 20 mile radius.

Sees Rise In TV Prices Before End Of Year

Syracuse—TV receiver prices will probably increase later this year, according to W. H. Sahloff, manager of the General Electric receiver division. He ruled out any possibility of price reductions because of increasing consumer demands for sets.

Speaking before about 200 central New York State dealers here yesterday, Sahloff announced, "The industry's prices probably will be increased later in the year."

Four New AM Outlets Get Commission Okay

(Continued from Page 1)

clude Irving V. Schmidtke, Forest Grove, Ore.—to operate on the 1570 band with 250 watts; Orville Jenkins, who will operate in Quanah, Texas, on the 1150 band with 500 watts, and the Fort Massac Broadcasting Company, to operate with 500 watts on the 920 band in Metropolis, Ill.

Sale of WKRT and WKRT-FM, Cortland, N. Y., by Cortland Broadcasting Company to Radio Cortland, Inc., for \$100,000 was okayed, as well as the shift of control of WCCM, Lawrence, Mass., from Gordon S. Ley to George H. Jaspert for \$25,000. Control of WHBT, Harriman, Tenn., shifted from J. B. Brewer to F. L. Crowder for \$20,000, while \$8,500 was the price paid by William G. Kelly to buy out the interest of his partner, Victor G. Morgan, in KXLO, Lewiston, Mont.

KSLO Ownership Split

Ownership of KSLO, Opelousa, La., and WGCM, Gulfport, Miss., was separated, with the Commission approving the dissolution of partnerships in the two stations, leaving William E. Jones individual owner of KSLO and Hugh Jones individual owner of WGCM. The Commission also okayed a realignment whereby WFGM, Fitchburg, Mass., passed from a partnership of four, including Donald L. Coleman, Albert E. Keleher, Jr., J. Gordon Keyworth and James L. Spates to a new combination including Coleman, Keleher and Ansel E. Gridley.

Transfer of control of WDSG, Dyersburg, Tenn., from S. D. Wooten, Jr., to Russell M. D. Bruce, and A. L. Ward for \$7,000 was okayed, as well as the purchase of 23 1/3 per cent of the stock in WKOY, Bluefield, W. Va., by J. Lindsey Alley for \$5,833—enough to give Alley control. The Commission turned down the petition of E. Bernard Jarrett, a stockholder in WKOY, that the transfer of control be delayed or set for hearing.

The Commission rescinded its action of May 23 revoking the license of KTXN, Austin, Texas, and okayed the sale of the station from Thomas G. Harris and others to Edward C. James for \$2,759.

Gold Seal Renews Godfrey Sponsorship

Gold Seal Co., Bismarck, N. D., for Gold Seal Glass Wax and other products, has renewed its sponsorship of the 10:30-10:45 a.m. segment of the Arthur Godfrey five-a-week radio series on CBS for another 52 weeks effective with the August 28 program. The Godfrey Show is aired Monday thru Friday, 10:15-11:30 a.m. with all segments of the show sold out to the following sponsors: Pillsbury Mills, Liggett & Myers (30 minutes), National Biscuit Co. and Wildroot Co. Agency for Gold Seal is Campbell-Mithun, Inc.

Rivers Gets FCC Nod; Georgia Council Loses

(Continued from Page 1)

WEAS, Decatur, Ga.—also owned by Rivers.

The complaint against Rivers was filed by the Savannah Radio Council, comprising the five stations now operating there. They wanted the FCC to rescind its grant of a construction permit to Rivers for a sixth station, and charged that his operation in Decatur stresses commercialized religious programs. Such operation in Savannah, they held, would be contrary to the public interest.

The Commission asked in its opinion dismissing the Savannah Radio Council complaint and refusing to set aside the Rivers grant on its own motion why the stations had not individually protested the grant to Rivers. The council has no standing for such a complaint, it implied.

The Commission also okayed Rivers' transmitter site, and attorney Philip Baker estimated the station will be ready to go on the air in less than a month. The additional programming information asked will be filed when application is made for a license.

The Commission avoided discussion of the merits of the charges against Rivers, son of the former Governor of Georgia, as well as of various counter charges against the present Savannah stations hurled back by Rivers. Among them was the charge that the by-laws of the Savannah Radio Council, before suddenly being amended this spring, would have required delegation of license authority in certain instances.

The Commission remarked in its opinion that obviously "it was not the intention of Congress to clog the administrative and judicial process with self-appointed guardians of the public interest having no real or substantial interest of their own."

Guild Uses Three Outlets To Present News Program

Aiming to reach a greater portion of the listening public in the Metropolitan area, the striking staff members of the World-Telegram and Sun, through their union, the New York Newspaper Guild, began Friday (July 21) to air their "Seven-Star Final" news program over WMCA. This brings to three the number of local stations broadcasting the program. The schedule, from Monday-through-Friday, includes WLIB at 6:45 p.m., WMCA at 7:30 p.m., WFDR-FM at 9:45 p.m.

KGFJ Plans Marathon Show

Hollywood—KGFJ started a marathon six-hour show this week, from midnight thru dawn starring Dick Gould, a newcomer to L.A. radio. News, music, and listener participation games will constitute the format.

California Commentary

By IRV HAMLIN

● ● ● Don Fedderson of KLAC-TV has gone right ahead and created a new type TV show that should attract considerable attention and a lot of broken bones. Motopolo, a new smashem and bumpem sport premieres over KLAC-TV, a combination of soccer, football, pushball, polo, and mayhem. It is played with six autos, encased in steel hoops which enables them to take spills by rolling over when collisions occur. The game (?) is played at the speed of fifty miles per hour with a five-foot 200-lb. ball on the field the size of a football gridiron. The stanza is sponsored by "Movie TV," a large screen TV outfit, and a motorcycle show will take place between halves. It comes under the heading of "sport," but there's plenty of argument available against it.

Hollywood

● ● ● TV newscasters are rapidly coming into their own. Fleetwood Lawton returns to Don-Lee, this time for video in a series of five-minute newscasts and commentaries. Lawton will use the same visual aids, maps, diagrams, etc., now being videoed by other TV newscasters. . . . KFI staffers on "Operation Daybreak," early a.m. KFI show, were treated to an early morning American Airlines meal at the studio as mark of appreciation for entertaining AA crews aloft. . . . NBC has added 15 stations to Tex William's "Western Caravan," bringing the total to 151. . . . Sam Fuller takes leave of Y&R and checks into N. Y. to Pat Weaver to work in the NBC's TV operations as supervisor of the Colgate TV series with Durante, Cantor, and Allen. . . . Gertrude Berg meets the gentlemen and ladies of the press next week at Paramount, where she is hard at work on "The Goldbergs" for the popcorn emporiums.

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● ● ● Everybody has problems in this day and age. Jo Stafford bought a new Cadillac (the ashtrays were full on the old one), but her French poodle refuses to ride in the new car. . . . Louella moves down to Del Mar for a special race track color description on July 30th. . . . Walter O'Keefe, who gets awards like nobody's business, is now an admiral, courtesy of the Seattle Sea Fair Navy. . . . Les Hoffman, president of Hoffman TV, is deadily confident that TV will aid PCC football teams, rather than hinder attendance. It better be that way. The TV tycoon is financially backed up guaranteeing certain totals of attendance if TV hurts the take. A calculated gamble, but a good one, KECA-TV last year lost dough on the games, but certainly made up for it promotion-wise.

☆ ☆ ☆ ☆

● ● ● Don Lee made four scores in the Associated Network Workshop awards last week, snagging exactly half of the prizes. . . . That greatest gal of them all, Gertrude Niessen, checks into Hollywood Aug. 7 to begin work on the Greek Theater's "Gentlemen Prefer Blondes" edition, which bows Aug. 28. . . . Bob Brown, KNBH program director, suddenly turned expert map maker the other night when he and Milton Altman gave Elmer Peterson a complete map of Korea, done in relief, thru the use of plaster, hairpins, tape, and prayers. . . . What TV commentator may soon be heard on an AM station? Everything's in reverse these days. . . . Jack Bailey, to the discredit of the L. A. Chamber of Commerce, returns to L. A. from a Florida vacation. . . . Meredith Willson, great shakes with a type machine, has popped up with another article, this time "Home Town Revisited," purchased by Tomorrow magazine. . . . Al Jarvis has discovered a girl singer who should make the grade in the most sensational way. She was discovered by Al's aid, Tim Timmins, in a Long Beach five and dime, and is now on her way up under Al's tutelage. And incidentally, Al is happier right now than at any time during his career. Says he actually feels creative.

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TV Rate Schedule Prepared By BAB

(Continued from Page 1)

Radio and Television Broadcasting of the 4A's, comes after unanimous approval was given the project by the board of directors of NAB at its recent meeting. The former NAB Broadcast Advertising Committee, which originated the project, also gave its full approval to the final proposals.

The standardization suggestions are contained in a spiral bound booklet which serves as a kit holding five model rate cards. All five are identical except that each has a different model table. The tables are designed to accommodate several pricing practices prevalent in the industry.

In addition to the rate tables, the recommendations provide for twenty specific points of general information. While adherence to the proposals does not require that stations utilize all twenty points, the Committee does ask that stations maintain the order outlined and display applicable information in the suggested layout.

The Television Standardization Group is now nearing completion of work on a proposed standard contract form for TV stations. This is a joint undertaking with the Committee on Radio and Television Broadcasting. The seventeen-member committee's membership is made up of stations, station representative and network executives. The committee is headed by Eugene S. Thomas, general manager of WOIO, who will head up WOR-TV in September.

Wedding Bells

Detroit — Aune Batson, former film director, is leaving television to be married. Her capacity as film director at WXYZ will be assumed by Kenneth Sims, formerly of the film booking, buying and accounting department of the United Detroit Theaters.

Gloria Ford, assistant manager of the WXYZ sales promotion and advertising department has announced her coming marriage to Dean D. Linger, formerly of Detroit, now head of the ABC central division advertising and sales promotion department in Chicago. The wedding will take place August 5th in Detroit and they will make their home in Chicago.

Wedding bells rang July 15 for John Slagle of WXYZ-TV's "Pat & Johnny" show, "Wax Wackies" and the "Leonard Stanley Show" when he married the Detroit advertising agency executive, Flo Urbaniak of the Ruse and Urban agency.

Columbus, Ind.—Wedding bells rang recently for two members of the WCSI staff when Sarah Welton of the continuity department and John Currey of the engineering department were married.

TELEVISION DAILY

Continuation of RADIO DAILY, Tuesday, July 25, 1950 — TELEVISION DAILY is fully protected by register and copyright

SERVICE CALLS TO HIT PERSONNEL

TELE TOPICS

TELEVISION'S ATTEMPT to adopt the spot news impact of radio in the handling of the Korean war developments hasn't been effective up till now. As a matter of fact TV has fallen short of radio's newsroom know-how and unless more creativeness in presentation is developed TV stands to lose much of its news audience to radio. Sunday's pattern of TV war news was an example. Maps of the battle lines presented by several stations varied as to the location of the North Korean and South Korean forces. Repetition of film clips appeared throughout the day and at times TV broadcasters were giving station break bulletins on news that had previously been carried by radio.

SIXTY-THOUSAND paid admissions, plus the millions of TV viewers saw Phil Rizzuto, famed shortstop of the Yankees, attempt to catch a pigeon which flighted on the shortstop's side of second base, during the Yankee-Tiger game on Sunday. . . . Despite Phil's reputed speed and aided by his glove, "The Whizzer" will not qualify as a bird-catcher. . . . The pigeon was only fooling. . . . Kudo of the week goes to the Newark Star-Ledger which lists TV by subjects, with times of presentation included. . . . The paper, easily, has the most readable format for a quick run-down of daily TV shows. . . . Instead of listing shows by stations or channels, or by time, the Star-Ledger lists, box-wise, by the following categories, "Variety," "Sports," "Plays," "Films," "Children's Programs," and "Discussion." . . . It's that easy when you know that the TV audience, after a couple of months of set ownership, is selective as to the type of entertainment it wants. . . . WAAM, Baltimore, has added a second baboon to its featured show, "This Is Your Zoo."

WBTV, Charlotte, N. C., celebrated its first anniversary on TV, July 15. . . . Service area of the station, starting a year ago with an estimated 200 sets, now has better than 18,000 sets. . . . Connection with the coaxial cable is expected to be completed by Sept. 30, at which time WBTV estimates that more than 20,000 sets will be installed in the area. . . . The next few years will bring a great reduction in the number of radio and TV quiz shows in the estimation of Jack Bailey of "Queen for a Day" and "Comedy of Errors." . . . Bailey says there are too many quiz shows and also that Junior just can't do his work on his studios and watch the frantic antics that go on in an audience participation performance.

SONGS WITH THE LARGEST TV AUDIENCES

Survey Week Of July 14-20, 1950

THE TOP 5 SONGS OF THE WEEK

French Can Can Polka.....	Leeds
I Didn't Know What Time It Was.....	Chappell
I Don't Care If The Sun Don't Shine.....	Famous
It's A Great Life.....	J. J. Robbins & Sons
Rag Mop.....	Hill & Range

THE 5 FAVORITE STANDARDS OF THE WEEK

Begin The Beguine.....	Harms
Blue Skies.....	Berlin
Danny Boy.....	Boosey
Cl' Man River.....	T. B. Harms
Tea For Two.....	Harms

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Screen Actor's Guild Mobile Equipment Okays Pact Demands Bought For Canada

By the overwhelming margin of 2,757 to 80, Screen Actors Guild members have approved in secret mail referendum the Guild's contract demands for actors in televised motion pictures. Results of the vote were announced last night by Kenneth Thomson, Guild television administrator.

Statement by Thomson

The overwhelming majority in favor of the Guild's collective bargaining proposals was seen as a rebuff to the attempt of a new union, Television Authority, to impose control over actors in televised motion pictures, Thomson stated.

(Continued from Page 1)
CBC said, and the best was accepted.

The CBC will use the mobile units for TV programs originating outside the studios, although all equipment is portable and may be utilized within the studios if necessary. Two previous orders for TV equipment, the CBC said, include two transmitters now being built in Canada and studio equipment which is being manufactured in England.

Total value of television equipment ordered to date is approximately \$875,000. Delivery is expected to start early next year.

Big Ten Ban On TV Cover Will Hurt Football—Meck

Chicago—The Big Ten is headed for second-string rating in American football, according to the prediction of John S. Meck, president of John Meck Industries and of Scott Radio Laboratories. The prediction of the TV manufacturer is based after an analysis of this year's schedule of football on TV.

Meck said that the Big Ten has very effectively deemphasized its position in the football world by prohibiting telecasting of its games. Eastern and Southern colleges have been trying for years to capture public attention away from the Western Conference and will now find the job easy, he said. Meck added that millions of fans every Saturday will now watch the Eastern and Southern teams play and

will become interested in these schools while relegating Big Ten games merely to reports on the scoreboard.

Meck's report reveals that already announced for this fall is television coverage of games featuring Army, Colgate, Penn State, Southern California, Columbia, Cornell, Tulane, Navy, Notre Dame and others.

It will be impossible, Meck said, to hold public attention in the face of such overwhelming competition via TV from other areas. This will mean that good high school players will gradually be attracted to the schools with the biggest public support, and the Big Ten will lose the supply of talent it has always attracted.

Tele Stations May Lose Most Men To Military

Television stations are expected to be the hardest hit by Selective Service and the calling up of reserve officers, RADIO DAILY learned yesterday in a survey of station personnel.

Check of several stations reveal that many of the engineering staffs are electronic experts with service records in World War II in the field of radar. These technicians, in most instances, hold commissions as reserve officers and are subject to call.

Youth will also be a factor in the drain on TV station personnel. Many staffers subject to the draft are in the early twenties and some are said to be already classified in 1-A.

The manpower situation in radio broadcasting differs somewhat, one executive said. He explained that most of the engineers and technical staffs of radio stations are past draft age. Some, however, are reserve corps officers.

Children Of So. Amer. Filmed By DuM. Photog

Tele films on how youngsters live in three South American countries have been added to the DuMont stock recently by Frank Bear, cameraman for Bob Emery's "Small Fry Club" (seen Mondays through Fridays, 6 p.m.), who spent an entire month in Peru, Brazil, and Argentina making the films. In addition, Bear obtained film of audiences with Pres. and Eva Peron of Argentina and also of the uprising in Peru. Film on S. American children has already been shown on "Small Fry" and more is scheduled for Aug. 4, 7, and 9. Other films are being shown by Telenevs, which has prompted Newsweek magazine to give a full page commentary.

Magnavox Gets Judgment

Fort Wayne, Ind.—Judgements have been obtained in action brought in Supreme Court of New York by The Magnavox Company against Queens General Supply Corporation and White's Radio and Television Company, both of Long Island City, New York, permanent restraining and enjoining them from further price cutting. The Magnavox Company, whose products are Fair Traded, has continued vigorously to enforce its policy of retail price maintenance for the benefit of its restricted number of franchised dealers.

COAST-TO-COAST

Presenting "Neighborhood Frolic"

Detroit, Mich.—WJR and the Department of Parks and Recreation presented their second of the 1950 "Neighborhood Frolic" at 8:00 to 10:00 Saturday at Chandler Park. Highlight of the community jamborees are transcribed and broadcast 5:00 to 5:30 p. m. over the Goodwill Station every Saturday through August 26th. The Frolic includes music for dancing supplied by the WJR Mobile studio, and both hour-long stage show and a 30-minute radio show featuring talent selected from weekly auditions. The Frolic moves to a different part of the city each week in order that local talent from various communities may have an opportunity to participate.

NBC Exec. Wires Sisson

Grand Rapids, Mich. — At 8:30 a. m. on the day Frank Sisson became new program director of WOOD, NBC affiliate here, he received the following telegram. "Congratulations. We have always known that talent such as yours could not long remain unrecognized. Good luck and continued success." Signed—Niles T. of NBC. Before having a chance to digest the message, and still wondering how Niles Trammell of National Broadcasting Company could have known of the promotion so early in the day, Sisson received a second wire at 9 a. m. "On second thought if you succeed in this job, we may have something for you here. Work hard and you may get the bird." Signed—Niles Traffonik of the Natural Birdcatching Company.

Wedding Bells

Allentown, Pa.—Joseph M. Nassau, president and general manager of WAEB was married July 19th to Marion M. Hodgson, daughter of Mr. and Mrs. Frank H. Hodgson of Glenside, at St. Luke's Roman Catholic Church in Glenside. After a brief honeymoon in Chicago, the newlyweds will reside at the Traylor Hotel in this city.

Appointed Sales Rep

Crewe, Va.—Clarence "Bud" Riser has been appointed sales representative for WSVS and WSVS-FM, according to an announcement by General Manager John E. Sadler. Riser was formerly with the Peoples Insurance Company.

Joins KXOK Staff

St. Louis, Mo.—Joann Rosenthal, former receptionist, copywriter and stenographer at KDRO, Sedalia, has joined the publicity-promotion staff of KXOK.

Va. Indies Planning Network

Richmond, Va.—Outlets in Richmond, Norfolk, Farmville, Blackstone, Alexandria, Charlottesville, and Hampton will form the network now being planned by Graeme Zimmer, WXGI vice-president and board member from the eight independent stations.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director. Survey Week of July 14-20, 1950

TITLE	PUBLISHER
Are You Lonesome Tonight.....	Bourne
Bewitched	Chappell
Candy And Cake.....	Oxford
Count Every Star.....	Paxton
Darn It Baby That's Love.....	Chappell
Enjoy Yourself.....	E. H. Morris
Golden Sails On A Sea Of Blue.....	Goday
Gone Fishin'.....	Feist
Hawaii.....	Advanced
Home Cookin'.....	Famous
Hoop-Dee-Do.....	E. H. Morris
I Cross My Fingers.....	United
I Didn't Know What Time It Was.....	Chappell
I Didn't Slip I Wasn't Pushed I Fell.....	Remick
I Don't Care If The Sun Don't Shine.....	Famous
I Still Get A Thrill.....	Words & Music
I Wanna Be Loved.....	Supreme
If I Had A Magic Carpet.....	Shapiro-Bernstein
I'll Always Love You.....	Famous
It Isn't Fair.....	Words & Music
La Vie En Rose.....	Harms
Mambo Jambo.....	Peer
Mona Lisa.....	Paramount
My Foolish Heart.....	Santly-Joy
Old Piano Roll Blues.....	Leeds
Play A Simple Melody.....	Berlin
Say When.....	Duchess
Sentimental Me.....	Knickerbocker
Sometime.....	Witmark
Stay With The Happy People.....	E. H. Morris
Third Man Theme.....	Chappell

Second Group

TITLE	PUBLISHER
A Little Bit Independent.....	Bregman-Vocco-Conn
All My Love.....	Mills
Blue Prelude.....	World
C'est Si Bon.....	Leeds
Cry Cry Cry.....	Advanced
Daddy From Georgia Way.....	Life Music
Don't Say Goodbye.....	Mellin
Down The Lane.....	Broadcast Music
Francie.....	E. H. Morris
I Hadn't Anyone Till You.....	ABC
If You Were Only Mine.....	Robbins
I'm Bashful.....	Santly-Joy
In The Valley Of Golden Dreams.....	Beacon
Let's Choo Choo Choo To Idaho.....	Robbins
My Destiny.....	Walt Disney
On An Ordinary Morning.....	Remick
Our Very Own.....	Spitzer
Sam's Song.....	Sam Weiss
Spaghetti Rag.....	Shapiro-Bernstein
Sweetest Words I Know.....	Life Music
Tenderly.....	E. H. Morris
Tonight.....	Miller
Tonight Be Tender To Me.....	Life Music
Violins From Nowhere.....	Bregman-Vocco-Conn
You Dreamer You.....	Bregman-Vocco-Conn

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BEHIND THE MIKE

RADIO'S toughest musical assignments inevitably go to Vladimir Selinsky, musical director of NBC's "Big Story," who also composes the background score for the program. Among the recent backgrounds Selinsky has had to musically fulfill were: a heavy heart disguised hatred; a long sigh and an accompaniment for an out-of-tune piano.

June Hiatt and Tinker Cunningham, last of the four Texas darlings who comprised Vaughn Monroe's original Moonmaids, trading their bandstand for matrimony.

Cathy Mastice's first release for Admiral Records, "Dream a Little Dream of Me," backed by "The Yours," has won her a radio deal with manager Kay Roberts working out the details.

Proving the power of radio again, Stan Lomax mentioned the Lantana Press book, "Treasury of Baseball Humor," which he compiled with Dave Stanley, and over 200 orders poured in. It was just a casual mention, with no sales pitch included.

Bobby Colt saved a gal from drowning out on L. I. and then ducked away before they could learn his identity. He didn't want folks to think he did it for publicity.

Lisa Kirk is fast becoming one of RCA-Victor's most valuable recording artists.

Enzo DeMola, billed as the world's greatest voice, has an entourage consisting of two managers, a valet, a makeup man, press agent, talk English teacher and wrestling partner. Just having DeMola and his cohorts would make a show in itself.

Phil Rizzuto guesting with Robert Q. Lewis Sunday.

Mannie Greenfield now handling Dick Contino's publicity. Latter goes into the Waldorf Aug. 21st.

Milo Boulton trying to get Paul Weston as musical director for his "Original Animal Hour" TV show which debuts in Sept.

Funny thing, sez Al Helfer, but summer replacements are generally not so hot.

Maestro Bobby Byrne doesn't intend to see Mike Todd's "Peppermint Show." He sez he'll stick with Father Emerson on TV.

Ted Mack and his "Original Amateur Hour," which sold out Madison Sq. Garden on June 15th in the N. Y. Foundling Hosp. benefit show, will stage their next big benefit show from San Francisco's City Palace on Aug. 13th for the Disabled American vets.

Jack Mulhall has turned down several TV scripts because of conflicting dates with his contract Ken Murray CBS-TV show which resumes Oct. 7th.

"They Truly Live," a custom-built radio show aimed at 400 of the smaller stations, has been picked up by Acousticon, makers of hearing aids. Package features Frank Raye and Frank Pulaski.

SURVEY EMPHASIZES RADIO STRENGTH

D. of C. Reports Family Radio-TV Expenditures

Repairs Included; Movies Stiffest Competition

Washington Bureau of RADIO DAILY
 Washington — American families spent a total of \$2,166,000,000 last year on radios, phonographs, TV sets, records, pianos and other musical instruments and repair of radio and TV sets. This is the figure of the Commerce Department, included in a giant survey of current business.
 (Continued on Page 5)

Liberty Web Defends Baseball Broadcasts

Washington Bureau of RADIO DAILY
 Washington — Complaints to the FCC last month against the manner of broadcasting major league baseball games by Liberty Broadcasting System "are not designed to protect the public interest . . . but are rather the last withering gasps of the Mutual Broadcasting System to retain a semblance of participation in the broadcast of baseball games."
 (Continued on Page 6)

Pal Blade Sports Series Bought On Mutual Web

Marking its debut into network radio, the Pal Blade Company, Inc. has signed with the Mutual network to sponsor a weekly sports program
 (Continued on Page 2)

Will Observe Anniversary

Harvey S. Firestone, Jr., chairman of the Firestone Tire and Rubber Company, one of the oldest users of network radio time, will speak on the "Voice of Firestone" simulcast on Monday, July 31, when the company observes the 50th anniversary of its founding. Eleanor Steber, soprano, will be guest soloist, during the program which will be presented on the NBC radio and television network at 8:30 p.m., EDT.

Name Mathews Pres. Of WOW Operations

Omaha — Secretary of the Navy Francis P. Mathews has been named president of WOW, Inc., succeeding the late John J. Gillen, Jr., it was announced yesterday following reorganization of the company's operations. Mathews had been vice-president.
 Lyle de Moss, assistant general manager, was named acting general manager.
 The WOW corporation also operates KODY in North Platte and television station, WOW-TV, in Omaha.

Staff Changes Announced By Petry Organization

The appointment of Thomas H. Dawson as director of the television division, and the promotion of Keith Kiggins to the position of assistant to the president, were announced yesterday by Edward Petry & Co., Inc., radio and television station representatives.
 Dawson's appointment is effective August 28. He comes to the Petry Company from the Columbia
 (Continued on Page 2)

Record Attendance At RCA Exhibit Hall

Approximately 102,000 people visited the exhibition of RCA Victor's new line of television and radio receivers during the eight days of the special showing at the RCA Exhibition Hall in Radio City, it was announced.
 The exhibition opened Sunday, July 16, attended by special radio and TV shows. The attendance for the first day, 20,000, broke a previous Exhibition Hall record of 12,000 persons for a single day. The special ballyhoo showing closed Sunday, July 23, but the new sets will remain on permanent display as part of the regular RCA exhibition.

Carnation Co. Signs For Spots In Alaska

The Carnation Company has announced that commencing August 1 and continuing for twenty-two weeks through January 1, 1951, Carnation Evaporated Milk will run a one-minute series of spot commercials on all six stations of the Alaska
 (Continued on Page 2)

NBC Presentation Forceful Sales Argument

By BILL NOBLE
 NBC's new network presentation for radio broadcasting, which has been the subject of much speculation in the trade, realistically appraises the status of the medium for this year and next. Radio's value to the advertiser is examined and compared to other major media including television. In
 (Continued on Page 5)

No Excess Profits Tax Expected This Year

Washington Bureau of RADIO DAILY
 Washington — Secretary of the Treasury John Snyder said yesterday the administration will not seek an excess profits tax this year, although such a levy is probably in the cards for next year. Snyder told reporters he wants a tax in-
 (Continued on Page 5)

Beecham WQXR Series Bought By Hovis Bread

Sir Thomas Beecham, celebrated English conductor, will begin a series of transcribed classical music programs over WQXR, New York, on Wednesday, Aug. 2, sponsored by Hovis Bread, an English product.
 The weekly series, aired from 8:05 to 9 p.m., will feature for the most
 (Continued on Page 6)

MBS Survey Claims Lead In 116 Of Nation's Markets

Basing their study on 116 one network (single station) markets, Mutual Broadcasting System through Richard J. Puff, director of research, released a national survey by Crossley, Inc., yesterday, which gives them a wide lead over other network listening in those markets.
 The Crossley study, tabulated from 552,000 telephone-coincidental interviews, reveals that Mutual led the share-of-audience comparison with 58 per cent in daytime, and 53 per cent at night—more than all other network and independent competition combined.
 Mutual claims an average daytime
 (Continued on Page 6)

Against Hoarding

Margaret Arlen, WCBS' women's commentator yesterday launched a campaign to stamp out panic buying and hoarding by housewives. Listeners are invited to send letters suggesting means of combatting this unpatriotic practice. The best letters will be read over the air, one each day, beginning Monday, July 31, 8:30 a.m., EDT.

Gen. Hershey On TV

Maj. Gen. Lewis B. Hershey, U. S. Director of Selective Service, will participate in a panel discussion of "The Home Front" on the CBS Television series of three programs entitled "Look To The East," Sunday, July 30, 9:30-10:00 p.m. The program will be the final in the trio of discussions on the present Korean crisis.



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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- WEST COAST OFFICES**
Ethel Rosen, Office Manager
Irv Hamlin, Representative
6425 Hollywood Blvd. Phone: Gladstone 8438
- WASHINGTON BUREAU**
Andrew H. Older, Chief 8417 Dahlonega Rd.
Phone: Wisconsin 3271
- CHICAGO BUREAU**
Glenn Evans, Manager
Suite 419, 333 No. Michigan Avenue
Phone: Franklin 2-3238
- SOUTHWEST BUREAU**
Paul Girard, Manager
Suite 314, Thomas Bldg.
Dallas, Texas
Phone: Riverside 5491
- ROME BUREAU**
John 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

(July 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 3/4	8 3/8	8 3/8	- 3/8
Admiral Corp.	22 1/2	21 1/2	21 3/4	- 1/2
Am. Tel. & Tel.	27	26 1/2	26 1/2	- 1/2
CBS A	26 1/2	26 1/8	26 1/2	- 1
CBS B	27 1/2	27 1/2	27 1/2	- 1/2
Philco	33 1/2	32 3/4	33 1/4	- 1/4
RCA Common	15 1/2	15	15 1/8	- 1/8
RCA 1st pfd.	75 1/2	75	75	- 1/2
Stewart-Warner	13 3/4	13 1/2	13 3/4	...
Zenith Radio	41 7/8	41 1/4	41 3/8	- 3/8

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	15 3/4	16 3/4
Stromberg-Carlson	11 1/4	12 3/4

Will Broadcast Novena
A complete service of the Novena in honor of St. Anne will be broadcast by WFDR-FM, New York, direct from the Roman Catholic Church of the Holy Name in Manhattan on Sunday evening from 7:45 to 8:45 p. m.

HERBERT LEROY RICE AGENCY
RCA Building — Suite 1017
30 Rockefeller Plaza

Leading Insurers in the Radio and Advertising field for over 20 years.

INSURANCE
Telephone: CI. 7-1456

★ COMING AND GOING ★

SAMUEL CHOTZINOFF, general music director for NBC radio and TV, also music director of RCA Victor, left yesterday for Europe aboard the Nieuw Amsterdam, accompanied by his wife, Pauline Heifetz Chotzinoff. They will visit Arturo Toscanini in Italy and will discuss music plans for the Autumn on the network.

DON BALL, program director at WCBS, has returned from a one-month motor tour through Canada and the Midwest.

LAWRENCE HAMMOND, program producer, to Washington for conferences regarding "Freedom Ringing," a new simulcast radio-TV series featuring prominent personages discussing current world problems.

EDWARD H. LLOYD, JR., account executive at WEEI, Boston, is at his summer home in Hyannis, Mass., with his family.

S. R. SAGUE, president and general manager of WSRS, Cleveland, who spent his vacation at Cape Cod, is in New York on business before returning to Ohio.

WAVERLY ROOT, author of "History of World War Two," and radio commentator, has returned from a holiday at Lake Tarleton.

ADRIAN HEAD, copy group head at J. Walter Thompson Co., who spent the past four months in the agency's Mexico City office on special assignment, is back in New York.

GEORGE A. CAMPBELL, announcer for WHLO, Niagara Falls, N. Y., is vacationing with his family at Bainbridge, N. Y.

WILLIAM ELLWELL, manager of operations at WCBS, has left for a two-week vacation at Fire Island.

EARL S. PEED, publicist, is back from a stay of several days at Hyannis, Mass., and the Cape, where he negotiated several productions for the Fall.

CHARLES HENDERSON and his wife, **MITZI MAYFAIR**, have arrived from Europe aboard the Nieuw Amsterdam, following a tour of eight weeks. Henderson is director of the TV edition of "Stop the Music."

BERT ANDREWS, Washington news chief for the Herald-Tribune and Saturday commentator on ABC, has cut short his trip to London, Paris and Rome and has returned to the States. He will resume his network programs from Washington on Saturday.

Staff Changes Announced By Petry Organization

(Continued from Page 1)
Broadcasting System, where he has been eastern sales manager of CBS Radio Sales.

Kiggins will assist president Edward Petry in the overall management of both television and radio. He joined the Petry Company a year ago to organize and establish the Television Division, and was instrumental in bringing it to its present size. A veteran radio executive and station owner, Kiggins has been a vice-president of the American Broadcasting Company.

The Petry Company also announced three additional appointments. Robert T. Hutton, Jr., former radio and magazine promotion executive, was named television promotion manager. Working with Hutton in promotion and research will be Howard Selger, for 15 years a research analyst for the sales promotion divisions of NBC and ABC. Richard E. Drummy joined the sales staff of Petry's Dallas office. He was formerly with WOW and WOW-TV, Omaha.

WJZ Airs New ET Show

Disc jockey Joe Franklin will increase his WJZ activities to include a new record show, "The Record Shop," to be aired over the New York outlet of ABC from 6:30 to 7 a. m., Monday-through-Friday, beginning July 31. Franklin currently has a half-hour platter session Saturday mornings at 11 a. m., and a five-times-weekly record show from 11:30 to 11:55 p. m.

Noro Morales Visits WGPA

Bethlehem, Pa.—Noro Morales recently appeared on the Monte Bruce disc jockey show on WGPA. Morales played several selections on the piano. Bruce spins discs every evening, featuring Spanish music. The show is heard from 10:00 to 10:30 over FM facilities.

Pal Blade Sports Series Bought On Mutual Web

(Continued from Page 1)
under a 52-week contract beginning Thursday, Sept. 7, Adolf N. Hult, MBS vice-president in charge of sales, announced yesterday.

The contract for "Sportsman's Club of the Air" was placed through Al Paul Lepton, Inc., for the products, Zipak single and double edge blades and injector blades.

Slanted toward hunting and fishing enthusiasts, the program will feature Milo Boulton as moderator of a panel of well-known authorities which include: Guy Kibbee, movie star and expert fisherman; Van Campen Heilner, associate editor of Field and Stream, and Larry Koller, sports lecturer and author. They will discuss all aspects of the sports, in addition to relating humorous anecdotes. The show will revolve around hunting and fishing questions submitted by listeners.

Carnation Co. Signs For Spots In Alaska

(Continued from Page 1)
Broadcasting System. Erwin, Wasey & Company placed the account with Duncan A. Scott & Company, west Coast representatives of the Alaska Broadcasting System and Pan American Broadcasting Company.

Olsen & Co. In Coney Island

Johnny Olsen and the program personnel of his Philip Morris show heard on ABC, today are in Coney Island recording at Ravenhall as a feature of Universal International's promotion for its newest film, "Louisa." Charles Coburn, stage and film star, will be guest. The recording made today will be heard on the network Friday.

Lester Nusbaum

Lester Nusbaum, father of Mort Nusbaum, widely known in radio, died at his home in Syracuse, N. Y., on July 18th of a heart attack.



"ME AND RADIO ARE REAL GOOD PALS"

Here's a man who knows how to choose his friends. Knows that the faith he's put in radio is going to pay off—in advertising results. Because radio is the advertiser's best friend. We've got the proof—definite proof in a great record for results.

In Baltimore, W-I-T-H is the station that gives you big results—low-cost results. Because W-I-T-H delivers more listeners-per-dollar than any other station in town. And that means a small budget can do a big job.

Your Headley-Reed man will be happy to give you the complete story. Why not see him today?



W-I-T-H

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

The 'MIGHTIEST MINUTE' in Television

SPOT THE SPONSOR

The only one-minute "spot" in all TV which viewers voluntarily and deliberately seek out and tune in at specific time periods to get your product story!

IT'S A GAME

SPOT THE SPONSOR is the BRAND NAME MEMORY GAME on **WNBT** that awards DAILY CASH PRIZES to viewers for remembering the Brand Names and Packages of participating sponsors.

Most TV "spots" depend on adjacencies for audience. Not so with SPOT THE SPONSOR! It attracts its own audience! It develops daily dial habits *on the hour!*

WHOLE FAMILIES PLAY IT

ALMOST HALF A MILLION TV FAMILIES IN WNBT'S VAST AUDIENCE "PLAY" SPOT THE SPONSOR 4 TIMES DAILY, FIVE DAYS WEEKLY. NO OTHER TV MINUTE IS SOUGHT OUT SO OFTEN BY SO MANY . . . THAT'S WHY WE SAY IT IS

THE 'MIGHTIEST MINUTE' IN TELEVISION!

HIGH FREQUENCY!

HIGH SPONSOR IDENTIFICATION!

LOW COST!

SPOT THE SPONSOR WILL HELP KEEP YOUR BRAND NAME AND PACKAGE 'ALIVE' BETWEEN SHOPPING DAYS.

SPONSORS ARE NOW BEING ACCEPTED FOR SECOND THIRTEEN-WEEK SERIES

STARTING DATE: SEPTEMBER 4th

CLOSING DATE: AUGUST 5th

STATION: **WNBT**

TIME PERIODS: 10:00 A.M., 11:00 A.M., 12:00 NOON, 1:00 P.M.

PRICE: \$275.00 PER DAY, FOR FOUR SHOWS, INCLUDING STATION TIME, FILM, PRIZES, ETC.

PARTICIPATIONS: 1, 2, or 3 DAYS WEEKLY

FOR AVAILABILITIES, CONTACT

NBC SPOT SALES . . . 30 Rockefeller Plaza, CI 7-8300

—or—

THOMAS-VARNEY INC. . . . 41 EAST 50th STREET, MU 8-1162

AGENCIES

JOSEPH W. BAILEY joins John E. Gibbs & Co., Inc., radio and television program agents effective August 14th to supervise Gibbs packages in radio and television. Among these is "Robert Montgomery Presents Your Lucky Strike Theater," American Tobacco's high budget TV dramatic show which returns to NBC on Monday, September 11th. In addition to supervising production on Gibbs' radio and TV shows, Bailey will contact agencies and advertisers with new packages to be produced by Gibbs and Neptune Productions, Inc., Robert Montgomery's own TV packaging agency.

Bailey comes to Gibbs from the Grey Advertising Agency where he served as manager of the radio and television department. Previously Bailey was a vice-president of Louis G. Cowan, Inc., program packager.

BOVRIL OF AMERICA, INC. has appointed the Victor A. Bennett Company to handle their advertising in the United States. Fall plans include newspaper, radio and television.

BADGER AND BROWNING & PARCHER, INC., of Boston, has been selected by the Star Market Company as advertising counsel for its rapidly-growing number of super markets in Metropolitan Boston. Expanded advertising and merchandising activities will be under the direction of Richard M. Mason, merchandising director of the agency.

ROSS ROY, INC., Detroit national advertising agency, has added to its copy staff: Edward W. Knevals, Jr., former advertising manager of the Whizzer Motor Company, Pontiac; Paul Barbour, former film and magazine writer, and Charles H. Felt, who moved up to the copy staff from the agency's traffic department.

WALTER G. ALTON has been elevated to vice-president in charge of the national sales department of Charles Dixon, Inc.

ECLIPSE SLEEP PRODUCTS, INC., through its agency, E. T. Howard Company, Inc., plans an advertising drive in radio and TV.

WILLIAM ESTY CO., INC. has moved its executive offices from the 23rd to the 15th floor in the building on 100 East 42nd Street, New York. The company's television department was moved to the 14th floor.

Why buy 2 or more...
do 1 big sales job
on "RADIO BALTIMORE"
Contact
EDWARD
PETRY CO. **WBAL**



By SID WHITE

Man About Manhattan. . . !

● ● ● **PERSONAL POSTCARDS:** DANTON WALKER: Hy Gardner's recent crack in his Herald-Trib col'm is a classic. He sez: "Do you know what happened after Pres. Truman declared he was going to use a whip on war profiteers? The price of whips went up!" . . . **ROBERT MONTGOMERY:** John Garfield has been bitten by the commentary bug, too. When he comes East to do "Golden Boy" at the Arena Theater, he'll discuss with ABC the possibilities of doing such a program. . . . **MILTON BERLE:** Ken Murray is telling coast pals that he'd like to extend his weekly TV show to an hour and a half. Yipe! . . . **ED & PEGEEN FITZG:** Last thing World Video pres. Richard Gordon did before departing for a Bermuda honeymoon was to sign up Gene Williams and his missus, Junior Standish, to a Mr. & Mrs. TV contract for a fall tryout over ABC. . . . **BARRY GRAY:** NBC is building a stanza with Phil Foster. . . . **JIMMY STEWART:** Burgess Meredith is working on a radio show for kiddies featuring a juvenile "Harvey." . . . **BOB HOPE:** Bing Crosby is planning to purchase even more stock in the last-place Pittsburgh Pirates. . . . **AL JOLSON:** There's a deal cooking for Sidney Skolsky to emcee a TV dramatic series based on lives of movie greats.

★ ★ ★ ★

● ● ● Joe Franklin, our favorite record-spinner in the nostalgia dept, has been clicking so solidly in his nitetime slot on WJZ that they've made room for him to come on twice daily, the new series starting Monday at 6:30 ayem. Counting his Sat. chore, that adds up to 11 times weekly now for Joe, with the web also considering a coast-to-coaster for the "young man with the old records."

★ ★ ★ ★

● ● ● **WHAT'S NEW:** Teddy Powell, a big click at the Roosevelt Grill, has been signed to do three U. S. Treasury shows on Aug. 6th, 13th and the 20th. . . . Morty Nevins, of the 3 Suns, sez a lot of so-called super productions on TV come out as if they were produced by the super who works in his house. . . . Larry Spivak's American Mercury mag gets the "Author Meets The Critics" treatment tonite. Larry is also being set for a new video stanza, The Roving Reporter. . . . Dan Seymour threatened to spank his youngster the other p.m., and the kid promptly piped up: "Daddy, what would the Child Study Ass'n say about this!" . . . Scripter Lee Sands a busy lad these days with the WOR sustainer, "Bowery Music Hall," the Morey Amsterdam show and Martin Goodman's "Menasha, the Magnificent." . . . Producer Stanley Kramer and Kirk Douglas have a deal on hand aimed at bringing the Horatio Alger stories to the screen. . . . A low bow to **ADVERTISING AGE** for crediting **RADIO DAILY** in connection with the ANA story.

★ ★ ★ ★

● ● ● World Broadcasting System's "Forward America" series, featuring the voice of the late Walter Huston, has been nabbing sponsors so fast around the country that World may well have started a new trend among library firms, that of combining musical and dramatic elements. Aside from its far reaching effects, "Forward America," is top grade programming featuring Huston's readings from Americana.

★ ★ ★ ★

● ● ● Allen Funt has made being "candid" pay off in spades. His billings are now over a million bux a year, what with Candid Camera, Candid Mike, Columbia film shorts and his "Candid Commercial" films. He's also working on a comic series, a record album and a tomo. Candidly speaking, our hat's off to this guy who has built an idea into a young empire.

CHICAGO

By GINNY EVANS

"NEW JUNIOR JUNCTION" premiered on the ABC web from Chicago Saturday, July 22nd. Featuring a boy and a girl singer, quiz, forum discussion and an outstanding young guest each week the show will be emceed by Don Ward and produced by Maurice Murray. Peggy Murdoch and Bill Snary are the featured vocalists.

Another show soon to bow over ABC from Chicago is "Conversations with Casey," starring Tom Casey. The show will be heard five times a week for fifteen minutes.

Jim Bennett, Don McNeill's manager, was in New York the week of July 17th on business.

Bill Doudna, radio editor of the Wisconsin State Journal, visiting ABC's Chicago press department.

Buzz Chapin, director of television sales for ABC-TV, spent last week in Chicago on business.

Jim Hurlbut, WMAQ newscaster, back from three weeks in Michigan.

Wrestling Matches To Be Filmed

Hollywood — Weekly wrestling matches at the American Legion Stadium were scheduled recently for filming and distribution to stations throughout the country by Jerry Fairbanks Productions. Arrangements have been completed between the promoters of the matches and the producer for the syndication of weekly films of the Monday evening card.

Sponsors Races In Hollywood

Hollywood—Lucky Lager Brewing Co. of San Francisco, sponsor of the Columbia Pacific web broadcast of the closing day feature at Hollywood Park Saturday, July 22nd. Brown and Williamson, for Win sponsor a 52-week series of weekly spot announcements on KNX beginning August 7th. Russ M. Seeds, Chicago, handled.

Joins Ziv Subsidiary

Lawrence Moses has been appointed merchandising director of Cisco Kid Products, Inc., subsidiary of the Frederic W. Ziv Company. Moses was formerly associated with Lustberg, Nast & Company and Phillips-Jones Corporation, makers of Van Heusen shirts.

THE VOICES OF ADAM HATS 8 YRS.

JINGLES
that don't
JANGLE!
A.M. & T.V.'s MOST COMPLETE
EFFECTIVE JINGLE SERVICE
An Original (Sales-Packed) Jingle
Tailor-made for Your Product
Written, Sung & Produced by
'Lanny & Ginger' GREY
1300 Madison Ave., New York 28
AT. 9-4020

YONKERS RACEWAY

Spending By Families For Radio-TV Shown

(Continued from Page 1)

Business statistics just released. The figure for repair of radio and TV sets was \$177,000,000, with the other factors not separated but accounting for an overall of \$1,989,000,000.

The totals have grown from a \$720,000,000 total registered in 1942. During the war years purchase of new equipment fell off, with the totals in millions only 463 in 1943, 364 in 1944 and 399 in 1945, but the tally zoomed to 1,326 in 1946, 1,724 in 1947 and 1,760 in 1948.

Motion pictures continued to provide the stiffest competition for the amusement dollar of the American family, but the pix take is down sharply from the 1946 high of \$1,512,000,000 to only \$1,342,000,000 last year.

Employes Total 54,000

While a total of 54,000 full and part-time employes was reported for the industry last year, the adjusted figure to account for the equivalent of full-time employes was only 49,000. This represented a steady climb from the 27,000 reported in 1942.

During the same period average annual earnings also climbed steadily. Beginning at \$2,667 in 1942, the average rose year by year to \$2,929, \$3,333, \$3,515, \$3,972, \$4,073, \$4,234 and, last year \$4,469. During this same period, the average earning of motion picture employes rose from \$2,124 to a 1947 high of \$3,031, then sank back to \$2,911 in 1948 and \$2,916 last year.

Overall industry income rose, again steadily, from \$107 million in 1942 to \$276 million last year. The 1948 figure was \$257 million, and the 1947 total \$228 million. Wages and salaries accounted for \$72 million in 1942, rose steadily to \$219 million last year—a three-fold increase. The total is almost double the 1945 figure of \$116 million, which went in successive years to 143, 167 and 199.

Corporate income of the industry before taxes has gone down steadily since the 1944 high of \$72 million. The totals since 1942 have been, in millions, 31, 52, 72, 65, 59, 55, 51 and 50. For the same years, tax liabilities were 17, 32, 47, 42, 24, 22, 21 and last year 21 again.

Corporate income after taxes, for the same period, was 14, 20, 25, 23, 35, 33, 30 and 29, while industry dividend payments have totaled 9, 12, 12, 10, 14, 14, 12 and 8 million dollars annually.

Undistributed corporate income has been reported at 5, 8, 13, 13, 21, 19, 18 and 21 million.

Stork News

George Bryan, whose 11 p.m. newscast is heard every day on WOBS, and who acts as announcer on several other shows, is the father of a boy born July 21 to Mrs. Bryan at Le Roy Sanitarium. Baby will be named George Geoffrey. Mother is the former Mona Moray, radio actress.

Web Survey Compares Radio With All Media, Including TV

(Continued from Page 1)

particular the presentation considers television's effect on nighttime radio-1950-1951.

Starting with the fundamental fact that America has grown bigger since the last decennial Census, NBC first calls attention to the fact that we now have 20,000,000 new customers in the past ten years. As a nation of 150,000,000 persons we now have 42,843,000 families—8,000,000 more than a decade ago.

Living Standards Up

Stressing the fact that the increased population has led to the biggest national income in history, the presentation shows by graphs that living standards have risen considerably and that the national market is expanding and becoming more uniform. As an example, in 1940, only 70 per cent of the nation's homes were wired—today the figure is 89 per cent. In 1940, 42 per cent of families had refrigerators while today the percentage has increased to 70 per cent. Also, radio homes which reached 82 per cent in 1940, now total 95 per cent.

Network radio, NBC claims, has in the highest degree six characteristics usually associated with successful advertising. The first of these is bigness and since network radio is 95 per cent as big as the U. S. itself, it is bigger than all newspapers put together, all magazines combined and is six times as big as television.

Heavy Increase Noted

While U. S. families grew 5 1/4 million in the past four years, radio families grew by 6,702,000 in the same period, which was greater than the circulation growth of all daily newspapers, or TV, or of the four leading weekly magazines. Every new radio family, NBC contends, became a radio family voluntarily and without the promotion of extra circulation crews, special reduced subscription offers, nor the flooding of newsstands with copies of publications. In the past four years, NBC estimates that the public spent \$4,000,000,000 for 54,000,000 new radio sets.

Network radio's penetration of the market today, varies from 88.6 per cent on the farm to 94.5 per cent in rural non-farm areas and to 95.5 per cent in urban sections. Radio penetrates all income groups. NBC says, and contends that the most difficult task that could be given to a research organization would be to try and locate that 5 per cent of the population without a radio set.

Continuing, the presentation next takes up television. Admitting that there will be 10,000,000 TV sets in use in an average week during 1950-1951, NBC says that this will mean an average half-hour evening radio program will have 6.7 per cent less potential circulation in the coming broadcasting season than in 1948.

The slight decline in evening radio listening is buttressed by fact and figures, ranging from estimated number of radio homes to Nielsen reports on listening in combination radio and TV homes.

35 Million Radio Families

In granting TV a circulation of 10,000,000 families, NBC sets up a figure of 35,097,000 families as the true radio families for the coming Fall and Winter season. However, the study asks of TV: "How many markets does it reach?" and "What sort of coverage does it have within these markets?" TV, NBC contends, will be available in only 63 markets and this leaves 40 per cent of the population living in areas not able to receive a TV signal. NBC admits that TV can be effective for distribution of a product limited in distribution to large metropolitan areas, but for the distributor who regards all America as his market, the customer in Youngstown, or Denver or Knoxville, all without TV, is as important as the customer in Chicago. For this type of distributor, NBC says, a truly national medium—network radio—is needed.

As to coverage within markets, NBC's presentation shows in the form of pie-charts, the segment of

No Excess Profits Tax Expected This Year

(Continued from Page 1)

increase as soon as possible and that the simplest and speediest thing to do will be to increase personal and corporate income rates.

While higher corporate rates generally prove to be beneficial to broadcasters in that advertisers spend more for time on the air, they are not the all-out boost to time sales that is to be looked for if an excess profits levy is written into the tax law.

the total market reached by TV. Network figures, for instance, give TV only 6 per cent of the Nashville market, Binghamton, 22 per cent, Detroit, 37 per cent and Baltimore, a high for the country of 56 per cent. On the average, TV will have a penetration of about 35 per cent in the markets where it is available. This does not compare to network's 95 per cent coverage of America, NBC holds.

After listing the other five characteristics which make network advertising the most effective medium, NBC's study shows maps of coverage and lists market data, based on the BMB Study No. 2. In conclusion, the presentation takes up costs as compared with other networks and lists advertisers' investments in all national networks.

THEY WENT THAT-A-WAY!

When your customers in the big Portland area go vacationing, they have their choice of many wonderful spots in the still bigger Pacific Northwest. And almost everywhere they go, 50,000-watt KEX keeps up with 'em! To illustrate: recent requests for programs for the KEX "Concert Hour" (10:30 PM Mon.-Fri.) came from 1,800 listeners in 122 communities spread through Oregon, Washington, California, Nevada, Alaska, Alberta, and British Columbia! For further information on this station's abundant salespower, check KEX or Free & Peters.

KEX PORTLAND, ORE.
50,000 WATTS
ABC AFFILIATE



WESTINGHOUSE RADIO STATIONS Inc

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

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

Liberty Web Defends Baseball Broadcasts

(Continued from Page 1)

Liberty told the Commission yesterday. Vice-president James H. Foster wrote that Mutual's only hope for survival in the major league ball picture is to stop the Liberty broadcasts.

The complaint of KTHH, Houston, Texas, against Liberty dwelt mainly upon the fact that the LBS broadcasts are usually recreations of the games rather than direct from-the-stadium descriptions, with the net charged with seeking to delude listeners into believing they were on-the-spot accounts.

Liberty said Mutual was the first to recreate games this year and intended to do much more of it but found it could not compete with Liberty on recreations. Liberty recreated games are only ten to 12 seconds behind the actual games, Foster wrote, while Mutual "frequently broadcasts games which are recorded and then broadcast 24 hours subsequent to the event."

A great deal of Foster's letter was devoted to outlining 13 points in which Liberty offers more complete baseball service than Mutual—including the fact that Liberty has exclusive right to all National League games while the two nets are both permitted to broadcast American League games.

Background noise and sound effects and insufficient emphasis upon the fact that the games are not broadcast from the playing field were the major grounds for the complaints against Liberty, Foster said. Neither arguments has merit under the terms of FCC regulations, he said, adding that "the fact that broadcasts are recreated is neither emphasized nor de-emphasized, it is stated as a fact."

Expands Programming

Frederick Loeser department store of Garden City, L. I., has expanded its three-times-weekly sponsorship of "News at Noon," over WHLI and WHLI-FM, Hempstead, to seven times a week. The 52-week contract marks the beginning of the third year of the sponsor's association with the station.

Wedding Bells

David B. Rogers, central northwestern sales representative for RCA recorded program services, and Ann Louise Boynton, secretary to the radio director of "Northwestern University Reviewing Stand," have been married in Chicago.

Office Space Wanted

Young and growing station rep. firm seeking office space along Radio Row. Prefer co-op setup with phone answering service. What have you?

Box 153, RADIO DAILY
1501 Broadway, New York City

RECORDS ON PARADE

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

MARTIN BLOCK, WNEW, New York, N. Y.

- "All My Love," Patti Page (Mercury)
- "Tunnel of Love," Dinah Shore-Jack Smith (Columbia)
- "I'll Never Be Free," Kay Starr (Capitol)
- "Can Anyone Explain," Ames Brothers (Coral)
- "Why Fight The Feeling?" Rosemary Clooney (Columbia)
- "The Little Green Man With The Big Fat Head," Four Jokers (Apollo)
- "You're Mine, You," Margaret Whiting (Capitol)
- "Let's Make Love," Fran Warren (RCA Victor)
- "The Fire-House Five Plus Two Albums Of Dixieland," (Good Time)
- "Goodnight, Irene," Frank Sinatra (Columbia)

JACK LACY, WINS, New York, N. Y.

- "You're Mine, You," Margaret Whiting (Capitol)
- "Don't Ever Leave Me," Toni Arden (Columbia)
- "Can Anyone Explain," Ray Anthony (Capitol)
- "Ain't Nobody's Business But My Own," Kay Starr-Tennessee Ernie (Capitol)
- "Why Fight The Feeling?" Rosemary Clooney (Columbia)
- "My Silent Love," Bill Snyder (Tower)
- "I Love The Guy," Fran Warren (RCA Victor)
- "All My Love," Patti Page (Mercury)
- "Figalle," Danny Kaye (Decca)
- "I Could Write A Book," Les Brown (Columbia)

AL JARVIS, KLAC, Hollywood, Calif.

- "Our Very Own," Charlie Spivak (London)
- "Music Maestro Please," Frankie Laine (Mercury)
- "I Remember," Larry Green (RCA Victor)
- "The Phantom Stage Coach," Vaughn Monroe (RCA Victor)
- "Sittin' 'N' Starin' 'N' Rockin'," Ames Brothers (Coral)
- "Roses Remind Me Of You," Patti Page (Mercury)
- "Honolulu," Claude Thornhill (RCA Victor)
- "Can Anyone Explain," Ray Anthony (Capitol)
- "Cotton Candy," Kay Brown (Mercury)
- "Dig, Dig, Dig For Your Supper," Jerry Gray (Decca)

ERNE SIMON, WJJD, Chicago, Ill.

- "If You Were My Girl," Perry Como (RCA Victor)
- "Count Every Star," Ray Anthony (Capitol)
- "Mona Lisa," Nat "King" Cole (Capitol)
- "Gone Fishin'," Arthur Godfrey (Columbia)
- "I Didn't Slip," Doris Day (Columbia)
- "Tzena, Tzena, Tzena," The Weavers-Gordon Jenkins (Decca)
- "I Wanna Be Loved," Andrews Sisters (Decca)
- "Goodnight, Irene," The Weavers-Gordon Jenkins (Decca)
- "I Do Better Up In The Mountains," Eddy Howard (Mercury)
- "I Don't Care If The Sun Don't Shine," Patti Page (Mercury)

JERRY STRONG, WINX, Washington, D. C.

- "Brazilian Sleigh Bells," Harry James (Columbia)
- "Easy To Love," Les Brown (Columbia)
- "Happy Music," Peggy Lee (Capitol)
- "Pink Champagne," Ralph Flanagan (RCA Victor)
- "My Foolish Heart," Gene Ammons (Chess)
- "Pony Express," Vaughn Monroe (RCA Victor)
- "All My Love," Patti Page (Mercury)
- "All Dressed Up To Smile," Evelyn Knight (Decca)
- "Iron Horse," Richard Hayes (Mercury)

PRESSING BUSINESS: On the first day of its release, Johnny Parker's Capitol record, "Two Weeks With Pay" backed by "Our Little Ranch House," was hopped on by every deejay in town for a total of fifty plays. . . . George Weiss and Bennie Benjamin, who wrote "Can Anyone Explain," recorded the tune for Mercury in a two-side deal (with options). . . . Vic Damone's "Vagabond Shoes," has gone over 200,000 with his "I Love The Girl" troading on its heels. . . . Arlene Dahl, whose contribution to M-G-M's "Three Little Words" album consists of one side, "I Love You So Much," will make personal appearances in four towns (Chicago, Memphis, New Orleans and Houston) to visit with the jocks. . . . Viviane Groono, piano-song stylist, has been signed by Decca. . . . Anti-trust division, alert: Roy Ross wrote "Happy Feet" and arranged and recorded the standout version for Coral. That ain't all! That tap-dancing you hear on the disc—that's Roy Ross, too. . . . London is pressing long-plays like mad some in anticipation of the Christmas trade. . . . Capitol has high hopes for "Lol's Do It Again," with Margaret Whiting and Joe "Fingers" Carr, duo for July 31st release. . . . Columbia's long-play "Peter Pan," with the original Broadway cast, is a knockout. . . . So is Tony Pastor's "Milon Standish!"

MBS Survey Claims Lead In U. S. Markets

(Continued from Page 1)

rating of 12.6 for quarter-hours and 13.7 at night. The survey rates the four networks as follows:

	Day	Evening
Mutual	12.6	13.7
Net A	2.9	4.7
Net B	2.8	4.4
Net C	1.0	1.3
Independent	2.5	1.7

Top ten MBS commercial programs, according to the Crossley survey, averaged a 15.8 rating, 4 times higher than the highest rated network competition. The ten shows are: Gabriel Heatter, 19.5; Twenty Questions, 18.8; Roy Rogers, 15.7; Bill Henry, 15.4; Checkerboard Jamboree, 15.2; Straight Arrow, 15.1; Nick Carter, 15.1; True Detective, 14.5; Queen For A Day, 14.5; The Shadow, 14.1.

Puff explained the survey was conducted in 116 cities and represents an accurate cross-section of the web's 325 one-network markets serving 11 million homes. These markets, he added, are beyond the present reach of TV.

Beecham WQXR Series Bought By Hovis Bread

(Continued from Page 1)

part orchestral selections conducted by Sir Thomas. The conductor's commentaries will be transcribed in England and flown to New York.

Hovis Bread, the sponsor, is being introduced into this country by Hovis, Ltd. WQXR is the only radio medium the concern will use in its initial advertising campaign in the United States, the station said.

WQXR has been negotiating for a program by Sir Thomas Beecham for more than a year. The series was mapped out in London last summer by the conductor, Elliott M. Sanger, executive vice-president of WQXR, Eleanor N. Sanger, program director of the station, and Harry Allan Towers, head of the producing firm.

The contract for Hovis Bread, was signed through the New York office of Colman, Prentiss and Varley, English advertising agency, and runs for 26 weeks.

Stork News

Houston, Tex.—Jim Doyle, station announcer at KNUZ is the father of a boy, James William, born the month to Mrs. Doyle.

AIR CONDITIONED 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, Wednesday, July 26, 1950 — TELEVISION DAILY is fully protected by register and copyright

TV RECEIVER PRICES BOOSTED

TELE TOPICS

RAILED AS A forthright step in the direction of better television drama, NBC-TV's "Masterpiece Playhouse" made its debut Sunday with a laudable presentation of Ibsen's "Hedda Gabler" (9:00 p.m., EDT). One glance at the completed roster of the world's great stage dramas which have been adapted for the remainder of the summer schedule encourages many who've longed for the "higher pe stuff" to sigh with relief and look forward to that Sunday 9 p.m. slot. Shakespeare's "Richard III" is scheduled for July 30; Richard Brinsley Sheridan's "The Rivals" for Aug. 6; Pirandello's "Six Characters In Search of an Author" for Aug. 13; Fitch's "Beau Brummel," Aug. 15; "Othello" on Aug. 27; and Wilde's "The Importance of Being Earnest" is slated for Sept. 3rd.

ORIG. GEN. DAVID SARNOFF to guest on "Meet The Press" Sunday (5 p.m., NBC-TV)—fourth estaters who will interview the General include: Moscow of the Times, Lindley of Newsweek, Spivak of Time, Mercury, and Ben Gross of the Daily News. . . . Harvey S. Firestone, Jr., will appear in the 50th anniversary of the company on "Voice of Firestone" (NBC simulcast) July 31, 8:30 p.m. . . . WOAI-TV, Texas, claims having been viewed on 1450 miles distant; WDTV, Pittsburgh, claims 1,350; and WABD claims 1,155—all three claims were made within the past month, generally being attributed to sun spots. . . . Ed Sullivan returns to CBS-TV's "Toast of the Town" Sunday after a month's vacation. . . . WPIX launching a contest to select "Miss U. S. Television" on Saturday (7:30 p.m.). . . . Ted W. Amend Co. signed a 52-week order for spots on the "Kathi Norris Show" (WNBT); D. L. Clark Co. and the AGP renewed.

SHELL OIL CO. has entered television, picking up the tab at WNBT for a five-minute news show (6:25-6:30) five days a week, commencing Aug. 27th. With Don Goddard handling the mike, the show will be on sustaining for two weeks previously to iron out the flaws. Shell will not drop any of its present radio time. . . . Video has been used for the first time to plug a movie; Columbia Pictures waged a saturation campaign in both L. A. and N. Y. before the opening of "711 Ocean Drive"—result: the best N. Y. Paramount opening since January, with the exception of the Bob Hope personal appearance stint. . . . Chevrolet dealers in L. A. report much satisfaction with KECA-TV's "Chevy Triple Feature Theater" (three films each Mon. nite) which is beating the teevee competition by 10 to 20 points during the entire four hours.

TV Not To Blame For Baseball Loss

Another refutation of the argument that TV is ruining the box-office is shown by attendance figures at major league ball parks, released yesterday by the Associated Press. Figures cover paid attendance through July 23rd, compared to last year.

While the National League shows a decline of 522,000 paid admissions or 8 per cent, the Pittsburgh Pirates—only major league team which does not telecast its home games—shows a decline in attendance of 182,510 or 18 per cent. Meanwhile, in the face of the decline, the Philadelphia Phillies, red hot contenders for the pennant, have gained 146,049, or 39 per cent.

In contrast, the Philadelphia Athletics, with an inept team, show a loss of 438,888 paid admissions or 65 per cent in attendance. The Detroit Tigers, a pennant contender, gained 61,031, while the American League, as a whole, suffered a decline of 15 per cent.

TV Course Offered By Canadian Institute

Montreal—What is described as Canada's first extensive educational course in TV broadcasting is being offered by the Ryerson Institute of Technology this fall, at Toronto. The course is designed for men and women who expect to make their living from television. It is to be non-technical, but is expected to cover all the various aspects of television programming and broadcasting.

According to the Ryerson Insti-

Cover UN Session

NBC and CBS television carried an interesting hour yesterday afternoon when they presented the proceedings of United Nations at Lake Success. The cameras caught Ambassador Austin reading General McArthur's report on the progress of the Korean campaign.

P. & G. To Sponsor All Time Musicals

Procter & Gamble will feature top-drawer talent of Broadway and Hollywood on hour-long musical comedies, operettas and revues over NBC-TV on alternate Mondays, commencing October 2. Show will be seen Mondays, 9:30-10:30 p.m.

Following the established format and tradition of the theater from overture to three acts, the musicals will include such modern and traditional favorites as "Anything Goes," "Song of Norway," "Jubilee," etc. Sponsoring products are Camay and Tide. Agencies are Pedlar & Ryan and Benton & Bowles.

tute, Canadian actors and actresses, advertising executives, producers and program directors have been requesting that such a course be organized since the advancement of the new medium has been introduced in the United States.

The course is to consist of 16 evening sessions in the Ryerson auditorium, with members of the staff and visiting experts presiding. The lectures are to cover the international, social, economic, production, equipment and employment prospects of television.

Emerson Increase 3 To 16%; Blames Parts Shortage

The first major television manufacturer to increase the price of receiver sets due to shortages of some components is Emerson Radio & Phonograph Corp., with an increase of 3 to 16 per cent (\$10 to \$60 at retail levels). While no other TV manufacturers have upped prices at this time, indications yesterday were that increased prices will shortly become widespread.

In making the announcement, Benjamin Abrams, president of Emerson, attributed the price jump to the "increasing difficulty" in obtaining critical materials. The Government's new demands for electronic equipment, he said, are taxing the company's production capacity to the limit.

Many dealers handling the Emerson sets were surprised by the increase despite the fact that prices on the new line, which was introduced June 26th, were "interim" prices and due to be increased in September. Explaining the company's move, Abrams stated that the "interim" prices had been adopted in order to boost sales during the summer slump.

New Labor Program To Debut On WOR-TV

"Let's Arbitrate," weekly program in which labor disputes are worked out before the camera, with Samuel R. Zach as arbitrator, will debut over WOR-TV, Thursday, July 27, 7:30-8:00 p.m., EDT.

Participants in the show will be persons involved in actual labor disputes. Their appearances on the WOR-TV show will be unrehearsed and extemporaneous. Before each program, representatives of both management and labor will agree to accept the arbitrated decision. First case to be heard involves a manufacturer with two plants at one address. When one plant was picketed, work stopped at both. Resulting situations led to counter-charges of financial damage by both union and employer.

TV Sets Soar In Detroit

Detroit—TV set sales reached a total of 263,411 in the Detroit area as of July 1, it was announced yesterday by WXYZ-TV. The station conducts a monthly poll of distributors in the Motor City. June sales of sets was 15,789 and the total number of sets is expected to be 270,000 by July 15.

Top TV Programs In New York Area

(Cross section TV Homes, Non-phone and phone, 21 counties, 50-mile radius New York City, for four weeks ending July 8, as compiled by A. C. Nielsen Company).

(Number of Telecasts)	TV-Rating		% TV Homes Using (at Telecast Time)	
	Homes %	Homes (000)	TV %	Radio %
Godfrey's Talent Scouts.... (3)	36.5	502	55.6	2.9
Toast of the Town..... (4)	34.7	477	45.3	1.8
Philco TV Playhouse..... (4)	29.4	405	54.1	2.2
Studio One..... (2)	25.2	347	59.0	1.6
Martin Kane..... (3)	24.4	336	52.9	4.0
Lights Out..... (4)	23.7	326	58.2	1.6
The Goldbergs..... (2)	23.7	326	64.6	3.1
Godfrey & Friends..... (4)	23.4	322	46.1	4.0
The Trap..... (2)	21.1	290	54.9	1.4
Man Against Crime..... (3)	20.5	282	48.7	2.8

BEHIND THE MIKE

THE sensational Billy Eckstine, who was a terrific hit at the Paramount recently and won millions of fans over the country, may get the surprise of his life when he returns to his home town, Pittsburgh, this fall. Fans are petitioning the city fathers to name a street after the local lad who made good in a big way.

Margaret and Forrest Perrin, the two-piano team currently holding forth at the Roosevelt Grill, are drawing such raves they have been held over indefinitely. The young Atlanta, Ga., team will soon record their piano rhapsodies on wax.

Geo. Shearing, the British pianist, is now one of the busiest guys in show biz. On an 8-week personal appearance tour, he's cutting an 8-sided album for MGM, signed for a series of Columbia musical shorts, booked for a flock of radio and TV shows, and is completing the score for Leon Pearson's forthcoming B'way musical, "It's The End, Tra La."

Jack Lacy, of WINS' "Listen to Lacy," will spend this Friday giving away prizes, Moscow Mule copper cups, on Times Sq. between 45th and 47 streets. To win a prize, you have to not only walk past Lacy on the Square, but also be whistling "The Third Man Theme" from the movie of the same name now making the rounds of Loew Theaters.

Regent Cigarettes to renew Martha Rountree's "Leave It To The Girls" program for 52 weeks and is putting it on full web beginning with the Aug. 20th telecast. Martha, incidentally, has been named Hospitality Chairman of the Women's Nat'l Press Club.

Jacqueline A. McLaughlin, traffic director at WVNJ, becomes the bride of John H. Ungerland on the 29th.

Andy and Della Russell, whose recordings in Spanish are big hits in Cuba, have been invited to participate in that country's opening of its TV network in Jan., 1951.

Bill Gargan headed for H'wood for an 8-week vacation from his radio and TV chores. To date, he has spent only two days in movietown. He spent 2 weeks in Palm Springs and now is in San Francisco.

Judy Canova's radio sponsor was never too concerned about her newly-acquired sports hobby, horseback riding (with emphasis on jumping), but Republic Films which has her signed to a new, juicy contract, has ruled that she must stick to safer things—such as merry-go-rounds.

Established film producer and distributor seeks space in agency office or producer of live shows for television. Possibility of many reciprocal benefits. Box 154.

RADIO DAILY

1501 Broadway, New York City

COAST-TO-COAST

Bing Crosby Premieres Show

Philadelphia, Pa. — Bing Crosby premiered a new, daily program over WCAU on July 24th entitled "This Is Bing Crosby." The program is aired Monday through Friday from 5:30 to 5:45 p.m., and features the singer with his own brand of relaxed humor and his favorite recordings. The program is being sponsored by Minute Maid Fresh Frozen Orange Juice, with Ken Carpenter assisting Bing.

Training Courses at WTVJ

Miami, Fla.—All of the 52 members of the WTVJ staff are now undergoing training in camera operation, lighting control, mike boom procedure and various other studio chores. With several of its personnel faced with the prospect of an early call to duty with the armed forces, the WTVJ management has undertaken this training program to insure the station of adequately trained studio personnel. If an emergency arises, any or all of the staff will be able to step in and keep the studio productions rolling.

Addresses Local Ad Club

Charlotte, N. C.—Beulah Zachary, producer of the "Kukla, Fran, and Ollie," television show, was speaker at the meeting of the local Advertising Club on July 18th. Miss Zachary was asked to speak by the club president, Bob Covington, promotion manager of WBT and WBTW, television station of the Jefferson Standard Broadcasting Company which carries the show.

WHAT Disc Jockey Wins Contest

Philadelphia, Pa.—Cris Harwood, disc jockey for WHAT, of this city, was the winner of the \$1,000 Natalie Kalmus TV set in the Burl Ives' Bachelor Club of America Contest carried on by disc jockeys all over the country, inviting their listeners to write in telling their views, pro and con, on the elusive state of bachelorhood. In this contest, both the winning letter writer and the disc jockey receiving the greatest number of letters were awarded prizes. The winning letter was written by Mrs. Nicholas Leslie of this city, who will get a Kirby Home Cleaning unit. The contest was carried on as a promotion for Ives' first Dixieland Columbia recording, "The Bachelor's Life."

Airing Korean Interview Show

Hartford, Conn. — Every Friday night at 6:30, WONS is broadcasting a special Korean interview conducted by Siegbert Kaufman, staff member of the local "Courant." The format of the program includes interviews with members of the 76th Infantry Division, Army Reserve, who served in the Pacific outpost during World War II. The program is arranged by the reserve division in support of its current recruiting campaign.

Resigns WEEI Post

Boston, Mass.—Judith Lynch is leaving the WEEI traffic department to take up new duties in the radio and public relations department of the Smaller Business Association of New England.

New KFYZ Program

Bismarck, N. D.—Cal Culver, program director, emcees the new "Scrapbook of Happiness" program broadcast over KFYZ every Monday through Friday. Backed by organ, piano and vocals, Culver accents "earthy" poetry and philosophy, also extends greetings to listeners on birthdays and anniversaries.

WCSI Attends County Fair

Columbus, Ind. — The Bartholomew County Fair kept WCSI busy as the station was well-represented with a booth on the midway containing pictures of the air personalities and a representative of the station to answer questions and hand out literature on the station and program schedules. Two of the WCSI women's programs were broadcast from the booth, plus other special broadcasts from various points throughout the fairgrounds.

PROMOTION

Summer Campaign

A 13-week campaign in the Minneapolis Visitor, circulated to 22,000 hotel rooms in the city, is designed to catch transient listeners. Regular WCCO newspaper space in the Twin Cities papers highlights summer listening with special summer time ad layouts.

A "Summer Fun Photo Contest" in which each entry must show subject with portable or car radio will be sponsored by the station July 1 through August 15th. A grand prize of \$100 will be offered and winning entries will be displayed in the WCCO booth at the Minnesota State Fair which will be held in Minneapolis in September.

WTVJ Eyes Football Season

Miami, Fla.—The WTVJ studio show, "Rampus on the Campus," invites viewers to call in and place their orders for season football tickets to the University of Miami 1950 football games. If the tickets are paid for during the ensuing week, the buyers are eligible to participate in a quiz game the following week. During its first three weeks on the air, the program racked up about \$300 per week in season ticket sales.

PLAY BALL!

PHILLIES
and
ATHLETICS
games on

WDEL-TV

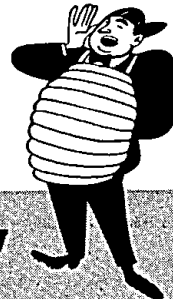
Channel 7

Wilmington, Del.

WGAL-TV

Channel 4

Lancaster, Penna.



All Saturday home games of these two teams are telecast over these two stations. This baseball feature is important because of its strong appeal in these markets. Because it is only one of many popular features, the result of effective long-range programming. These stations are keeping their audiences growing, loyal and responsive. They offer TV advertisers a fine opportunity for market testing for profitable business.

WDEL-TV, Wilmington, Del.

Only television station in Delaware. Brings viewers a clear picture, all top NBC Network shows.

WGAL-TV, Lancaster, Penna.

Only TV station in this rich Pennsylvania section. Presents top shows of NBC, CBS, ABC, DuMont.

Steinman Stations — Clair R. McCollough, General Manager

Represented by

ROBERT MEEKER Associates

CHICAGO · SAN FRANCISCO · NEW YORK · LOS ANGELES

NBC
TV · Affiliates

MAY REMEDY CUSTOMS' NEWS DELAYS

Fewer Than 1% In USSR Can Tune In 'Voice'

0% Have Merely Loud Speakers Fed By Gov't

Fewer than one per cent of the Soviet Union's 211,000,000 population are even potential listeners to the combined radio barrage being laid down by the Voice of America and the BBC, according to figures compiled in a survey booklet released by the United Nations Educational, Scientific and Cultural Organization.

(Continued on Page 3)

FCC Okays WOIC Sale; Price Sets Mark

Washington—The FCC yesterday okayed the sale of WOIC, Bamberger-owned TV station here, to WTOP, Inc., which is 55 per cent owned by the Washington Post and 45 per cent by CBS. Price for the station—the biggest TV station deal yet—is \$1,400,000. Transaction means a full-time CBS video affiliate here. WOIC has previously carried CBS shows, but not all the network output. NBC, ABC and DuMont all have full-time outlets here.

Eugene Thomas, named last week to head TV for WOR in New York, is manager of WOIC, but will shortly be at his new post.

Bill Passes House To Exempt News Recordings

Washington Bureau of RADIO DAILY
 Washington — With the House passing H. R. 8726 yesterday, a bill designed to amend the Tariff Act to make news reports taped or recorded abroad tax exempt, radio was one step closer toward the lifting of the U. S. Customs red tape which has been encountered by American news agencies.

(Continued on Page 4)

NAB Withholding Emergency Planning

Washington Bureau of RADIO DAILY
 Washington — The Radio-Television Manufacturers Association will set up a mobilization committee at this time, President Robert C. Pringle said yesterday, as the present electronic industry advisory committee established jointly by the Munitions Board and the National Security Resources Board, seems to provide adequate facilities for industry action during this period.

(Continued on Page 4)

Campaign Against Rumors Launched

Wilmington, Del.—In a constructive effort to halt the wave of rumors which have been spreading since the Korean crisis began, WAMS in Wilmington, has inaugurated a campaign urging listeners to check rumors. The campaign has been approved by the commanding officer of the Delaware Military District. It involves the use of chain breaks urging listeners to check any rumor they hear, and not to repeat it.

(Continued on Page 5)

Fairbanks Charges TV Infringements

West Coast Bureau of RADIO DAILY
 Hollywood — Charging infringement on patents, conspiracy and unfair trade practices, Jerry Fairbanks Productions Tuesday filed in Los Angeles Superior Court a suit seeking a total of \$600,000 from Horace Heidt, Horace Heidt Productions and Glenn Miller, former Fairbanks production manager who now heads the band leader's film unit. A judgment of \$500,000 and costs was granted.

(Continued on Page 7)

Broadcasters Form N. J. Defense Group

Trenton, N. J. — New Jersey broadcasters are drafting plans for a stand-by FM network to be used in a wartime emergency, it was announced yesterday by Carl Mark, manager of WITM, Trenton, and president of the New Jersey Broadcasters' Association.

James L. Howe, president of the New Jersey Broadcasters' Association.

(Continued on Page 5)

AFRA Convention Plans And Agenda Completed

Chicago—Approximately 150 delegates are expected to attend the 11th annual convention of the American Federation of Radio Artists which meets in Chicago for four days, from Thursday, Aug. 10, through Sunday, Aug. 13.

The confab will decide on future plans for the organization.

(Continued on Page 4)

Correspondents Using Relay System In Korea

Four CBS correspondents now in the Far East reporting on the Korean war have instituted a two-man team system alternating between Tokyo and the Korean front, in order to assure freshness in their battle reports.

The first round of shuttle flights to Korea was completed Tuesday.

(Continued on Page 6)

Westinghouse Ready To Aid Government

Conversion to full military production in 68 plants of the Westinghouse Electric Corporation could begin overnight, under the plan completed by the company two years ago and approved by the War Relocation Authority.

(Continued on Page 2)

Zenith Allocating Receivers To Trade

Chicago—The Zenith Radio Corporation has found it necessary to allocate its radio and television receivers among its distributors because the public demand has greatly exceeded the supply.

(Continued on Page 6)

Mixed Reaction In Trade On Reps TV Sales Plans

Reaction in advertising circles concerning the purpose of TV station representatives to sell TV films on a national spot basis was mixed yesterday, following the announcement that reps would enter the field. Consensus of opinion was that it would take from six months to a year to determine whether the plan was feasible and would be profitable for representative companies.

The undertaking is spearheaded by Blair-TV, Inc., Free & Peters, Inc., and The Katz Agency, Inc. The group has already taken on the new "Sherlock Holmes" series recently acquired by Dryer & Weenolsen Productions, Inc. and now in pre-production stage in England. At the same time, Blair-TV, Inc. is producing a series of TV films in England.

(Continued on Page 4)

Sign Of The Times

NBC has reinstated its wartime policy regarding personnel entering military service, Ernest de la Ossa, network director of personnel, announced yesterday. All regular employees called or who volunteer will be granted leave of absence without pay, for duration, and web will pay benefits to those with the company six months or longer.

Cox And Jacobs

Washington — Nominations by mail referendum among the members of the 17th district, NAB, have resulted in the designation of H. Quentin Cox, KGW, Portland, Ore., and Lee W. Jacobs, KBKR, Baker, Ore., for positions on the final ballot. Elections will take place during the District 17 meeting to be held in Seattle August 14-15.



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

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 Irv Hamlin, Representative

6425 Hollywood Blvd. Phone: Gladstone 8436

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SOUTHWEST BUREAU

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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
 (July 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	9 7/8	8 3/8	8 3/4	+ 3/8
Admiral Corp.	24	21 1/2	23	+ 1 1/4
Am. Tel. & Tel.	149 5/8	149 1/8	149 1/4	- 1/2
CBS A	27 1/8	26 1/4	26 3/4	+ 1/4
CBS B	26 1/2	25 3/4	26 1/4	- 1/4
Philco	35 1/2	33	34 1/4	+ 1
Philco pfd.	84 3/4	84 3/4	84 3/4	- 1 1/4
RCA Common	15 3/4	15	15 1/2	+ 3/8
RCA pfd.	75 1/8	75 1/8	75 1/8	+ 1/8
Stewart-Warner	14 1/8	13 1/2	13 3/4
Zenith Radio	44 1/2	41 3/4	42 5/8	+ 1
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	20 3/4	20 3/8	20 3/4	+ 1/4
Nat. Union Radio	3 3/8	3 1/4	3 3/8	+ 1/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	15 3/8	16 3/8
Stromberg-Carlson	11 1/4	12 3/4

FOR SALE

590 ACRES IN THE HILLS ABOVE SYRACUSE, NEW YORK

2 houses, barn, 125 acres cropland, stocked woods, private lake 1 mile by 1/2 mile. Excellent fishing, good hunting, standing timber valued at \$15,000, fishing rights \$5,000, trapping \$7500. Crops and other income available. Ideal from income and estate standpoint. Phone Syracuse 2-0223 or write—

JACKSON M. POTTER, INC.
 237 East Genesee Street
 Syracuse, New York

Blaw-Knox Co. Comments On Radio Tower Prices

Pittsburgh—In view of statements recently made and widely circulated to the effect that the cost of radio towers had increased since the start of the Korean War, E. J. Staubit, manager of the radio tower department of the Blaw-Knox Company, Pittsburgh, yesterday said: "Despite increases in labor and material costs, Blaw-Knox has not raised its prices on radio towers. In fact, Blaw-Knox is still quoting from price lists it issued in 1948."

Arthur Ungar

Hollywood—Funeral services for Arthur Ungar, 64, editor of Daily Variety, who died suddenly Monday at Del Mar, will be held today at the Hollywood Cemetery Chapel, 6000 Santa Monica, with Rabbi Aaron Wise officiating. Cremation will follow.

Ungar, born in Chicago, was educated in New York and graduated from New York University's law school. He practiced law for a short time and then became associated with the newspaper field and show business. He joined Variety originally in 1914, and later was on the staff of the Clipper. When the two papers merged under the management of the late Sime Silverman, Ungar rejoined Variety. He became head of Variety's coast bureau in

Westinghouse Ready To Aid Government

(Continued from Page 1)

Munitions Board, it was revealed by president Gwilym A. Price.

Westinghouse began planning for conversion early in 1948 when the Munitions Board was re-activated, Price said. The project was completed in mid-November of 1948 and officially approved.

"If word came from Washington tonight," Price said, "our plants could begin converting tomorrow to the production of more than 350 different military items or classes of items ranging from radar and related electronic equipment to secret and restricted devices developed since the last war."

Stork News

Mimi Hoffmeir, of the research department at NBC, has announced the arrival of her second daughter, Elizabeth Dean Brother, born Thursday, July 20 at Lying-In Hospital, New York.

1925 and in 1933 when Daily Variety was established he became editor of the trade publication.

Ungar is survived by his wife, the former Ella Mae Bequette, three sisters, Jessie Wadsworth, Mrs. Edna Newman of New Hyde Park, New York and Mrs. Molly Puester of St. Louis.



"Some station reps bore me to tears"

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

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

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



WITH

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

The stars of today and tomorrow are

Yours for more Sales
 ...with the new era in



Thesaurus Music by Roth
 Allen Roth,

his chorus, strings, and orchestra

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



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Radio Corporation of America
 RCA Victor Division

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

COMING and GOING

BILL HANSEN, general sales manager of AI-AMP, left yesterday on a business trip Chicago and other western points.

AL BENTGSON, general manager of WINR,ingham, N. Y., has arrived in Gotham for conferences with the national representatives of the station.

DR. VERGIL D. REED, associate director of research for J. Walter Thompson Co., has arrived in Paris following a stopover en route to the agency's London office. He'll be in the French capital for a month supervising special survey.

LISA KIRK, star of stage and radio, is in Hollywood, where she plans to spend the next two weeks.

FIN HOLLINGER, general manager and station director of KIST, Santa Barbara, Calif., visitor yesterday at the offices of its national reps.

CLIFF PETERSON, producer of the "Breakfast Club" on ABC in Chicago, is taking it easy in northern Minnesota, while WAYNE RIFFIN, TV sportscaster for the web, has broken the Windy City for the sunnier climate of Bermuda.

JAMES KILIAN, erstwhile program director of WSCR, Scranton, Pa., has arrived in Baltimore and has taken over his new duties as announcer in the program department of the TV station, WAAM.

EDWARD L. PHILBRICK, WILLIAM H. GULE, NORMAN H. YOUNG and JOHN D. TUTTRICK, engineers at WEEI, Boston, are vacationing in various parts of New England.

PAULA CARR, of Roberts & Carr Productions, has just returned from a trip during which she contacted stations in Cleveland, Cincinnati, Columbus and Pittsburgh.

ELMER SALTER, president of WAUD, Auburn, Ala., has returned with his family from vacation in Daytona Beach, Fla.

ESTHER MAHONEY has returned to her station duties at WSFA, Montgomery, Ala., following a vacation spent with her family in the Gulf Coast.

AL BJORGE, formerly local sales manager at KGEM, Boise, Idaho, has been appointed account executive for KSL and KSL-TV, Salt Lake City, and has arrived in the Utah metropolis to start work.

FRANCES SCOTT and CHARLIE BASCH, producers of "Bonny Maid Varieties" on TV, have returned from a trip through Nova Scotia and New Brunswick, Canada, and now are preparing the Fall season of the show, which opens September 1.

Not 1% Of Soviet Population Can Hear 'Voice Of America'

(Continued from Page 1)

fic and Cultural Organization. The report shows only 1,300,000 regular radio receivers in all of the U.S.S.R., based on the 1947 estimates, the latest available. The survey did not reveal how many of those sets were equipped with short wave to pick up overseas broadcasts.

More than 80 per cent of Russian listeners receive their radio news and entertainment by wire from a diffusion exchange, the survey claims. There are 6,500,000 "wired receivers" in the Soviet Union which pipe programs approved and controlled by the government. A diffusion exchange, of which there are 11,000, picks up the broadcasts from Soviet stations and transmits them by wire to subscribers. The equipment in the listener's home consists simply of a loudspeaker. The subscriber's choice of programs is limited to the programs selected at the diffusion center.

There are more than 100 Soviet stations in operation of which about 30 are shortwave, the report says. These stations broadcast programs for Russian listeners in 70 languages. Shortwave broadcasts are beamed abroad in 30 languages.

Considerable attention is paid by Soviet radio to regional and local

activity. Of the 1,750 hours of broadcasting each day, 90 hours of programs originate from the central stations, and the remainder originate from the regional centers and the radio diffusion exchange.

Since 1947, commercial advertising has made its way into Russian radio, the survey says. Special periods of eight to ten minutes are set aside three times a day for the broadcasting of commercial announcements, which are grouped together in a single program period.

The survey also reveals that Russia is engaged in regular television broadcasting, with two transmitters in operation. The number of TV sets in use is estimated at 50,000, and Russian manufacturers are engaged in mass production of two models of TV receivers.

PROMOTION

Teen Talent Roundup

WSGN, WSGN-FM, Birmingham, Ala., and the City Parks Recreation Board are sponsoring a Teen Talent Roundup in four neighborhoods with a grand finale as the fifth performance to decide a city winner.

The broadcasts are made on successive Friday nights after they have been tape recorded at local parks in the selected neighborhoods. Auditions are held at the neighborhood parks on Wednesday nights and the finalists compete on Thursday night. Then the tape recording is given on Bill Wright's Merry-Go-Round-Till-Midnight program over the two stations on Friday night and the winner is announced. Contestants have to be between 13 and 17 years old.

Each winner will be given a free week's vacation at the Dude Ranch, Ocean Springs, Miss.

GRAND OPENING TONIGHT

Thursday, on the

STARLIGHT ROOF of the WALDORF-ASTORIA HOTEL



PHIL SPITALNY

Conducting THE HOUR OF CHARM ALL GIRL ORCHESTRA.

"Never in my many years of experience have I publicly endorsed a particular act or show. THIS IS THE EXCEPTION." Statement by J. E. Benton, Vice-President, Managing Director, Los Angeles Ambassador Hotel.

Gets Power Increase

Syracuse, N. Y.—WSYR-FM is now operating on a power output of 10,000 watts, an increase of 1,000 watts over former power, A. G. Belle Isle, vice-president in charge of engineering of WSYR, WSYR-FM and WSYR-TV announces. The newly erected four-bay antenna is located at Sentinel Heights on an elevation of some 1,440 feet above mean sea level.

Wedding Bells

Syracuse, N. Y.—The marriage of Miss Patricia Cunningham, a secretary to E. R. Vadeboncoeur, vice-president of WSYR and WSYR-TV, to Fred L. Percival of Syracuse, will take place on Saturday in St. John the Baptist Church, Syracuse. The Most Rev. David F. Cunningham, auxiliary bishop of Syracuse, and uncle of the bride, will perform the ceremony and pontifical nuptial mass.

"FOR THE DAYS TO COME"

A SUMMER Conditioning Program Efficient • Time-Saving • Inexpensive

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

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

Send for interesting booklet "The Life of Reilly"

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

New Bill May Favor Imported News ET's

(Continued from Page 1)
 broadcasters in the past. The bill, sponsored by Rep. A. J. Forand of Rhode Island, a boyhood friend of Abe Schechter, vice-president and director of news and special events for Mutual, is expected to be passed by the Senate within the next few days.

In sponsoring the bill Rep. Forand was impressed with Schechter's arguments that shortwave news broadcasts from abroad have always been duty free but that recorded news programs have been subject to U. S. Customs evaluation.

Last March, Cecil Brown, a Mutual commentator, reported that U. S. Customs was "the greatest barrier to our communications system." He recounted his experience in getting tape recordings cleared by Customs upon his return from Europe and the delays incident to completing the clearances.

Another broadcaster who revealed similar experiences was Ralph Weil, general manager of WOV, New York language station. Weil's station, which records many programs in their Rome, Italy, studios, has also experienced difficulty in getting customs clearance on recorded shows.

AFRA Convention Plans And Agenda Completed

(Continued from Page 1)
 policy and determine AFRA's operation for the year coming up.

Included on the agenda will be consideration of the network codes; commercial, sustaining and transcription; tape; television; spot announcements; local contract negotiations; strike activities; labor relations laws, federal and state, and other pending and potential problems, including four proposed amendments to AFRA's national constitution.

AGENCY NEWSCAST

... personnel, sponsors and notes

SAMUEL C. GALE, chairman of the Advertisers Council, has announced the election of two new members to the Council's Public Policy Committee. The new members are: Dr. Ralph J. Bunche, director of the department of trusteeship and information from non-self-governing territories on the United Nations, and Roger W. Strauss, chairman of the board of American Smelting & Refining Co. Dr. Bunche replaces Charles H. Houston, deceased. Strauss fills the vacancy left by Hon. Herbert H. Lehman, who resigned from the committee upon his election to the U. S. Senate.

J. LESLIE FOX, past manager of the Paul H. Raymer Co.'s Los Angeles office, has joined the sales staff of KVOE, Santa Ana, Calif.

HIRSHON - GARFIELD, INC., Boston, has been appointed to handle all radio, TV, national and outdoor advertising of Jordan-Marsh Co.

JOHN C. THOMAS, JR. has joined the public relations department of The Faught Company.

RICHARD D. BOND has been appointed merchandise manager for the Home Appliance Division of the Murray Corporation of America. Albert Felder has been named associate merchandise manager, it has been announced by C. H. Menge, Murray vice-president. Cunningham & Walsh, Inc., is the agency handling the account.

HEAT-TIMER CORP. to S. Fred-eric Auerbach Co., Inc.

Reps TV Sales Plans Gets Mixed Reception

(Continued from Page 1)
 same time the producing organization has assigned exclusive sales rights for "Shadows of the Mind" psychological mystery-thriller series to the three representative companies.

As an integrated sales group, the three representative firms will have available 22 offices in 10 major advertising centers and a total of experienced TV salesmen. Although only three firms are involved in the commitment, all programs secured will be available for competitive sale on all TV stations through their respective representatives.

Coordination of the new sales effort will be in the hands of Ed C. del for The Katz Agency, Inc.; Jack Brooke for Free & Peters, Inc.; and Wells H. Barnett Jr., for Blair-T. Inc.

RTMA Withholding Emergency Planning

(Continued from Page 1)

tial industrial mobilization period. President Sprague recalled that the association encouraged the formation of this industry advisory committee in 1948 after its own mobilization policy committee had drafted a recommended mobilization plan for the radio and electronics industry. The RTMA committee was dissolved after the government industry committee assumed the responsibility of carrying on this program.

"RTMA recently offered to cooperate with national defense officials in expediting the procurement of radio and electronic parts and equipment for our armed forces," Sprague said. "Moreover, we expect to maintain a constant liaison between the industry and the defense officials throughout the emergency.

"However, it appears that a special RTMA mobilization committee at this stage would merely duplicate the work of the Electronic Industry Advisory Committee which represents all segments of radio-television manufacturing.

"If later developments indicate the desirability of establishing a special RTMA committee to work with any of the defense agencies which may be set up, we will act promptly to assist the government and protect the interests of the radio-television industry."

GRAND OPENING TONIGHT

Thursday, on the

STARLIGHT ROOF of the WALDORF-ASTORIA HOTEL



EVELYN and her Magic Violin

"Evelyn, with her fiddle soloing and surrounded by a quartet of violinists, is a sure-fire show stopper." Unger in Daily Variety review of Coconut Grove. Los Angeles Ambassador Hotel.

Mr. Time Buyer:
 Before you run off on your vacations, check your fall schedule against this!

BIGGEST RADIO BARGAIN IN THE U.S. TODAY!
1-MINUTE SPOTS ON 50,000 WATTS WNOE-NEW ORLEANS
ONLY \$13.00 EACH (360 TIME RATE)

Available Right Now: Spots between High-Rated National Shows; Spots on or between long-established Local Shows; News Programs; Sports! Mutual Co-ops! (IG&O ON YOUR DIAL)
 25 YEARS OF SUCCESSFUL SERVICE TO ADVERTISERS!

WNOE (MBS)
 NATIONAL REPRESENTATIVES
RA-TEL
 420 LEXINGTON AVE., N.Y.C.
 5:30 WATTS DAYTIME - 5:00 WATTS NIGHTTIME

RCA **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.



By SID WHITE

Man About Manhattan. . . !

● ● ● **BIGTOWN SMALL TALK:** "Stage Door Canteen," so popular during the past war, may be revived on both radio and TV. . . . Paula Stone preparing the life of her famed Dad, Fred, for a TV series. . . . Pimm's Cup Set chatter: That George Bernard Shaw may relent and come to these shores. If so, expect the biggest battle in TV network history for the exclusive on his video appearance. He has pledged to do one—and only one. . . . Henry Ginsberg, former Paramount biggie, due in town next week to discuss a top exec spot with one of the major nets. . . . Katharine Hepburn and Wm. Prince plotting a TV series of Shakespeare's best-known plays. . . . Those 20th Century-Fox-ABC rumors are cropping up again. . . . Standard Oil will be bankrolling Alan Young on radio and TV this fall. . . . There'll be some lawsuits flying around soon. Certain movies have been making the rounds on TV without the proper authority. . . . Maggi McNellis has completed (and very successfully) her 14-week cycle of "Maggi's Private Wire" for Carrier Air Conditioning via CBS-TV. . . . Gloria Swanson has commissioned two writers to work out a radio series for her son, Joseph, altho' the latter isn't particularly interested. . . . Altho' their radio stint was far from successful, Dean Martin and Jerry Lewis are in constant huddles with coast NBC officials to create a new format for the air. . . . Gene Raymond's "Amazing Mr. Malone" slated for TV camera treatment.

☆ ☆ ☆ ☆

● ● ● Ben Gross, of the News, Warren Moscow, of the Times, Ernest K. Lindley, of Newsweek and Lawrence E. Spivak, of the American Mercury mag, will hurl the queries at Gen'l David Sarnoff Sunday on "Meet the Press." The General's recent remarks on the Voice of America broadcasts have stirred up so much interest that the program decided to give it the questions treatment. Martha Rountree, as usual, will moderate the stanza.

☆ ☆ ☆ ☆

● ● ● **IN ONE EAR:** Fred Vandever and his missus, Florence Rinard, taking two weeks off from Ronson's "20 Questions" to do some guest shots throughout the west and middle-west. . . . Jan Murray has signed up with Jack Bertell, altho' MCA will continue to book him. (Jan, incidentally, has a bankroller nibbling at his new show). . . . Harry Wismer will describe the 1950 Tam O'Shanter Golf Tournament in six airings starting Sunday, Aug. 6th. . . . "This Is Your FBI" observes VJ Day's 5th ann'y on tomorrow nite's broadcast. . . . Sophie Tucker, who has avoided both radio and TV, being coaxed by associates to emcee a twice-monthly TV show now being scripted with her in mind. . . . Despite rumors to the contrary, Arturo Toscanini has no intention of starring in a film. In recent years, he's rejected over a dozen offers. . . . Harry Ruby is hiding a beeg secret behind his own iron curtain. (It couldn't be a TV show, could it, Harry, in which you would be a seller of songs which guest singers would "buy?" And is it going to be telecast over NBC early next year?) . . . Another secret-keeper is Bernie Prockter, producer of "Big Story." He's keeping the filmed background for the Aug. 4th telecast under lock and key, it's that much dynamite. . . . Talking about "Big Story," its director, Chas. E. Skinner, has been approached by Doubleday to write a tome on "The Director in TV."

☆ ☆ ☆ ☆

● ● ● Rumor that a TV deal for "The Three Stooges" film shorts was in the works reminded a Lindyite of the time the Stooges auditioned for their first job with the legendary Ted Healy. Ted walked up to them and proceeded to rap them across the cheek. When they didn't bat an eye, Healy snapped: "You're hired. You kids take a nice punch."

☆ ☆ ☆ ☆

Broadcasters Form N. J. Defense Group

(Continued from Page 1)
WCTC, New Brunswick, has been appointed Civil Defense Coordinator for NJBA and will act as liaison between the stations and the state civil defense agencies, Mark revealed.

NJBA members met in a closed-door session last week to discuss an emergency FM network that could be placed at the disposal of the state's civil defense organization. During an emergency, official announcements and warnings will be relayed across the state by the FM network.

Jerome P. McCarthy, manager of WTOA, Trenton, was named chairman of the technical planning committee that will complete details of the emergency FM network. Others named to the committee were Roland Trenchard, public relations director for WAAT, Newark, and Paul Alger, manager of WSNJ, Bridgeton.

Campaign Against Rumors Launched

(Continued from Page 1)
peat it unless it is backed by official statements.

The plan originated in the newsroom following an ever growing flood of phone calls regarding federalization of National Guard troops presently in summer encampment, and activation of reserve units.

The spots contain a rumor received in the newsroom, and the fact, based upon statements from the public information officer of the unit involved. The two statements are carried together with a tag urging listeners to stop rumors and check before repeating them. As new rumors crop up, the spots are changed keeping them current. In this way the campaign, in addition to reducing the number of rumors, squelches those currently making the rounds.

GRAND OPENING TONIGHT

Thursday, on the

STARLIGHT ROOF of the WALDORF-ASTORIA HOTEL



VIOLA and her Drums

"This gal's innate showmanship is something to behold . . . a terrific drummer who can be dubbed the 'femme' Krupa. . . ." Daily Variety Coconut Grove Review.

BEHIND THE MIKE

GISELLE and FRANCOIS SZONY, the Hungarian sister-brother dancing act currently exciting Riviera ringsiders, have arranged a dozen TV guest appearances during their forthcoming tour with the "Red, White and Blue Revue," sponsored by the American Legion.

Leo De Lyon, whose appearance on Godfrey's show last week topped his past video offerings for hilarity, has two sponsors rapping on GAC's door to get him for TV. The young comic was a Godfrey winner less than two years ago when we first tagged him for stardom.

Bernie Prockter, producer of "Big Story," goes to Detroit next week to meet with the Mayor and the Gov. of Michigan regarding the 1st ann'y of his show.

Lena Horne is the greatest singer to hit Paris in the past ten years, according to the French critics.

Zenith Allocating Receivers To Trade

(Continued from Page 1)

ly exceeded the company's production capacity, it was reported by Commander E. F. McDonald, Jr., president of Zenith.

In a report to stockholders, McDonald also revealed that the company has just completed the most successful year in its history.

McDonald attributes much of the public demand to three revolutionary innovations in Zenith sets.

One is a Cobramatic record changer which will play automatically any size phonograph record from seven to twelve inches, at any speed from 10 to 85 r.p.m.

Another is the Lazy Bones remote control for TV sets where "you can sit in your chair and switch the set from station to station by simply pressing a button." It eliminates using various dials for tuning, picture brightness, volume, etc.

The third innovation is the reflection proof screen which makes

Correspondents Using Relay System In Korea

(Continued from Page 1)

July 25, by Edward R. Murrow and Bill Downs. CBS newsmen Bill Costello and Robert P. Martin are currently on a three-day tour of the front. Following this the first team will return to the battle front. The correspondents plan to continue this rotation system indefinitely.

The newsmen also revealed their plans for testing a telephone circuit as a means of transmitting news direct from the front to Tokyo.

it possible to view television without any glare from windows or lights in the room.

LOS ANGELES

By IRV HAMLIN

KCBQ in San Diego doing an admirable job on the La Jolla Playhouse premieres, much in the Hollywood style.

San Francisco network newsmen are back in gear, and the town will soon be flooded with correspondents on their way over.

Jeanne Gray, KTTV's "Woman's Voice," off to Europe for four weeks will interview top notch Parisian designers and bring back an idea or two to Los Angeles.

GRAND OPENING TONIGHT

Thursday, on the

STARLIGHT ROOF of the WALDORF-ASTORIA HOTEL



EVELYN and her Magic Violin

"... and thrilled by the superb technique of Evelyn coaxing inspiring music from her magic violin." J. E. Benton, Vice-Pres.-Managing Director, Los Angeles Ambassador Hotel.



*** Recording Aggravation**

An alternately turbulent and sinking sensation in the pit of your stomach caused by excessive worry over the quality and punctual delivery of your recordings.

I USED TO VISIT DOCTORS
AND PROFESSORS BY THE SCORE
THEY ALL AGREED I HAD R-A
BUT I HAVEN'T ANY MORE!
I'M NO LONGER AGGRAVATED
NEVER GET UPSET OR SORE
SINCE AUDIO-VIDEO MAKES MY RECORDINGS
I'VE SHOWN R-A THE DOOR

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You too, will promptly show R-A the door, once you've experienced the advantages of Audio-Video's Personalized Recording and Editing Service. It's a smooth working, two point operation:

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Call or Write for Special Rate Card Today

TELEVISION DAILY

Section of RADIO DAILY, Thursday, July 27, 1950 — TELEVISION DAILY is fully protected by register and copyright

PENN FOOTBALL TO BE TELEVISED

TELE TOPICS

PROBLEMS OF TV channel interference between U. S. stations and Canadian stations are already being considered by Canadian Broadcasting Corporation engineers as Canada prepares to launch stations in Toronto and Montreal. . . . Border U. S. stations in the Buffalo area are expected to cause interference to the Canadian stations and a similar situation may exist at Windsor, Canada, if CBC launches a station there.

RUMORS OF ABC-TV's setting Chico Marx as star of "The Sugar Bowl" have materialized; show starts Oct. 2 at 9 p.m. . . . Samuel C. Fuller has joined NBC as a tele producer; previously he was production supervisor in the radio-TV department of Young & Rubicam, Hollywood. . . . Experiments in splitting the simulcast operation of "We the People" have resulted in the appointment of Wyllis Cooper as writer-director of the AM show; Ed Franck, formerly director of AM, is now a director for Y&R and also business mgr. of the show; Jim Sheldon carries on as TV producer. . . . The Local Chevrolet Dealers Assn., Inc., has renewed a 13-week contract with WABD to telecast 20-second weather reports; contract through Campbell-Ewald Co., Inc. . . . Bill Farrell, newcomer to singing ranks, will be featured in a new weekly half-hour variety show over WENR-TV as of Aug. 7 (9:45 p.m.), entitled "The Billy Farrell Show." . . . Wendy Barrie's gowns, which are drawing much commentary press-wise, are attributable to the new TV Fashion Service now headed by Lee Klein, formerly of DuMont.

"**MAMA**," starring Peggy Wood in the title role, returns to CBS-TV on August 4 (8-8:30 p.m., EDT) for its second consecutive year. . . . Continental Baking Co. has signed with DuMont for spot announcements of both one-minute and twenty-second duration; agency is Ted Bates. . . . Bunnin-Hudson, Inc., will sponsor "For People Only" over WENR-TV effective July 29; show time is 11-11:15 p.m., CDT., Saturdays. . . . Judges in the WPIX contest for "Miss U. S. Television" Saturday will include: Samuel Goldwyn, Michael Todd and Russell Patterson. . . . Calamity has struck WAAM, Baltimore; Coquette, baby baboon that was to debut on "This Is Your Zoo," died on the day of her debut. . . . An audience of 15,000 is slated to be on hand for Ted Mack's "Original Amateur Hour" show in San Francisco on Aug. 13—proceeds will go to disabled American Vets of that city. . . . "Korea and the Far East," an analysis of the Korean situation by analyst Gregory Hewlett, commences on WATV tonight at 8 p.m.

Zenith Authorized To Test Phonevision

Washington—The FCC announced yesterday that it has okayed Zenith Radio's request to go ahead with a 90-day test of its pay-as-you-look Phonevision system in the Chicago area beginning October 1. The permission follows Commission deliberation on the possibility of refusing to let Zenith conduct the test because of a suspicion that the company was trying to get others in the industry to invest in the system in violation of the stipulation that FCC is in no way bound to accept the subscription TV principle.

In a letter to Zenith, which had originally sought to launch its test in 300 Chicago homes back in February, FCC said its decision to permit the late start is based upon Zenith's assurance that no agreements exist with manufacturers to install phonevision decoder plugs in TV sets.

Fairbanks Charges TV Infringements

(Continued from Page 1)
exemplary damages of \$100,000 from Heidt and Miller is being asked by the Fairbanks company.

An injunction against Heidt and Miller also is requested by the Fairbanks firm to prevent them from using the producer's patented Multicam filming technique and "secret and confidential processes, methods, techniques and mechanisms." The complaint also asks for an injunction to prevent Heidt from showing a filmed program, which Fairbanks charges was photographed by a process copied from the Multicam System, and for an accounting of all profits thus far realized by the firm.

Dairy Assn. To Sponsor 30 Min. With Whiteman

The American Dairy Association will sponsor thirty minutes of the "Paul Whiteman TV Teen Club" over ABC-TV beginning August

Nation's TV Audience Totals 6,510,500 Sets

Latest figures on television sets in the U. S. reveal a total of 6,510,500, as of July 1, according to Hugh M. Beville, NBC's director of plans and research. Installations during the month of June were estimated at 296,400, constituting the lowest monthly total since September of last year, reflecting the normal seasonal decline in set sales, the announcement stated.

March Set A Record

Highest number of sales during any one month to-date is 508,000, which was reached in March of this year, indicating a decline of 42 per cent since that time.

The present 6,510,500 sets are distributed in 62 television markets. New York takes the lead with an estimated 1,410,000 sets, followed by Los Angeles with 554,000 sets and Chicago with 545,000.

26th. Campbell-Mithun Advertising Agency of Chicago, who placed the business, said fluid milk and cream are the products to be advertised.

Press-Time Paragraphs

Frisco Audience Grows

San Francisco—Pending receipt of final figures from some dealers, the San Francisco Bay Area television set ownership figure reached 65,652 on July 1, 1950, according to the San Francisco Television Stations Committee. This figure represents an increase of 94 per cent in Bay Area television set installations during the first six months of 1950.

Michaels Bros. Pick Up Tab At WPIX

Tab for "Movies at Maysfair House" was picked up by Michaels Bros. at WPIX late yesterday, with the contract calling for a 13-week run in the 7:30 p.m. slot on Sunday nights, commencing July 31.

Smith Resigns At WOR-TV

Rosser (Jeff) Smith, WOR-TV production manager, has resigned in order to enter the retail TV and appliance field. He has announced the formation of Texas-TV Stores with headquarters at 3603 Broadway, San Antonio, Texas.

WPTZ Will Show 7 Home Games In Philly

Philadelphia — Television rights to the seven home games of the University of Pennsylvania football schedule this fall under terms of a new three-year contract have been granted WPTZ, Ernest B. Loveman, vice-president and general manager of the station, announced yesterday. The contract carries a provision whereby WPTZ, the Philco station, will feed the games to WCAU-TV and WFIL-TV, the two other local TV stations.

The Penn games will be telecast from Franklin Field with WPTZ furnishing the equipment, camera crews and sportscasters. The first game will be with Virginia on September 30th and the final with Cornell on Saturday, Nov. 25th.

In granting WPTZ the contract, the university also gave the station the right to originate network pick-up of the football games during the next three years.

WPTZ has been telecasting Penn games since 1940 and has seen the television audience grow from 150 receivers in the Philadelphia area to over 500,000 receivers in 1950.

It is expected that the Penn games will be commercially sponsored again this year. Atlantic Refining Company, through N. W. Ayer, will probably pick up the tab.

TV Korean Commentary By Gen. Eichelberger

Washington Bureau of RADIO DAILY
Washington — Marking the first time official commentary on the tense situation in the Far East has been televised, General Robert Eichelberger, outstanding military strategist of World War II, will explain the latest, up-to-the-minute progress of the Korean fighting in a special program, entitled "You and the War." The show will be televised over WJZ-TV and the ABC east coast network on Sunday, July 30, 7:45 p.m., EDT.

Actual official military briefing maps, as used by top-rank Army leaders in the Pentagon Building, will be used by General Eichelberger to illustrate his explanations of the entire Korean warfare.

Students To Study Shows.

Fifty radio-TV students in NYU's summer workshop on Aug. 6 will put "We Take Your Word" and "By Popular Demand" under the microscope to study production techniques.

★ ★ ★ COAST-TO-COAST ★ ★ ★

Gingell Radio Group Head
Columbus, Ga.—George Gingell, program director of WRBL, headed the interest group on "Radio" at the Sixth Annual Youth Workshop at Wesleyan College in Macon during the week of July 18th. The program for the Workshop was made up jointly by the Teen-Age Center Session and the Youth Board of Directors under the chairmanship of Ed Davidson. Features this year included information on youth centers, talks by nationally known youth leaders, interest groups in arts and crafts, dramatics, journalism, radio folk games, dancing, personality development and service projects.

Centennial Review On WHLI
Hempstead, L. I., N. Y.—Highlights of the Amityville Centennial were reviewed by village officials who appeared on the program, "Long Islanders in the News," on Tuesday, July 25th. Those interviewed on the program included Mayor Nelson S. Osborn; Paul Baily, Long Island historian and general chairman of the celebration, and Henry A. Kittle, chairman of events for Saturday's historical dress parade. The occasion marked the 100th anniversary of the founding and naming of the Amityville post office.

Adds Program To News Sked

Bismarck, N. D.—"Mid-Morning Edition of the News" has been added to the schedule of KFYZ. The program slants toward women audience with KFYZ news editor Jack Swenson covering news highlights, Bob MacLeod covering meaning of the day's news to women, and Larry Kindle reporting on radio headlines including program resume.

WSFA Prexy Writes TV Editorial

Montgomery, Ala.—At the request of the editor of the Montgomery Advertiser, WSFA president, Howard E. Pill, recently wrote a column-length dissertation on "What About Television?", in which he attempted to answer in layman's language questions constantly asked broadcasting personnel about the delay of television facilities in the deep South. Pill predicted it would be two or three years, or longer, before the major Southern cities could be tied into the coaxial web. Comparing television with radio, he wrote: "American radio continues to grow and today can boast of circulation in 40 million homes and over 86 million sets. It will take television several decades to catch up to that figure, if it ever does."

Ray Schreiner Joins WRNL

Richmond, W. Va.—Ray Schreiner, formerly with WHTN, has joined the staff of WRNL as emcee of the station's "Mailbag" programs, request music shows aired twice daily. Schreiner's past experience includes work with WPID, Petersburg, Va., and WBTV, Danville, Va., where he handled sports, news, special events and was farm director for four years.

WHBC Holds Picnic

Canton, O.—WHBC and WHBC-FM recently presented its sixth annual picnic, which has become one of the outstanding events of the year for the stations' entire personnel. Program for the day featured the annual soft ball game with the men and a shuffle board tournament for the women.

KNUZ Receives Safety Award

Houston, Tex.—KNUZ was recently presented with a plaque of merit for outstanding work in the interest of safety by the fire prevention and safety committees of the local Chamber of Commerce. The honor was given to KNUZ for carrying broadcast on fire prevention, traffic and home safety. Dave Morris, general manager of the station, accepted the plaque.

WHAS Hosts "Stella" Residents

Louisville, Ky.—The little town of Stella was deserted on July 19th when all the 51 residents journeyed more than 200 miles to this city to see the WHAS audience-participation show "Ladies Day." The migration came about when movie star Victor Mature returned to his hometown, for the world premiere of his latest film, "Stella." Both Mature and his mother, Mrs. Clara Maturel, who still lives in this city, were interviewed by Tom Brooks and Bud Abbott, stars of "Ladies Day."

New Street Show On WCSI

Columbus, Ind.—Jack Douglas, WCSI announcer, has started a man-on-the-street show heard at 12:15 every day Monday-through-Friday over WCSI. During the week of the Bartholomew Country Fair, Jack did his broadcast show from the fairgrounds as "Man at the Fair."

Appointed To Sales Staff

Kansas City, Mo.—Rogers Anso, "Rod" Larrabee has been appointed as the newest member of the KMBC-KFRM sales staff, according to an announcement made this week by Sam H. Bennett, vice-president in charge of sales. Larrabee has sales experience in a territory comprising northern Kansas, southern Nebraska, and eastern Colorado.

TIMEBUYERS — ADVERTISERS . . .

here are facts

that mean
dollars and cents
to you:

1. At times when WOR and a major New York station program identically with news, WOR's local audiences are approximately 40% greater than those of the competing station.
2. For every dollar you spend in local radio advertising, WOR brings you 30% more homes per dollar on its daytime participating programs than one of the most popular New York network stations.

dollar for dollar and penny for penny,
there's no buy anywhere in radio like buying . . .

WOR

— that
power-full
station

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 52, NO. 19

NEW YORK, FRIDAY, JULY 28, 1950

TEN CENTS

McFARLAND BILL PASSED SECOND TIME

New Color TV System Developed By G.E. Labs.

CC Consideration Asked By G. E. Officials

Announcement of a new color television system by General Electric was made yesterday with the release of a letter to Wayne Coy, chairman of the FCC, by Dr. W. R. G. Baker, G. E. vice-president and general manager of the electronics department.

The G. E. system, still in

(Continued on Page 6)

Pull Mall Leading In TV Commercials

Analyses of cigarette commercials covering nine months of study show Pull Mall cigarettes leading with a 38 per cent in effectiveness of their television commercials, according to the latest Starch TV report. Running Pull Mall a close second, Lucky Strike is hitting a 26 per cent; Camel—12 per cent; Philip Morris—11 per cent; Chesterfield—10 per cent.

(Continued on Page 4)

Three Month Sales Up For Colgate Company

Colgate-Palmolive-Peet Company, for the quarter ending June 30, 1950, reports net earnings of \$1,411,968 or 91 cents a share as compared with \$1,768,576 or 83 cents

(Continued on Page 2)

Show Traps Killer

Cleveland—Edward Sadowsky, wanted for murder since May 1949, was shot and killed on July 26 while resisting arrest. Sadowsky was cornered as the result of an intensive manhunt instigated after the July 21 broadcast of NBC's radio program "Wanted," of which he was the subject. Following the broadcast, WTAM was flooded with calls.

Urges Anti-Hoarding Campaign

F. C. Sowell, president of the Tennessee Association of Broadcasters, has dispatched a special bulletin to each of the 37 TAB stations, urging complete cooperation in the nation's war effort. Instructions were to immediately discontinue the TAB's highly-successful two-year-old "Let's Sell Optimism" campaign, substituting in its stead hard-hitting "Anti-Hoarding" announcements.

Heavy News Sked Sold By ABC Web

Pointing up the importance of news, ABC announced yesterday that one hour and forty minutes of afternoon air time, weekly, has been sold to the Serutan Company. New programs of world-wide news will be presented Monday through Friday, starting Sept. 18, 12:25-12:30 p.m. and a fifteen-minute program, to be launched Monday, Sept. 11. Format and time of the latter program will be announced in the near future.

Programs will be heard over approximately 200 ABC stations. Announcement demonstrates once

(Continued on Page 2)

Procter & Gamble Signs To Sponsor Murrow

Procter & Gamble have signed with CBS to sponsor commentator Edward R. Murrow's news program over 32 stations in the mid-west and mid-south, effective July 31. Beginning September 4, Hamm Beer will

(Continued on Page 2)

DuMont Profits Up 57% 1st Six Months

Net profits of Allen B. DuMont Laboratories, Inc. increased by 57 per cent while sales advanced 45 per cent during the first half of 1950 ending June 18, president Allen B. DuMont announced yesterday.

The company recorded a net profit of \$2,797,000 following deductions for taxes and all charges including network losses, as compared with \$1,780,000 for the same period in 1949. This is equivalent to \$1.16 a share, on 2,358,466 common shares outstanding as of June 18, 1950.

Sales amounted to \$26,786,000, as against \$18,487,000 for the first 24

(Continued on Page 7)

Ziv Co. Expanding Sales Organization

Four new sales appointments were announced by the Frederic W. Ziv Company, producers of transcribed-syndicated radio programs.

As part of its expanding sales operation

(Continued on Page 2)

CBS Promotion Campaign Places Emphasis On Radio

An all-out radio promotion campaign exceeding anything done in the past will be conducted this fall by the Columbia Broadcasting System.

Plans for the network's most ambitious promotion campaign will be revealed at CBS's 1950 Program Promotion Managers Clinic to be held in New York City on Monday July 31, and Tuesday, Aug. 1, Louis Hausman, director of advertising

and sales promotion for the network, announced yesterday.

A contingent of CBS executives, headed by President Frank Stanton, will be present at the two-day session which will be attended by more than 150 program promotion managers and station managers representing network affiliates.

The CBS promotion campaign, beginning in August and running

(Continued on Page 4)

With FCC Measure In House; Plan Conferences

Washington Bureau of RADIO DAILY

Washington — The Senate passed the McFarland bill for a second time, tacking it on as an amendment to a house bill to authorize FCC spending for purchase of land for radio monitoring stations. By this neat parliamentary maneuver, it makes enactment of the McFarland bill a genuine

(Continued on Page 3)

Daytime TV Viewing Showing Increase

An increase of 49.2 per cent in daytime television viewing, between March 1949, and June 1950, has been noted in an announcement made yesterday by Advertest Research. The survey, made during the first ten days of June, was conducted by personal interview in 846 homes within the metropolitan area.

Querying housewives on their TV

(Continued on Page 7)

Block Drug To Sponsor ABC's 'Quick As A Flash'

The Block Drug Company, Inc. will sponsor "Quick as a Flash," twice weekly over ABC's radio network for 52 weeks, effective Sept. 19, it was announced yesterday. The

(Continued on Page 2)

New GM For WBRC

Birmingham — Appointment of G. P. Hamann as general manager of WBRC and WBRC-TV, NBC outlets here, was announced yesterday by Eloise Smith Hanna, president of the Birmingham Broadcasting Company. Mrs. Hanna will continue as president of the company. Hamann, with WBRC for ten years, was formerly with WSMB, New Orleans.



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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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

(July 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	9 1/8	9	9 1/8	+ 3/8
Admiral Corp.	24 1/4	23 3/4	23 3/4	+ 7/8
Am. Tel. & Tel.	150 1/8	149 1/2	150	+ 3/4
CBS A	27 3/8	26 5/8	27 3/8	+ 5/8
CBS B	26 3/4	26 3/4	26 3/4	+ 1/2
Philco	36	35 1/4	35 3/8	+ 1 3/8
RCA Common	16 1/4	15 3/4	16 1/8	+ 5/8
RCA 1st pfd.	75 1/2	75 1/4	75 1/2	+ 3/8
Stewart-Warner	14	13 3/4	13 3/8	+ 1/8
Westinghouse	31 1/2	31	31 3/8	+ 3/8
Zenith Radio	44 3/4	43 3/8	44 1/2	+ 1 7/8

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Wedding Bells

Constance Gibson Brewster, of the BMI logging dept. staff, was married Wednesday of this week to Donald Germaine Conover, in the Baptist Church at Bayshore, Long Island. Bride and the groom, who is deputy sheriff of Bay Shore, are honeymooning on Shelter Island.

THE ONLY STATION THAT ACTUALLY DELIVERS COMPREHENSIVE COVERAGE OF THE NATION'S FASTEST-GROWING MARKET

KGW PORTLAND OREGON

AFFILIATED WITH NBC REPRESENTED NATIONALLY BY EDWARD DIXEY & CO.

Ziv Co. Expanding Sales Organization

(Continued from Page 1)
erations, the company hired Donald Donahue in Bradford, Pa., to cover the territory of western Pennsylvania; Victor J. Rickey, operating out of Appleton, Wis., will handle northern Wisconsin; Al Godwin in New Orleans will work the entire state of Louisiana; and C. E. Hoffman, Jr., with headquarters in Kansas City, will cover western Missouri and all of Kansas.

Ziv Television Programs, Inc. also has appointed a new salesman. He is Art Brieder who will operate out of Cincinnati.

Co-incident with the sales appointment, John L. Sinn, president of Ziv Television, announced the following sales:

"Yesterday's Newsreel" to WSB-TV, Atlanta, and WTAR-TV, Norfolk. "Easy Aces" to WTMJ-TV, Milwaukee. "Sports Album" and cartoons to WSB-TV, Atlanta. Feature films to WSB-TV, Atlanta; WFIL-TV, Philadelphia; WFBM-TV, Indianapolis, and KDYL-TV, Salt Lake City. Also, western films to WSPD-TV, Toledo, and WBT, Charlotte.

Three Month Sales Up For Colgate Company

(Continued from Page 1)
per share in the corresponding period, 1949. Net income for the first six months, 1950, amounted to \$5,618,886 or \$2.70 per share compared to \$5,298,464 or \$2.54 per share in 1949.

Total world-wide sales of the company and its foreign subsidiaries were \$67,630,056 for the three months, ending June 30, and were \$139,643,672 for the first six months of 1950. In the corresponding periods of 1949, world-wide sales were \$71,340,091 and \$146,865,895, respectively.

Heavy News Schedule Sold By ABC Network

(Continued from Page 1)
again the increased interest by advertisers in radio news programs. At the same time ABC announced that the Serutan Company has renewed over the same basic ABC network the five-times-weekly quarter-hour featuring the noted nutritionist Victor Lindlahr at 10:45 a.m., EDT. Total daytime programming by Serutan over ABC will reach two hours and fifty-five minutes weekly for the coming season. Agency for Serutan is Roy S. Durstine Co., Inc., New York.

Scott Joins CBS News

Creighton Scott, formerly with WBBM, Chicago, has joined the CBS news staff in New York, as part of the general overall increase in CBS news personnel at home and abroad for full coverage of the Korean War.

Block Drug To Sponsor ABC's 'Quick As A Flash'

(Continued from Page 1)
drug company will sponsor the Tuesday and Thursday broadcasts of the program from 11:30-11:55 a.m., EDT.

"Quick as a Flash" is an audience-participation show involving elements of a quiz format. Agency for the Block Drug Company is Cecil & Presbrey, Inc.

Procter & Gamble Signs To Sponsor Murrow

(Continued from Page 1)
sponsor the commentator in the north-west.

Murrow's five-times-weekly show, 7:45 to 8 p.m., is sponsored in the east by American Oil Company, and on the west coast by Quaker State Oil and Peter Paul.

Porter Joins NBC Sales

Daniel P. Porter has joined the NBC Sales Department for sound broadcasting, according to an announcement made yesterday by Walter D. Scott, Eastern sales director for the network. Porter, formerly with Compton Advertising Agency for the past 20 years where he was media plans director, is the second prominent advertising executive to join NBC's Eastern sales department recently.

COMING and GOING

BOB CONSIDINE, news analyst for KC and columnist for INS, leaves today for Kc on an Ernie Pyle-type junket. He'll interview fighting men and tape-record their views to use on his broadcasts, the first of which scheduled for Aug. 5.

ALLEN WOODALL, president and owner of WRDW, Augusta, Ga., a visitor yesterday at the offices of the Columbia network, which the station is affiliated.

TOM TREVETTE, manager of the southern territory for Frederick W. Ziv Co., offices in Atlanta, today will leave New York for Georgia following several days of conferences at the home offices of the organization.

NED CALMER, Columbia network newsman, has returned from a one-month trip to South America.

AL HELFER, sportscaster heard on the actual web, off to St. Louis, where tomorrow will broadcast the "Game of the Day" between the Browns and Washington.

ROBERT DEAN, general manager of KCL, Columbia network affiliate in Rapid City, S. D., is spending a few days in New York on business.

GERALD MAULSBY, manager of broadcasts for CBS, today will go to Nantucket for a three-week sojourn.

JOHN GUEDEL, producer of the CBS feature, "House Party," is back from a five-week, coast-to-coast motor trip.

JANET WALDO, star of the Columbia network's "Meet Corliss Archer" and "Yogi Love," and her husband, BOB LEE, co-writer and producer of the latter series, are in Mexico City. They also plan to visit for a few days in Canada.

"One program on WITH pulled 68,255 letters!"

This is really something to crow about. The program is called "Melody Market." In just one year, the total mail count was 68,255—an average of nearly 200 letters every day!

Talk about listeners! W-I-T-H delivers more of them at lower cost than any other station in town.

No wonder W-I-T-H is famous for low-cost results! No wonder small appropriations on W-I-T-H do such big things!

Call in your Headley-Reed man for the whole story today.

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

Pass McFarland Bill Again; Enactment Seen Probability

(Continued from Page 1)

possibility, with the entire measure now expected to go to conference between the two houses.

Named to the Senate conference committee were Senators Edwin C. Johnson of Colorado, Ernest McFarland of Arizona, author of the bill, and Lester Hunt of Wyoming, all Democrats; Republicans Charles H. Hays of New Hampshire and Homer Capehart.

Yesterday's maneuver does not require the House to agree to conference on the bill, but customarily when one chamber asks a conference the other goes along. Whether the House conferees would accept the Senate amendment is uncertain at this time—with the question turning perhaps on the make-up of the House conference group. It will be drawn from the Interstate Commerce Committee, and is certain to include Rep. George Sadowski of Michigan, who has been acting chairman of the communications sub-committee of that group and is a bitter opponent of the McFarland measure.

The bill as passed yesterday has now been voted twice by the Senate without debate, and has had no debate in the House—nor even hearings in the House. It was passed by unanimous consent in the Senate last August, during the rush

for adjournment, and was passed again yesterday without debate as an amendment to the House bill.

Among the provisions of the measure are a number designed to simplify FCC procedures, while others have been challenged as curbing the Commission powers too drastically. In reporting the measure this week, the Senate Interstate Commerce Committee remarked that it "has the unanimous approval of every broadcasting interest."

Limits Commissioners' Activities

The bill contains a flat stipulation that beginning one year after its enactment no Commissioner may, during the period of his appointive term, represent before the Commission for one year after his resignation any person or corporation without authority of the Communications Act. It was explained that this section is "intended to halt the practice by persons and corporations who have business before the Commission of employing Commissioners with the obvious purpose of benefiting themselves, perhaps unfairly through the influence that such a Commissioner might have with employees in the agency. It is also intended to restrict a growing practice of using appointments to high government posts as stepping stones to important positions in private industries which have business before the Commission."

The same restriction would be made applicable also to the general counsel, the chief engineer, the chief accountant and their assistants, barring them from representing any licensees before the Commission for one year after termination of their employment by the Commission. The measure provides also for employment of a personal legal assistant for each Commissioner.

Some D. of J. Opposition

Other sections of the bill have been opposed by the officials of the Justice Department and the FCC on the general grounds that they make it more difficult for the Commission to administer the law properly. Proponents of the bill hold, however, that more efficient administration should result, and that broadcasters will have more assurance of their rights. Broader right of appeal from Commission decisions is granted, along with definite authority for the Commission to issue declaratory judgments upon petition, thereby making it unnecessary for a broadcaster to risk disciplinary action merely to determine whether a particular course is acceptable to the Commission.

In addition, the bill arms the Commission with authority to issue cease-and-desist orders against licensees instead of having to go into revocation proceedings if it is to move against a licensee. Violation of a cease-and-desist order could bring a revocation proceeding.

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

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

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

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Send Birthday Greetings To—

July 28

Bernie Armstrong Rudy Vallee
Carmen Dragon Bill Goodwin
Thomas B. Campbell Felix Mills
Robert F. Hurleigh Hal Totten
Lawrence Gray Wynn Murray
Fred Uttal Foster Williams

July 29

Joseph Curtin David Anderson
Lewis James Sigmund Romberg
Earl F. Lucas Ralph H. Patt
Geraldine Kay Elaine Rost

July 30

Archie Braunfeld Curt Gowdy
Herbert Anderson Walter Horn
Carl Goodman Theodore Karle

July 31

Taylor Branson Dick Dickerson
H. E. Hendrick William Hillpot

Jerry Mann

August 1

Alice Frost Ernie Sanders
Margaret Maloney

August 2

Bob Burns John Kieran
Clark Ross Mary Eaton

Jim Berry Johnny Coons
Dusty Miller

August 3

Ray Block Schaffer Goodrich
Gaylord Carter John S. Young
Paul Carson Robert E. Dolan

Promotion Campaign Will Emphasize Radio

(Continued from Page 1)

through the fall season, will see daily advertisements for the network's radio shows running in some 250 newspapers with a daily circulation of more than 35,000,000 families.

"But this is only one facet of the extensive plans CBS has for its fall campaign," Hausman said, adding that "we have some surprises and entirely new promotion devices which will be revealed as the fall season gets under way."

The network's program promotion managers will be given an unusual promotion kit, consisting of a rectangular, specially-constructed wooden box, containing all the material necessary to promote CBS' fall schedule.

The campaign will operate on a continuing basis, Hausman said. As new shows are launched, promotion folders will be prepared and distributed, and stations will be able to insert them in their proper place in the kit.

Enthusiased About "Clinic"

The 1949 Program Promotion Clinic conducted by CBS was the most successful in its history, Hausman said, but "we look for the 1950 meeting to top even last year's."

Last year's results reveal that CBS affiliates used more than 152,000 live local announcements for the network, 11,500 singing jingles and 13,500 spots recorded by CBS stars, Hausman said. In addition, 155 stations placed more than 7,800 ads totaling over 575,000 lines in over 325 daily papers.

The first day's meeting of the 1950 Clinic will feature addresses by Stanton and Hausman. Other CBS executives scheduled to speak are: Charles Oppenheim, director of program promotion; Jack Cowden, general manager of the Promotion Department; Charles Monroe, head of the Program Writing Division; John Karol, AM sales manager; Robert Heller, New York, director of Programs; George Crandall, director of Press Information, and Harper Carraine, assistant director of research.

Seven affiliate program promotion managers also will speak: Jack Stone, WRVA, Richmond; Warren Journey, WFEA, Manchester, N. H.; Cody Planstichl, WTOP, Washington; Nate Cook, WIBX, Utica; Leo Cole, WMT, Cedar Rapids; George Coleman, WGBI, Scranton, and Carl George, WGAR, Cleveland.

The July 31 meeting will be held at the Waldorf-Astoria.

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



By SID WHITE

Man About Manhattan...!

● ● ● A GALA EVENT: Last night at the Starlight Roof of the Waldorf-Astoria, Phil Spitalny's all-girl orchestra, one of the most famed aggregations of its kind, made history. Not the sort of history which will remain on the bookshelves and be forgotten—but a history the showmen of the future better peruse and learn to know like a book. Celebrities galore decked the hall, the town's top personalities turned out and the "Hour of Charm" girls led by the astute Phil put on a show long to be remembered. If we sound like we're going overboard, there's a reason. Rehearsed to perfection, as they always are, the group proved to be A-1 appeal for the ear and what's more important, as we intend to point out here, to the eye. Phil Spitalny, training his sights on TV (for that's where any ork as good-looking and as talented as this one belongs) planned the entire show as a "dress rehearsal for television," with each number a production number and each performer precisely perfect in both vocal and focal qualities.

★ ★ ★ ★

● ● ● There's a report around that Phil invested \$50,000 in securing the new wardrobe, the pretty eye-filling gowns, the band wears. Here, the show world might well learn a lesson from Phil. No matter how great the talent may be, the window dressing has got to be there or it doesn't count. The new show business era is here and show folks must analyze the smartest manner of meeting it.

★ ★ ★ ★

● ● ● Technicians present marvelled at Spitalny's "know how" in staging the numbers, showing the girls off to their best advantage and maintaining the supreme standard of good taste always identified with the unit. In short, although no TV cameras were present, Spitalny, is creating the show, kept said objects always in mind and every number bespoke a studied knowledge of what will televise best when a topnotch program featuring musical fare and lovely ladies is desired. To us folks who've been in Spitalny's corner these many years, this comes as no surprise. Time was when he first got the idea for an all-girl band and those close to him—amazed that he was giving up a thriving male band—wanted to take him to a psychiatrist. But he had the necessary faith in his idea and the energy to follow through. In seeking talent for his group, he visited every state in the union and today, if word reaches him that a new musical possibility has been unearthed in Texas, Calif., Maine or Florida, in Mexico, Canada or So. America, Spitalny's on a plane to search out the candidate for an audition. It may be that a sixth sense told him long ago that something like TV was coming, for down through the years he's realized the importance of having a group that is photogenic as well as talented.

★ ★ ★ ★

● ● ● And so it was that a wonderful show was staged at the Starlight Roof last evening and folk with TV sense immediately realized the group's video possibilities. There's a moral to the entire event which the higher-ups in TV should study: Nothing can take the place of experience and talent. Phil Spitalny's remarkable career before the public, his hard-earned knowledge of what people want when they're entertainment-hungry, is something purchased by him via work, sweat and study. It is one of the things essential for making television shows come of age. It cannot be bought cheaply—and there's no short-cut. And so our congratulations, Phil Spitalny, and as the late and great editor of the Daily Variety, Arthur Ungar, said: "The attraction is a must and a real must for those who want to enjoy an evening of entertainment."

Pall Mall Leads In TV Commercials

(Continued from Page 1)

and Old Gold—2 per cent. General conclusion of the Starch report indicates that bland commercials that are only mildly liked are not proving to be as effective as those who are disliked to a larger extent. While Chesterfield and Old Gold are pulling high "like" scores, the relatively low "dislike" scores have placed them fifth and sixth on the Starch list.

Leaders in viewing for each category include: Mercury (automotive) with 72 per cent, Chesterfield (cigarettes & tobacco) with 89 per cent, Gillette (drugs and toiletries) at 60 per cent, Lipton (food) at 81 per cent, and Congoleum (household equipment and supplies) with 62 per cent.

War Emergency Plans To Be Made Next Week

Washington Bureau of RADIO DAILY

Washington—Because the situation is still far from clear, broadcast leaders here have deferred action toward setting up any sort of organization to cope with the military emergency here for another week. The decision to wait and see was reached at a luncheon attended by William B. Ryan and Robert K. Richards of NAB, Earl Gammon and Ted Koop of CBS, Frank Russell and Ed Wheeler of NBC, James D. Secret of RMA, Eugene Thorn, Ben Strouse and Edgar Kobak—1 of the NAB board, Dick Noel of DuMont and Hollis Seavey of ME. Robert Hinckley of ABC was also have attended but was called away at the last minute.

Will Discuss G. I. Loans

"G. I. Loans" will be the subject on WCBS' "Straight Facts for Veterans," Saturday, 4:15-4:30 p.m. EDT. Don Weiss, head of the Information Office for the Veterans Administration, will be the guest speaker.

New rules and regulations on housing and reminders to vets who intend to utilize educational benefits under the GI Bill of Rights are slated for discussion on the program.

AVAILABLE MANAGER - SALES MANAGER

Here's a twenty-two year record of broadcasting experience,—the last twelve as Manager and Sales Manager. I'll back up with factual proof of top performance also provide references you can check which will double in spades my facts and statements. Good agency contacts, N. A. Sales Committee background, and a sound practical knowledge of how to keep station in front in today's highly competitive era. Forty-seven years old, married and two children. Hard conscientious worker with reliability and industry acceptance.

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AM-TV EQUIPMENT FM FAX

Section of RADIO DAILY, Friday, July 28, 1950

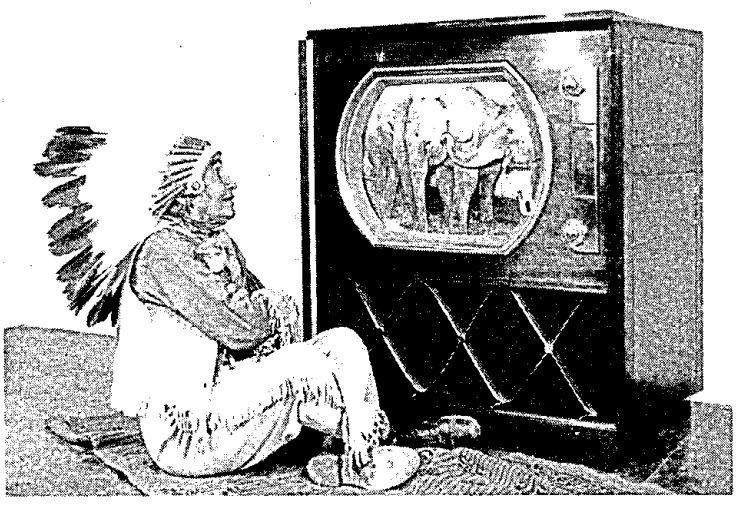
TV Test Instrument Is Six-In-One Unit

A new TV test instrument, considered the most advanced of its kind, has been announced by the RCA tube department.

Of basic usefulness in the operation of the professional television service shop, the RCA Television Calibrator, WR-39B, provides the facilities of six important instruments for the accurate calibration of TV receivers, according to the company's announcement.

The new instrument combines the accuracy of crystal control with the versatility of the variable-frequency oscillator and includes in one compact, portable unit (1) a crystal-calibrated television marker generator with dual markers for all TV frequencies; (2) a bar-pattern generator for making linearity adjustments; (3) a miniature re-broadcast transmitter for checking all 12 TV channels; (4) a heterodyne frequency meter including amplifier and speaker; (5) a signal generator operating on fundamentals in all TV bands, and (6) a dual crystal standard with three crystals supplied.

☆☆ TEEVEE FOR TEPEES ☆☆



Chief Bill Rockwell of the Oneida Indians looks at General Electric's new 24-inch TV receiver at Electronics Park, Syracuse, N. Y., which produces a picture almost as large as a standard newspaper page. The new G. E. receiver will be put in production at the company's Syracuse plant in the fall.

Chi. To Be Scene Of 1st Int'l Trade Fair

The First United States International Trade Fair ever held will take place in Chicago from August 7th to the 20th when over 40 countries will exhibit the products created by some 130 industries.

The exhibits will be housed in four exhibition halls in Chicago: the Navy Pier, the Arena, the International Amphitheater, and the Coliseum, with the tremendous floor space of these four buildings devoted to this giant commercial exhibition.

All Types of Goods

All types of consumer goods, ranging from apparel and accessories to travel and miscellaneous goods will be shown at the Navy Pier and the Arena, while industrial supplies and equipment, such as motor vehicles, aviation equipment, machine tools, etc., will be exhibited at the International Amphitheater and the Coliseum.

Radio and television and allied electronic equipment of leading American, as well as world-wide manufacturers will be on view throughout the two-week Trade Fair.

Organized as Civic Event

The entire project has been organized by Chicago business leaders as a civic event, with the U. S. Department of Commerce, Department of State and Economic Cooperation Administration providing assistance and guidance in the undertaking.

Headquarters for this First United States International Trade Show is at the Merchandise Mart in Chicago.

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Industry Comm. Named To Aid Government

Chicago—An electronics industry mobilization committee to plan, coordinate and advise government agencies in war conversion and production was named here this week by James M. Blackledge, chairman of the Association of Electronic Parts and Equipment Manufacturers.

The committee will work with manufacturers, distributors and government agencies to expedite production of war material and to consider problems of allocation and procurement, it was revealed by Blackledge.

James P. Quam, of Quam, Nichols Co., Chicago, was named chairman of the association's mobilization committee.

Sylvania Net Sales Up; Major Gain Due To TV

In the first six months ending June 30, Sylvania's net sales totalled \$61,086,101, an increase of 23 per cent over sales of \$49,665,548, for the same period last year, according to the company's report released yesterday.

Net sales for the second quarter amounted to \$31,738,190, an increase of 40 per cent over the corresponding period a year ago. Consolidated net income for the second quarter of this year was \$1,033,609, equal to 64 cents per share of common stock, after deductions.

The company declared that the major part of the gain for the first half of the year can be traced to the soaring demand for TV and its component parts.

PRODUCTION PARADE

DuM Field Sales Rep

The instrument division of Allen B. DuMont Laboratories, Inc., announces the recent appointment of Ron Merritt as field sales agent. He will sell directly the company's complete line of cathode-ray instruments and associated equipment in the Northwestern territory comprising the states of Washington, Oregon, Montana, and the northern section of Idaho. Merritt is located in Seattle, Washington.

New Philco Industrial Literature

A brochure describing Philco Microwave Communications Systems and Philco pulse amplitude modulated (P.A.M.) multiplex terminals is now available.

New Audak Catalog

Audak Company, manufacturers of acoustical and electro-acoustical apparatus has announced its new 1950 catalog embracing their Polyphase models as well as Tuned Ribbon and heavy-duty pickups.

To Sell Raytheon TV Sets

The Graybar Electric Company, Inc., Philadelphia, Pa., has been named distributor of Raytheon's 1951 line of television receivers, it was announced by G. L. Hartman, general sales manager of the Belmont Radio Corporation.

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AGENCIES

FROOTE, CONE & BELDING will launch a big summer and fall campaign for Anahist in both radio and TV as well as publications in the near future. Immediacy of the campaign has been prompted by the Federal Trade Commission's decision on antihistamines which has given the Anahist Co. a clean slate as regards its advertising, thus permitting the new campaign. "The net result of the decision is that none of our claims on effectiveness and safety are materially altered," said FCC&B. Chief feature of the proposed campaign will be a "squeeze bottle" atomizer.

BURT HAMMER, previously with Phil Broderick Associates has joined Durand Advertising as a creative account executive.

GERTRUDE R. DALE, formerly of N. W. Ayer & Son, Inc., and Geoffrey Kean, formerly of Cecil & Presbrey, Inc., have joined the public relations department of Hewitt, Ogilvy, Benson & Mather, Inc.

GLENN WILSON, formerly of Denson-Frey Affiliates, has joined the copy department of Morey, Humm & Johnstone, Inc.

MARK J. SLOAN, veepee of the men's wear division of Sterling Advertising Agency, Inc., will rejoin Fashion Park, Inc., on Aug. 1 as vice-president in charge of advertising.

ROGER A. PURDON has been appointed group copy chief of William H. Weintraub & Co., Inc. Purdon, formerly was with Kenyon & Eckhardt as copy supervisor.

THE TELEVISION FAIR, Hartsdale and Pleasantville, N. Y., has appointed Bobley Co. as agents. Lloyd S. Howard is account executive.

Separation Of NAB, BAB Now Close To Completion

Washington Bureau of RADIO DAILY
Washington—A special NAB committee got down to details yesterday in an attempt to work out a method of separating NAB and BAB. The group, which has difficult organizational and financial problems to work out, will sit again today. Retiring BAB Director Maurice A. Mitchell was closeted with the group yesterday, as were NAB officials William B. Ryan, Don Petty and C. E. Arney, Jr.

Membors Listed

Chairman of the group is Charles Caley of WMBD, Peoria. Other members are William Quarton of WMT, Cedar Rapids, Edgar Kobak of WTWA, Thompson, Ga., Allen Woodall of WDAK, Columbus, Ga., and Robert Swezey of WDSU, New Orleans.

Announces Development Of New Color TV System

(Continued from Page 1)

the experimental testing stage, may have the effect of delaying the FCC's decision on color TV until the new system is ready for demonstration before the Commission. Dr. Baker indicated it would be 90 days before the "frequency interlace" system could be demonstrated.

It is revealed that the new system provides a method of transmitting color pictures within a frequency band no wider than that used in present-day black-and-white transmission. It also could be used with either the three-tube or the single picture tube systems advocated by other companies at the recent FCC hearings, Dr. Baker said.

Dr. Robert B. Dome, consultant in the receiver division at Electronics Park, Syracuse, is credited with development of the color system. Field tests are now underway and it is expected that the system will be ready for FCC showing in December.

"The system is inherently compatible with present-day black-and-white standards," Dr. Baker said. "It would permit color broadcasts to be received in black-and-white on present-day receivers, or black-and-white broadcasts to be received on color receivers incorporating the new system."

Letter to Chairman Coy

In asking FCC consideration of the new color system, Dr. Baker wrote Chairman Coy as follows:

"I am enclosing a description of a new system of color television which we call frequency interlace. We believe that the frequency interlace color television system has very important advantages both technically and economically.

"The frequency interlace color television system has been critically

Mutual Sets Up New News Program

Mutual will inaugurate a new series of news reports, entitled, "Korean War Round-Up," scheduled to debut on Monday July 31, 9:30-10:00 p.m., EDT. Programs will be heard weekly for an indefinite period.

On the first show, Les Higbie, Pentagon analyst, aided by Cecil Brown and George Fielding Eliot, will be hooked up with Robert Stewart, Mutual bureau chief in Tokyo. Stewart will have as guests at least three men covering the war in Korea and a question-and-answer periods will ensue. Later in the series, newsmen in all parts of the world will be heard on the show.

Stork News

Mende Brown, radio and TV producer at WOR, is the father of a baby daughter born July 23 to Mrs. Brown at French Hospital, New York.

studied by our organization and others. It appears to be technically sound.

"We have not had time to make complete tests on this system. However, we have just completed tests to prove what seemed to be critical points.

"At present the major effort of our laboratory is directed toward the development of the frequency interlace color television system. If our work proceeds according to schedule we will be able to make a preliminary demonstration in from ninety to one hundred twenty days.

"I recognize that it is rather late to submit for consideration a new system of color television. Unfortunately, however, research and development cannot be scheduled, otherwise we would have presented the system at the recent hearing. In any event, the frequency interlace system of color television appears to have such outstanding potential advantages as to justify serious consideration even at such a late date.

"We would be glad to send any of our people to Washington to meet with whoever you might designate for a full discussion of the system."

BEHIND THE MIKE

THE MODERNAIRES, who have just completed a triumphant four weeks at the Waldorf's Starlight Roof, will tee off a two-week engagement at the Paramount Theater Aug. 2nd. They closed July 26th at the Waldorf and will spend the week between engagements doing guest stints on radio and TV. The quintet is set for the "Cavalcade of Stars" shows on DuMont and will be on Robert Q. Lewis' stanza Aug. 2nd.

Ted Mack plays host to 300 Midshipmen from Annapolis at his "Original Hour" broadcast on Aug. 10th.

Sydney Smith, DuMont's Television Shopper, takes a two-week vacation from her morning TV chores.


Eileen O'Dare, the lovely dancing comedienne, guests on "B'way Open House" Monday and then flies to Chicago to open at the Palmer House.

Peggy Lee and hubby Dave Barbour open at the Chicago Theater Friday for two weeks.

Johnny Desmond has another MGM record in his "Just Say Love Her."

Blonde-haired and gorjus Geer Courtney is one reason we can hardly wait for colorvision.

• faces • facts • figures • wins •



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TV TOWER CONSTRUCTION BEGINS

TELE TOPICS

RUMORS that in event of war television station operations will be suspended so that government may take over the channels for other communications, are discounted by experts in Washington. It is pointed out that TV can be a great morale building service and also an effective instrument in the training for civilian defense if needed. Already stations in several localities are offering their services to government programs. Among them are WMAL-TV in Baltimore and WLW-TV in Cincinnati.

ARLENE FRANCIS replaces Wendy Barrie during her vacation from NBC tele the week of Aug. 14th. . . . Sloan Simpson O'Dwyer to appear on "Kathi Norris Show" in special program on behalf of the Runyon Cancer Fund, August 1st, WNBT (10-11 a.m.) . . . "We Take Your Word," CBS-TV word quiz, moves to a new time Sunday, August 6, when it will be seen at 9:30-10:00 p.m., EDT. Formerly the verbal bout was broadcast Fridays from 8-8:30 p.m. . . . Estimated number of sets in the Miami, Florida, area to date is 31,400, according to WTJV. . . . WAAM art director Barry Mansfield and production mgr. Anthony Farrar have been loaned by the station to B'way entrepreneurs Garson Kanin and Mike Todd for a straw-hat production at the Fairhaven Theater near New Bedford, Mass. . . . Don Hollenbeck making use of animated maps on Korea's War Progress over CBS-TV, 7:30-7:45 p.m., while substituting for Douglas Edwards. . . . Applause for WOR-TV's "Mobilization Story" which will premiere next Thurs. night (8:30 p.m.) with novelist Fannie Hurst moderating the female side of the picture.

JESSICA DRAGONETTE, Charlton Heston, and Alex Raymond have been slated as judges for WOR-TV's "Talent Parade," Saturday from 7:30-8:30 p.m. . . . Anna Lee will take the guide role to show aspiring actors and actresses how it should be done on Neil Hamilton's "Hollywood Screen Test" tomorrow over ABC-TV (7:30-8:00 p.m.). . . . ABC-TV has slated the kick-off of "Treasury Men In Action" for Sept. 11. . . . Ford dealers will sponsor weekly films on WFIL-TV, beginning Aug. 5th, at 10:30 p.m., under the title "Ford Film Playhouse." . . . The Carlay Co. (Ayd) has renewed sponsorship of "Our Gal Toni" on WENR-TV, effective Sept. 1 for 26 weeks. Show time, is 9:45 p.m. each Friday. . . . Al Morgan, piano stylist at WGN-TV, pulling tops in fan mail these days. . . . WABD (and DuMont) using the same "surrey with the fringe on top" on their "Country Style" show (Mondays 8:30 p.m.) that was used in the B'way production of "Oklahoma."

NAB's Television Committee Named

Washington—NAB yesterday named the members of its television committee, third of the three advisory bodies which will replace the network of association committees which have spread over AM, FM and TV in past years. Robert Swezey of WDSU-TV, New Orleans, will chair the new body. The other two top committees represent AM and FM interests. Members include Roger Clipp of WFIL-TV, Philadelphia; Ted Colt of WNBT, New York; George Higgins of WISH-TV, Indianapolis; Clare McCollough of WGAL-TV, Lancaster; Victor Sholis of WHAS-TV, Louisville, and Eugene Thomas of WOR-TV, New York. Swezey, Higgins and Thomas are members of the NAB board.

Alternates are George Burbach of KSD-TV, St. Louis; Leslie C. Johnson of WHBF-TV, Rock Island, Illinois, and F. Van Konyenburg of WTCN-TV, Minneapolis.

70 Boxing Programs Will Be Televised DuMont Profits Up 57% 1st Six Months

Presenting the most extensive indoor boxing program in the history of the sport, Jim Norris, president of the International Boxing Club, revealed yesterday that at least seventy shows will be produced and televised from Madison Square Garden and the St. Nicholas Arena in New York and from Detroit, Chicago and St. Louis, during the coming season.

Sponsoring the vast program of fights for the coming season will be The Gillette Safety Razor Co. and Pabst Blue Ribbon Beer. Through NBC-TV, Gillette will sponsor the Friday night fights from the Garden. While it is expected that the schedule will commence on Friday, Sept. 8, the possibility of outdoor fights during the month may push the schedule back to late Sept.

CBS-TV is scheduled to handle the Wednesday night fights from St. Nick, for Pabst, with Ted Husing handling the mike. Out of town fights, while still being arranged as to dates, are expected to be shared by the two TV networks.

Following the settlement of dif-

(Continued from Page 1)
weeks in 1949. DuMont pointed out. Since March 26, the company has sold 250,000 shares of Class A common stock at \$25 per share, less underwriting discounts and commissions, and 6,245 shares of preferred stock have been converted into 6,869 shares of Class A common stock as of June 18 of this year.

Receiver Prices Up
A price increase on DuMont television sets ranging up to approximately 10 per cent on all current models will go into effect on September 1, 1950, it was announced by Walter L. Stichel, national sales manager for the receiver sales division of the Allen B. DuMont Laboratories, Inc.

ferences with the Manager's Guild, Norris revealed that TV rights for the program have been sold for \$780,000. Of this sum the fighters will receive \$227,500. Star bout performers in the Garden will receive \$2,500 each, while main bout performers in other arenas will get \$1,000 apiece.

Daytime Television Audience Increases 49% In 14 Months

(Continued from Page 1)

viewing before 5 p.m., the survey shows that viewing was done by 29.5 per cent in March of 1949. The figure rose to 44.0 per cent in June of 1950. It was found that regular Daytime TV viewers spend an average of 2 hours and 11 minutes with TV, before 5 p.m. These same people spend 1 hour and 44 minutes listening to radio in the same period, or 27 minutes, per day, greater time spent with TV.

Most popular daytime TV programs in homes interviewed were as follows: Western Film, WATV, 4 p.m.; Okay Mother, WABD, 1 p.m.; Rumpus Room, WABD, 12:30 p.m.; and the WATV feature film, 2 p.m. Among baseball games the Dodgers, Yankees and Giants were selected in that order as viewed regularly. Of respondents with TV sets, 34 per cent reported they never watched Daytime TV.

Sarnoff Stresses Importance Of Occasion

Construction of the Empire State Building's new television tower which will rise from a base 1,250 feet above street level got underway yesterday with Mayor William O'Dwyer driving a gold plated rivet into the base of the structure, while TV leaders participated in the ceremonies. The tower, which will be 217 feet in height, is scheduled to be completed in December and five stations expect to be transmitting programs from it by year's end.

Speaking for the television industry, Brigadier General David Sarnoff recalled the 25 years in which he has been involved in its development and took issue with those who called television "a postwar development," citing that experimental television signals were sent out from that very spot 19 years ago.

"Today we are witnessing a forward step in the development of a giant new industry," Sarnoff stated. "Five television broadcasters, rising above competitive differences, will transmit their signals simultaneously from one high tower. Because of New York City's many tall structures, this location—high above the others—represents an outstanding advantage for telecasters and the public alike.

"For the telecaster, it solves the basic problem of antenna elevation and gives him the opportunity to broadcast a clearer signal throughout the metropolitan area.

"For the public, it should mean a major improvement in television reception generally. Orientation of receivers to a single, fixed high point is an important factor in obtaining the ultimate in clear reception. As I see it, this is the bonus which the televiewing public will derive from today's proceedings."

Representing their respective New York stations at the ceremonies were: Dr. Allen B. DuMont, pres. of DuMont Laboratories; G. B. Larson, gen. mgr. of WPIX, Inc.; Dr. Frank Stanton, pres. of CBS, and Lawrence W. Lowman, v-p of CBS; General David Sarnoff, chairman of the board of RCA; and Mark Woods, vice-chairman of the board of ABC.



SARNOFF

• PLUG TUNES • WORDS & MUSIC • PLUG TUNES •

By TED PERSONS

PUNKY PUNKIN
THE HAPPY PUMPKIN
Cause... he's a JACK-O-LANTERN instead of being a pumpkin pie!



PAXTON MUSIC
Incorporated
1619 BROADWAY • NEW YORK 19, N. Y.

Now Breaking for a Smash!

SAY WHEN

Dick Haymes & Evelyn Knight
(Decca)

Owen Bradley (Coral)

Zee & Jim (Royalty)

Richard Hayes (Mercury)

Others to follow . . .

Duchess Music (BMI)

Another BMI Pin-Up Hit!
COTTON CANDY AND A TOY BALLOON
Published by Hill & Range
Recorded by

Dinah Shore(Cot)
Rosalie Allen-Elton Britt(Vic)
Kay Brown(Mer)

Non-exclusively licensed by
BROADCAST MUSIC, INC.

I WISH I KNEW ASK MY HEART

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

Nothing Can Stop This!

"FOREVER WITH YOU"

by the writer of "My Happiness"

FORSTER MUSIC PUB., INC.
1619 Broadway, New York 19, N. Y.
216 S. Wabash Avenue, Chicago 4, Ill.

• • • GAZETTE: Larry Spier has resigned as general manager of Chappell & Co. and its associated companies, Crawford Music, Williamson Music and T. B. Harms, which together own one of the most valuable collections of copyrights in the country. Spier's resignation, which becomes effective immediately, terminates an association with Max Dreyfus, president of the several companies, dating back to about 1929, when Famous Music, with which Dreyfus was connected, bought the Spier & Coslow Music catalogue. When Dreyfus bought T. B. Harms in 1931 to form the nucleus of his present business, he took Larry Spier with him to manage the concern. Stan Stanley, who has been professional manager of T. B. Harms, will assume the same function with regard to the other firms. . . . Larry Spier's future plans include a plug on "Just Say I Love Her." . . . Frances Langford will headline the Roxy stage show starting Aug. 4th. . . . Larry Shane, West Coast head of Famous Music, is in N. Y. . . . Mme Lotte Lehmann, Victor Red Seal recording artist, has been signed by 20th Century-Fox to appear in a series of full-length motion picture concert programs. . . . Symphony Sid joins the ranks of the Maitre Discs on Aug. 1st by serving up platters at Birdland. . . . Nat "King" Cole's Trio has been booked into the London Palladium in September with Nellie Lutcher scheduled to follow. . . . Starting next week, Jack Lacy will entertain real live celebrities on his WINS program.

★ ★ ★ ★

• • • Remick has picked "Thinking Of You," from the M-G-M picture, "Three Little Words," for a push. The staff will have the assistance of Anita Ellis on M-G-M, Paul Weston on Capitol, Don Cherry on Decca, Sarah Vaughn on Columbia and others to follow. . . . Explain, if you can, the fact that "Hot Dogs And Roses," which is the theme at the Chicago Fair, is breaking in Pennsylvania. . . . Paramount Music likes three of Frank Loesser's tunes from the Fred Astaire-Betty Hutton picture, "Let's Dance": "Why Fight The Feeling," "Can't Stop Talking" and "Oh, Them Dudes." . . . Last week Music Dealers Service was confronted by a mystery—orders for over 3000 copies of an unknown tune, "Beloved, Be Faithful." Calls to three publishers to find out who had it only resulted in three publishers hitting the trail to acquire possession of this jewel of a song (3000 copies back-ordered! July, 1950! Wow!) Pickwick Music got there fustest with the mostest; and from Al Brackman, p.m., come these additional details. Demand for "Beloved" stems from a perfunctory Decca release (May 15th) of a Russ Morgan version aimed for the hills. The writers are Jimmy Shirl and Ervin Drake. Decca is now taking a more serious view of the disc and acting accordingly. Other records are following.

★ ★ ★ ★

• • • Bobby Gregory, former M-G-M artist, has started his own record firm labelled Hillbilly. The first release is "Who-oo, Said The Owl" backed by "No Mail From A Female" employing a slightly unusual combination of instruments—musical saw, flexitone, marimba, banjo, accordion and bass. What's an accordion and bass? . . . More in the strange sounds department: "The Toy Piano Man," recorded for Columbia by the Piccadilly Pipers, F. A. O. Schwartz toy piano used exclusively. . . . Moroy Amsterdam's latest songs, "Tucson" and "Sombrero Sue," have been recorded by Vic Damone. . . . Daniel Kessler has joined the Columbia Records organization as a "popular record specialist" with a roving commission that will take him into the various territories according to sales and exploitation requirements. . . . Gravel-voiced Abe Burrows goes thru his paces on a Columbia LP record titled "Abe Burrows Sings?" containing six songs (?) a recitation and a graveologue about Boulder Dam. . . . Walter Preston will salute Sigmund Romberg on the occasion of the composer's 63rd birthday (July 29th) during the Sunday, July 30th edition of "Show Shop." 1:15 o ver WOR.

★ ★ ★ ★

Coming Up Fast!

A-RAZZ-A-MA-TAZZ
BLUE SAILS
LEICESTER SQUARE RAG
BE HONEST WITH ME



J. J. ROBBINS & SONS, Inc.
1619 Broadway, New York 19, N. Y.

TONIGHT

TONI ARDEN

with Percy Faith Orch. & Chor.
Columbia

RUSS CASE ORCHESTRA

with Ray Charles Vocal
M-G-M

TONY MARTIN

with Henri Rene Orchestra
RCA Victor

and more coming

MILLER MUSIC CORPORATION

JUBILEE RECORD #4001

HOT DOGS AND ROSES

by Al Victor with Bob Logan's
Melody Lane RanchersNedson Music Pub., Inc.
1585 Broadway New York City

Top Program Bet!

HAPPY FEET

Cromwell Music, Inc.

129 W. 52nd St. New York City

Stepping Out!

VAGABOND SHOES

Jefferson Music Co.

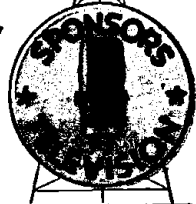
1619 Broadway New York City

I THOUGHT SHE WAS A LOCAL

(But She Was A Fast Express)
Sammy Kaye on RCA VictorWorld Music, Inc.
607 Fifth Ave. New York, N. Y.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 52, NO. 20

NEW YORK, MONDAY, JULY 31, 1950

TEN CENTS

AM, FM, TV SET-MFG. SOARS, SAYS RMA

UN Security Council Confab On TV Tomorrow

NBC, CBS To Air Pooled Telecast; Others Invited

Television viewers will be arm-chair witnesses tomorrow to an event that may well become the biggest news story of the year. This is the Security Council meeting at Lake Success presided over by Jacob A. Malik, Soviet representative to the UN, which will be televised direct from the council.

(Continued on Page 6)

Special Board Meet Of NAB August 7-8

Washington Bureau of RADIO DAILY
Washington—NAB President Justin Miller on Friday called a special meeting of the association's board of directors for next Monday and Tuesday, August 7 and 8. Although only bare details of the agenda were released, it was announced that the get-together would be concerned primarily with the formation of a new board.

(Continued on Page 5)

Wright Appointed M'gr At WPAT, Paterson, N. J.

The appointment of Dickens J. Wright as general manager of WPAT, Paterson, N. J., effective August 1, was announced Friday by Richard Drukker, president of the North Jersey Broadcasting Company.

(Continued on Page 5)

New City Network In St. Louis

St. Louis—Now it's a city network. Commencing today, the Greater St. Louis Broadcasting System launches operations as a network entity. First program to be heard simultaneously over four local stations will be Myron J. Bennett's popular MJB Show from 10:00-11:00 a.m. every weekday-morning. Bennett will originate from KXLW and will be fed to the other stations comprising the network. The local network comprises stations KXLW, KSTL, WEW, and WTMV. Bennett is known as one of the Midwest's most popular disc jockeys. The occasion will mark the first time in the history of radio in St. Louis that a disc jockey program has been heard on as many as four stations at one time.

State Labor Meeting Opens In N. Y. Today

TV's Aid To Sports Predicted By Batson

The most elaborate radio coverage of any labor convention will commence today, when the 87th Annual Convention of the New York State Federation of Labor will open at the Hotel Commodore. The convention will be in session for two days. Starting with an address by Mayor William O'Dwyer at 10:30 a.m., speeches will be aired over WNYC for the Mayor's welcome. He will

(Continued on Page 2)

Net Of Westinghouse Declines In 6 Months

A slight drop in net income and sales was reported by Westinghouse Electric Corporation for the first six months of 1950. The decline in earnings was attributed by president Gwilym A. Price to work stoppages and slow-

(Continued on Page 2)

"Sports executives, once they have conquered their natural but unwarranted fear of television, have in this powerful medium a green-backed opportunity." So the NAB's director of TV, Charles A. Batson, told the 25th annual convention of the International Association of Auditorium Managers late last week when they were in session at Grand Rapids, Mich. To support this contention, Batson

(Continued on Page 5)

Rhodes Renews, Adds To Heater MBS Pgms.

Gabriel Heater, Mutual commentator, will now be heard Sunday evenings, beginning August 20, 9:30-9:45 p.m., in addition to his five-a-week broadcasts, aired Monday through Friday, 7:30-7:45 p.m., it

(Continued on Page 5)

WOR Survey Shows Increase In New York Day Listening

Daytime radio listening in the New York Metropolitan area jumped 13.4 per cent for the first half of 1950 over the same period last year, according to a WOR study released Friday. The gain in audience was based on a combination of sets-in-use and number of radio families. On the same basis, the WOR survey reveals radio's nighttime audience dropped only 0.7 per cent below the 1949

figure, despite the increased competition from television. The report disclosed that the radio audience increased by 7.3 per cent on the overall average for the period of 6 a.m. to midnight. Radio families increased 3.1 per cent in Metropolitan New York between 1949 and 1950, according to Robert Hoffman, WOR's research director. "This means that if sets-

(Continued on Page 6)

Half Yr. TV Prod. Equal To All Of 1949

Washington Bureau of RADIO DAILY
Washington—RMA said Friday that TV set production in the first half of this year matched the industry's entire 1949 output, with the six-month total nearly three times the corresponding figure for last year. Overall output is estimated at 3,100,000 for January through June, with radio

(Continued on Page 5)

Meehan Sales Head Of WBZ And WBZA

Boston—C. M. (Tom) Meehan, director of public relations for Westinghouse Radio Stations, Inc., has been appointed sales manager of WBZ-WBZA, Boston-Springfield, Mass., it was announced Friday by W. C. Swartley, station manager. Under the new arrangement, C. Herbert Masse becomes sales manager of WBZ-TV. He was appointed

(Continued on Page 5)

RCA Income Rises In First Half Year

Consolidated income of the Radio Corporation of America and subsidiaries for the first six months of 1950, as issued Friday by Brig. General David Sarnoff, Chairman of the

(Continued on Page 5)

Disillusioned

Disillusionment of the week: the gold rivet O'Dwyer supposedly rammed into the base of the new TV antenna atop the Empire State disappeared sometime during the ceremony Thursday. A copy of the gold rivet was presented the mayor—but for all who are interested in risking life and limb to find the original, you won't find at Empire State.

WJR Concerts

Top European symphony orchestras, gathered into one series of concerts by WJR, Detroit, began their presentations over the air on Saturday, July 29. Subsequent concerts will be aired on Saturdays, 4:00-5:00 p.m. Concerts, each from a different Marshall Plan country, will attempt to sum up the country's characteristic music.



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

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

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

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

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

ROME BUREAU
John Percicari
Ludovisi 16

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

FINANCIAL

(July 28)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
ABC	9 1/2	9 1/4	9 3/8	+ 1/4
Admiral Corp.	24 1/2	23 3/4	23 7/8
Am. Tel. & Tel.	150 3/8	150 1/8	150 1/2	+ 1/2
CBS A	27 3/4	27 3/8	27 3/4	+ 3/8
CBS B	27 1/2	27	27 1/2	+ 3/4
Philco	36 1/2	35 1/2	36	+ 3/8
RCA Common	16 1/2	16 1/8	16 1/8
RCA 1st pfd.	75 1/2	75 1/2	75 1/2
Stewart-Warner	14 1/4	14	14	+ 1/8
Westinghouse	31 3/4	31 1/8	31 1/4	- 1/4
Westinghouse pfd.	104	104	104
Zenith Radio	45 3/8	44 1/4	44 3/4	+ 1/4

NEW YORK CURB EXCHANGE				
Hazeltine Corp.	20 7/8	20 3/4	20 3/4	+ 1/4
Nat. Union Radio	3 3/8	3 3/4	3 7/8	+ 1/8

OVER THE COUNTER			
	Bid	Asked	
DuMont Lab.	17	18	
Stromberg-Carlson	12	13 1/2	

"FOR THE DAYS TO COME"
A SUMMER Conditioning Program
Efficient • Time-Saving • Inexpensive
A good figure and plenty of PEP and ENERGY can be yours by investing a few hours a week
at the
REILLY HEALTH SERVICE
in Rockefeller Center
RCA Bldg., 49th to 50th Sts. (8th floor)
1250 Sixth Avenue COLUMBUS 5-8481

Send for interesting booklet "The Life of Reilly"

★ COMING AND GOING ★

KEN SPARNON, field representative for BMI, tomorrow will leave for upstate New York, visiting stations in Elmira, Jamestown, Buffalo and Rochester. Then he'll go on to Canada for two weeks of fishing.

ROBERT DENNISON and **ROBERT MERRICK**, managers of the J. Walter Thompson Company offices in Rio de Janeiro and Sao Paulo, respectively, are back in New York. Merrick will be here until Sept. 1.

HUBBELL ROBINSON, JR., vice-president and director of programs for CBS, who has been trolling in Bermuda for a month, is expected back tomorrow.

GEORGE HERRO, sales promotion manager and publicity director in the central division of the Mutual network, is spending this week fishing in Wisconsin.

TED HUSING returned to the WGMG Bandstand last Thursday following a stay of one week in Hollywood, where he appeared in "To Please a Lady," an M-G-M film produced against a horse-racing background.

GRAYCE O'DELL, **MILDRED GNIOT** and **LOUISE ANDERSON**, staffers at WBBM, a Columbia network station in Chicago, are vacationing in, respectively, Wisconsin, Colorado and California.

ALLAN HAID, managing director of WMMN, Fairmount, West Va., is in town conferring with station reps and with Tom Harker, sales director of the Fort Industry's New York office.

ARTHUR GODFREY, **MRS. GODFREY**, their son, and **MUG RICHARDSON**, Arthur's Girl Friday, have arrived in Honolulu by plane.

ADE HULT, vice-president of the Mutual network in charge of sales, is back at his desk following a trip to Chicago.

JOHN DERR, associated sports director for the Columbia network, today will return from Maine.

JESSE LEONARD, announcer at KEX, Portland, Ore., on August 9 will leave for Chicago, where he will be a delegate to AFRA's national convention.

GUY LEBOW, sportscaster on WPIX, is commuting between New York and Cape Cod.

LUD GLUSKIN, West Coast music chief for CBS, and **MRS. GLUSKIN**, last week were in Vienna.

CARROLL MARTS, manager of the MBS central division, is back at his Chicago headquarters after having vacationed for three weeks in Canada.

HAL COULTER, director of advertising and promotion for the Mutual network, who consulted last week with MBS officials in Chicago, has returned to New York.

RICHARD S. TESTUT, vice-president and general manager of Associated Program Service, and **ANDREW M. WISWELL**, vice-president in charge of recording, have returned from their vacations.

State Labor Convention Opens In N. Y. Today

(Continued from Page 1)
be followed by Thomas A. Murray, president, N. Y. State Federation of Labor and by Gov. Thomas E. Dewey—the latter's speech will also be carried by WJZ. Time 11:00-11:30 a.m.

George Meany, secretary-treasurer of AF of L and former president, New York State Federation of Labor, will be heard 7:30-7:45 p.m. over WNBC and WFDR-FM. Later, the Hon. Maurice J. Tobin, U. S. Secretary of Labor, will address the convention. He will be heard over WOR and WFDR-FM, 10:30-11 p.m.

Speakers tomorrow will include Dean Martin P. Catherwood, Cornell School of Industrial and Labor Relations, over WEVD at 9:00 a.m. Also, Thomas A. Murray at 9:15 a.m. over WEVD and William Green, president, AF of L, over WCBS and WFDR-FM. Green's speech will also be carried by CBS, coast-to-coast.

'Phone Game' To Skouras For N. Y., Philly, Chicago

"The Telephone Game," featured over WJZ-TV in New York, WGN-TV in Chicago and WFIL-TV in Philadelphia, has been sold by Harry S. Goodman Productions to the Skouras chain of theaters. The theater version, named U-Win-O, said to be a completely legal form of bingo permitted even in those cities where the latter game is barred, had its first presentation in the Bound Theater, Bound Brook, N. J., and marked, in the words of Harry Goodman, "the first time, to my knowledge that Hollywood turned around and took something from television."

Net Of Westinghouse Declines In 6 Months

(Continued from Page 1)
downs which occurred at a number of company plants this year.

The net income for the first half of 1937 totaled \$27,206,707, compared with \$28,409,961 for the same period last year. The six months earnings equalled \$1.86 a share on the 14,109,949 shares of common stock now outstanding, or 5.9 per cent of net sales billed, Price said.

Westinghouse's net sales totaled \$463,907,387 as against \$486,073,982 for the first half of last year.

Price reported that production is proceeding with virtually no interruptions since the recent signing by the company of a "partial agreement" with the union representing the largest number of Westinghouse employees. "Negotiation of new union contracts is proceeding in collective bargaining sessions," Price said.

Maurice Gaffney Dies; Was ABC Sales Aide

Maurice Leonard Gaffney, ABC's director of sales presentations, died suddenly last Thursday night following a heart attack. He was 45 years old.

Gaffney, a veteran of 20 years in the radio industry, joined ABC in August, 1946, as a writer in the net's sales presentation department. Prior to that he was associated with CBS for seven years, three of which was with their sales presentation department. Previously he was director of sales promotion for the magazine Marketing Service from 1941 to 1944.

Gaffney graduated from Hill School in 1922 and from Princeton University in 1926.



"B. B. D. & O. say they're interested"

Yes sir! The big boys are nibbling! The blue chips are falling on the table because big advertisers insist on **low-cost results**.

Have you got a pet account in your shop that would like to make a killing in the rich Baltimore market? There's a sure fire way in radio.

You just buy W-I-T-H, the BIG independent with the BIG audience. Then you're sure to get more listeners-per-dollar than from any other station in town. W-I-T-H delivers what the blue chip accounts really want—those **low cost results!**

Call in your Headley-Reed man for the whole W-I-T-H story.

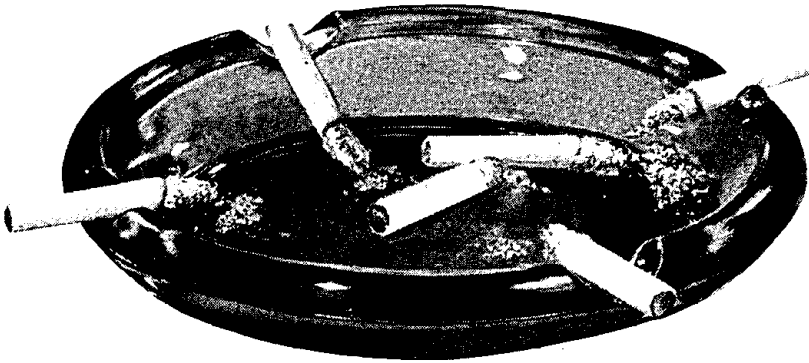
FM  AM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

**To a radio advertiser
who can't afford Godfrey**



In case you're beginning to believe that Arthur has all the CBS time on the air and all the dough in the world, take courage in this fact: segments of Iowa are still autonomous.

There's good reason to believe that Iowa's income is greater than Godfrey's—and his isn't half industrial and half agricultural. Iowa grows more corn than Godfrey. Iowa hogs produce more ham than Godfrey. A single Iowa silo is bigger than Godfrey. Iowa has two more Senators than Godfrey. Godfrey may know more about an ookelele, but who eats ookeleles? Iowa produces more beef than Godfrey and Texas combined.

Yes, and WMT is on the air more hours in a single day than Godfrey is all week. What's more, WMT has more sponsors than Godfrey!

WMT's 2.5 mv contour encompasses well over a million people, a good portion of whom listen to Godfrey. They also listen to non-Godfrey time. A one-minute Class A commercial on Eastern Iowa's WMT budgets at \$27.00 (52-time rate) which is practically chicken-feed even to folks with non-Godfrey incomes.

Please ask the Katz man for additional data.

5000 WATTS



Day & Night

600 KC

BASIC COLUMBIA NETWORK

AGENCIES

WJPS, Evansville, Ind., American Network affiliate, has appointed The Walker Company, Inc., as its exclusive national representative, effective August 1st.

SAVE BY TELEVISION INCORPORATED, New York City, has appointed William Warren, Jackson & Delaney, Stevens P. Jackson is the account executive.

CHARLES W. HOYT CO., INC., has booked spots on WNBZ's "Kathi Norris Program" for Re Umberto Olive Oil twice weekly, 10:00 p.m.

NORTHERN RADIO CO., INC. to H. W. Hauptmann Co.

FRANK N. KAUTZMANN, JR., formerly of Philco International Corp. as assistant advertising and sales promotion manager, has been appointed advertising and sales promotion manager of the Thor division of E. B. Latham & Co., for the metropolitan area.

JAMES P. CONWAY, formerly financial editor of "The Chicago Journal of Commerce," has joined Newey & Ayers, Chicago, public relations firm.

PAUL H. KIRSHON, previously associated with Schenley Industries, has joined copy and planning department of Monroe Greenthal & Co., Inc.

NORMAN GLADNEY has been appointed v-p and television director of Franklin, Bertin & Tragerman, Inc., which will change its firm name as of November 1st to Franklin, Gladney & Tragerman.

Reports Heavy Sales

Thomas J. Valentino, president, announced yesterday that the Major Sound Effects Records complete library, consisting of 95 double-sided records has been bought by Boston University, RCA Victor division of Chicago and the following 33 radio stations:

KTAR, Phoenix, Ariz.; KXLL, Missoula, Mont.; WDBO, Orlando, Fla.; WPTZ, Philadelphia, Pa.; WOMT, Manitowoc, Wis.; KNBC, San Francisco, Calif.; KGBC, Galveston, Tex.; WBYS, Canton, Ill.; KSCJ, Sioux City, Ia.; WIOD, Kokomo, Ind.; WGAY, Silver Spring, Md.; KRPF, Abbeville, La.; KSWM, Joplin, Mo.; KOWH, Omaha, Neb.; WJIG, Rullahoma, Tenn.; WABZ, Albermarle, N. C.; KTAE, Taylor, Tex.
Also, WGDZ, Winchester, Tenn.; WMAN, Marinette, Wis.; KWBE, Beatrice, Neb.; KICD, Spencer, La.; WMIN, St. Paul, Minn.; KSEL, Lubbock, Tex.; KUNO, Corpus Christi, Tex.; KCNC, Fort Worth, Tex.; WCDD, Winchester, Tenn.; KLAC, Hollywood, Calif.; KYON, Yuma, Ariz.; and KRIO, McAllen, Tex.

The Land of the Free

Dramas of American Opportunity
This week: Frank A. Vanderlip

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



By SID WHITE

Man About Manhattan. . . !

• • • WEEK-END CUFF NOTES: Video big-wigs are having their legal staffs carefully check the laws covering violation of privacy. Program showing the public in the street or in the audiences of sporting events, without signed releases for each person who passes before the cameras, may lead to lawsuits if the person has been compromised or harmed by being seen on TV. (This is particularly true, natch, of guys who tell their wives they've been up sitting with a sick friend). . . . Bud Abbott, of the comedy team, will soon market his own brand-name TV sets on a national basis. . . . More talk now of establishing a censor-board for TV a la National Legion of Decency. . . . The Aug. 1st issue of Look mag will have a double truck color layout on our boy, Sid Caesar. . . . A TV version of Dave Elman's "Hobby Lobby," with Abe Burrows as emcee, will be kind'd shortly by CBS. Deal was set by Saul Reiss. . . . Tip to press agents: Ben Gross is adding a 3rd and TV column to the Saturday News. So send in feature and human interest stuff. This must make Ben just about the busiest radio ed in the business, if he isn't that already. . . . Ed & Pegeen Fitzgerald have signed a five-year contract with ABC-TV calling for a daily 45-minute TV stanza in the morning starting Sept. 11th. Plans are also under way for a half-hour weekly show on the net with the beloved FitzG's.

☆ ☆ ☆ ☆

• • • IMPressions: "Meet the Press": Printeresting. . . . Dan Seymour: emSeymour. . . . Billy Rose: Meagre beaver. . . . Ted Malone: Poemcee. . . . Nick Kenny office: Composing room. . . . Sid Caesar: Satireless. . . . Jimmy Durante: Calabashnozzola. . . . Ed Gardner: Puerto Ricomedian. . . . A Mike Todd ass't: Peep veep.

☆ ☆ ☆ ☆

• • • VIEWS & REVIEWS: There's no business like show-off business. The self-effacement (sic!) of most entertainers is more amusing than their routines. For instance, Danny Thomas is a superb character comedian of eloquence and intelligence. But Danny evidently thinks this glowing compliment is arrant understatement, for his billing reads: "The World's Greatest Entertainer." Much as we admire and enjoy Thomas, we just can't go along with him on that modest sobriquet. May we refer Danny to James Barton, Geo. Jessel, Fred Allen, Jack Benny, Maurice Chevalier, Bob Hope, Jimmy Durante, Milton Berle, Arthur Godfrey and a fledgling yclept Al Jolson, who incidentally has used the identical tag since the first World War? . . . On a recent quizzier, a contestant won by stating that the longest river in the world is the Nile. The Nile is 4,000 miles long. The Missouri-Mississippi flows 4,221. Yeah, we measured it. Just call us John Kieran. . . . Those Life Saver spots are making a nervous wreck of us. We can never get to the dial fast enough to black them out. You can rate them at the top of our list of irritating commercials. . . . Cameo Theater continues to dish out top-drawer dramatic fare, with Albert McCleery's production a joy to view. Milt Herman's appearance in a TV cast is all the guarantee we need to insure worthwhile viewing, which is why we enjoyed "The Plainclothesman" so much the other p.m.

☆ ☆ ☆ ☆

• • • IN ONE BAR: When Morton Downey landed here from Europe Friday, his protege, Andy Roberts, greeted him with the news that he has been renewed for another 13 weeks on "B'way Open House" . . . Raymond Katz, WMGM's program director and director of production for MGM Radio Attractions, leaves for the Metro lot in Culver City this week to huddle with studio execs out there on new material and talent, etc. . . . According to sportscaster, Al Helfer, the first symptom of an ulcer among radio men is a weak Pulse.

CHICAGO

By GINNY EVANS

MEMBERS of the Actor's Club of Chicago are invited to come "bare as you dare" to the club's South Seas Party August 4th. Radio and TV actors and actresses planning beachcomber and native girl costumes and local models will compete in the Bali Hai beauty contest for the title "Miss Actor's Club of 1950."

PRESENTING FOR YOUR
PROGRAMMING CONSIDERATION



WILLIAM HORNE, Tenor

American born, American trained, William Horne has been singing since he was in the children's chorus of the Metropolitan Opera. His debut recital at Town Hall, before the recent World War, established him as a leading lieder singer. During his subsequent service in the armed forces he made his "Broadway" debut introducing Irving Berlin's "I'm Gonna Tired So I Can Sleep" in "This Is the Air."

After his discharge from the armed forces, William Horne made his commercial Broadway debut as "Paris" in the new opera company's production of "Helen Goes to Troy." He has then he has also appeared in the standard operatic repertoire in leading tenor roles with the N. Y. City Opera Company and elsewhere in the U. S.

He has also been identified with opera in English through his appearances in the title role in the American premiere of "The Grimes" at the Berkshire festival and in the leading male role of "Jo the Loiterer" in the world premiere of the Virgil Thomson/Goulden Stein opera, "The Mother of Us All."

In Europe, William Horne had the distinction of being the only American selected by Rudolf Bing to sing with the Glyndebourne Opera at the Edinburgh festival last summer. Currently appearing with the Cincinnati Summer Opera, he completes his season there with his performance in "Die Fledermaus" this week.

Typical of the press reaction to William Horne are the following quotes:

WALTER WINCHELL says, "Better Than . . ."
N. Y. TIMES says, "Mr. Horne excelled in the smoothness and sustaining quality of his beautiful voice."

Exclusive Management

MILTON H. BERGER
224 East 38th Street

New York 16, N. Y. • MU 7210

Receiver-Mfg. In '50 Rise in All Categories

(Continued from Page 1)

receivers about 50 per cent higher than last year. The weekly production rate for June was down slightly from May because of plant vacation shut-downs.

RMA member companies reported a total of 2,413,145 video sets, with non-members accounting for the rest. Members turned out only 913,071 in the same period of last year. The June turnout was 388,962 sets, compared with 376,227 in May.

Member-companies reported the manufacture of 5,228,170 radio sets as against 3,481,858 in the first six months of last year. The total included 1,377,458 auto sets, 1,034,757 portables with the remainder consisting of conventional home sets.

FM and FM-AM radio receivers reported by members totalled 539,852 during the first half of 1950—an increase of more than 115,000 over the first six months of 1949. In addition, 225,673 had FM reception facilities.

RMA reported also sales of radio receiving tubes continued at a record level in June and the first half of 1950. June sales totalled 32,480,668 units compared with 29,703,500 in May and 13,923,885 in June of last year. Sales in the first six months of 1950 aggregated 170,375,921 and were more than double the 81,663,213 tubes sold in the corresponding period of 1949.

A breakdown of the June sales report showed 25,985,896 tubes sold for new sets; 5,351,709 for replacements; 1,041,907 for export and 101,156 sold to government agencies.

New ABC News Program To Air From Washington

Adhering to its stepped up radio coverage of major national and international news coverage, ABC will continue to air a five-minute series of newscasts from the nation's capital by Bryson Rash, Washington correspondent-commentator, each Monday through Friday at 3:25 p.m., EDT.

Rash has been heard during the past two weeks in this time period as a substitute for vacationing Walter Kiernan, who will return to his regular spot at 8:55 a.m., EDT, beginning today, when he returns from vacation.

Rash's new program titled "White House Report," will air a round-up of the news originating there each day. He will report on important persons who have visited the President and discuss committee meetings and conferences held during the day.

CBS Signs Gowdy

Curt Gowdy, who assists Mel Allen on his N. Y. Yankees ballcasts, has been signed by CBS to do radio and TV assignments during the 1950 football season.

Rhodes Renews, Adds To Heatter MBS Sked

(Continued from Page 1)

was announced over the weekend by Adolf N. Hult, MBS vice-president in charge of sales.

The new Sunday evening program is being sponsored by Rhodes Pharmacal Company, who also have renewed Heatter's Tuesday news programs, which it has presented over Mutual since last September.

Both programs will advertise Im-drin, a medicinal product of the Rhodes Company.

O'Neil, Larson and McMahon, Chicago, is the advertising agency.

Heatter's Monday evening program is presently sponsored by Nox-zema Chemical Company while his Wednesday, Thursday and Friday news programs are broadcast sustaining over the Mutual web.

Wright Appointed M'g'r At WPAT, Paterson, N. J.

(Continued from Page 1)

pany, Inc., owners of WPAT and WPAT-FM.

Wright resigned as general manager of WICC, Bridgeport, Conn., to accept the post with WPAT. He is a veteran broadcaster with 16 years experience in radio.

In February of 1950, while Wright was the head of WICC, the station was rewarded with the highest single Hooper rating in its history for the hours between 7 a.m. and 7 p.m., during the entire month.

RCA Income Rises In First Half Year

(Continued from Page 1)

Board of RCA, showed an increase to \$248,784,358, compared with \$187,287,987 for the corresponding period of a year ago.

Net income, after all charges and taxes, was \$20,961,643 for six months of 1950 as compared with \$10,122,049 for the same period in 1949. Net earnings, applicable to the common stock, for the first six months were \$1,397 per share, compared with 61.6 cents per share in the first half of 1949.

Special Board Meet Of NAB August 7-8

(Continued from Page 1)

tion of an industry defense council, as requested by the White House, and with a study of plans for the separation of BAB from NAB.

The five-man committee studying the separation problem completed its work Friday, and will report to the board shortly.

Stork News

Fred Coe, producer of NBC Television's "Philco Television Playhouse," is the father of a second child, his first girl, Laurence Ann Coe, who weighed in at seven pounds, two ounces.

TV's Aid To Sports Predicted By Batson

(Continued from Page 1)

referred to a study made of television's effect upon attendance at football games played last year in Los Angeles Coliseum, a study which appeared not entirely favorable to TV on the surface. He cited that among those who were attending games for the first time this year, or were attending more frequently this year, 50 per cent volunteered information that their interest was the direct result of TV.

Further, Batson referred to the reported 12 per cent decrease in attendance at major league baseball games so far this year, pointing out that all three teams reporting greater attendance this year have television, and that the Pittsburgh Pirates, who do not have television, have shown the greatest loss (as reported previously by RADIO DAILY).

Visiting Museum

Sturbridge, Mass.—Mary Margaret McBride, recent recipient of the "One World Committee" award, will be at Old Sturbridge Village Museum and Crafts Center on Friday, July 21st, for a direct national network broadcast from the museum's historic Village Meeting House. Miss McBride's hour-long program will go on the air via NBC, 1:00 p.m.

Meehan Sales Head Of WBZ And WBZA

(Continued from Page 1)

sales manager of WBZ operations in July, 1943, and since June, 1948, when WBZ-TV went on the air, he has been handling both AM and TV sales operations.

In his new assignment, Masse will devote his full attention to TV.

Swartley explained that division of sales responsibilities into separate standard band TV categories comes as a natural development of the vastly expanded Westinghouse effort in these combined fields in New England. The new set-up, with each category reporting directly to the station manager, follows the general pattern now in development in the industry.

Meehan assumes his new post with nearly 25 years of newspaper, radio and public relations experience behind him. He first joined Westinghouse in 1944.



MEEHAN

NOW—by transcription...

THE ALL NEW

beatrice kay show



beatrice kay
with all-star
supporting cast!

The Equal of
Top-Rating Network Shows... for
Less than the Cost of Local Talent!

★ BEATRICE KAY
beloved songstress, MC

★ The Kay Jammers ★ Male Chorus
★ Artie Malvin ★ Guest Stars

A fast-moving well-knit show offering local, regional and national advertisers—by transcription—the prestige, listener loyalty and merchandising opportunities of the finest network programs. 156 quarter-hour programs. Complete promotion kit. Tested kick-off promotion gimmick. Write, wire or phone for full audition presentation.



RICHARD H. ULLMAN, Inc. 295 Delaware Avenue
Buffalo 2, New York

UN Security Council On TV Nets Tuesday

(Continued from Page 1)

cil chamber. Malik unexpectedly announced late last week that he would assume his duties as president of the Security Council for August and, at the same time, called for tomorrow's meeting, thus ending Russia's boycott of the meetings since Malik walked out last January 13 in protest against the Council's refusal to expel Nationalist China.

The pooled-telecast will be aired from 3 p.m. to conclusion over the NBC and CBS-TV networks. The video field crew of NBC-TV, headed by Ad Schneider, has been assigned to handle the televising operation.

Invited to participate in the pooled-telecast were ABC-TV, DuMont and WPIX, New York. No decision to accept the invitation was forthcoming as of Friday, July 28. Paramount Theater in New York also was invited to pick up the special telecast for theater patrons on its large-screen projection unit.

Radio, in general, has adopted a wait-and-see attitude toward the Security Council meeting and does not plan to interrupt its regularly scheduled programs to air the proceedings.

Of the networks, only ABC announced its intention to interrupt its program schedule to air a portion of the proceedings. From 3:30 to 4:30 p.m., the network will broadcast direct from the Security Council. Three ABC correspondents, Pauline Frederick, Gordon Fraser and John Daly will be on hand to interpret the progress of the meeting.

The other major networks will send correspondents to Lake Success to cover the meeting. Leon Pearson of NBC and Mutual's news-reel reporters will be on hand to record portions of the proceedings for broadcast on subsequent news programs. CBS plans to air transcribed excerpts later in the day.

WNYC, New York's municipal station, as in the past, will air the entire Security Council meeting with bi-lingual translation in English and French.

UN Radio will broadcast the proceedings via short-wave to Europe.

Wedding Bells

Norman S. McGee, vice-president in charge of sales for WQXR, New York, was married last Friday to Eileen M. Mayone during a simple ceremony performed at the home of the groom in Westport, Conn. The bride was formerly employed by WJLB, Detroit.

California Commentary

By IRV HAMLIN

● ● ● Despite the fact that most of the Southern California stations claim to be solidly behind the SCBA drive to modify and refuse shortage scare copy from advertisers, the rush is on, growing and growing.

Hollywood

whipping up buying hysteria, and in general, creating a rotten situation. Advertisers as well as the agencies have been notified by the SCBA of the action, but the smelly copy continues to pour onto the stations. Used car lots, housing projects, to name but two sponsor-types, are taking full advantage of the war situation to prove that cash sometimes outweighs principles. The SCBA is doing its best, and it is to be hoped that the local outlets really settle down to brass tacks and do away with unprincipled sponsors and agencies. . . . And talking of bad taste, one local TV outlet rates some sort of prize for its presentation of news headlines Sunday night. The station identification slide was on screen, the announcer was reading the bad news, mentioning casualties, etc.; and in the background was spotted a transcription, playing the slow sweet strains of "It Must Have Been Moonglow!" When are they going to wake up?

★ ★ ★ ★

● ● ● Bill Anson, KFVB and KLAC-TV disc jockey and MC, who this week finally became a full-fledged ASCAP member with publication of his 50th tune, will recreate Joe Penner's characterization on TV this fall. Bill has acquired all rights to use the Penner name, material and style, and even owns the famed hat. Although it is admittedly tough to adapt one's self to another's style and material, Anson, who broke into radio thru his mimicry feels that TV is an ideal outlet for the material, and that he won't have too tough a time bringing the character to life. . . . Jeanne Elaine McIntosh, radio and TV rep of the N. Y. office of American Airlines, has been transferred to the Hollywood public relations office of the AA, where she will act in a similar capacity.

★ ★ ★ ★

● ● ● The TV boys are running a fast race in a effort to outdo one another. KTTV scored when Chuck DeSoria, KTTV cameraman on his way to Korea, shot Admiral Arthur Radford, Commander in chief of the Pacific Fleet, in a sound interview, on July 20th in Honolulu. Fast work got the film back to Hollywood, for regular telecasting on the day Radford was interviewed locally in San Diego by press, radio and TV. . . . Take this for what it's worth, but it appears that Frank DeVol, the boy with the smile, is taking dramatic lessons in Hollywood, in preparation for thespian work on TV. How busy can a guy get? . . . And did you know that Mel Torme broke all records during his local Mocambo stanza?

★ ★ ★ ★

● ● ● Peggy Ann Garner has been signed to co-star with Mary McCarthy in the "My Sister Eileen" TV series. . . . There is still mixed reaction around town in regard to Harry Von Zell's Sunday night KNBH show. If one likes relaxation, this is it, that's all. . . . Peter Potter has been chosen favorite TV showman by Santa Monica City College students, who presented him with a scroll, etc. . . . On vacation from Columbia Square—Austin Joscelyn, Ned Marr, Stuart Novins, Jerry Beranek, William Beckensale, and Ben Paley.

WCSS Airing Saratoga Races

Amsterdam, N. Y. — WCSS is broadcasting the feature race of the day directly from the historic Saratoga Track every Monday through Friday at 4 p.m. and on Saturdays at 5 p.m. Fred Capossela handles the race-announcing chores. This is the 85th meeting at Saratoga and will run until August 26th.

WMMW Program In Demand

Meriden, Conn.—WMMW reports that its recently produced "News-reel Theater," heard Monday thru Saturday from 12 to 12:30 p.m., has attracted much comment from its listeners. The program features a dramatic variety of news, interspersed with musical themes which set the mood for what is to follow.

Daytime Listening Up In Metropolitan Area

(Continued from Page 1)

in-use had remained unchanged between '49 and '50, the radio audience would still have shown a normal growth of 3.1 per cent," Hoffmann said, adding that "there is a general tendency to overlook this growth in radio families and to think of listening in terms of ratings alone."

The number of sets-in-use in the daytime also increased, the survey revealed. The average quarter-hour figures for January through June from 6 a.m. to noon, daily, totaled 21.3 as against 19.3 for the same period last year. From noon to 5 p.m., sets-in-use averaged 25 for 1950, compared with 22.6 in 1949.

The hours from 6 p.m. to midnight during 1950 show a drop in sets-in-use from 30 last year to 28.9. But the increase in number of radio families minimizes this drop so that the nighttime radio audience is only 0.7 per cent below 1949, Hoffmann said.

Daytime listening to WOR increased this year by more than 6.4 per cent on weekday mornings, 7.2 per cent on weekday afternoons and 8.6 per cent in the early evening, according to the survey.

In comparing WOR with other major New York stations on a cost-per-listener basis, the research department claims that the station's daytime participating and carried programs delivered 22.8 per cent more Metropolitan homes per dollar of cost to the advertiser than similar shows aired by competing stations. The comparison was made on a Monday-through-Friday basis for the first six months of the year.

Joins KFVR Announcing Staff

Bismarck, N. D.—Bob Moses has joined the staff of KFVR as announcer and disc jockey. His new program assignments include the "Wake Up To Music" show broadcast from 6:00 to 7:30 a.m.

TV FILM SHOW SALESMEN WANTED

National film organization, headquarters in New York City, needs top-notch salesmen for its TV department in various territories. A rare opportunity for the right man. Offering a drawing account plus additional earnings based on performance to aggressive salesmen in their 30's accustomed to earning in EXCESS OF \$10,000 A YEAR. Men with following in radio or TV field and with college education preferred. Send resume for appointment when in town.

Box No. 152, RADIO DAILY
1501 Broadway
New York 18, N. Y.

VERSATILE GAL FRIDAY ON THE HUNT FOR ROBINSON CRUSOE. Will rescue Radio or TV producer who needs a good right arm. No real prejudice against other executives who might find her talents useful. Can write, type, handle details, responsibility, people.

Box No. 156, RADIO DAILY
1501 Broadway New York 18, N. Y.

TELEVISION DAILY

Section of RADIO DAILY, Monday, July 31, 1950 — TELEVISION DAILY is fully protected by register and copyright

SDGA SIGNS FIRST BASIC TV PACT

TELE TOPICS

LOOK MAGAZINE's cover tomorrow will have a portrait of the beautiful Faye Emerson that's well worth raving about. The three-page spread of pictures and story material inside is one of many recent attempts to analyze just what it is the stage and tele star has besides a plunging neckline, a back-swept hairdo, and glittering earrings, not to mention considerable publicity by virtue of her Roosevelt associations. Look's thoroughness in painting a complete and objective picture of the polished performer is enough to make other TV stars break out in a cold sweat when they realize the trend of television publicity is NOT toward eulogizing stars with the puff style of most stories on Hollywood personalities.

ABOUT \$40,000 worth of tickets to the LaMotta-Mitri fight are reported to have been bought within six hours following the announcement that television wouldn't carry the fight. . . . Final round of Tam O'Shanter Golf will be televised by ABC-TV Aug. 13 at 6:30 p.m., EDT. . . . Harry Wismer does the sportscasting. . . . Three top State Department officials will give briefings on Western Europe, the Balkans, and Germany on the next three Sundays respectively when Quincy Howe brings them to CBS-TV's mikes on "Diplomatic Pouch" (5-5:30 p.m., EDT). . . . "Rhythm Rodeo," new show with a western theme, made its debut over DuMont tele Sunday in the 8-8:30 p.m. slot.

TAB FOR "Can You Top This?" has been picked up at ABC-TV by the Wine Corp. of America, commencing October 3 (9:30-10:00 p.m., EST). Twenty-three stations are included in the deal. . . . Jack Appell has another winner in the TV production field, a show with Dr. Harry Haegen (of "Truth or Consequences" fame)—show will be called "Spell It Please"; tryout was in New Haven over WNHC. . . . Sam Goldwyn, Farley Granger, and Joan Evans guesting on Art Ford's program tomorrow night over WPIX (10 p.m.). . . . Dorothy Kilgallen back on "What's My Line" over CBS-TV Wednesday (9-9:30 p.m.). . . . W. D. Rogers, v-p of KEYL-TV, San Antonio, Texas, has assumed the general management of the station following the resignation of W. B. Miller, who resigned to become a management consultant. . . . WSYR-TV, Syracuse, to air a panel discussion on the Far Eastern situation tomorrow night at 9 p.m.; panel to be made up of noted authorities on Eastern geography, sociology, and economics. . . . WOR-TV's "Italian Feature Film" on Saturdays pulling many compliments—selection for Aug. 5 (5-6 p.m.) is "Eternal Melodies," based on the life of Mozart.

First 15 Hooperatings (June and July, New York)

RADIO		TV	
Sponsored Web Programs		Sponsored Web Programs	
"Random" Home Base		"TV" Home Base	
	Rating		Rating
Walter Winchell	14.6	Texaco—Milton Berle	55.2
Radio Theater	7.7	Toast of the Town	36.2
Godfrey's Talent Scouts	6.9	Philco TV Playhouse	25.7
Hollywood Star Playhouse	6.8	Godfrey & His Friends	25.1
Groucho Marx Show	6.7	Robert Montgomery	21.0
The Goldbergs	6.4	Studio One	20.0
My Friend Irma	6.2	Alan Young	19.3
Stop The Music	6.1	Plainclothesman	19.2
Bob Hope	6.0	Saturday Night Revue	17.9
Louella Parsons	5.9	Original Amateur Hour	17.7
Big Town	5.6	Stop The Music	17.6
Broadway Is My Beat	5.6	Ford Star Revue	17.1
Theater Guild	5.4	Big Story	16.9
Ozzie & Harriet	5.3	Fred Waring	16.8
Big Story	5.3	Break The Bank	16.3
Gangbusters	5.3		

Contract At KTTV Is Far-Reaching; No Pay Scales

Hollywood—Screen Directors Guild of America basic television agreement for directors in the Los Angeles area was signed Friday with KTTV, Inc., Times CBS outlet. Contract, signed by Harrison Dunham, KTTV manager, bears May 11 date, harking back to start of negotiations and is effective for the six months, with a clause permitting renegotiation at that time.

The pact guarantees 100 per cent Guild shop, screen credits for directors, broad authority for director to oversee casting, lighting and backgrounds, sight and sound effects, as well as responsibility for camera setups, composition, and integration of all contributing crafts.

Screen credit provisions follow the basic set up under the SDGA motion picture agreements. Terms of the new agreement apply only to direction of live programs and give station directors no leeway with regard to motion picture production by KTTV unless done under the Guild's Article X addenda to the independent-producer Screen Directors Guild basic agreement of 1950.

Due to the KTTV reorganization and moving, the Guild and the station, by mutual consent, deem it advisable to leave minimum salaries for directors to individual negotiation until such time as the KTTV reorganization is complete. Current salaries remain in effect, except for already scheduled raises.

Albert Rogell, first vice-president of the SDGA, announces that negotiations are also pending for contracts at other local TV stations.

Two New Distributors Announced By DuM

Clark Distributing Company, Allentown, Pa., and Rowles Sales Company, San Antonio, Tex., were announced late Friday as the latest additions to the growing list of DuMont television receiver distributors.

In making the announcement, Ernest A. Marx, general manager of the receiver sales division, Allen B. DuMont Laboratories, Inc., said that Clark Distributing has already started franchising retail outlets for DuMont receivers in their territory and that the Rowles organization is one of the southwest's leading appliance distributors and will handle the complete line of DuMont receivers. They are presently receiving applications for dealer franchises, it was stated.

'Invasion Of Privacy' Pro Football Films Brings Sharkey Suit Offered By ABC

Suing for damages of \$300,000, Jack Sharkey, former heavyweight boxing champion, has charged NBC, the Chesebrough Mfg. Co., and Cayton, Inc., ad agency, with an "invasion of personal privacy" by showing on television an individual's performances without remuneration. Strong point of the plaintiff is that contracts for the rights on these films were signed before the advent of TV. Thus, the case is apt to become a test case for similar lawsuits.

Prior to this, all other lawsuits which hinged on the interpretation given to contract inked without specific mention of the tele rights have been thrown out of court by the presiding judges. A decision in Sharkey's favor could mean the end of all special films on sports, news of the day, etc., unless the "actors" as well as the producers were paid for every subsequent showing.

A syndicated series on film featuring the highlights of every football game by member teams of the National Professional League, will be offered to ABC's TV affiliates beginning Sept. 11, it was announced over the week-end by Ludwig Simmel, manager of the cooperative sales dept. ABC.

First film will feature a forecast of things to come by Harry Wismer, ABC grid sportscaster, featured with scenes from the training camps of the various teams.

Doc Kilowatt Says:

"Videotown Shakes Down" said the headline. Seems like TV receiver sales are slowing up, says one reporter of the Videotown study—a dandy piece of work in itself—but interpretively does it show a slowing down of TV sales, or in the above report are we getting percentage figures mixed up with black-strap molasses and acquiring a little slippage? Is 100 per cent of 1000 greater than 75 per cent of 2000 in units? You can't psychologize the unit sales by the people already sold and get somewhere. Sure, the percentage is less but that isn't any stabilizing or slowing down—it's just mathematics. Reminds me of the lumber camp near my home town. They had one hundred men even up and two lady cooks, one of which married one of the "jacks." Local paper came out next day with this headline: "One Man Marries Fifty Percent of the Women in Logville."

DOC KILOWATT

NEW BUSINESS

WCBS, New York: Sheffield Farms Co., Inc., 52-weeks participations in the "This Is New York with Bill Leonard Reporting" program through N. W. Ayer & Son, Inc. Eastern Airlines, New York, 13-weeks announcements in the Jack Sterling program. Agency is Fletcher D. Richards, New York. Pequot Mills, Salem, Mass., through Jackson & Company, New York, 18-weeks participations in the Housewives Protective League series. Whitehall Pharmacal Co., New York, for Hopper White Clay Pack, 11-weeks participations in the Margaret Arlen program effective August 7 through Lynn Baker, Inc. The Borden Co., 52-weeks participations in the Housewives Protective League program on alternate days. Agency is Young & Rubicam, Inc. Same company for Borden's Instant Coffee contracted for 52-weeks participations in the Jack Sterling Show through Kenyon & Eckhardt, Inc. General Motors Corp., Oldsmobile division, 52-weeks Monday, Wednesday and Friday Class A station breaks through D. P. Brother & Co., Detroit. American Limoges Co., for Limoges China, 13-weeks participations on alternate days in the Housewives Protective League program. Agency is Scheck Advertising Agency, Inc.

WNBT, New York: The Fred W. Amend Co., 52-week order for participations on the "Kathi Norris Show." D. L. Clark Co. 13-week renewal of their participations on "Children's Theater." Great Atlantic and Pacific Tea Co. has renewed its schedule of announcements on "Easy Does It" for a 33-week period and Rushmore Paper Mills, Inc., has contracted for station breaks on a four-a-week basis for 13-weeks.

The Amend order, to advertise Chuckles, was placed through Henri, Hurst & McDonald, Inc. The order by Clark calls for participations on Wednesdays and Fridays for a 13-week period. BBD&O is the agency. The renewal order by the A & P was placed through Paris & Pearl. Rushmore Paper Mills, Inc., through Paris & Pearl, will advertise Vanity Fair Tissues via station breaks on Tuesdays, Thursdays, Fridays and Sundays.

Will Act As Judge

Eric Sevareid, CBS Washington correspondent, will join three journalists and two educators to form a panel of judges making the 1950 Press Leadership Awards, sponsored by WICU, Cornell University station, and weekly newspapers of upstate New York and northern New Jersey, at Ithaca, N. Y., August 12 and 13.

The award winners are chosen from among the weekly papers whose material has been used during the past year on WICU's weekly "Radio Edition of the Weekly Press."

THE WEEK IN REVIEW

... Radio-TV News Highlights

By BILL NOBLE

HIGHLIGHT of the week was the refusal of the four networks to sit in a special meeting with the ANA for the purpose of exploring nighttime network radio rates. Networks declined the ANA's invitation on advice of legal counsel that they might be exposing themselves to an investigation under the anti-trust laws. Telegrams were received by the networks, from the ANA, cancelling the meeting. RADIO DAILY's expose of the plans of the ANA was a factor in the decision to call off the meeting.

NBC's new network presentation for radio broadcasting, presenting a realistic approach to the subject of mass circulation for all media, was shown to several agencies. In the new brochure, NBC shows that radio, covering 95 per cent of the country, is almost as big as America itself and that network radio is greater than all newspapers put together, all magazines combined and six times as big as TV. NBC admits that TV will have 10,000,000 homes for the coming season, but contends that AM listening in TV cities will be down only 6.7 per cent.

With the passing, by the House, a bill designed to amend the Tariff Act, to make news reports taped or recorded abroad tax exempt, radio was one step closer toward the lifting of the U. S. Customs red tape which has hindered broadcasters in the past. Senate passed the McFarland bill for the second time. The bill, in part, would restrict former members of the FCC from representing clients before the Commission for at least one year following resignation.

General Electric announced that they have developed a new color TV system. Announcement was made at this time as the FCC is studying other methods and G. E. wants 90 days in which to perfect their new "frequency interlace" system. Construction of the new TV tower atop the Empire State Building was started with Mayor O'Dwyer driving the first rivet, gold plated, into the tower. Tower is scheduled to be completed in December at which time five TV broadcasters, WNBT, WJZ-TV, CBS-TV, WABD and WPIX, will telecast from the tower, 1,280 feet above the ground level.

CBS announced that an all-out radio promotion campaign will be conducted by the network in the Fall. Pointing up the importance of news, ABC announced that one hour and forty minutes of afternoon air time, devoted to news, has been sold to the Scrutan Company. DuMont listed net profits for the first half, 1950, as \$2,797,000, up 57 per cent over the corresponding period last year. Daytime TV audience viewing increased 49.2 per cent in past fourteen months, according to a survey released by Advertest Research. Study was conducted in the New York Metropolitan Area. Frederic W. Ziv

Company announced expansion of their sales organization.

Fewer than 1 per cent of the Soviet Union's 211,000,000 population can even hear the Voice of America, according to figures compiled by the United Nations Educational, Scientific and Cultural Organization. The report shows that there are only 1,300,000 regular radio receivers in all of the U.S.S.R. Blaw-Knox, commenting on reports that the price of radio towers has risen, said they were still quoting from their price lists of 1948.

Reaction in advertising circles was mixed concerning the purpose of station reps to sell TV films on a national spot basis. Firms undertaking the experiment are Blair-TV; Free & Peters, Inc.; and The Katz Agency, Inc. The group has already acquired rights to the new "Sherlock Holmes" series, now ready to go into production.

University of Pennsylvania football games will be televised during the coming Fall over WPTZ, Philadelphia. Three year contract was entered into between the TV station and the University. Latest figures on TV sets in the U. S., released by Hugh Beville, NBC's director of plans and research, reveal that, as of July 1, there are now a total of 6,510,500 homes equipped with TV.

MBS survey claims lead in 116 markets, based on a Crossley study, tabulated from 552,000 telephone-coincidental interviews. According to claims, Mutual led with 58 per cent in daytime and 53 per cent at night—more than all other network and independent competition combined.

American families spent a total of \$2,166,000,000 last year on radios, phonographs, TV sets, records, pianos and other musical instruments, and repair of radio and TV sets, according to the Department of Commerce. Figure for repair of radio and TV sets was \$177,000,000. Emerson Radio & Phonograph Corp. announced increases in the prices of TV sets. Company blamed shortage of parts as major factor in increase. Emerson was the first to boost prices on receivers.

Associated Press attendance figures at major league baseball parks, released July 23, show that the Pittsburgh Pirates — only major league team not televising games—had the greatest percentage loss in the National League. Loss figure was 18 per cent. Meanwhile the Philadelphia Phillies, currently leading the league, and televised, have upped their home attendance figures by 39 per cent. Procter & Gamble will sponsor all time musical hits over NBC-TV for the coming season.

FCC approved three new daytime AM stations and one full time station. TV stations are expected to be hardest hit by Selective Service calls for the military.

BEHIND THE MIKE

A NEW hunting and fishing show "Sportsman's Club of the Air" debuts over Mutual on Aug. 10th. Emceed by Milo Boulton, it's a Ray Nelson production.

That was a zingy tete-a-tete Merle McHugh had with Geo. Putnam the other p.m. on DuMont.

Elliot Lawrence had no idea that "The Fightin' Phils," a tune which he wrote, would reach such proportions. The Phila. Phillies are selling thousands of copies of sheet music and recordings of the tune at ball parks.

John Reed King, who handles contestants so diplomatically, has a degree in psychology from Princeton University.

Ilona Massey, star of NBC's "Top Secret," has decided to continue her music studies at the rate of 20 hours a week. In her native Hungary she appeared in many operas.

Guy Lombardo's East Point House Restaurant in Freeport, L. I., features on its menu, "The Sweetest Lobsters This Side of Heaven," and sells an average of 3,000 per week during the summer months.

Dan Seymour was forced to turn down his White Plains' neighborhood petition that he run for political office. Three radio-TV shows per week take up too much of his time.

Arlene Francis, TV's first lady, is the grand-daughter of a former governor of Arabia.

Rosemary Clooney, who earns less than \$75 per week a year with Tony Pastor, now thrushes by the tune of \$100,000 yearly.

Mrs. Morey Amsterdam received a \$6,000 mink jacket as a birthday gift from her comedian-hubby.

Sammy Kaye, who already manages singer Don Cornell, is expanding his Artists' Bureau to include other acts.

Ben Grauer, who entered the Broadway production field this week, will not quit radio, despite the rumors.

Now that Paul Weston has left Capitol Records, Gordon MacFarlane will be backed by Frank DeVol.

Toni Arden sez: "Men who tell me they'd rather hear me sing than eat are just too cheap to take me to dinner."

Garry Simpson will direct and produce the Ballet Theater on NBC-TV July 16th, starring Nora Kaye and Igor Yousevitch in "Giselle."

Kurt Hoffman has acquired an interest in two new music publishing firms—one a BMI licensee and the other ASCAP.

Will Present Awards

Presentation of the Seventh Annual Donaldson Awards for the City on Broadway, will be aired by ABC in cooperation with Billboard Magazine, on Monday, July 31 from 11:00 p.m., EDT to midnight. Awards will be presented in 17 categories to actors, actresses, playwrights and others associated with the past Broadway season.