ANNUAL OSI RADIO AWARDS ANNOUNCED

NAB Board, Indocration Meet June 19-22

Special Session Set For Five New Members

Washington Bureau of RADIO DAILY

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

Generoso Pope Dies; Was Owner Of WHOM

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

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

Hooper Curtains Service To Northwest Area

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

About Benny

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

Coy Reported Optimistic

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

So. Calif. Programs Better, Says SCABRT

West Coast Bureau of RADIO DAILY

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

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

NAM Radio Quiz Program Will Have ABC Premiere

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

Radio-TV Sales Competition Shows Radio Holding Own

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

Observers returning to New York after having visited several key center cities find that radio sales are up on the local level, national spot business is as good or better than last year, and that the prospects for the coming fall are good. One factor that has helped radio sales is the fact that stations can deliver air time on a spot or program basis at a lower rate than is currently asked by TV stations.

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

103 Radio Awards Released By Institute

(By Staff Correspondent)

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

Would Widen 'Voice' Broadcasts Abroad

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

Judge Miller Bows Out Of Radio Chairmanship

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

Hit By Strike

One of a small number of offices affected by strike of apartment elevator operators which began last week in New York City were those of BAB and BMB on the 11th floor of the Hotel Magnificent on Park Avenue. At last report, BAB's Charlie Bateon and BMB's Ken Baker gave no immediate indications of approaching collapse.
MIKE DANN, trade publicist at NBC, is in San Francisco for a two-week visit as part of the "Newsmen's Guild of the Air" program.

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

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

GROUCHO MARX, one of the Columbia network’s chief comics, left yesterday for the West Coast. He had been in New York for the past two weeks.

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

Hooper Curtails Service to Northwest Area

(Continued from Page 1)

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

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

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

Judge Miller Bows Out
Of Radio Chairmanship

(Continued from Page 1)

the Hoover Report, it was learned on Friday, with NAB’s board adopting a resolution against the report because of its proposal to reorganize the FCC, Miller’s position would have been a difficult one, had he accepted.

Annual RCA Meeting

The annual meeting of the RCA stockholders will be held tomorrow, May 3, at 3 p.m. in studio 9-B, the National Broadcasting Company in Radio City.

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

PHIL BOTTFIELD, assistant director of public relations for SBTN & Bowie, is touring the Eastern cities on behalf of B&B.

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

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

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

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

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

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

Here’s why: W-J-T-H regularly delivers more listeners-per-dollar than any other station in town.

And at such low costs!

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

FINANCIAL

(April 28)

NEW YORK STOCK EXCHANGE

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Bruns Joining WJZ-WJZ-TV

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

WBEW

PLATTSBURGH, N.Y.

AMERICAN BROADCASTING CO.

CONSISTENTLY SELLING THE NORTH COUNTRY’S BIGGEST MARKET


RADIO DAILY

Established Feb. 9, 1937
Vol. 51, No. 21
May 1, 1952
10 Cts.


MARVIN KIRSCH : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N.Y. (135), Published by American Broadcasting Co., Inc., W. W. Alcicote, President and Publisher; Donald M. Messer, Treasurer; Van Buren, Vice-President; Marvin Kirsch, Vice-President; Chester B. Kahn, Vice-President; Charles A. Alcicote, Secretary. Terms (Postage free) United States (other than California) $10.00 one year; California, $10.00. Foreign, $12.00. Address all communications to Radio Daily, 1501 Broadway, New York, N.Y. Phone Wisconsin 7-6336, 7-6337, 7-6338.

Cable address: Radiady, New York.

WEST COAST OFFICES

Executive Manager:

6425 Hollywood Blvd. Phone: Gladstone 6458

WASHINGTON BUREAU

Andrew H. Oliver, Chief 6417 Duane St. Phone: Wisconsin 3271

CHICAGO BUREAU

Herbert M. Kraus 105 West Washington. Phone: Andover 3-0509

SOUTHWEST BUREAU

Paul Bird, Manager Suite 314, Thomas Bldg. Dallas, Tex. Phone: Riverside 3461

ROME BUREAU

John Lehman, Chief Lud Mellon 18

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

MRS. 3-Month Total

Triples The ’49 Figure

(Continued from Page 1)

included on 134,629 of the TV sets reported.

The first quarter production by RCA companies was 21 percent higher than the rate for the fourth quarter of last year—a record productiv-

period—and more than triple the figure for the first quarter of 1949. March production hit a new high of 228,977 sets over a five week period. Highest previous figure had been 214,223 for November of last year.

The weekly production rate was up 14 percent over February and 120 percent over the average weekly figure for 1949.

Calls TV ‘Biggest Boon’
to Appliance Industry

(Continued from Page 1)

which TV has bolstered the over-all electrical industry: by its own tre-
mendous volume of business, as a sales inducement for new types of lighting, encouraging labor-saving appliances in the home to allow more leisure time, and as an adver-
sizing medium. Concluding his talk, Mills dubbed Atlanta one of the South’s top leaders in the field of television.

WFIL Gets Safety Award

For its contributions to highway safety during 1949, WFIL in Phila-
delphia has earned the Alfred P. Sloan Highway Safety Radio Award, given annually to the local station writing the most effective safety campaigns. Announcement quickly followed Public Inter-

ests for 1949 that were voted to WFIL, and together with the Philadelphia In-
quirer by the National Safety Council. The Highway Safety award will be presented at a reception and dinner at New York’s Waldorf-Astoria, May 8.
here's a new service that can pay off fast for you

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

Costs You Nothing.
Ramer Service offers your station a continuous source of revenue from the sale of new and varied merchandise on which you receive 30% of the selling price of each item ordered through your station. Commission payment for every order you send us is guaranteed.

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

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

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

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


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

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

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

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

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

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

NAB 'Indocination,' Board Meetings Set

(Continued from Page 1)

RSWS, Winston-Salem, N. C. (District 4); Harold Wheelahan, WSME, New Orleans, La. (District 6); George J. Higgins, WISH, Indianapolis, Ind. (District 8); Jack Todt, KAOTO, Chicago, Ill. (District 12); and William C. Grove, KFBC, Cheyenne, Wyo., (District 14).

Directors—large who will attend are: A. D. Williams, WAGA, Augusta, Ga. (medium stations); John Eau, KTUL, Tulsa, Okla. (medium stations); Pat McDonald, WWHM, Memphis, Tenn. (small stations); Edgar Kobak, WTTW, Thomson, Ga. (small stations); and Ben Strouse, WWDC and WWDC FM, Washington, D.C. (FM stations).

Main Street

by SID WHITE

Man About Manhattan...!

By S. WILLIAMS

WNL Radio Quiz Program Will Have ABC Premiere

(Continued from Page 1)

NAM Radio Quiz Program Will Have ABC Premiere

(Continued from Page 1)

Industrial programs to industry leaders.

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

Reports On Skatron

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

IN HOLLYWOOD

La cigarena at fourth floor
Conde
French Restaurant

Monday, May 1, 1935

Lightning Arrester Work

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

Jamaica Station Planned

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

Why buy 2 or more

do 1 big sales job

on "RADIO BALTIMORE"

Contact

EDWARD PETCY CO.
Generoso Pope Dies; Was Owner OF WHOM

(Continued from Page 1) The raising of $300 per week, and shortly thereafter was a water-boy in a sand bank in Port Washington. Fifteen years later he became president of the same company at which he had begun his career as water-boy. At the time of his death he was president of Colonial Sand & Stone Company, Inc., largest company of its kind in the world.

In 1928, he purchased 11 Progresso Italo Americano, oldest and largest Italian newspaper in the United States. He acquired WHOM in 1946. He is survived by his wife and three sons, Fortune R., Anthony J., and Generoso P. Pope.

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

Seeks To Buy WHOW

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

AVAILABLE

TOP FLIGHT
ADVERTISING & SALES PROMOTION EXECUTIVE

○ Production
○ Department Manager
○ Budget Planning
○ Space Buying

Department Store and Radio Network background, Supervised art and production, as well as the building of company's advertising and public relations mailing lists. Office manager, coordinator, etc. Never missed a deadline in carrying out the tasks assigned. B. S., from some of the best colleges in the country.

Best of references. Age 38. Write Radio Daily, Box 125, 1501 Broadway, New York, N. Y.

RADIO DAILY

WINDY CITY WORDAGE

BY HERB KRAUS

Chicago

• One of the few pleasures accorded a Chicago radio and TV editor is the privilege of calling on Winkie, Frank, and Ollie personally when television screen. Within a few short weeks the press has seen them "au naturel" at the Chicago TV Conference, the NAB Television session. Kukla's induction into the Actor's Club, and the dedication of the RCA exhibit at the Museum of Science and Industry. To our mind the Kuklapolitan players will attain the same eyeless niche as have Pinocchio, Grilman's Fairy Tales, Alice in Wonderland, and all the other great masterpieces which possess the rare facility of entertaining the adult and the sophisticated while at the same time entertaining the young and the innocent.

They have to be a little immature to be unable to appreciate the infra-human antics of these delightful characters. A low bow to one television's noblemen—Burt Kilstrom.

Carlos Perel, hard working radio gal at Arthur Meyerhoff's emporium in the Weigley building, will be married in May to Bernard Colby, barrister. . . . It couldn't happen to a nicer time buyer. . . . Wealthiest exhibit at the recent NAB shindig was the C. P. MacGregor transcription outfit. . . . Bill Mertz claims to have gone up $600,000 in cash to all comers. However, it consisted of what we used to call—in pre-television days—"stage money." . . . Another convention memory—the only two non-BMI songs played at the NAB banquet were "Mule Train," sung by Frankie Laine (by request), and "Happy Birthday," sung by the assemblage to popular Ed Kobak.

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

Trav-ler Radio Corp. plans to double its teletext output by July 1. . . . They are completing a 3000 square-foot addition to the plant at Orleans, Indiana. . . . Miss Pauline Powers, 56, named "best teacher of 1936" in the Quiz Kids fifth annual contest, was in Chicago last week preparing for the presentation Sunday, April 30th. A teacher for 40 years, Miss Powers instructs blind students in Youngstown, O. . . . John Meck, president of John Meck industries, TV manufacturers, has been elected president of Scott Radio Laboratories, which has become affiliated with the Meck Company. . . . Our young daughter, Gale Ann, age 22 months, is presenting quite a TV problem in the house. . . . She discrimins to watch Super-Circus in spite of the animals but sits enthralled thru Ed Sullivan's "Talk of the Town." If this trend continues, current surveys won't be worth the paper they're written on, and what will poor Nielsen do then? . . . Famous Last Words: As the FM station owner wailed when the city council outlawed music in the busing: "Sie Gloria Transit Radio."

Ohio Story On Air

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

Discuss Mental Health

Hollywood — Judge William B. Needly, president judge of the Psychopathic Department of the Los Angeles Superior Court, and Sydney Zagory, of the California Committee for Mental Hygiene, discussed mental hygiene at the KFWB Friday evening. The program was dedicated to national mental health week.
103 Radio Awards Made By Institute

(Continued from Page 1) American Exhibition of Educational Radio Programs announced today by the sponsoring Institute for Education by Radio which will open its 20th annual four-day conference Thursday.

In addition to the 103 awards to aural broadcasting, there were 11 awards to television programs.
The judging was broken down into four major classifications, as in former years. In the network classification, there were 20 first awards, 12 honorable mention awards, and five special awards. NBC won seven firsts, three honorable mention awards, and one special.

CBS and NBC had five first awards and three honorable mentions. It also won three of the four network shared one special award for broadcasting "Memo From Lake Success," while CBS won two special awards of its own.
The Mutual Broadcasting System took down three first awards and one special, where ABC won three honorable mention citations. In the television awards, also judged under the network classification, NBC had three first awards and CBS the other two that were announced.

General Foods Buys Time On Alaskan Group

All six stations of the Alaskan Broadcasting System have been added to the list of stations carrying the NBC show "Farther Knows Best," the new General Foods Maxwell House division, Pan American Broadcasting Company, said in announcing stations announced yesterday. A Special contract covering the broadcasts in Alaska with the first airing scheduled for March 1.
The half-hour program starring Robert Young will be recorded in Seattle and sent to the stations via disc. Agency is Benton & Bowles.

Annual Board Meet Held By Canadian Marconi Co.

Montreal—Following the annual meeting of Shareholders of Canadian Marconi Co., held here last week, S. M. Finlayson, general manager, announced that the company's radio service, beginning the first quarter of 1950 were "encouraging." He added that results were better than in the like months of 1949. General Foods Maxwell House division, Pan American Broadcasting Company, said in announcing stations announced yesterday. A Special contract covering the broadcasts in Alaska with the first airing scheduled for March 1.
The half-hour program starring Robert Young will be recorded in Seattle and sent to the stations via disc. Agency is Benton & Bowles.


www.americanradiohistory.com
FIVE OHIO S. AWARDS FOR TELE

I TELE TOPICS

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

CECUULATORY INTERESTING is the story that just received from Hollywood. The treatment for M-G-M’s new release, “Scabrt,” seems sure to make Lewis’ new show a hit. The Lewis show is the intelligence that, due to an increasing demand for their services, Fairbanks Productions has begun a conversion of its anned building to another sound stage. That activity that Charles Laughton’s readings of discussions of Bible passages may be a feature akin to the show, and Lewis’ sound on a bad idea. Broderson signed the lead role on Board Croft’s “The Big Story” May 6th edition of over 42 others aspirant who worked for the part. The program is an NBC telefeature.

KEDNEY SMITH replaces Kathi Norris at DuMont today. Norris switches to WNBC-TV. “Hands of Desperation” will be sponsored over WABD by New York Chevrolet dealers.

G-TV will do a special show, “A Measure of Freedom” on May 7 on behalf of the Anti-Defamation League. Cast of governmental VIPs, athletes, and leaders were given an over 40 other aspirant to the part. The program is a telefeature.

RCA Equips First Mexican Station

Mexico City—Mexico’s first tele station, scheduled to go on the air this summer, will be equipped with a 500-watt transmitter and associated tower and mobile pickup units supplied by RCA. The station, which will operate on Channel 4, will be located in the 20-story National Lottery Building in the center of this city. It will be owned by Ramona O’Reilly.

Press-Time Paragraphs

Sets Selling 1,000 A Week

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

So True!

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

So. Calif. Programs Belier, Says SCABRT

(Continued from Page 1) during a specified week from a previous 91 to 18, a decline in television hold-ups from two to seven, and one jail-break instead of two. The SCABRT second survey covered the hours of six and nine p.m. during the week of March 20 and the first survey covered the same hours during a similar week’s study last November.

Mrs. Logan said, however, that there is still an abundance of attempted murders, drunkenness, brawls, false arrests by burglary and corrupt police and other unsavory fare. She continued, appears very vivid to children.

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

Will Preview DuMont Line

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

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

CBS Leads Pack, NBC Close, ABC 3rd

Television programs received five first awards and six honorable mentions without regard to program classification from the 20th Annual Institute For Education by Radio, Announced by University, which has been announced. First award programs in television included “Mr. I. Magnification,” (CBS-TV) for the skilful blending of education and entertainment, “Studio One” and “The Ford Theater” (both CBS-TV); “Meet the Press,” (NBC-TV); “Kukla, Fran and Ollie,” (NBC-TV) for maintaining the high standards of quality, originality and imagination that make it the most engaging five-times-a-week program in television, and “Your Show of Shows,” (NBC).

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

Mirror Double Winner

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

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

NAB TV Survey

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

Glen Perkins Class Speaker

*Wichita, Kans. — Glen Perkins, sponsor of WKU-FM, KFQP, and Western News editor for the United Press, addressed radio and journalism classes at the Wichita University Wednesday evening.*

Glen Perkins spoke on sports publicity.

**ROYER JOINS WCSI**

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

**Atomic Energy Speakers On WDRC**

Hartford, Conn.—Three speakers at the Atomic Energy Institute held at William Hall High School here were interviewed in a series of programs by Philip L. Corbeiller of Harvard was interviewed on April 24th; Albin E. Johnson, consultant on atomic energy for the Conn. State Police and Harry A. Winne, General Electric Co. executive, was interviewed on April 28th.

**Radios For WONS Listeners**

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

**JOIN KSF STAFF**

Wichita, Kans.—Paul Wilson has joined the sales staff of KHF and KXPF. Wilson is a radio veteran of 13 years experience and was formerly with KANS as program director.

**New Morning Series On WTIC**

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

**Staff Promotions At WKNE**

Kenee, N. H.—Osborne C. Wade has been named program manager of WKNE, it was announced by the directors of the station, Howard E. White and Paul Whitaker. Wade has been Sales and Personnel director and news editor; Ernest Batchelder, chief engineer, will assume the added duties of director of operations; and Arthur N. Gooday will become active in sales service and will superintend the regular duties as announcer and record library assignments.

**THE WEEK IN REVIEW**

*Highlights Of Radio-TV News*

**BY BOB GREEN**

The pattern of news was irregular last week as a result of the opening of the dealers desks following the NAB convention. Setting the pace for the most part were top personality in 20-network radio. George W. Cooney, General Lucius D. Clay, former military governor of Germany, was offered the presidency of RCA, but turned down the post to accept the chairmanship of a "Cruise for Freedom" to be sponsored by the National Committee for European Action. FCC chairman announced that he does not plan to seek reappointment when his term expires in April. General David Sarnoff forecast that the outcome of the 1952 presidential election may well hinge on a split vote for or against TV. Also speaking on video was Spuyt P. Skouras, 20th Century-Fox president, who said a bright spot for the industry was the broadening of off-phoneline. Two network presidents, Frank White of MBS and Frank Stanton of CBS, were elected to terms on the Advertising Council.

In the networks, a surprise strike by the National Association of Broadcast Engineers, promised to cause chaos. Station managers caught ABC and NBC off guard and interrupted regular schedules. Later in the week, however, a new agreement was reached between the groups for an 18-month period. In another labor hassle, the Screen Actors Guild, its jurisdictional dispute with Television Authority over talent asked the NLRB in California for certification as bargaining agent. Other developments included: plans for covering the Fall elections; the signing of the U.S. Steel Corp. for a renewal of their pact; a 10th anniversary on NBC and numerous revisions of programs for the sumer.

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

Other items: WINS got an in on the NFL football action, with a union from picking the station, claiming that their contract had expired. WJTV's Joe Ramon Quinones, president of WAPA, said that radio is the public information and entertainment lifeline for Black people; Slinger & Co., Inc., folded its radio and TV measurements; AAAA announced new officers and government support. ASCAP's station planning and advisory committee met in New York; ASCAP reported its income about that in the previous year; H. J. Heinz Company renewed its sponsorship of "Ozzie and Harriette"; CBC reported it would have a deficit for the year ending March 31; the Springfield, Mass., farm club of Chicago waived its right to ban 1953 World Series MVP, and Camelon bought a five-minute baseball summary following the NBC "Game of the Day" and the New York Giants' victory over the out-of-town listening audience, expanded its coverage of traffic reports.

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

A NAB sponsored code for video was said to be unlikely in the near future by George Marsham, NAB TV head. "TV bills in March, climbed more than one-million dollars since March, 1949... Chicago becomes a borough to review video shows... Dancer-Pfitz-Jam-Sam-son sought rate slashed for re-uns for the "Lone Ranger" over ABC-TV... Prospect of a new TV center on the New Jersey side of the Hudson River was reported by Gov. David Cole. Cozy Mestre of Cuba completed deals for TV equipment and toured stations before returning home... Code is now had an "electronic color system... TV sets in use were reported at more than five-million on April 10, 1950 by NBC research.

**World Renewals Report**

Twenty more radio stations have agreed to renew or extend the contracts for use of the WDRF Broadcast System's transcrib library service. The announcements were from: Fordham, N. Y., KFUN, Las Vegas, N. M.; WWS, Glens Falls, N. Y.; WWST, Woodbine, Annapolis, Ohio; WELC, Sandusky, Ohio; KVLH, Pauls Valley, Okla.; KRN, Rosenberg, Ore.; WBDO, McKeenop, Mo.; WJG, Alexandria, Va.; WAKS, Fort Worth, Texas; WYKJ, Denver, Ill.; WZZ, Tripoli, Iowa; KSCI, Sioux City, Iowa; KRM, Kansas City, Mo.; WMU, N. J.; WMRC, Greenville, S. C.; at KRRV, Sherman, Texas.
NAB EXECS TO MEET WEB OFFICIALS

Leaders Invited To Conference At NYU

Top executives of all advertising media are being called together by New York University for an advertising convention on May 11 and 12 to discuss practices, theory, and education in advertising. The university, which was primarily interested in getting ad execs to pool their opinions (Continued on Page 3)

Stanton Makes Issue Of AM Research Data

Declaring that "the air is full of saucers, slide rules and dead cats these days," Frank Stanton, president of CBS, yesterday sent a letter to the agencies in which he charged "conflicting network leadership claims are creating confusion in many people's minds." This can be damaging, not only to radio, but to all advertising—since (Continued on Page 3)

Urge FCC To Recognize Culture, Art In Programs

Washington Bureau of RADIO DAILY
Washington—High-level programming, meeting cultural and artistic needs not provided for by most broadcasters, should be so recognized by the FCC, the Commission (Continued on Page 3)

Broadcast Sign

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

Poll Seeks Agreement On BAM Board

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

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

Hayes Gets TV Rights To 3,600 Coast Reels

West Coast Bureau of RADIO DAILY

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

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

Streibert Hosts White: Speaks On MBS Surplus

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

Additional Awards Announced By OSI

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

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

Cincinnati Agency Opening N. Y. Office

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

Pillsbury Mills Renews Grand Central Station

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

New England Show

Boston—The first Boston showing of the all-industry movie, "Lighting That Talks" will take place at the luncheon-meeting of the Radio Executives Club Wed-

www.americanradiohistory.com
COMING AND GOING

STERLING W. FISHER, manager of NBC's public affairs and education department, and DORIS COWTH, supervisor of radio and television programs, will leave for Columbus, Ohio, where they’ll participate in panel discussions at the last for Education by Radio held by Ohio State University.

LEON LEVINE, director of discussion programs for NBC, has returned from a two-week flying trip to Rome, Paris and London.

RAYMOND P. GUY, manager of radio affiliation and engineering for NBC, also president of the IRT, returning from a series of TV conferences in Cincinnati.

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

ELEANOR FITZWILLIAMS, switchboard operator of WEMP, Chicago, Illinois, will leave for a two-month leave of absence.

Americanism Series Announced By World

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

Carolyn Turner

Miss Carolyn Turner, forty-six, a senior time buyer for radio and television for Young and Rubicam, Inc. died Saturday (April 29) at Harkness Pavilion, Forest Hills, New York. Miss Turner, born in Philadelphia, lived in New York at 135 West Sixteenth Street. Surviving are her parents, Mr. and Mrs. Henry C. Turner, Sr.; a sister, Mrs. John Guynon, and a brother, Henry C. Turner, Jr. A funeral service will be held at 3 p.m. today at the John Guynon & Sons, 80th street & Avenues 14 at 14th Avenue, and Pleasant Vale Cemetery, New Jersey.

NAB Execs. To Meet With Web Officials

(Continued from Page 1)

Jack Mitchell, of the American network’s radio sales department, is about the Queen of Bel-Elizeth bound for a three-week vacation in Europe, where he’ll visit England, France, Switzerland, and Sweden.

Clarence Wheeler, vice-president of NAB, Columbia network affiliate in Rochester, N.Y., is in town for conferences with officials of the network.

Grace Johnson, director of publicity for the ABC, today boarded the motorship Ostfjord for a trip to Norway, where she plans to spend a few weeks. She expects to return to New York on May 19.

Jerry Fairbanks, planning his own plane, has arrived in New York for several weeks of conferences with television executives. He is accompanied by Lawrence Aicholz, head of the Fairbanks sound department, and NAT WINEOFF, director of the Fairbanks music publishing company.

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

Cincinnati Agency Opening N. Y. Office

(Continued from Page 1)

of the radio and TV department, temporarily in charge. Dunn, radio and television producer-director for N. W. Ayer and Son for the past nine years, will supervise the opening of the New York office and will return to Cincinnati at a later date to handle the agency’s radio and television activities.

New KTAL Musical Show

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

“Okay, Louie, the coast is clear…”

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

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

W-I-T-H is the big bargain buy in Baltimore. It regularly provides more listeners-per-dollar than any other station in town. W-I-T-H has a BIG audience, too—it covers 92.3% of all the radio homes in the Baltimore trading area.

Call in your Headley-Reed man and get the full story today.
NYU Seeks Opinions On Educational Adv.

(Continued from Page 1) on the future of advertising for the benefit of its students, has picked the occasion of the fiftieth anniversary of the Golden Jubilee Ad Convention. Being thrown open to all advertising people as well as students and faculty members, the convention is expected to attract large crowds to the Park Sheraton Hotel in New York for one session on the 11th and four on the 12th.

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

Lowsen to Speak

Speakers during the first day of the convention will include, among others, the following: Elridge Peterson, editor of Printers Ink, will moderate. Principal speakers on this subject are Otto Kiepper, president of the Klepper Co.; Robt. W. Gray, advertising and sales promotion director of Esso Standard Oil Co., and director of the Ad Council; and William E. Robinson, executive vice-president of the Ad Council.

During the afternoon sessions, Bruce Robertson, of Broadcasting Magazine, and John Crickleton, executive editor of Advertising Age, are moderators of the discussions which are respectively: “Television — Its Place in the Market” and “Is There Room for Control? Should Government Go In Advertising?” Speaking on the former topic will be David Gittinger, v-p of CBS, and Kendall Foster, v-p of William Ety Co. And on the latter topic, the speakers will be Daniel J. Murphy of the FTC, and George S. McMillan, v-p of Bristol-Myers Co.

Hayes Gets TV Rights To 3,600 Coast Reels

(Continued from Page 1) for $13,000. Hayes, in addition to his radio newscasts, is also producing TV subjects as head of Hayes-Parnell organization.

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

Pillsbury Mills Renews Grand Central Station

(Continued from Page 1) or 2 weeks effective with the Saturday, June 3, program, presented at 10:00 p.m., E.D.T., has been sponsored by Pillsbury since March 3, 1944. Agency for the sponsor is Leo Burnett Co., Inc.

Chevrolet Surveying Spot Radio Markets

(Continued from Page 1) that the response from the stations will determine plans. Chevy was previously in spot radio in 1927 on some 300 stations, but dropped out for a while after it ran into difficulty with Internal Revenue because of dealer allowances for advertisers.

Streibert Hosts White, Speaks On MBS Surplus

(Continued from Page 1) casion of Frank White’s first anniversary as web president. Streibert and other members of the MBS executive staff staged a surprise lunch- 

Mat-Ladies On KLAC-TV

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

WDRC

A New Business in Hartford!

Your best buy in Hartford! Send for new Market Study, now going to press! White Wm. Malo, Commercial Manager, WDRC, 791 Main St., Hartford, Conn.

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

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

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

Specifically: the combined total weekly daytime audience of the stations of the NBC Network is 35,430,900 families—3,000,000 more than the second network. At night the figure is 37,750,000 and that's 4,870,000 more than the second network.

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

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

And in 1950, advertisers are again making NBC their first choice.
One recent record-breaking example: General Mills has signed with NBC to sponsor 65 evening half-hour programs to run through the summer.

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

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

Tell America you need NBC

America's No. 1 Advertising Medium

A service of Radio Corporation of America
MAN ABOUT MANHATTAN

By SID WHITE

Man About Manhattan...!

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

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

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

- • • • IMPressions: Marle Wilson: The girl you never wind up with, darn it. ... Vaughn Monroe: The Big Lift. ... Arthur Godfrey: A guy whose smile is his umbrella. ... Milton Berle: A man's best friend is his mother. ... Charlie McCarthy: That next door brat.
IBA TO REVIEW '48 PRINCIPLES

TELE TOPICS

THERE'S NO BUSINESS like show business and Milton Berle proved it again this week— with his NBC-TV Telethon on behalf of the Damon Runyon Cancer Fund which netted a million and a half dollars Berle actually took the brunt of the physical travail, but also to be applauded NABC for giving freely of the time and the NBC Guides who stayed on for long time. Berle's producers, Irving de and Bill Gordon, who mastered the telecast; Marko, the clown, for whose 18 years of work will triple the company's an aeolian; and the hundreds of listeners who aided the phone. Finally, the talent who guests are mentioned only over the rich in which they willingly took part. It was a great show for a great cause in memory of a great— Damon Runyon.

WALTER WINCHELL's appearance on the Berle Telethon underlined WTV's eminence as a potential star. Since millions regarded his appearance in the field of show business, it is safe to say that he jumps in soon. It is a sign that he will bring to the Berle Telethon the vast experience of showmanship that television needs for its full dramatic effect.

Bill Hayes really scored as a first-rate host of the "Silent Voice" program on the Ken Murray show. The show was nothing to write home about, but the broadcast was a hit—on account of the voice he is known for in the record of the color hearings. What he apparently believes, as it emerged from lengthy and com- plex testimony, is that the Commission should take the record of the current hearing and turn it over to NSC or some other representative group of top industry engineers. Within ten or 12 months, standards could be worked out—probably combining the best features of the presently proposed systems.

SONGS WITH THE LARGEST TV AUDIENCES

Survey Week Of April 21-27, 1950

The Top 5 Songs of the Week

God's Country: Rogers, Robbins
I Knew You Were Coming: Rockwell
Music Music Music: Feist
When You Were A Tulip: Feist
Wilhelm: Feist

Dektown Struters Ball: Feist
Let's Take An Old-Fashioned Walk: Berlin
St. Louis Blues: Handy
Take Me Out To The Ball Game: Feist
You Do Something To Me: Harm

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Baker Against Setting Color Standards Now

WPIX And WNBT Expand Day Shows

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

Dr. Baker said he does not think the Commission has the time, the manpower or the knowledge to set standards, basing his determinations upon the 10,000 pages of testimony now in the record of the color hearings. What he apparently believes, as it emerged from lengthy and complex testimony, is that the Commission should take the record of the current hearing and turn it over to NTSC or some other representative group of top industry engineers.

Within ten or 12 months, standards could be worked out—probably combining the best features of the presently proposed systems.

WABD, New York's largest television station, went off the air for the second time in a week, starting at 12:30 p.m. with a new program, followed by a cooking show at 12:45 and then continues through the day until the kids shows start airing late in the afternoon.

WABD goes on the air at 3:30 a.m., effective today, with "Camera Headlines," and continues through the day to the kids shows.

Some Vital Statistics

Flaxen engaged in promoting the "Kraft Television Theater" are currently circulating the following information by way of noting the show's third anniversary next week. The KTT's oldest sponsored program, bowed over WNHT when there were only 32,000 TV sets in use in New York. It was the first dramatic show to go over the cable. To date, it has given 156 performances made up of 122 comedies, 56 dramas, 13 mysteries and 11 fantasies. Vaughn Taylor has appeared more than any other actor, 28 times; and Valerie Cestari tops the actresses with 14 appearances. A total of 1,541 roles have had to be filled and the show has auditioned 5,212 actors and actresses. 247 different actors have taken part; 478 actresses and a smattering of children and animals have also appeared. 150 plays have been adapted, the rest were originals written for the program which has used up a total of 101,593 minutes in getting on the air. The largest cast was 25, the smallest two. The anniversary show will be an adaptation of "Macbeth".

Comm. To Make Changes To Fit TV Expansion

An Advisory Committee on Television programming has been established for the purpose of reviewing the "Principles and Policies" established by the "TBA in 1948," and was announced yesterday by the TAA directors in New York. Lawrence W. Lowman, CBS vice president and a TBA board member, has been named chairman of the new group.

TBA directors issued in 1948 "Statement of Principles and Policy" relative to video programming. At that time TBA recommended that this statement be used by all TV broadcasters until a code or guide for the industry was drawn.

The 1948 principles follow:

1. As broadcasters, we recognize our obligation to observe the highest standards of excellence in our efforts to maintain the integrity and the programming of their stations.

2. As broadcasters, we insist upon and maintain the highest potentialities of television, concomitant with its growing influence, on both the public, should create for the television broadcasters, responsible for the presentation of any medium directed only to the eye or to the ear.

3. As broadcasters, we recognize the obligation to observe the highest standards of excellence in our efforts to maintain integrity and the programming of their stations.

4. As broadcasters, we insist upon and maintain the highest potentialities of television, concomitant with its growing influence, on both the public, should create for the television broadcasters, responsible for the presentation of any medium directed only to the eye or to the ear.

5. As broadcasters, we recognize the obligation to observe the highest standards of excellence in our efforts to maintain integrity and the programming of their stations.

6. As broadcasters, we insist upon and maintain the highest potentialities of television, concomitant with its growing influence, on both the public, should create for the television broadcasters, responsible for the presentation of any medium directed only to the eye or to the ear.

The Committee recommended that television broadcasters set aside general principles of service in the public interest which led to the use of radio broadcasting and motion picture developments have been made, so far as they are applicable; copies of the "Motion Picture Production Code" and the "Standards of Practice of the annual Association of Broadcasters" are being sent to each television station.

6. Pending further experiment of the experience, no quantitative limitations for the broadcast of any type of programming standards on the quantitative side, as well as in the qualitative side, will continue to be determined in individual cases by the broadcasters. The Norris Broadcasting system, under the general principles of service in the public interest, and the radio broadcasting and motion picture code.

Truman To Headline Bond Drive Telecast May 15th

NBC-TV will carry a special, exclusive, hour-long broadcast half of the Treasury Department bond drive program on May 15 at 10 p.m. The broadcast will be announce. Featured will be President Harry S. Truman, Secretary John W. Snyder, former FCC Commissioner Fred Honnok, Supreme Court Justice William O. Douglas, Harold Stassen and Paul Hoffman.
NEW BUSINESS

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

Urge FCC To Recognize Culture, Art in Programs

(Continued from Page 1)

was told yesterday by WMCP, Balti-
more. Commissioner Examiner Jack Blum of the Commission last month that WMCP, which is now an FM station only, has been turned down in its bid for an AM frequency—primarily on engineering grounds. WMCP filed exceptions to his decision yesterday. In addition to objecting to his conclusions on the engineering points, Attorney John Clagett took Blum to task for failing to affirmatively conclude that applicant’s program serv-
ices are of important need in broadcast, which has long been neglected, that is to say, the need for a high standard of program services in the fields of music, cultural development, education, health and a method of handling commercial announcements and spots that has a decent regard for a large segment of the public which is offended by singing commercials, long and rateous announcements, bad taste and vulgarity."

"Unique Programming"

Clagett objected that Blum had to conclude that the unique pro-
gramming of WMCP creates overflow in the Baltimore area by adding its high quality musical program service to the popular, dance, hill-billy and other music carried in the Baltimore area. In fact, he held, Blum should have found that WMCP’s policies with regard to spots and commer-
cials constitute a uniquely high and meritorious standard of pro-
gam service, not approached by any other station serving the area. Such service, Clagett said, should be made available to Baltimore lis-
teners regardless of whether they are FM or AM, and he added that Blum should have found the overall programming of the station would further impress as the result of the finan-
cial support of an AM station.

Samuel Ross

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

NETWORK SONG FAVORITES

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

Survey Week of April 21-27, 1950

<table>
<thead>
<tr>
<th>TITLE</th>
<th>PUBLISHER</th>
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</thead>
<tbody>
<tr>
<td>A Dream Is A Wish Your Heart Makes</td>
<td>Walt Disney</td>
</tr>
<tr>
<td>Ask Me No Questions</td>
<td>MGM</td>
</tr>
<tr>
<td>Baby Won’t You Say You Love Me</td>
<td>E. H. Morris</td>
</tr>
<tr>
<td>Bewitched</td>
<td>Campbell</td>
</tr>
<tr>
<td>But Me I Love</td>
<td>Oxford</td>
</tr>
<tr>
<td>Candy And Cake</td>
<td>Acuff &amp; Rose</td>
</tr>
<tr>
<td>Chattanooga Shoe Shine Boy</td>
<td>Acuff &amp; Rose</td>
</tr>
<tr>
<td>Copper Canyon</td>
<td>Johnstone-Montel</td>
</tr>
<tr>
<td>Cross Your Heart</td>
<td>Robbins</td>
</tr>
<tr>
<td>Daddy’s Little Girl</td>
<td>E. H. Morris</td>
</tr>
<tr>
<td>Dear Hearts And Gentle People</td>
<td>E. H. Morris</td>
</tr>
<tr>
<td>Dearie</td>
<td>Robbins</td>
</tr>
<tr>
<td>Did Anyone Ever Tell You Mrs. Murphy</td>
<td>Robbins</td>
</tr>
<tr>
<td>Don’tcha Go ‘Way Mad</td>
<td>Johnstone-Montel</td>
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<tr>
<td>Down The Lane</td>
<td>Broadcast Music</td>
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<tr>
<td>God’s Country</td>
<td>Robbins</td>
</tr>
<tr>
<td>Hoop-Dee-Doo</td>
<td>E. H. Morris</td>
</tr>
<tr>
<td>I Don’t Care If The Sun Don’t Shine</td>
<td>Famous</td>
</tr>
<tr>
<td>I Sold My Palomino</td>
<td>Leeds</td>
</tr>
<tr>
<td>If I Knew You Were Coming</td>
<td>Robbins</td>
</tr>
<tr>
<td>It Ain’t Fair</td>
<td>Robbins</td>
</tr>
<tr>
<td>Love’s Music</td>
<td>Acuff &amp; Rose</td>
</tr>
<tr>
<td>Music Music Music</td>
<td>Acuff &amp; Rose</td>
</tr>
<tr>
<td>My Foolish Heart</td>
<td>Robbins</td>
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<tr>
<td>Santa-Lily-Joy</td>
<td>Robbins</td>
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<tr>
<td>Old Piano Roll Blues</td>
<td>Leeds</td>
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<tr>
<td>On The Outgoing Tide</td>
<td>E. H. Morris</td>
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<tr>
<td>Rag Mop</td>
<td>Hill &amp; Range</td>
</tr>
<tr>
<td>Rain</td>
<td>Robbins</td>
</tr>
<tr>
<td>So This Is Love</td>
<td>Walt Disney</td>
</tr>
<tr>
<td>Sunshine Cake</td>
<td>Burke-Van Heusen Assoc.</td>
</tr>
<tr>
<td>They Say It’s Wonderful</td>
<td>Berlin</td>
</tr>
<tr>
<td>Third Man Theme</td>
<td>Robbins</td>
</tr>
<tr>
<td>Wilhelminia</td>
<td>Robbins</td>
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Second Group

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<th>TITLE</th>
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<tbody>
<tr>
<td>Are You Lonesome Tonight</td>
<td>Bourne</td>
</tr>
<tr>
<td>Canasta Song</td>
<td>Gallicco</td>
</tr>
<tr>
<td>C’est Si Bon</td>
<td>Leeds</td>
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<tr>
<td>Count Every Star</td>
<td>Foxton</td>
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<tr>
<td>Baby Yourself</td>
<td>E. H. Morris</td>
</tr>
<tr>
<td>Girl That I Marry</td>
<td>Burke-Van Heusen Assoc.</td>
</tr>
<tr>
<td>Have I Told You Lately That I Love You</td>
<td>Duchess</td>
</tr>
<tr>
<td>Horse Told Me</td>
<td>Burke-Van Heusen Assoc.</td>
</tr>
<tr>
<td>I Gotta Have My Baby Back</td>
<td>Peer</td>
</tr>
<tr>
<td>I’m Gonna Paper All My Walls With Your Love Letters</td>
<td>Godoy</td>
</tr>
<tr>
<td>In Santiago By The Sea</td>
<td>Acuff &amp; Rose</td>
</tr>
<tr>
<td>Life Music</td>
<td>E. H. Morris</td>
</tr>
<tr>
<td>It’s So Nice To Have A Man Around The House</td>
<td>E. H. Morris</td>
</tr>
<tr>
<td>Monday Tuesday Wednesday</td>
<td>Leeds</td>
</tr>
<tr>
<td>On An Ordinary Morning</td>
<td>E. H. Morris</td>
</tr>
<tr>
<td>Sentimental Me</td>
<td>Knickerbocker</td>
</tr>
<tr>
<td>Spaghetti Rag</td>
<td>Shapiro-Bernstein</td>
</tr>
<tr>
<td>Stay With The Happy People</td>
<td>E. H. Morris</td>
</tr>
<tr>
<td>Sweetest Words I Know</td>
<td>Musicó</td>
</tr>
<tr>
<td>There’s A Lovely Lake In Loveland</td>
<td>Mills</td>
</tr>
<tr>
<td>There’s An X In The Middle Of Texas</td>
<td>Acuff &amp; Rose</td>
</tr>
<tr>
<td>With My Eyes Wide Open</td>
<td>Wray</td>
</tr>
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Telegram from Acuff & Rose

Fourth Group

<table>
<thead>
<tr>
<th>TITLE</th>
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<tbody>
<tr>
<td>The End Of The Road</td>
<td>Acuff &amp; Rose</td>
</tr>
<tr>
<td>I’ll Be Home For Christmas</td>
<td>Acuff &amp; Rose</td>
</tr>
<tr>
<td>There’s A Woman I Love</td>
<td>Acuff &amp; Rose</td>
</tr>
<tr>
<td>There’s A Woman</td>
<td>Acuff &amp; Rose</td>
</tr>
<tr>
<td>Ooo La La</td>
<td>Acuff &amp; Rose</td>
</tr>
<tr>
<td>If You Remember</td>
<td>Acuff &amp; Rose</td>
</tr>
<tr>
<td>Have You Met Miss Jones</td>
<td>Acuff &amp; Rose</td>
</tr>
<tr>
<td>How Long?</td>
<td>Acuff &amp; Rose</td>
</tr>
<tr>
<td>It’s A Most Unusual Day</td>
<td>Acuff &amp; Rose</td>
</tr>
<tr>
<td>I’ll Remember You</td>
<td>Acuff &amp; Rose</td>
</tr>
<tr>
<td>I’ll Walk With Her</td>
<td>Acuff &amp; Rose</td>
</tr>
</tbody>
</table>

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RCA TRIPLES OUTPUT OF 10 YEARS AGO

Problems Of Radio-TV Operations On Agenda

CBS Affiliates Group To Meet In New York

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

CC Hears Goldsmith, Baker; Sarnoff Today

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

Jenith Seeks Volunteers For Phonevision Tests

Chicago—Zenith Radio Corporation bought full-page ads in Chicago Sunday papers this week selling 200 prospective phonevision pros for the experimental box. The box is expected to be in service in Chicago in late summer. Suitors interested, whether or not (Continued on Page 2)

Mexico Bound

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

Babb Named Pres., Of Lever Brothers

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

De Russy And McGredy Take WCAU Sales Posts

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

Biow Sees Radio Secure For A Long Time To Come

Television will not replace radio as a major advertising medium for a long time to come, Milton Biow, president of the Biow Agency, yesterday told the Fashion Group monthly meeting at the Hotel Astor in New York. Neither, he said will it affect seriously other advertising media such as newspapers and magazines.

Speeching at the same luncheon, Commander Mortimer Loew, director of the DuMont Television Network, said that color television is "many years" away from becoming a standardized medium capable of superseding present day black and white transmitting systems.

Biow told the Fashion Group that the cost per dollar to the advertiser to reach consumers with his sales message was comparable in both radio and TV. Biow said that Bob (Continued on Page 7)

Stockholders Hear Progress Report From Sarnoff

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

MBS Documentary On Holy Year, May 14

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

Material for the program titled (Continued on Page 5)

Richards' Stations Renew Affiliation With CBS

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

New Hearings Set
Washington—The FCC announced yesterday that hearings on a new phase of its overall TV allocation problem will get under way June 8, with the record on color systems to be closed by that date. On the agenda will be the highly technical subject of VHF channel allocations, co-channel interference, and utilization of UHF and VHF.
**COMING AND GOING**

**BOB NOPE tomorrow Sunday will make a non-broadcast appearance in Milwaukee, then make another in Pittsburgh on Monday, and an one back his desk office here spent three weeks visiting key cities of Europe.**

**Sigmund Spaeth, whose commentaries on music are heard over ABC, will return to the country next week, and two days later will conduct a symposium on "Radio's Musical Appeal" at the New York State Convention of Music Clubs, which will be held in Boston.**

**GEORGE BROOKS, chief announcer at WNEW,ocompanied by Mrs. BROOKS, will sail tomorrow aboard the S. S. Carolina for a daily tour of France, Germany, Switzerland and Holland.**

**GEORGE HICKS, newseditor on NBC, who broadcasts his "George Hicks and the News" show Monday through Friday, originated the May 8 program at Chicago, using the facilities of WMAQ.**

**Walter Pidgeon, Gertrude Lawrence and Arthur Treacher, film stars, are heading to New York, where, when Sunday, will be heard on NBC's "Theater Guild of the Air," in an adaptation of Mark Reed's Broadway play.**

**ZENITH SEIKOS VOLUNTEERS FOR PHONELINE TESTS (Continued from Page 1) they presently own television sets, were invited by Comdr. E. F. MCDONALD, Jr., Zenith president, to fill out the coupon at the bottom of the page with their names, addresses, and telephone numbers. Final selection of a "test-reception" of Chicago area families will be made by the National Opinion Research Center. No mention was made in the announcement concerning which motion pictures would be shown or what film companies would supply the pictures. Homes selected will be equipped with a TV set capable of receiving phonelines for a period of 90 days. The families who volunteer will be required to pay $1.00 for each picture seen via phoneline. Payment will be made to the telehome company once a month on the basis of the number of motion pictures selected. The ad pointed out that the "guinea pigs" will be able to see all regular broadcasts from Chicago TV stations in addition to phone-line broadcasts from Zenith TV station on channel 2.**

**The purpose of the test, the ad reads, is to find out: "1. Whether the public has a desire to see such a service as "box-office television" whereby good movies and events that are too costly to be paid for by advertising sponsors can be viewed in the home. 2. How frequently a typical Chicago family will pay to admission charge of $1.00 to see a feature motion picture in their own home on their TV screen--the kind you won't get for free." Comdr. McDonald was compared to an airline company, in that Thomas Edison was the new Henry Ford in the ad, which challenged the public to help in this pioneer experiment.**

**Zenith Volunteers For Phone Line Tests**

**De Russy And Mcgredy Take WCAU Sales Posts (Continued from Page 1) Bureau, has been appointed sales manager for WCAU and WCAU-TV. While in Philadelphia, during the period he was sales manager of KYW and was on the staff of Philadelphia's major daily newspaper. He joined NBC national spot sales in 1944 and became manager in 1947. De Russy will take up his new duties with WCAU on July 15.**

**ProF. Wyman J. Williams (Continued from Page 1) Prof. Wyman J. Williams, head of the Dept. of Electrical Engineering at Rensselaer Polytechnic Institute, died of a heart attack on Monday. Recently, Prof. Williams had been head of R.P.I.'s radio station WBRZ and technical adviser for the Travers Broadcasting System, Hartford, Conn., since 1917. Prof. Williams had also been associated with the American Radio Relay League and Croft Laboratory at Harvard.**

**WASHINGTON ON DST (Continued from Page 1) Washington—The Nation's Capital will follow large areas of the country today. To daylight saving time tomorrow, following Congressional and White House action yesterday. Because of a legislative tie-up which now appears destined to be an annual thing, this city did not shift over to fast time last Sunday.**

**WANTED**

by station in Eastern Metropolitan Market, salesmen who has experience selling TV sets.

White Box No. 120, RADIO DAILY 1501 Broadway, New York 18, N. Y.
TOURNER, LEACH & CO., INC., a new agency, has been formed with offices at 10 East 40 Street. Hugh Turner, formerly vice-president of Lennox & Mitchell, is president and Donald Leach, formerly head of Lindstrom, Leach & Co., Inc., is executive vice-president.

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

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

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

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

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

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

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

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

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

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

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

for profitable selling INVESTIGATE

WDEL WILMINGTON DELAWARE

WGAL LANCASTER PENNSYLVANIA

WKBO HARRISBURG PENNSYLVANIA

WRAW READING PENNSYLVANIA

WORK YORK PENNSYLVANIA

WEST EASTON PENNSYLVANIA

WDEL-TV WILMINGTON DELAWARE

WGAL-TV LANCASTER PENNSYLVANIA

STEINMAN STATIONS
Clair R. McCollough, Managing Director
Represented by ROBERT MEEKER ASSOCIATES
Chicago San Francisco New York Los Angeles

FIGURES AND CLAIMS MAY OR MAY NOT IMPRESS YOU

BUT THE SPONSORS SPEAK FOR WHOM

FOR YEARS SATISFIED SPONSORS HAVE ACCLAIMED OUR ABILITY TO REACH NEW YORK'S VAST FOREIGN LANGUAGE MARKET.
WE'D LIKE TO GIVE YOU THE FACTS.

"THE FOREIGN LANGUAGE SHOWMANSHIP STATION"

WHOM

1480 ON YOUR DIAL 5000 WATTS
Mary Mackaye, night receptionist at KTAR, Phoenix, has announced marriage to Bud Weiss of El Centro, California, last November. Mrs. Weiss has resigned to live in El Centro.

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

KTAR, Phoenix, has signed Quebedeaux Chevrolet of Phoenix to a 52-week contract for a daily 15-minute newscast over all seven stations of the Arizona Broadcasting System. The 'cast will be heard at 5:30 p.m. Descriptions of the preliminary tests, in addition to the actual firing of the Viking Rocket, will be short-waved daily to Los Angeles for broadcast over KFWB, by newsmen Clete Roberts now in the Pacific area.

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

New Nielsen Ratings

Giving CBS Eight In Top 10

CBS holds eight of the top ten program spots, according to the latest Nielsen ratings released yesterday for the week of March 29 to April 4. "Lux Radio Theater" at 21.9, "Jack Benny" at 20.0 and "Author Godfrey's Talent Scouts" at 19.8 took the first three places.

"Amos 'n Andy" at 18.4, "You Bet Your Life" at 18.1, "My Friend Irma" at 16.1, "Charlie McCarthy" at 15.7 and "The Thin Man" at 15.1—all CBS

placed from fourth to eighth. Two NBC shows—"Fibber McGee & Molly" at 15.1 and "Day in the Life of Dennis Day" at 15.1—completed the list.

Stresses Opportunities

For Sales Executives

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

Rosary Series On WFUN-FM

Fordham University Radio Station WFUN-FM, in cooperation with the Bronx Catholic War Veterans, Inc., and Ladies Auxiliary, will present during the month of May a weekly-nightly series of Rosary Devotions at 10:15 p.m. EST. The series, to be heard Monday through Friday evenings, is open to all priests of the County Catholic War Veterans Organizational will participate, was arranged through the services of Commandant William B. Walter.

Man About Manhattan...!

• • • ONE OVER LIGHTLY: Joe E. Lewis, who never cared about performing on radio, is now considering leaving. Amie Rosen and Coleman Jacoby are working on a format that will capture Joe's informal punchiness. • • • Amie, incidentally, came up with the observation that some guys are never satisfied. Take Bob Waterfield, the football star. For instance, he's married to Jema Russell and he's still kicking. • • • Television has given Roosevelt Raceway officials a headache. Seems the cameras don't pick up the landscaped grass on the track properly—so the track had to hire painters to paint the green grass even greener. • • • Henry Morgan, playing host to some 500 secretaries of Congressmen at his NBC broadcast, told them: "Tell your employers that you can fool some of the people all the time, all the people some of the time—and to cut it out!" • • • Record dealers claim that platters of all three sides are here to stay. • • • The talk of the nation is Berlin's amazing marathon in behalf of the Damon Runyon Cancer Fund—but the talk of the trade is the way Winchell registered in television. The Winchell punchline would outdread any junking neckline.

Pompe: N Franck Gallop had a flair For the manner demeanor; But since "Lights Out," Karloff fans chorus This old charm boy's another Boris. • • • Ivy Cahn

• • • THINKING OUT LOUD: You can credit some more Ted Collins showmanship for the can't "Kate Smith Variety Hour" Friday night sensation via Mutual last week. Discussing their 19 years of making broadcasting history, Collins and Kate brought warm memories flooding back to listeners—and with a simple device. They simply ad libbed the whole thing. • • • Charlotte Mason took her first stab at encasing the other side of a Walter Cronkite effort and came through like a veteran. (Last year's show was handled by M. Berle so you can see what level she stepped into). Charlotte, incidentally, is playing the heavy in ABC's new series, "Crosswords," with Ted Malone. • • • Sol. Ken Murray. The anheuser-busch league comic, is certainly no bush league comedian. He's strictly big league, big time and big laughs. • • • At Le Cog Rouge, an actress was panning her coast agent. "Lindy," cautioned Herb Sheldon. "you're biting the underfeed that heals you." • • • When Cornell Wilde appeared on MGM Theater of the Air" over WMGM, Howard Dietz, the program host, tweaked, "Now, Mr. Wilde, somehow I can never get used to call you Cornell. It seems like a college cheerer." • • • • Jimmy Jamall starts his 30th year as Inquiring Photographer of the Daily News this month with a record of having interviewed more people on subjects more probably any guy since the art of polite conversation was invented. (Seems only yesterday we taught Jimmy how to load a camera). Kidding aside, Jamall is quite a guy in his profession. He was the first to put on an Inquiring Photographer of show on radio back in 23, and he was the first to put it on TV. His daily feature in the News is the most widely copied idea in newspapers, it being estimated that over 10,000 publications throughout the world have since inaugurated the strip. Reader interest surveys show that his column is tied for the lead-off position in his paper (along with Dick Tracy) and that he has captured 67 and ½ per cent of News customers. Happy anniversary, Jimmy.

Buy Time On KMPC

Hollywood—The California Olive Growers Association have contracted for a participateship in the "Chilli Mialari" radio program on KMPC Monday through Friday from 9 to 10:00 a.m., beginning Monday April 30, 1959. This contract was placed through the Ralph G. Cobr- Agency of San Francisco.
Columbia Affiliates Meet In N. Y. in May

(Continued from Page 1)

color TV; a advisability of hiking anytime radio rates in TV cities and
away and many of stimulating more
interest in AM radio. Station man-
ners in cities affected by TV will
port on the business outlook and
wants to meet TV sales competi-
tion.

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

Members of the board are:
L. R. Lounsbury, WGR, Buffalo,
chairman; representing District No.
E. E. Hill, WTAG, Worcester,
ass., secretary; District No. 1; C. T.
Steeley, WRVA, Richmond, Va., Di-
rect No. 3; Glenn Marshall, Jr.,
J.MBR, Jacksonville, Fla., District
4; Howard Summerville, WVL
New Orleans, District No. 5; Richard
Irel, WBNS, Columbus, 0., Di-
rect No. 6; William Quarton, WMT
Kod Rapids, Ironwood, District No.
Richard
Rembert, KDKA, Dallas, Texas.
Direct No. 8 and Clyde
bombs, KROY, Sacramento, Calif.,
District No. 9.

Web Officials To Attend
CBS executives who will attend
the CAAB meetings include:
Frank Stanton, president; Joseph
Ream, executive vice-president; Ari
Murphy, vice-president and
series; Lawrence Low-
 aggress, vice-president and general ex-
clusive; Herbert V. Akerberg, vice-
resident in charge of station rela-
tions; William C. Gillette, vice-
resident and assistant to the
resident; Hubbell Robinson, Jr.,
vice-president in charge of net-
work programs; Van Volkenburg,
vice-president in charge of network
sales; William B. Lodge, vice-presi-
ent in charge of general engineer-
ing; Earl Gansmann, vice-president
charge of Washington office; J.
Eddy Smith, vice-president and di-
rector of advertising; Kas Hausman, director of adver-
sing and sales promotion; William
Schutz, Jr., director of station
stations, and E. E. Hall, eastern
vision manager, station relations.

MEXICO

Merle M. Schneeberger, Lord
alvert whiskey advertising man-
er, and Frank L. Marshall, export
amer of product, arrived
Canada. They have visited 1
Mexico City on a combined busi-
ness and pleasure trip.

"La Cadena de Luz" Radio Prog-
ams of Mexico's Blue Network and
EG staged a remote control broad-
cast on Saturday, March 11, from
hollywood. "Cafe Society" program
featured a group of out-
standing movie stars as guests in a
social broadcast. It was dedicated to Mex-
ico which originated at the Beverly
Hills Hotel in Los Angeles.

MBS Documentary
On Holy Year, May 14

(Continued from Page 1)

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

WOR will carry the documentary
from 8:30 to 10:30 p.m. while Mutual
will broadcast the program one-
half hour later from 15 to 11 p.m.

Radio Listening Up,
WOR Survey Reports

"Radio is not only holding but in-
creasing its audience," Julius F.
Seebach, Jr., WOR vice-president in
charge of programs declared yester-
day in releasing a Pulse report
showing that the station had the highest rating for any April on rec-
order. Seebach noted that radio fami-
lies had increased 19.7 per cent since
1940 and said that WOR's rating was
57 per cent higher than the average
for the same hours from 6 a.m. to 6
p.m. in 1945.

Father's Day Tieup

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

With Aid Of Aircraft

WNQB is employing aircraft to
get among the contestants of its
"Today's Ball Games Nightly on TV—WNQB." The blimp first circled the sky
above the Cubs Park Sunday, April
23 and on the following Sunday at
the White Sox stadium. The idea is
to let the fans know about its new
show, "Today's Ball Game," which
will be carried from home baseball games seven nights a week.

Flying Saucers

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

Disc Jockey Contest

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

Gagwriters Hosting Stu Erwin

Stuart Erwin, film comedian now
starring in "I'll Be Alive," will be guest at the Na-
ional Laugh Foundation Gag-
writers luncheon to be held
tomorrow at Trader Tom's Steak
house, at 1 p.m.

Musical Brochures

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

Puppet Souvenir

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

KEX

50,000 WATTS
ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
KYK KDKA WEZ WBZA WOOW KEX WETV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

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

(Continued from Page 1)

ers in New York. Specifically, he said, that the volume had increased from a level of $5,000,000 in pre-war 1940 to $597,000,000 in 1949.

In declaring that television now accounts for nearly 60 per cent of the gross income, Gen. Sarnoff announced the net profit earnings for the first quarter of 1950 to be $11,236,231 against $5,932,063 for the first three months of 1949. Profit for the first quarter of 1949—before Federal income taxes—amounted to $8,945,231, compared with $5,904,063 in 1948.

The earnings per common share for the first quarter of this year amount to $0.225 per share, compared with $0.187 per common share for the first quarter of 1949.

Consolidated gross income for RCA during the first quarter of 1950 amounted to $273,969,550, compared with $292,327,821 for the same period last year. This represents an increase of $38,441,723 over the 1949 figure.

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

Expanding Audience Noted

Noting the expanding TV audience, Sarnoff said: "Television receivers increased from 1,000,000 to 4,000,000 at the end of 1949, and the outlook, based on industry estimates, is that approximately five million more television receivers will be in operation before the end of 1950. This means that by the end of the present year there will be an estimated million television sets should be in use in American homes. On this basis the television audience in the United States will be approximately 32,000,000 persons by the end of the year.

Comment On Color

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

Comment On Future

In discussing the industry's outlook, the chairman of the RCA board said:

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

**BIOW ADVISES STYLE UNIT ON TV**

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

(Continued from Page 1)

Hope's radio program was currently delivering to the sponsor a total of 200 consumers per advertising dollar, while the Jack Carter TV show reached 249 consumers per advertising dollar.

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

He advised potential television sponsors that filmed commercials were better to use than live commercials because, he said, they allowed for correction and near perfection before presentation. He said that sponsors in television should realize that the impact of video sales messages was extremely strong since it combined audio and visual presentation of the message. He advised that sponsors concentrate in their commercials on the products themselves to a potential buyer rather than how well the product is made.

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

**DODGER-PHILLY TELPUSE TEUS NIGHT-GAME MARKET**

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

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

**N. Y. C. TELE AND FILM UNIT MARKS FIRST ANNIVERSARY**

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

Evans said that the video programs are part of a series, "This Is Your City," presented over WPIX, the ABC-TV and WNBT. An exploration of public housing, the film is narrated by Frederic March in addition to being televised, has been presented to civic groups in this country and abroad.

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

Personnel in the unit are limited to Evans, first prize winning technicians and one stenographer and Evans.

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

"Baby Sitter" Back

"Your Television Baby Sitter," with Pat McLeod, returns to the DuMont Network as a regularly scheduled five-hour presentation. It is marked in the 10 to 10:30 a.m. time slot. The program was previously heard from November 1948 to May 1949.
Robert Broder, counsellor for such clients as Abbott & Costello, Toucanini, etc., has moved into new penthouse offices at 200 W. 37th St., the plutocrat.

Screen starlet, Lenore Aubert, will be featured on Mowry Amber, the late-tweet show this week via DuMont. J. Freddy Cotts’ “Tonight” is the best ballad he’s ever seen since “You Go To My Head.” If you don’t take our word for it, catch the Toni Arden-Percy Faith interpretation on the Columbia label.

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

Ted Husing has developed a new set of “clenched” (signs) to make his smooth deejay show even smoother. Earl S. Feeder, former editor of Tele-Journal, has added a theatrical casting agency to his public relations roll.

Jeanne Garr, glamorous ex-Wac Corporal, making a series of smallings in the government, has helped recruiting for the Armed Forces.

Recommended: Sid Ascher’s record promotion campaign on Elyne Knight. She’s been heard over 250 times on records locally in the past three months.

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

Ethel Levey, Geo. M. Cohan’s widow, made one of her rare radio appearances on Joe Franklin’s Record Session the other night. Joe presented her with one of the rarest discs in his collection—Geo. M.’s “Small Town Gall,” made in 1905.

County Judge Sam’l J. Joseph, of the Bronx, was so intrigued by the Blatz Beer commercials of “Mystery of the Missing Derby Telecast” that he sent for the script and film and is extolling its wonders to all who listen.

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

Robert K. Adams, who quit his NBC post as national production manager to head Gala’s radio and TV dept., has two daughters named Lynn and Brook. When times are good, he calls them Lymphook. When times are tough, he switches them to Brooklyn.

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

Recommended: Doug Edwards’ topflight handling of CBS news.

Large office space for rent suitable for TV or commercial film producer, Studio facilities adjoining.

MANNON STAGE 121 W. 89th St. Tri-State 1-800

Radio Daily

New Disc Show On WHK
Cleveland, O.—Henry Norweb, account executive for WHK, has concluded a contract with the Yale Clothing Company for this fall’s half-hour disc show, with disc jockey Bill Hawkins. The program will be aired six evenings a week from the stage of the Ammets Club.

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

WSTC Offers Fishing Forecasts
Stamford, Conn.—Harry Downie, WSTC and WSTF-FM sportscaster, is broadcasting a survey of fishing conditions daily on his “Sports of the Times” show at 7:15. The forecasts inform anglers exactly what days and hours are best for fishing, and the conditions of tides and weather. The series includes fresh water forecasts for inland lakes and streams, and salt water forecasts, for Long Island Sound, and in the near future, for the Harkness Monday through Saturday, throughout the fishing season.

“Game Of The Day” On KALI
Pasadena, Calif.—KALI is now presenting the top National League baseball “game of the day” at 10:30 a.m. and will continue to broadcast through October 1, the last day of the ball season. Gordon McLennan, sportscaster, will do the bulk of the play-by-play stunts over the Liberty Broadcasting System, of which KALI is the L. A. area outlet.

Judicial Series For WWSW
Pittsburgh, Pa.—WWSW is presenting a series of programs in conjunction with the current conference of the National Council of Juvenile Court Judges. First in the three-program series was a 15-minute broadcast of a panel discussion on April 20 featuring: Emil E. Burgess, Juvenile Probation Officer; Mrs. Helen Boeher, Allegheny County Probation staff; Arthur Prasse, Supt., Pa., Juvenile Republic, and Mary Jane Van Horn, Wash. County Probation staff. On May 1st, another 15-minute discussion was aired by the J. C. Judges at 16:15 p.m. The topic was “The Child in Juvenile Court.” The 3-program series will be today’s broadcast of an address by Hon. Tom C. Glick, Justice of the Supreme Court of the U. S.

Harwood Is DeMaggio Guest
Philadelphia, Pa.—Cris Harwood, who handles the “Night Watch” program over WHAT starred in the “Joe DeMaggio Show” last Saturday on NBC.

Martin Signs Clear
Hollywood—Fredro Martin signed KTIV’s John Clear to direct “Band of Tomorrow,” television show which Martin will screen on KTIV next month. Clear will coordinate his activities with writer Sol Stein.

Music School Students On WDRC
Hartford, Conn.—The Hartford School of Music presents two of its students in recitals over WDRC each Sunday afternoon at 4:30 p.m. in a half-hour program. The program is arranged by the school—Nancy Baill, soprano and violins—and each disc will feature performers on the April 29th broadcast.

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

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

WCSS Receives Safety Award
Amsterdam, N. Y.—WCSS has been awarded one of the coveted National Safety Council’s Public Interest Awards for 1949. The award is made annually to public information media for exceptional public service in the field of public safety.

In his letter to Cecil Woodland, president and general manager of WCSS, N. J., the safety council president said, “We are proud to confer this public recognition for exceptional service upon you and your associates, who through their activities and discourses have helped prevent many accidents and saved lives.”

WSTC Offers Baby Week Programs
Stamford, Conn.—Interviews broadcast from two local hospitals were featured on a series of special programs marking National Baby Week this week over WSTC and WSTF-FM. The programs, the first of which was aired at 7:00 a.m. on Tuesday, May 2, and one to be aired May 4th, originates in the Obstetrical departments of the hospitals and feature discussions with doctors and nurses, and interviews with mothers and expectant mothers.

KTTV, Los Angeles: Alpha Beta Markets, through Warren Felnho Advertising, Los Angeles, have half-hour program Home Magazine, of the Air, 52 weeks. Peter Robeck is KTTV account executive. Inter- view Executive, Mendon, Mass., 14 weeks of hour-long weekly program Wheat Barn Dance. The agency is M. Factor, Los Angeles. KTTV account executive is Bill Whiting.

Los Angeles Times, through Smiley, Levitt & Smith, Los Angeles, has renewed sponsorship of weekly 15-minute program Yesterday’s Newsreel, 13 weeks. Also the one-minute announcements week 13 weeks. KTTV account executive is Peter Robeck. Golden State, Los Angeles live participation announcements in The Meakins. The agency is E. H. Stein, Los Angeles. WBBA, San Francisco, Dodson, Ltd. through John H. Riordan Company, Los Angeles are a news and live station break announcements. KTTV account executive is Les Norlin. Harris Ferry Company, 13 participation announcements in Wheeler & Rouge. The agency is Louis Cleveland-Collins, Los Angeles. KTTV account executive is Pal Robeck.

WNBT, New York: The Ameria Tobacco Company, for Lucky Strike cigarettes, has renewed its state break schedule on Thursdays and Saturdays. The agency is BBDO.

The Murine Company has signed a 12-week order for the 6:55 pm break of 500 WNBC in Manhattan as the agency. The General Foods Corporation, for Birdseye Frozen Foods, has signed a 12-week contract for the 7:00 pm station break on Mondays. Young & Rubicam, the agency.

FCC Comm. To Speak Before Jersey Broadcasters
Trenton—FCC Commissioner Robert F. Jones will be featured speak at the Spring meeting of the New Jersey Broadcasters Association at Atlantic City on May 5, associat president Carl Mark reported Friday. The broadcasters will take a bill now pending in the Senate, which would levy a 10 per cent tax on radio and TV broadcasting rights and wrestling matches, into consideration.

Writter

Excellent experience, references. Available for advertising, sales, writing and advertising, copy sales-promotion, public relations, newspapers, magazines, television, radio, film and television advertising, music and programming, writing, copywriting, film and television. Y. R. K., 151 Broadway, N. Y. C.
BAM ACCEPTANCE UP TO BROADCASTER

Sarnoff Urges FCC To Adopt Electronic Color

RCA Spokesman Says CBS System Is "Inferior"

Washington Bureau of RADIO DAILY
Washington — Charging that the CBS color TV system is "inferior" and "unsound," Brig. Gen. David Sarnoff, chairman of the board of RCA, yesterday urged the FCC to set color television standards based on the "RCA all-electronic compatible system." General Sarnoff referred to his talks with Mr. W. S. Paley, president of CBS Television. (Continued on Page 3)

Fellows Named Pres. Of REC In Boston

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

Other officers elected were:—Ed. (Continued on Page 3)

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

Radio and television time given to Ringling Bros.-Barnum & Bailey Circus during its New York run, including plugs, gags, and complete programs, has topped 200 total hours, Bill Antes, radio director. (Continued on Page 3)

New Frequency Rule For Canada And U. S.

J. Fred Johnson Dies; FCC Chief Examiner

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

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

ANA And AAAA Issue Advertising Guidebook

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

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

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

An additional 250 radio prowl cars

Coy Reported Considered For Presidency Of RMA

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

Coy's experience as a broadcaster, government official and his knowledge of the electronic industry gained in his post as FCC chairman are considered qualifications for the new job. He likewise is widely known among manufacturers and is regarded as a good speaker.

Consistent with Coy's consideration for the RMA post it was announced here that he would address the annual convention of RMA at the Hotel Stevens in Chicago.

Webs Await Poll Returns Before Deciding

Broadcast Audience Measurement—often called problem child of NAB, AAAA and ANA—will need the support of stations throughout the country if it is to be successful when it takes over operations from Broadcast Measurement Bureau on July 1, Hugh M. Beville, Jr., director. (Continued on Page 3)

Harbach Elected President Of ASCAP

Otto A. Harbach was elected president of the firm in Oscar Hammerstein II, A. Walter Kramer was chosen as

36 New Subscribers Signed By Thesaurus

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

Established Feb. 9, 1937
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JOHN W. ALICATE : Publisher
FRANK BURKE: : : : Editor
MARVIN KIRSCH : Business Manager

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Phone Wisconsin 7-6136, 7-6317, 7-6138.

Cable address: Radaily, New York.

WEST COAST OFFICES
Evelyn Chase, Office Manager
644 Hollywood Bldg., Hollywood 13, California

WASHINGTON BUREAU
Andrew H. Olin, Staff Writer
617 Dahlgren Bldg., Washington 25, D. C.

CHICAGO BUREAU
Herbert K. Kraus
120 West Randolph St.

SOUTHWEST BUREAU
Paul Girard, Manager
508 Hotel O'Farrell, San Francisco

ROMEO BUREAU
Joseph Fort, Manager
10th Floor

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

36 New Subscribers Signed By Thessaurus

(Continued from Page 1)

manager of RCA’s Thesaurus & Synonyms department.

Pointing out that the 36 contracts are new business and part of the "new era" campaign, with no renewals included in the figure, Barrera termed the 1950 NAB Convention "the most successful convention for Thesaurus in its entire history." Stations served include WJZJ, Montgomery, Ala.; WDAF, Kansas City, Mo.; WOHJ, East Liverpool, Ohio; KPOX, Portland, Ore.; KRVK, Cohoo, Ridgefield, Ia.; KTLY, Texas City, Texas; WWJ, Milwaukee, Wis.; WCOM, Costa Mesa, Calif.; WPETS, Panama City, Fl.; WJOP, Easton, Md.; WDBR, Dallas, Texas; WCIU, Fort Worth, Texas; KAPV, Potomac, Md.; WKEW, Akron, Ohio; KCVR, Covina, Calif.; WOAI, WAND, Oklahoma City; KBES, Musselboro, Ohio; WPXR, Boston, Mass.; WTVK, New Brunswick, N.J.; WBRB, Muskogee, Okla.; KTOP, Amarillo, Texas; KJOH, Abilene, Texas; WGET, Tallahassee, Fla.; WREX, Fairfield, Iowa; WQXI, Atlanta, Ga.; WJW, Newark, Ohio; WLOM, Lincoln, Ne.; WOR, New York, N. Y.

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

(Continued from Page 1)

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

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

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

Named Program Director

John Bradford has been named program director of WINS, New York, succeeding John Neal, who resigned, the Croley station announced yesterday. Bradford has been an announcer with the station since 1945 and is emcee on the "Three Corner Clubs." Neal has been with WINS since 1945, having joined the 50 kw indie as an announcer. He has announced no future plans as yet.

With Apologies To WEll

In reporting on the increase in the Boston radio audience as revealed in a Pulse survey for WOR, famed Daily was in error in referring to an increase in listeners rather than radio families. The figures showed that radio families increased form 736,380 in January, 1950, (before TV) to 829,110 in January, 1956. Other figures on increases were also based on radio families.

FINANCIAL

(May 3)

NEW YORK STOCK EXCHANGE
High Low Close Net

ABC 12½ 12½ 12½ + ¼
Admiral Oil 12½ 12½ 12½ + ¼
All Tel. & Tel. 157½ 157½ 157½ + ¼
CBS A 35 35 35 + ¼
CBS B 35½ 35½ 35½ + ¼
Philco 41½ 41½ 41½ + ¼
Philco thru 43½ 43½ 43½ + ¼
RCA Common 27 27 27 + ¼
RCA 1½ thru 27 27 27 + ¼
Stewart-Warner 18½ 18½ 18½ + ¼
Westinghouse 33½ 33½ 33½ + ¼
Zenith Radio 62½ 62½ 62½ + ¼
NEW YORK CURB EXCHANGE
Hezel Co. 21½ 21½ 21½ + ¼
Net. Unio. Radio 5 5 5 + ¼
OVER THE COUNTER
Dalek Lab 22 22 22 12½
Stromberg-Carlson 16½ 16½

Wedding Bells

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

ANA And AAAA Issue Advertising Guidebook

(Continued from Page 1)

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

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

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

Circuit Gets Record Cover From Radio-TV in N. Y.

(Continued from Page 1)

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

Damage Suit Dismissed

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

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

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

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

You see, W-I-T-H delivers more home listeners-per-dollar than any other station in town. And in addition, a survey made under the supervision of the Johns Hopkins University showed that all of radios playing in taverns, 67.3% were tuned to W-I-T-H.

That means that you get big results from small appropriations on W-I-T-H. Call in your Headley-Reed man and get the whole W-I-T-H story today.

Theodore D. Harbach
President Of ASCAP

(Continued from Page 1)

assistant secretary, taking the place of Donald Gray.

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

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

Harbach Elected

Baltimore, Maryland

Tom Tinsley, President - Represented by Headley-Reed

Pussy Cats in Boots

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BALTIMORE, MARYLAND

Stop

www.americanradiohistory.com
J. Fred Johnson Dies; FCC Chief Examiner

(Continued from Page 1) that a new examiner will be named to replace him on the new Circuit, which is still scheduled to resume in Los Angeles May 15. Who will succeed to the chair in this hearing is uncertain, nor is it known yet who will become chief hearing examiner. The Commission yesterday adopted a resolution of sorrow, part of which reads as follows: "His service with the Commission dates from 1935, following service in Alabama as a judge of the 11th Judicial Circuit in that state. His recent elevation to chief hearing examiner of the Commission culminated a long and distinguished career of public service in both his native state and in the Federal Government. "Judge Johnson's gracious manner and calm personality have endeared him to his colleagues and to all who knew him and have been of inestimable value to the Commission. His ascension to that rank will be a major loss to the Commission and to the Federal Government that he has served so well." Ryen Feted By SCBA At Testimonial Luncheon

Hollywood—Prior to assuming the post of general manager of the NBC this week, William B. Ryan was feted at a testimonial luncheon given by the Southern California Broadcasters Association. William Seaton, mgr. of KFWV and presi- dent of the association, presented a gift on behalf of station managers and network officials who comprise the group to Ryan for his long serv- ice as a director. Guests who joined in paying tribute to Ryan at the oc- casion were: Carl Haverlin, presi- dent of Brown's Chicago station; Charles E. McDonald, TV sales mgr. of CBS; Andrew Haley, Washington radio attorney; Donn B. Tatum, president of the Calif. State Broadcasters Assoc.; and Calvin J. Smith, district director of the NBC.

Benny Leads In Frisco

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

SPECIAL SOUND EFFECTS

Instruments and special effects for your jingles and commercials. Everything from a bird call to a cowbell to a foghorn to a police siren - to suit all major networks. Write, wire or phone:

CARROLL DRUM SERVICE
539 W. 43rd St., New York 18, N. Y.
Columbus 5-4952

AGENCY NEWSCAST

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

TWO major promotions in the Kellogg sales co. were announced yesterday by E. T. Swan, president. John N. Kane, eastern division sales manager for the past 15 years, has been named chairman of the eastern division and O. K. Berry, vice-president of the sales company in charge of the southern division, will move to the position of sales manager of the eastern division.

PROCTOR AND GAMBLE officals have been holding a series of huddles with agency executives in Cincinnati the past few weeks in an effort to develop their radio-TV advertising plans.

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

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


BENNET C. KESSLER has joined the ad staff of Monroe Greenthal Com- pany, Inc. He formerly was with Joseph P. Schneider Advertising Company, Ted Bernstein Assoc- iates and Artley Advertising.

Hollywood Stars Aiding Palsy Association Drive

Hollywood — Several Hollywood stars will transcribe a half-hour radio program in behalf of the educational and fund-raising campaign of the United Cerebral Palsy Associa- tions which will be conducted during May. The program will be released over the major networks. Norman Macdonald of CBS has been toed to the Associations to direct the show. The stars who will appear on the program will be announced by Leonard H. Goldenson, president of United Paramount Theaters, is president of the United Cerebral Palsy Associations and Bob Hope recently accepted national chairman of the 1950 campaign which has a goal of $5,000,000.

IRVING LEHRER has been ap- pointed director of public relations and sales promotion of Bysiechem, Wheeler & Staff, San Francisco.

G. KRUEGER BREWING COM- PANY is running a special campaign featuring its present radio and television programs and other media.

BERT SOMSON, long established in the program field in the Mid- West, has been appointed as distrib- utor for Charles Mitchelson, Inc., program transcriptions, for the states of Illinois, Missouri, Arkansas and Tennessee, with headquarters in St. Louis, effective immediately.

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

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

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

Fellows Named Pres. Of REC In Boston

(Continued from Page 1) mund J. Shea of James Thomas Chiarurg agency, first vice-president; Jan Gilbert of Henry Cabot and Company, second vice-president; El- mer Koppell of Keppl & Carter, station reps, treasurer and Rudolph Bruce of the New England Coke Company, secretary.

Directors chosen are Stacey Holmes of Feline's; Paul Provandale of Hozq & Provandale; Bill Swanrtaft of WBB; Bert George, Transact Corporation; Gerald Harrison, president of WMAS, Springfield, Mass. Members of the club viewed a showing of "Lightning That Talks" and heard Maurice Mitchell, direc- tor of Broadcast Advertising Bu- reau, discuss the bureau's activities. The majority of the 140 luncheon guests indicated they liked the film presentation but were dissatisfied with the sound track.

"Footlighters" Party May 12

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

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

Frank Samuels, vice-president in charge of NBC in Australia, has accepted an appointment to serve on the Television Committee of the Los Angeles Chamber of Commerce, tendered him by Chamber President A. J. Gock. It's a baby girl for the Mark Finley, born March 24. Her father is director of the Mutual Don Lee Broadcasting System, and commanding officer of the Army Reserve unit of the Armed Forces Radio Service.

Cowboy Tex Williams cut two sides for Capitol this week: "Birmingham Blues," and "It Takes a Great Big Needle." The latter song was written by Frank Flynn, drummer in Country Washburne's band and is being published by Washburne and Foster Carling. Elliott Lewis has signed a new long-term contract with Phil Harris to continue in the role of "Frankie Remley," beginning this Fall.

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

MONROE TRAVELING

Vaughn Monroe and "The Camel Cigarettes" will begin their May 19th broadcast from the sponsor's home-town, Winston-Salem, N.C., to mark the 75th anniversary of R. J. Reynolds Tobacco Co. During an afternoon concert before the broadcast, Monroe and his orchestra will pack 12,000 Reynolds employees into Winston-Salem's Bowman Gray Stadium.

WANTED

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

Write Box No. 130, RADIO DAILY

1501 Broadway, New York 18, N. Y.
acception Of BAM

Up To Broadcasters

(Continued from Page 1)

RADIO DAILY

Sarnoff Urges Commission
To Adopt Electronic Color

(Continued from Page 1)

New Frequency Rule
For Canada And U.S.

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

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

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

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

Gives Basic Requirements

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

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

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

Would Build Adapters

General Sarnoff declared that if the CBS system were adopted by the Commission, RCA would build adapters as a part of the receiver but would make and sell separate units. He said that if the present production of television receiver sets is at the rate of five million a year, the proposed standard of $20 for built-in automatic adapters, the public would have to pay more than $100,000,000 a year for an adapter to a degraded system which is non-compatible.

Color Tube Acceptable

Declaring that the new RCA tricolor tubes have proven acceptable, he said that by June next year the company expects to commence the manufacture of color tubes on a mass production basis. "Within sixty to ninety days from now we expect to have about ten development model color receivers using the tri-color kinescopes available in Washington for field test purposes," he said.

"If final standards are adopted and commercial operation in color is inaugurated, RCA will in my opinion, cause the bankruptcy of many of the smaller television manufacturers today.

BMM Board Bowling Out

A meeting of BMM's board has been scheduled for next Tuesday, May 9, to take up the question of abolishing an area book and the potential transfer to BAM of its operations. It is expected that BAM will either delegate authority for transfer to the executive board or set a new meeting date.

To the meantime, Dr. Baker, who continues BMM since last year, is studying high power between BAM and BMM.

Friday, Saturday and Monday are spent in Washington by Baker and Wednesday and Sunday in New York at headquarters of BAM.

With BAM's organization not yet complete, Dyre could not be secured is of the NAB loan to BMM last June, but Dyre said that a resolution is being the loan by the BMM board.

The board would need at least three members from each of the areas to constitute a quorum of 100 percent, which, if the deal could be held up by the all members of the BAM board as did not assume the loan.

New Frequency Rule
For Canada And U.S.

(Continued from Page 1)

the rapidly expanding United States and Canadian broadcasting services in the Very High and Ultra High portions of the frequency spectrum and the consequent hardship to the United States and Canada in the services to which such frequencies are allocated. Furthermore, there is no compulsion on the part of the United States or Canada to make or avoid assignments of particular frequencies.

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

NBC Switches Programs
On Sunday Afternoons

Three new half-hour dramas at NBC will force a realignment of the web's late Sunday afternoon schedule when they premiere this weekend. Taking over the 4:00 p.m. slot is "Cicak and Daggar," a drama of the Office of Strategic Services "Night Beat" was previously aired during this time. For the official announcement, NBC's William Donovan will be on hand for a guest shot.

"Voices and Evans," previously heard at 11:00 a.m. (EDT) gets moved to the same time on Saturday, while a new detective mystery, "The Big Guy," fills that half-hour with Henry Calvin playing the title role.

The 1:00 p.m. half-hour, formerly consumed by "Christopher London," will be turned over to "The Falcon," which comes to NBC from Mutual. Also new this year, "Medicine Man," while Bernard Schubert produces and Richard Lewis directs.

Will Double Production

Evaston—Plans to double radio and television production were disclosed in an announcement by the Walter series based production. The move in Evaston will be expanded by the addition of approximately 25,000 square feet of actual manufacturing and office space. The new expansion will be completed by May 1, which will add a fourth production line and 100 more employees. Plans now under way will bring the total number of employees to 800 by the end of the year.

Joining Raytheon

Captain David R. Holl, USN (Ret.), will join Raytheon Mfg. Co., as Raytheon assistant to Charles Gifford, v-p in charge of equipment divisions. Appointment of the appointment was made yesterday by President Charles Adams, Jr. In previous years, Holl has been assistant executive director of the v-p and chief executive officer of Capehart-Farnsworth Corp., and v-p and director of Federal Telecommunication Lab.
WORDS AND MUSIC

By TED PERSON

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

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

The new English lyrics are also by Mack David.

● ● ● Rose Rio, who has the unusual ability of being able to play the piano and the organ at the same time, will demonstrate her talent on "Piano Playhouse" over the ABC net, May 14th, at 12:30 . . .

Frank Luther will leave May 16th on a tour of European countries under the sponsorship of the U. S. State Department. He will appear before groups of educators to illustrate the effectiveness of song in conveying the elements of democracy to children. . . . The most beautiful selections in Easy-Age's new album of songs are "Somewhere" (John S. Farns-Jesse Brown, Proudly) and "When Jesus Beckons Me Home" (Gene Arnold) both Forster Music publications. . . .

Milan Katmis will feature a work by Don Gillison on "NBC Spring Concerts" program, Saturday, May 6th, 6:30 p.m. It is titled, "The Man Who Invented Music." Nelson Constand will be the narrator. . . .

Percy Faith and a 45-piece orchestra, featuring American and foreign singing stars will replace the Eddie Bergen show starting June 4th over CBS. He will originate in New York. . . . Clarence Kelley occupies a key spot with Zenith Records, just organized. . . . Joe Thomas has been named director of Decca's Blues and Rhythm Department. . . . Lorrie Melchior has been signed by Decca Records to star in the recording of an album of Sigmund Romberg's operetta, "The Student Prince." The album will also feature Jane Wilson, Lee Sweetland and Gloria Lane, with the chorus and orchestra under the direction of Victor Young. . . .

Irving Fields' recording of his tune, "Take Her to Jamaica (Where the Rum Comes From)" has started favorable reaction.

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

New Stations Sought

By Canadian Group

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

Forster Hewitt's famed hockey commentator, has applied for a 250-watt station in Toronto; John Hunt of Langley Prairie, B. C., applied for a 250-watt station in Langley Prairie.

Duaphin Broadcasting Company Ltd., as applied for a 250-watt station in Duaphin. Last of the applications was from Harold A. Corn for a 250-watt station at St. Stephen.

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

Radio Bible Drama Series

Marks 20th Anniversary

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

The Sunday Players and Hollywood originated in Colorado Springs a Little Theater group. . . . local radio station throughout the Rockies and Christmas, 1930, will broadcast of "A Child Is Born," on KLW, Denver, and a similar at on KPI, Los Angeles, and then extended to Mertens & Price, Inc. to record their series.

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

Educational Broadcasts

Hollywood—National Congress of Parents and Teachers, a special ABC broadcast from that organization's 53rd annual convention Long Beach, Calif., May 22-24, Monday, May 24, 8:45-9:00 p.m., ET will feature a discussion on topic, "Education Against Darkness." Discussion participants will be Dr. Harry A. Overstreet, educator, and author book, "The Mature Mind," Kenneth E. Oberhofer, Superintendent of Schools, Denver, C. Dr. David E. Lindstrom, College Administration, University of Illinois and rural service chairman, National Congress of Parents and Teachers.

WJR Declares Dividend

Chairman of the Board, Geo. A. Richards, announced yesterday that the directors of WJR, Goodwill Station, Inc., have voted dividend of 10 cents per share total paid June 2, 1950 to stockholders of the close of business May 17, $950.
Ross Reports Issues New Commercial Info

Major TV producers of filmed spot commercials are now working on a $500 per commercial fee, according to the first issue of a new service by Ross Reports on tele commercials, just released. Those producers who are still losing money on commercials are staying in business in anticipation of future volume, the report showed.

Bids on production estimates that are being circulated in the industry are ranging from $800 to $5,800 for a single 15-second film, while actually being turned out for $1,000 to $2,000. Animation and stop-motion techniques increase production costs by 50 per cent for partial animation, $1,000 for full animation, and $4,000 for stop-motion, the report concluded.

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

In listing the credits for some 60 active commercial producers, the first review coming from producers of theatrical one-minute releases from specialty or animation firms who provide the scenes for television commercials. The list includes units, from fashion and commercial photographers, and from the independent cameramen who "work out of their hat."

Admiral Opens Branch

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

Tel To Push Radio-TV Volume To 3 Billion

Market volume for radio and telecasting may exceed $5 billion during 1960, which a third of the Bright TV broadcasters, as members, hopes to bring into the fold all of the broadcasters. George B. Storer, president of Port Industry Corp., one of the members of the Plan Campaign To Enroll More TV Stations.

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

TBA, which now numbers about one-third of the 150 TV broadcasters as members, hopes to bring into the fold all of the broadcasters. George B. Storer, president of Port Industry Corp., one of the members of the Plan Campaign To Enroll More TV Stations.

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NEW BUSINESS

COAST-TO-AST

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

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

Special Hospital Series
Philadelphia, Pa.—Lee Stuart, a morning western hillbilly disc jockey, started a series of shows for patients at the General Hospital here. A three-hour show, featuring square dancers, patients and nurses was headed by A1 Morgan who was appearing at the Click. Stuart is taking show to General Hospital for big Mother's Day affair, May 13.

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

Gale Explains Function Of Advertising Council
Columbia, Mo.—The use of advertising for the dissemination of facts and ideas not directly related to the functioning of business were described in an address prepared for delivery this morning by Samuel C. Gale, president of the Advertising Council, at the 41st annual journalism week of the University of Missouri. An event which has been a college highlight of each year. Calling it the fourth dimension of advertising, Gale, who is also vice president and general manager for General Mills, Inc., reported on the structure of the council and its campaigns.

WDRC Aids Cancer Victims
Harford, Conn.—The New England area supervisor of the census, Paul G. O'Connell of Boston, has written a letter to WDRC, expressing thanks for the excellent cooperation shown by the station in the recent census checking. WDRC conducted a series of interviews and used other features to acquaint the public with the census work.

WAAM Cancer Drive Successful
Baltimore, Md.—WAAM's month-long drive for cancer funds notified the State Cancer Society some $85,650. It was announced by Tommy Dukehart, master of ceremonies in charge of the station's public service Cancer Crusade. WAAM donated a full hour every day in April to the drive so that Dukehart could auction merchandise items over the air.

KXXK-FM Increases Power
Salt Lake City, Utah.—KXXK-FM received new broadcasting facilities on April 27th including a 10,000 watt transmitter, and the tallest radio tower in the Salt Lake Valley which this week got together has reached the one-thousand mark in membership.

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BEHIND THE MIKE

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

Roger Coleman will introduce filming new song, "A Toast to Israel," which he wrote with Al Gamse, on May 13th, which is 2nd anny of the new state.

Mari Yanosky reading her ad on TV series.

Radio Row co-operating with Association Blind Blind at Radio Sq. Garden. Harry Hershfield v

Stoddell, Ltl, swank tailors, have fil. They're the first in business to come out with a spec TV suit. (No rear or bulging plot.)

Fran Warren's new Victor I: "Don't Say Goodbye," chosen b record of the week by a fem singer on Martin Block's Make- life-Ballroom.

Cousin Tede Brown (WMC — 1 to 8 aye) on a curve of a nite show for himself in the early evening slot. And special kudos to "lo month" (Mrs. Brown) for her bi- ABC auditioning Richard Mcll well the hymn singer and commen tor, because of the current revi of interest in religious themes.

Plays Perl, chairman of radio committee for the Veterans Foreign Wars, recorded a set of transcriptions for the Loy Day parade May 15th, which will be heard over all major radio stat during the next few weeks.

Leone Rose, the radio organ of a chain of restaurants, teaches Greek during the day. Miss Pat White has joined Buddy Bash office as assistant account executive.

Available by Day, Week or Month

Modern Sound Studios for TV and Commercial Production

Sound, Lights, Cameras, Sets

Mannon Sound Stages

112 W. 89th St. TR. 3-1800

Geo. Orth, Mgr.
The National Daily Newspaper of Commercial Radio and Television

IMPROVE RADIO-TV, EDUCATORS URGED

AWB Convention Set For Cleveland, June 1-4

Miller And Others Among Speakers At 4-Day Meet

Washington Bureau of RADIO DAILY

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

(Continued on Page 5)

Truman Cabinet Meet On Television Sunday

Democratic National Chairman William M. Boyle announced last night that the President’s cabinet will meet before the TV cameras Sunday. The program will be carried by the CBS TV net from 3:00 to 4:00 p.m., EDT. This will be the first time the cabinet has ever met in public. Vice-President Alben T. Barkley will preside.

WLIR Appeals To NLRB In Dispute With ACA-CIO

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

(Continued on Page 2)

Aids Police

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

(Continued on Page 2)

National Baby Week Note

Boston—The Yankee Network launched National Baby Week this week by welcoming two new stations who will probably be top quintmasters around 1975, both new weighing in at 8 pounds. The first, Alvin C. Walters, Jr., is the son of the web’s liaison officer for owned-and-operated stations outside Boston. While the second, baby Mark Allen Smith, is the son of sports.comer-newsletter Lester Smith and the former Mildred Reck- nick, who met and married when she was director and he was quint master on the web’s “Quizzing the Wives.”

(Continued on Page 5)

Weeks Discusses TV At Peabody Awards

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

(Continued on Page 5)

Veteran Broadcaster Dies On The West Coast

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

(Continued on Page 2)

Auto Radio Listeners On Increase In New York

Three out of every four autos in New York City are equipped with radios, according to a Pulse survey released yesterday. The survey, made in January shows 90.6% cars equipped, representing a gain of 10.6 per cent in the past year.

Last year, cars with radios hummed 53.7% or 78.6 per cent of all

(Continued on Page 2)

Sales Impact Of Television Emphasized In College Survey

Video's amazing impact as a sales force in the Greater New York area was revealed yesterday following the release of the results of the Hofstra Study, conducted jointly by Hofstra College and NBC Research. The survey findings were based on 5,870 personal interviews in the area conducted in January and May of 1949.

The study shows that video means the difference of 198 extra customers per 1,000 TV homes in advertisers using the medium; that an average sales gain of 70.2 per cent per product advertised on video is registered among viewers who watch “and like” commercials—over consumers who don’t own sets or view regular ly; that every one of 41 products advertised on video produced an increase.

(Continued on Page 7)

Present Period Is “Crucial,” Says Miss Hennek

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

(Continued on Page 3)

Full-Day Testimony By Sarnoff Before FCC

Washington Bureau of RADIO DAILY

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

(Continued on Page 5)

Sale Of Lombardo Series In South Reported By Ziv

Sale of the transcribed Guy Lombardo to the Pet Dairy Company for sponsorship in 26 markets in the South was announced yesterday by Frederic W. Ziv. The Lombardo show will be placed on rotation.

(Continued on Page 2)

Page Setter

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

www.americanradiohistory.com
COMING AND GOING

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

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

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

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

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

LEON LEVINE, director of discussion broadcasts, has Columbus, Ohio, left Wednesday for Columbus, Ohio, and the meeting of the IRS.

Fax Development Currently In Labs

(Continued from Page 1) ways to cut current high costs of the system.

Having declined to exhibit at the ANPA and the NAB conventions of the past two years, Hogan Lab and Finch Tele Communications revealed that new developments justifying the costs of convention exhibits have been made since the two firms showed their equipment in '48. William Pahn, who is at the helm of Finch Tele Communications, is currently on temporary active duty with the Navv but is expected to resume experiments upon his return.

Since the New York Times donated its facsimile equipment (used the one month last year by WOXR to Columbia University, no other New York stations have pursued the death, gradually lessening his activity in the company during ill health of the past two years.

Veteran Broadcaster Dies On The West Coast

(Continued from Page 1) separate operation. Later, Nelson moved to San Francisco to become gen. mgr. of KGO and KPO (now known as KION). Leaving NBC in 1947 he formed an advertising agency known as A. E. Nelson & Associates, which he operated until his death.

Auto Radio Listeners On Increase In New York

(Continued from Page 1) autos. "These cars constitute a vast audience on wheels which must be counted when measuring the true dimensions of the radio audience," according to Dr. Sydney Roslow, Pulse director.

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

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

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

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

GEORGE F. MCGARRRETT, supervisor of production for the Saturday Night Review on NBC-TV, left yesterday for Chicago, where he will discuss commercial operations with Priester & Gamble officials and executives of Sullivan, Stought, Connell & Banks.

WLIR Appeals To NLRB In Dispute With ACA-CIO

(Continued from Page 1) within the meaning of Section 8b, Sub-sections (3) and (6) of the National Labor Relations Act, by: (1) Refusing to bargain collectively with the employer in violation of Section 8b and Subsection (3) and (2) By engaging in and/or inducing and engaging the employees of the employer to engage in a concerted picketing demonstration and dissemination of false and slanderous statements among the employer's customers in order to cause or attempt to cause the employer to pay or deliver money for services which are not to be performed in violation of Section 8b Sub-section 6.

SALE OF LOMBARDO SERIES IN SOUTH REPORTED BY ZIV

(Continued from Page 1) in North Carolina, South Carolina, Virginia, West Virginia, Tennessee and Kentucky.

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

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

NEW NBC SHOW SET

NBC premieres "Stars and Starters," a new half-hour talent show on Friday, May 16 (9:30 E.DT) with Jack Barry as emcee for both gifted youngsters and first-rate stars. Gimmick of the show is to give youngsters a chance to play opposite their idols of stage, screen, radio and tv. Winners each week will be selected by the studio audience.

"Some station reps bore me to tears"

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

Well, sonny, you're our man! W-J-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-J-T-H. Call in your Headley-Reed man and get the whole story.

FINANCIAL

NEW YORK STOCK EXCHANGE

(4/30) Net

High Low Close Chg.

ABC 12 1/4 12 1/8 1/4 + 1/16
Admiral Corp. 31 1/8 31 1/16 31 1/8 + 1/8
Am. Tel. & Tel. 157 1/2 157 1/4 157 1/4 + 1/2
CBS A 35 3/8 34 7/8 34 7/8 + 3/8
CBS B 35 3/8 34 7/8 34 7/8 + 3/8
Phoenix 96 96 96 0
Philco pdl. 96 96 96 0
RCA Com. 100 100 100 + 3/8
RCA 1st pdl. 78 1/2 77 3/4 77 3/4 + 1/2
Stewart-Warner 35 1/4 35 1/4 35 1/4 0
Westinghouse 35 1/4 35 1/16 35 1/16 0
Westinghouse pdl. 104 104 104 0
Zenith Radio 40 3/4 40 3/4 40 3/4 0

OVER THE COUNTER

Stromberg-Carlson 15 1/4 15 1/4 15 1/4 0

WANTED

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

Write Box No. 130, RADIO DAILY 1501 Broadway, New York 18, N. Y.
Miss Henneck Asks Colleges To Improve Radio And TV

(Continued from Page 1)

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

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

Miss Henneck, member of the FCC only one year, had some striking remarks about the failure of educators to assume their "responsibility." She asked:

"Where are the titans of our educational system now that the time has come for you to demand your rightful place in the television picture? We at the FCC cannot and will not impose from above our own individual ideas of what American broadcasting should be like. . . .

"Principal Burden"

Miss Henneck laid the "principal burden" for improvement of radio on the educators, although she admitted "there is no quick cure for what ails American Broadcasting." She said that one of the "hardest things for American broadcasting would be for education and educators to be right up in the thick of it."

As for the television situation she said to the educators: "If you want to improve it each of you must come out shoving and make your impress felt."

She told about present FCC hearings regarding color television and said that "ultra high frequency will allow for a truly nationwide competitive television service."

"As long as the objectives of American broadcasting are commercial it isn't going to "go very far to make radio a creative force in our society."

Dr. Conant in speaking of broadcasting in the college area was concerned with the broadcast of a considerable portion of programs devoted to educational and agricultural, and similar activities concerned with human betterment.

"The greatest threat to radio today is not the existing national policy or the FCC," Novik said. "The greatest threat to the industry today is that broadcaster who is interested in his own individual profit and ignores the public interest."

"The threat is not from the FCC which started as radio's traffic cop and became radio's road map and judge as well," he continued. "The threat is the broadcaster who has been reprimanded all these years and now seems to have the public interest clause. By scraping it he will be wrecking American radio."

"The threat is that a commercial broadcaster would use his station to further his own individual profit at the expense of public interest, and this is a threat we cannot ignore," Novik said. "We must never let it be said that we have put public interest in the rear window of our radio and television cars."

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Lumber and agriculture are the economic mainstays of Silverton—a city lying in the heart of the greatest forest-producing belt in Oregon. And YOU can tap this well-fed economy through KGW's Comprehensive Coverage!

Besides the usual enterprises of an industrially-awake city, Silverton boosts several saw and planing mills; woodworking and store fixture plants; a large turkey hatchery. Silverton's main agricultural efforts are devoted to prune, cherry, walnut and filbert orchards, and hundreds of acres of strawberry fields.

Send Birthday Greetings To—

May 5
Dick Ballou  Alice Foye
Freeman Gooden Tyrone Power
Walter Kerer Helen Thomas
William Jennings

May 6
David Elman Harry Einstein
Orson Wells Carolyn Grey
Alice Reinhart

May 7
Moran Bowe George Stoll
Carleton Kelsey Bill Wyatt
Edmund MacDonald

May 8
James M. Gaines RoseGreco
Ralph Bowman Red Nichols
Tony Russell Ruth Gilbert
Sgt. Johnny Grant

May 9
Carolyn R. Moser Lee Neal
Scottie Lillie Bill Adams
Ray Clancy Paul Page
Dallas Orrin Lou Stradows
William Frenchay

May 10
Scotty Macdonald Lee Boles
Betty Shafter John Clark
Jack Sheldon Ellen Fenwick
Hal Simmons Ted Brown
Maxine Vandera Musser
Mable Pringleville

May 11
Burt Champlin Irving Berlin
Vernon H. Pribble Joey Lee
Robert Trendler Bob Purcell
Maxine Thorne Tommy Thomas
Johnny Scott Davis
Radio is the biggest thing in Boston!

Boston is Boston... and there's no place like it. Take radio. Today 99.2% of all homes in metropolitan Boston—the largest percent for any city area in the world—are radio homes.

More Boston families are listening than ever before. In 1948, there were 210,599 families listening to radio during the average evening quarter hour between 6 PM and midnight, all week long. In 1950, there are 229,077... a 9% increase! And...

WEEI is the biggest thing in Boston radio. Bigger than ever! Today, the number of families listening to WEEI during the average quarter hour between 6 and 8 PM is 50% greater than in 1948. Between 8 and 10 PM—20% greater. Between 10 PM and midnight—43% greater. Today, WEEI delivers not only more listeners than any other Boston station—but also bigger audiences than ever. And WEEI sponsors get more for their money than ever before!

Sources: BMI, 1949; Pulse of Boston, Jan.-Feb., 1950

The station is

**WEEI**

*Columbia's Friendly Voice in Boston Columbia Owned*
Full-Day Testimony By Sarnoff Before FCC (Continued from Page 1)

assault on DuMont, with inter- 
rogation by Commissioner Robert 
Schwartz and members of the 
FCC to follow.

The greater part of the daylight 
hour and the morning session was 
highly critical of the RCA chair- 
man and some of his top execu- 
tives, the RCA Licensing Board 
head, Judge Samuel Rosenman, 
and the FCC. 

The committee had as its chief 
objective the adjustment of the 
licensing questions which had 
made a test case of the RCA 
theatrical licensing case.

Mr. Sarnoff, of course, 
was present at the meeting, 
and while he did not speak, 
he made it clear that he was not 
about to accept an offer from 
the FCC to settle the licensing 
controversy out of court.

The RCA group licensing 
licensing practices were the subject of a great many 
questions from Col. Wm. A. Roberts of DuMont and William Bauer for 
the NBC-ABC group.

The witness was a little 
uneasy at the beginning of the 
meeting, and after he finished 
with the committee, he said 
there were a lot of things that 
made him feel a little 
uneasy.

Estimates License Total 

Over objection by Cahill, the esti- 
mated number of licenses for 
RCA's0 production was given 
by the FCC as 75 per cent of the 
total.

Mr. Sarnoff's previous 
statement that only 30 per cent of the 
RCA's production was 
covered by license was not 
true, because the FCC knew 
that some of the other networks 
were also using the service.

The main object of the 
license was to get the 
RCA's production for 
its own use.

The license was 
for the purpose of getting the 
television programs for 
the use of the 
RCA alone.

Weeks Discusses Television At Peabody-REC Luncheon (Continued from Page 1)

York was cited for entertainment in 
music. A special citation was 
given to ABC's "The Greatest 
Story Ever Told:"

"An Awards To Wynn" 

In television, "The Ed Wynn Show" on CBS was named in 
entertainment; "Crazed in Europe" 

Mr. Roentgen, who was 
originally with NBC, returned to 
the station and talked about the 
impact of television on the 
broadcasting industry.

The presentation of the 
award to "Ed Wynn" was a 

presentation to a 
man who had 
been a part of the NBC team 

for many years.

The award was given 
by ABC, which had broadcast 
What's the hurry? We are not 
trying to catch a train, but we are 
travelling around our 
living room. It's 

travelling around 
our living room.

The question "How much 

will television change the use 

of our leisure?", the Atlantic 

critic stated that there were four areas in 

which TV has begun to have a 

hypnotic effect.

The most 

hypnotized 

number of people were those 

who were watching TV for 

more than 30 minutes. 

The field of sports and 

entertainment was the second 

area cited by Weeks.

"We used to be proud 

of our sportsmanship in this 

industry, but I am not sure that television 

is making us pride of it today."

The revised interest in 

vaudeville and 

movies were the remaining 

areas.

Weeks, on the other hand, 

said that he was 

not a great 

fan of television, 

and that he did not think 

it was a 

good 

idea.
SAN FRANCISCO

RADIO DAILY

By NOEL CORBETT

TV set ownership in the Bay Area is now 55,000. Something, when one considers there were fewer than 5,000 around 12 months ago.

KGO-TV celebrates its first anniversary this week, and have some interesting facts to offer. When they opened their doors on the night of April 15, the station ran 15 hours a week, with an average of 5 hours sponsored. The station is now on a 35-hour programming week (Mon., thru Sat.) with 29 of those hours being sponsored.

Commemorating their first anniversary, KGO-TV has put together a documentary entitled "Behind the Lions." Producer-director David Crandell has been building it, and it will tell about the pioneer Sutro family (first of the clan who made history in the West) old Adolph who drilled a tunnel under the Con- stock Lode, and how the Sutro mansion has been converted to ABC Television Center here.

KPRN, a 1,000-watt station, has a new executive. Bill Nichols, through Campbell-Ewell Ad Agency, has sold Dave Schofield's 8:15 news to a 10-station Mutual network. Sponsor is Northern California Chevrolet Dealers.

Lon King, KNBC local sales rep, has been elected a member of the board of directors of the Junior C of C.

Bill Cullenward, KCBS director of press information, took a tour of radio editors to Camp Stoneman, Pittsburgh, Calif., to interview Lu-cille Ball who was at the Army post to dedicate a new service club.

In connection with "Be Kind to Animals Week," KGO'S Ann Holden is interviewing Charles W. Fried-richs, secretary-manager of the San Francisco SPCA. Friedrichs was recently named Humane Worker of the Year in a national poll among humane societies.

Lowell Thomas originated one of his newscasts through KCBS from the Pershing Hotel when he was honor- ed with a "Gang Night" dinner.

KNB's "Light and Mellow" program began its ninth consecutive year this month. Producer Samuel Dickson, emcee-baritone Armand Girard and musical director Tony Freeman have been on the program since it started in 1842.

Resigns CBS Post

Marjorie Morrow, CBS casting di- rector, has resigned from the net- work effective immediately. Miss Morrow has been with the Columbia network for the past 15 years. Her future plans are not definite as yet and no replacement is contemplated.

MAN ABOUT MANHATTAN

By SID WHITE

- Annual Peabody Awards luncheon sponsored by the Radio Execs Club yesterday at the Roosevelt Hotel lacked the surprise element of previous years. Reason, of course, was that the press had jumped the gun in releasing the winners and the awards were common knowledge to everybody from the office boy up. Harold Ross, of the New Yorker, made the most sense of anybody. He said he was there to find out why the New Yorker should rate a radio award. The luncheon served to bring out plenty of controversial conversation. Some went so far as to state that the Peabody Awards are subsidized by one network. Others around the tables thought the awards should be supported by the NAB or the Radio Pioneers and that all of radio, inside as well, should be given consideration. Still others were of the opinion that radio awards have been over-exploited and that for the good of the industry the whole subject should be dropped.

When "The Goldbergs,"s Jake turned bad man on "Suspense," We legion fans of "The Goldbergs" took offense; I'll condone old Jake as a fake, but a rake on the make. But not even for art's sake, will I take Jake as a snake.

- • • • AROUND TOWN: Ted Mack's "Original Amateur Hour" will invade Madison Squ. Garden on June 15th with the biggest show they've yet lined up for the benefit of the N. Y. Foundling Home. Tickets are priced from $1 to $5 box and they expect to raise some $25,000 for the charity. • • • Twentieth Century-Fox taking a bow for opening "The Big Lift" at the Rivoli the day of the elevator tie-up. • • • Hal Sal- malan is master-minding Topsy Gum's big-time entry into TV and radio. • • • Arlene Francis, who has TV shows on 3 weeks, now wants to do one on WOR-TV, too. She doesn't want to be accused of playing favorites. • • • There is one here that is tougher than Eddie Cantor's plug for "that wonderful Schick Kit," postcards A. W. Bernsohn, from Phipp. "Peggy Towne on WFIL-TV sells 'Magic Wrap!" • • • Bob Monro will write the Burgess Meredith film starring Franchot Tone, which will be shot in England starting June 30h. Monroe will take a leave of absence from his writer-producer chores on "High Adventure." • • • Jack Berry, who's already producing and emceeing four network shows, launches his fifth next Friday on NBC—a new talent series starred "Stars and Starters." • • • An arty actor complained to Ezra Stone that radio acting gave him no satisfaction. "Okay," soothed Ezra, "so you'll have to settle for money.

- • • APPLAUSE DEPT: Tim Herbert and Don Saxon's comedy routine at the Playhouse Theater. • • • Hank Sylver's performance as a guest on Eileen O'Connell's teasure... • • • Norman Cole's Capitol record, "The Greatest Inventor of Them All." • • • Songwriter Trudi Michel's Apollo recording of "As Long As I Live" by the Four Blues. • • • Betty Lou Walters on the Ken Murray TV click. • • • Martin Block's smooth "Make Believe Ballroom" delivery.

- • • Paul Denkel recycle the theme that Geo. Dewey introduced Harry Hashfild to Winston Churchill at the Waldorf last year. Harry groped around for a topic that would interest global-thinker Churchill, but, after a painful silence, finally gave up and said: "Mr. Churchill, this introduction reminds me of the fellow who wrote me, 'Writing you this letter because I have nothing else to do, and now I close because I have nothing to say.'" Churchill laughed and said: "That's good. I'm going to use that quip some day!"

High School Workshop

The annual High School Forum, sponsored by WNAV, of Yankton, S. D., has come to a close with the announcement of student Alvin Poppen of Sioux Center, Iowa, as winner. Each year WNAV broadcasts a series of forum units recorded in high schools throughout Minn., Iowa, S. D., and Neb. An all-school assembly provides the forum audience in which traveling units of WNAV students get their first hand high school workshop experience from a unique vantage point. The award of a $250 scholarship went to Poppen for having made the best talk, which was on religion's place in the public schools. Recognition for the completed WNAV units goes by school principals of the nation during their February convention in Kansas City.

Heads WBBM Sales

Chicago—Ralf Brent has been named sales manager of WBBM according to an announcement yester- day by John L. Akerman, assistant general manager of the CBS stations. Brent was station manager of WHYN in Syracuse prior to his joining WBBM a year ago as sales promotion manager.
"V's SELLING POWER REVEALED"

**TELE TOPICS**

"THE FOURTH STEP," an original half-hour long drama written especially for television by Joe Bates Smith, was a rave hit produced with commendable success Wednesday to tell to the metropolitan area over NBC-TV. As a story of greed and intrigue, it has a solid foundation in the public's emotion. As played by Augusta Dab- nel and Leslie Nilles, "The Fourth Step" hit its audience fascinated from opening scene to final curtain. Well produced, beautifully paced to its way climax, and stage staged, it is one of the original TV dramas worthy of re-presentation.

Considering the rarity of the hour-long drama for television, it is encouraging for the writers like Mr. Bates and Smith to be heard in the new medium. Television's appetizing appetite for material of all types guarantees him a steady income for some time, but, additionally, it gives the observant pause to wonder just what the industry is doing to insure a steady flow of talent. Contracts aren't enough.

JEN MURRAY and his entire TV com- pany have been signed for a personal appearance at New York's Roxy Theater during May 19. Ed Sullivan will see the Greater New York Fund Show presented by CBS-TV on Saturday May 19. Hawk Sypher will conduct the orchestra, Mario Lewis will produce and a startling array of talent will be presented. "Black & White," Joseph A. Barnett has been named New York manager for Jerry Fairbanks. Russ Jenson, Fairbanks vee-pee, has been han- ding most of the N. Y. selling to date.

WLW-T Gets Local Rights To Rank's Movie Films

Cincinnati — WLW-T has gained exclusive local rights to feature "98 Percent" J. Arthur Rank motion picture films on a regular basis, it was announced here. Many Rank films, according to a WLW-T spokesman, have never before been seen in the United States.

The spokesman said that the films represented between 40 and 50 million dollars worth of production and rank as the largest film series currently offered to TV stations.

Most of the pictures to be tele- vised were made in 1947-48 and none were produced prior to 1944, the station said. The films include "I Know Where I'm Going," "The Tawney Piper," "This Happy Breed," "Nicholas Nickleby," "Ghost Train," and "A Canterbury Tale.

Laurens Olliver, Bebe Daniels, Wendy Hiller, James Mason, Beatrice Lillie, Sir Cedric Hardwicke and other top name stars are featured.

DuMont Cites TV Progress In U. Of Missouri Address

Columbia, Mo.—Six hundred to 1,000 television stations, with three out of every four families in the nation owning a set within three years, after the FCC lifts the "freeze" was forecast by Dr. Allen B. DuMont, president of Allen B. DuMont Labora- tories, Inc., in an address on "Progress in Television" before the School of Journalism at the University of Missouri today.

Dr. DuMont expects production of TV sets to hit the 5,000,000 market this year with over 100 manufacturers participating. He discussed various aspects of television, including its history, present programming, ad- vertising, of course, the cables, the effects of the FCC "freeze" and job opportunities in the new industry, now, and after the "freeze" is lifted.

TVA Meets Webs, Agencies On Pact

Television Authority officials met yesterday with representatives of all television network companies and advertising agencies and discussed terms of collective bargaining contracts. The discussions will be con- tinued on May 12. Present at yester- day's discussion were representatives of TVA, NBC, CBS, DuMont, ABC, Mutual, WOR, and the American Association of Advertising Agencies.

The TVA is offering the following scale: $115 minimum plus rehearsal fee for one-hour telecast, $65 minimum plus rehearsal fees for a half- hour, $70 minimum plus rehearsal fees for half-hour, $70 minimum plus rehearsal fees for half-hour.

Also, TVA will seek to establish "the principle that any film or kine- scope or allied device used more than once in a given area shall require the payment of additional fees to the performers involved.

Study Made By Holstora College And NBC Research Shows Video Means A Difference Of 193 Extra Customers Per Thousand TV Homes

(Continued from Page 1)

The study was conducted under the supervision of Dr. Thomas E. Coffin, formerly chief of Holstora's Psychology Dept. and now a member of NBC's TV advertisement staff. The study matched samples of video and non-video homes and checked consumer purchases in eight different goods and services. The average sales increase was 31.1 per cent for all products using video.

The range of sale's loss for the 13 non-video advertised brands ranged from 7.4 per cent (tea) to 35.2 per cent (dentifrices). The average sales loss was 19.1 per cent for all non-video advertised brands.

Between the first and second sur- veys made by Holstora, 72 persons bought sets and joined the television owners group. Before they owned sets they bought like non-owners. After they acquired sets they bought like owners.

Further, the survey shows that television's sales influence stands above the novelty stage when the set first enters the home. Of non- owners, 25.6 per cent bought the average television-advertised brand.

The group of owning television sets from one to nine months brought the figure to 32.9 per cent. A total of 33.9 per cent brought the average television-advertised brand after owning their sets six months or more.

The Holstora survey also pointed out the fact of the large group of "bonus customers." Two-thirds of the television non-owners stage had seen television for an average of 7.9 hours the previous month. This had mark- ed effect on their brand purchases. Of the non-owners, 28.2 per cent bought the average television-advertised brand the month previous. Of the non-owner guest view- ers, 26.5 per cent purchased these brands. Thus an increase of 12.3 per cent was noted among guest view- ers. This amounts to 40 bonus cus- tomers per thousand non-owner viewers. Since there were about two non-owner viewers per set at the time of the survey, this became 60 bonus customers per thousand sets.

Cities Sales Gain of 70%

The study shows that the increase in buying average of the television-advertised brands from non-owner non-viewers to viewers who have recalled and liked the commercial ranges from 23.5 to 40 per cent. This represents a sales gain of 70.2 per cent over the three-month survey report. This is the measured effectiveness of television advertising.

In the panel, owners and non-owners were matched for neighbor- hood, age, education, family size, standard of living and buying power. They were similar in all re- spect--shopped in the same store, exposed to the same advertising, lived in the same way—except that one group had television sets and the other did not.

Oldest Film Ever Produced

The oldest film in existence—a motion picture account of the 1901 Ketchell Classic—will be screened by "The Greatest Fights of the Century" over NBC-TV tonight following the telecasting of the Uline Arena bouts. The Ketchell-Johnson battle was fought on October 16, 1909.

<www.americanradiohistory.com>
Shows Industrial TV At Dayton IRE Show

An educational display and demonstration by RCA, which opened in Dayton, Ohio, on Wednesday and winds up tonight, is clearly showing the future role of "subminiature" electron tubes, components and circuits for use in military aviation equipment.

In Conjunction With IRE
RCA's exhibit is being displayed in conjunction with the Technical Conference sponsored by the Dayton Section of the IRE at the Biltmore Hotel. Examples of subminiature tubes and components being used to solve aviation problems are being shown visitors at the RCA booth by members of the company's aviation equipment group.

In addition to the exhibit relative to electronic problems connected with aviation, RCA is also showing for the first time in the Dayton area, their new Industrial Television System. The small TV camera, and the lightweight, portable master control monitor are being used to show how closed-circuit TV can be made a powerful and useful instrument of industry.

Industry Leaders Attending
Among those attending the IRE Technical Conference from RCA are: M. C. Batsel, chief engineer of the engineering products department; L. A. Connelly, manager, government equipment section; L. F. Jones, manager, product research section; D. L. Gunter, manager, radar & missile research group; J. M. Herbert, manager, aviation equipment group; W. B. Kirkpatrick, government aviation sales group; J. D. Woodward, manager, aviation equipment; and S. W. Cochran, manager, advanced development engineering.

Emerson Claims Lowest Price TV Sets

The lowest price ever established for a 12½-inch and 16-inch TV set, according to Emerson Radio & Phonograph Corp., N. Y., was announced at a special meeting of its staff. Charles Robbins, vice-president in charge of sales said that in introducing the new Emerson Model 665 at a list price of $159.95, "This is the first time a 12½-inch television receiver in a wood table model has been offered at such a low price. This low price is made possible because of manufacturing economies resulting from greatly increased production through the elimination of an additional 45,000 square feet of space in the new Emerson building." Robbins stated further that "These manufacturing economies are also reflected in the unprecedented low price of $229.95 established for the new Emerson 16-inch console Model 658."

Sylvania Introduces New Plastic Radio Sets

A new line of small radio sets, the first consumer models to bear the Sylvania name, have been introduced by the Colonial Radio and Television Division of Sylvania Electric Products, Inc.

The plastic sets, all in conventional table model style, feature red, green, blakc and ivory and weigh only 31/2 pounds. The sets are 6⅛ x 6⅞ x 11½ inches wide. All have built-in loop antennas and are equipped with five-inch speakers. In black, the set retails $116.55. In color, the price is $117.95 and in ivory $119.95.

Some time this month, Sylvania will introduce its line of portable radios and in June a new line of clock radio. In early July, a new line of 'Tune-Riser," is to be presented. The entire line of small sets is known as Sylvania "Studio-Clear" radios.

ABC Ampex Equipment Upped By 36 New Units

ABC has just signed a contract to purchase 36 Ampex tape recorders from Audio and Video Products Corp., New York, worldwide distributors of Ampex. The contract, signed by Frank Marx, ABC's vice-president in charge of engineering, and Charles E. Byrd, president of Audio & Video Products Corp., involves one of the largest single purchases of recording machines ever consumated.

Present Pressure a Factor

The additional recorders have been purchased by ABC to ease heavy pressure on their present Ampex equipment which is operating under a grueling 16-hour-per-week assignment.

The new units will be installed in the network's New York, Detroit, Chicago, Hollywood and San Francisco studios.

P R O D U C T I O N P A R A D E

Antenna Features New Developments

Technical Appliance Corp., Burbank, Calif., manufacturers of TV, FM and AM antenna systems, announces a new all-channel high-gain antenna designed to emphasize channels 11, 12 and 13 reception. The new Taco Tri-X is offered for areas where the Lazy X does not provide sufficient gain for the upper end of the high-band. The forward angle of the antenna elements has been increased and a third antenna element added in between other antenna elements to provide the conical effect necessary for this type antenna.

New Clamp For Coaxial Cable

An ingenious copper clamp for splicing coaxial cable is produced by Brach Manufacturing Corp., of Newark, N. J. (a division of General Bronze Corp.) This clamp is rugged and will permanently maintain the high electrical characteristics of the cable. It has been designed both to save money and to save money for all those using coaxial cable so that random lengths, otherwise discarded, can be salvaged with considerable saving in cost and without loss of electrical properties.

UNIQUE TV SET HAS EIGHT SEPARATE UNITS

A brand new and unique idea in TV set construction has been enunciated in the first set to come off the production lines at Setch Carlson, Inc., New Brighton, Minn. Called "Unitized" Television sets feature an entire chassis, organized into 8 neat, plug-in units, each performing its separate and distinct function, yet synchronized in operation of the set.

This unique construction plan was developed to increase the effective perfection of the set by lowering individual testing of each unit. For repair or replacement, each unit can be removed independently without interfering with the rest of the set. While one unit is being paired, another can be substituted at minimum cost and trouble. All units are keyed to fit only in the proper locations in the chassis, so that any repairman can easily tell the set into factory working condition.

The new Unitized Television sets are being produced in two basic models — table and console. Both models have radio, a glassless 9-square-inch black tube, built-in noise directional line antenna, simplification, and a locked-in circuit. The table model has a pair of 5-inch speakers, while the console comes with a single 10-inch speaker. The console is also available with automatic 8-speed phonograph.

ENGINEERS—CONSULTANTS

RALPH B. AUSTRIAN
Television Consultant
1270 AVENUE OF THE AMERICANS
NEW YORK 20, N. Y.
Tel.: CO. 5-6948

A. R. BITTER
Consulting Radio Engineers
4125 MONROE STREET
COLUMBUS, OHIO
Tel.: Kingwood 7531

WILLIAM L. FOSS, Inc.
Formerly Cotton & Foss, Inc.
927 15th St., M. W. Republic 3883
WASHINGTON, D. C.
COY URGES LISTENERS TO "SPEAK UP"

New National Spot Radio Business Forecast

Automobile Mfrs. Planning To Use Spots

New national spot business forecast with the settlement of the Chrysler strike in Detroit by Dodge, De Soto, Plymouth and Chrysler automakers reported planning spot campaigns as soon as car production is resumed on a large scale. Other spot business in prospect is the Borden Instant

(Continued on Page 4)

Engineers Take Stand at FCC Color Hearing

Washington—RCA and CBS engineers, executives, Emmer Engstrom and Peter Goldmark, are scheduled to take the witness stand today for cross-examination on color television before the FCC.

Friday was devoted largely to testimony on technical matters by CA's Dr. George Brown, and Ed.

(Continued on Page 6)

IMPC Hearing Examiner To Be J. D. Cunningham

Washington—The FCC announced today that James D. Cunningham will take over as the FCC's color and technical examiner in the KMPC hearing, succeeding the late J. Fred Johnson. The hear-

(Continued on Page 2)

BARRY TAKING NBC PROGRAM POST

Charles "Bud" Barry, vice-president of ABC, is resigning to accept the post of national radio program director of NBC, Radio Daily learned Friday. He will succeed Thomas C. McCray, who will move to the west coast for NBC to head up radio programming operations in Hollywood.

Barry, one of radio's youthful veterans, first began his career as an ABC announcer back in 1936. He was known as the Capital's "Presidential Announcer" and in 1942 when the Blue and NBC were separated he was appointed Eastern program manager. During the years in which the Blue, now ABC, was built up as an entity in its own right, Barry held one of the key programming positions.

When the Blue was changed to the name of American, Barry was appointed national director of program operations, and later became vice-president in charge of programming. Barry is credited with such programming innovations as the introduction of Paul White man as a disc jockey, "Swing Time," and some of the web's TV innovations.

The selection of Barry for the NBC programming post is the second important change which has occurred on the network in recent weeks;

(Continued on Page 2)

Hooper TV Ratings Criticized By WOR

Hooper ratings drew a sharp blast from WOR on Friday. The station contended that Hooper reports placing television's share of the night-time broadcast audience in New York at 49.6 percent do not stand.

(Continued on Page 8)

Brewing Company Plans N. Y. Spot Campaign

The Rubsam and Hormann Brewing Company will start an intensive advertising campaign for R&B Light Beer in the New York market area.

(Continued on Page 4)

Excit AAAAA Officers For Thirteen Districts

New officers and governors of the thirteen local chapters of the American Association of Advertising Agencies were announced on Friday. Elections were completed recently and the newly elected will serve

(Continued on Page 6)

Jack Pacey Promoted: Named Asst To Sautdek

Jack Pacey, formerly trade editor for ABC, has been named assistant to Robert Sautdek, vice-president in charge of public affairs.

(Continued on Page 4)

"Book Of The Year" Ready; 1950 Radio Annual Off Press

Heralded as "The Book of the Year" the 1950 edition of Radio Annual and Television Year Book came off the presses last weekend and distribution begins today. The new edition, totalling 1200 pages, is larger than any previous reference volume and the expanded television section reflects the growth of the video past year.

The new volume is replete with statistical information on both the radio and TV industry. Articles re-

(Continued on Page 2)

Would Have Local Councils Serve In All Cities

Columbus, O.—FCC chairman Wayne Coy called upon the nation's listeners Friday to assert themselves for the improvement of the quality of broadcasting. In a statement read to the Institute for Education by Radio meeting here, Coy called for greatly increased participation in broad-

(Continued on Page 8)

Programs Best Reply To Comelish—Jones

Atlantic City, N. J.—Sound day-
time programming was advanced Friday as one of the answers to the competition of TV for local broad-
casters by Commissioner Robert F. Jones. Addressing the New Jersey Broadcasters Association here, the FCC member said he feels that heads-up local programming "may well be your salvation when you come to grips with television." Al-

(Continued on Page 4)

Dr. Hanson To Be Honored By WHAM And NBC Web

Rochester, N. Y.—Dr. Howard Hanson, composer, conductor and music educator, currently observing his 50th anniversary as director Eastman School of Music, will be special-

(Continued on Page 2)

Takes Pulpit

Richard Harkness, commentator on NBC's "Pure Oil News" program, had a change of occupa-
tion Sunday when he delivered a sermon from the pulpit of the Winesville Community Church in Winesville. His father, Dr. Samuel Harkness, marked his 20th anniversary as pastor of the church by relaxing while the son delivered the sermon.
ED CASSIDY, European news director of Home Service in London, is in New York this week at the Big Three Conference. He made the trip to Washington to discuss the service of the British Broadcaster with Secretary of State Acheson, whom he met yesterday at the State Department.

BETT LOWN, vice-president of Associated Press, is in the area of station relations, visiting affiliates in Toronto and eastern Canada. He'll be back in New York Wednesday.

Jack Benny and the members of his program company will stage a one-man show today at the Civic Auditorium in Pasadena, Calif.

MARGARET PUTTNER, editor, is expected from Hollywood today.

WILTON GEINZELDORFER, sales manager of KYA, San Francisco, is left for the West Coast following completion of a short business trip to New York.

Dr. Hanson To Be Honored By WHAM And NBC

The Book Of Year: Ready; 1950 Radio Annual Out

(Continued from Page 1)

real that TV receiver production in 1950 will exceed 5,000,000 sets and that between 2,000,000 and 10,000,000 medium of unsurpassed workmanship, will be manufactured for sale this year.

Feature articles also reveal that radio and TV advertising is increasing and that the TV construction freeze which plagued the industry last year will be lifted on New Year's Day. Network radio figures indicate that the prospects for 1950 as good as any year ago and it is forecast that daytime radio will gain greater recognition this year.

Sarnoff, Kelton Quoted

In one article, Frank M. Sarnoff, president of Radio Corporation of America, writes: "The spectacular rise of television is without precedent in America's industrial history and the resulting effects on the natural economy are already reaching. Forcibly's enthusiasm is shared by Ben. General David Sarnoff, chairman of the RCA board, who wrote: "The strides it is making as an advertising and medium of communication have produced a considerable improvement." Among others who will receive copies of the new 1950 edition will be presidents of the four major networks, all of whom contributed to the volume and placed at the disposal of Radio Daily personnel and facilities to compile radio and television network information.

Barry Moving To NBC As Nat'l Program Head

(Continued from Page 1)

The former program director of WNEW, left the station as a program director of WNBC and WNYB as assistant to James Gains, director of the owned and operated stations.

Barry Moving To NBC As Nat'l Program Head

(Continued from Page 1)

The former program director of WNEW, left the station as the program director of WNBC and WNYB to become assistant to James Gains, director of the owned and operated stations.

Edward R. Murrow, Columbia network news analyst, is in London today, where he addressed the American Council on Education, meeting at the Palmer House, on the subject, "The World Situation.

Larry Israel, sales director of WDTV Pittsburgh, is at the University of Missouri to attend its 51st annual radio-televised Conference and to be inducted into Alpha Delta Sigma, national advertising fraternity.

Wirth Kramer, assistant general manager of WJR, Detroit, is a visitor at the headquarters of CBS, with which the station is affiliated.

John Dorr, associate director of sports at CBS, is back from Louisville, Ky., where last week he directed the series of "Kentucky Derby Previews" for the web.

Creesh Hornsby, new television comic to be featured on NBC-TV, has arrived in New York to make his debut.

"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 sassy 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.
The Book Of The Year

Out Today
Programs Best Reply To Competish—Jones

By SID WHITE

Man About Manhattan....

- - - WEEK-END CUFF NOTES: Darryl Zanuck is seriously considering making a tour of the networks in defense of the film industry. . . . Negotiations are under way to have the fourth Fridays Frolic, in which every big H'wood name appears, sponsored with proceeds to the cause. NBC has the inside track for broadcasting purposes. . . . As a result of her success in "Be Pacific," Joan Blair can have a top singing job on a national grocery company show. . . . That Ed O'Hara singer, Maggie Young, just signed by Capitol records, is Maggie Whiting's aunt. . . . Reason Bieg is reported milked at Godfrey's because of latter's excitation into canned orange juice bits. . . . If Ditty Dean can get the Yanks' okay, look for him to double as a hillbilly singer on a Zeke Manning type show. . . . FCC having inter-departmental ruckus regarding color TV. . . . It's a sad commentary on television that it is probably the only invention that the Russians haven't claimed credit for creating. . . . Dick Brown, singing star of "Stop the Music," is preparing for TV by having his ears beautified via surgery. The Clark Gable type is not appreciated by TV cameras. It seems. . . . Ain't it a shame that two such singy types as Perry Como and Ed Sullivan should be competing with each other?

Pom: Television's greatest pleasure, I nominate Sid Caesar.
---

Spencer Hare

- - - IN ONE EAR: American Razor picking up the tab on Robert Q. Lewis' teeveo starting in Sept. . . . "Kelin Ketch Visits" will take over the Fitch's Sat ayem slot on WIZ. . . . Don Dunphy will be on the future of sports and radio tone 1 NYR's Radio Club. . . . Sidney Ascher Associates moving into larger quarters and adding record promotion to their publicity chores. . . . Tom Edwards, the one-time Zeligdall dolly, who had her own radio program in Chicago, is the new manager of McCarthy's Steak House. . . . Actress Peggy French has turned TV producer with CBS interested

- - - Paul Denis reports that Harriet Van Horne, the radio columnist, was called by her agent, Lester Lewis, with good news. "I've got a sponsor for your TV show," he said. "But I don't really want to do a TV show," replied Harriet. Lester moaned low. "But you authorized me to arrange one," he complained. "I know," she conceded, "but I didn't really think you could do it.

- - - Remember how uncommercial the 11:30 to midnight radio time was once considered? They used to brush it off with dance band remotes. Now it's fast becoming lucrative time and you can blame (or credit) the powerful influence of TV which has bit in so deeply into radio's once valuable 8 to 11 slot, Toke Joe Franklin's WIZ Record Shop, for instance. According to N. Y. and N. P. Pulse ratings, Joe's four month-old show in the 11:00 slot has already passed remotes established for years—a fact also made possible by his fabulous collection of some 25,000 records which he blends so informatively on his stana.

- - - THE TV INFLUENCE: Doug Edwards forwards the one about the mother who had to tell her youngster that his Poppy was just killed in a terrible accident. The kid went into hysterics. "Even if anybody is dead," conversed the mother, "he wouldn't want you to cry like this." "Poppy?" screamed the kid. "I thought you said 'Hoppy'!"

Brewing Company Plans N. Y. Spot Campaign

(Continued from Page 1)

during the week of May 15. Radio and television and other media will be used. The company is currently sponsoring fights on WPIX and will add radio spots in the near future. Paris and Peabody is the agency.

Jack Pacey Promoted: Named Ass't To Saudek

(Continued from Page 1)

for the WINS, B. Donigan, assistant manager of the ABC publicity department, assumes the additional duties of supervising trade news for the network.

New Nat'l Spot Biz To Follow Peaco

(Continued from Page 1)

coffee and George Washington co fee, a branch on the Associated Press New York agencies report that the coffee industry is planning intensive new paper and radio advertising to stimulate a new drinking throughout the country.

Buys In Southwest Markets

The general outlook in the Southwest is regarded as comparable that of last year.

An extensive spot radio campaign for the Borden Co. of New York has been started in 27 Southwest markets on a 52-week basis, it was announced today. Trickey-Locke C Dallas ad agency for Borden, stated the purchase of a thorough market survey conducted on in each of the Borden plant cities in six states, including Texas, La., Miss., Ala., Okla., and Ariz.

Flint Needs a Factor

During the course of the survey it was revealed by the radio and disk test of "Trickey-Locke", that coffee usage data in each market was plotted against the route operations of milk and ice cream plants. As a result of these findings, purchases were varied to meet individual needs—programs with establish ratings were selected in some places, while transcribed programs or newly developed live programs were substituted in other cases. In addition, states the agency, commercial copy is being tailored for each place to meet separate problems brought out by the survey.

Named To WIP Board

Gordon Gray, v-p of WIP, Pennsylvania Broadcasting Co., Philadelphia, has been named member of the board of that company, according to an announcement by Benedict Gimbel, Jr., pres., a gen. mgr. Prior to joining WIP '47, Gray had been an mgr. of three midwestern stations, a director of the Omaha Ad. Club, chairman of the Nebraska State Network and regional director of the O.V. Gray is also president of the University of N. C. and a past Secretary of the Army.

Will Get Sports Award

Hollywood—The first presentation of CBS' New Pacific Network Sportman's Award went this ye to Williams Hunter, athletic director of the Univ. of Southern Calif. Howard Meilman, CBS v-p and gc, exec., conducted the presentation on a special KNX broadcast Friday night (May 5, 6:30-7:00 p.m. PDT), Narrating the program was Waring with Director of Sports KNX, while Pacific Coast Commissiioner Victor O. Schmidt joined in.

The award names Hunter as "the n who has contributed most to western intercollegiate sports during the past year.

Monday, May 8, 19
AUDIOTAPE line expanded to include 2500-foot rolls

Whatever your tape recording requirements, you can now get exactly what you want in professional-quality Audiotape. And whether you use it in 5", 7" or 10½" reels — on plastic or paper base — with red or black oxide — you always get the same consistent, uniform quality that has characterized Audiolids for the past decade. Audiotape is made in our own plant, under our own constant supervision and control. And every foot is monitored for output, uniformity and distortion — your assurance of maximum fidelity, frequency response, uniformity of output, and freedom from background noise and distortion.

We wish to call your particular attention to the new 2500-foot Audiotape — available on standard NAB aluminum hubs or on complete aluminum reels. It is low in cost — gives 4½ extra length — has no splice — is guaranteed to keep volume deviation within ± 4db for the entire reel — and is packaged in a unique container designed for easier and safer handling and storage.

*Trade Mark

The new container permits tape to be transferred from package to turntable (and vice versa) without danger of slipping from hub or unwinding — facilitates installation of reel flanges on hub — and gives maximum protection in storage.

Send coupon below for your free 200-foot sample of Audiotape. It will speak for itself.

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<th>AUDIO DEVICES, INC.</th>
<th>444 Madison Ave., New York 22, N. Y.</th>
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<td>Please send me free 200-foot sample reel of:</td>
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EXTENDS UNIQUE ADVANTAGES OF AUDIOTAPE TO EVERY RECORDING APPLICATION

ONALD W. WHITE, formerly with Young & Rubicam, has moved his own company to one in merchandising and marketing research.

DAVISON CHEMICAL CORPORATION of Baltimore to St. George Keys, Inc., effective July 1.

CHELSEA MILLING COMPANY of Clark and Ricker, Inc. of Detroit for "Pifty" Mixers.

KENNETH RADER has opened a new agency under his own name at 207558th Street. He was formerly with the dissolved firm of Rany & Rader.

NEW officers of The Woman Pays club for the 1950-51 term take office this week. Elected president was Jeanette K. Harrison, national radio director of the YM and YWCA.

other officers of the club, an organization of writers, artists, actresses, and musical women, are: Marie Boyle, writer, first v-p; Naomi Lorn, artist, second v-p; Billy Marks, musical manager, elected secretary; Dorothy L. Omsisky, an editor, elected treasurer; Florence Strauss, chairman of publicity; Helen E. Moore, the national publicity woman, elected chairman of entertainment; and Fannie Ferber Fox, writer, elected chairman of membership.

W. E. McWORTER has been promoted to advertising manager of Owens-Illinois Glass Company's Kimble Glass Division and American Structural Products Company, a subsidiary, according to an announcement by D. H. Beane, vice president of the Kimble and American Structural sales promotion manager. Introduction of new products has made an increase in promotion efforts necessary, Mr. Hobbs said.

Script Program Service Used By 100 Stations

A. Maxwell Hage reports that 90 stations now subscribe to its script program series "The Better Way" — a free enterprise, anti-socialist, anti-Communist feature. Recent subscribers include:

WLAU, Nashville, WREX, Memphis.

VFPR, Fort Wayne, WBC, Jackson, in Tennessee.


KNVO, Tulsa and KTUL, Oklahoma City, OKK, Plano, with KFUX, Fort Worth.


KUX, Piedmont, WATC, McAlester, All In Okla.

SHRM, Shreveport, RALD, Alexandria, LA.

KRHN, Caddo, BFD, Abilene, WAXE, New Iberia, WVGO, Lafayette.

KACY, Baton Rouge, All in Louisiana.

WLAG, Laurel, WRBG, Jackson, WCHI, Columbus, in Mississippi.

WSFA, Montgomery, WQRR, WQCV, and WQIL, Anniston, Alabama.

WGBR, Pensacola and WQSY, Quincy, Ilinois.

WNJ, Augusta, WJMN, Atlanta.

WNSW, WCLL, Minneapolis.

WINK, WCLL, Caucasian.

WINA, Lima, WHIZ, Zanesville.

WKXJ, Newark, All in Ohio.

WKKF, Wheeling, W VA; WMV, Moundsville, PA.

and WWIN, Richmonton, N. Y.

WIND Carry Sox Games

Chicago—All 20 Chicago White Sox out-of-town night games are being heard exclusively in Chicago over WIND this year with veteran sportscaster Bob Olson behind the mike.

Maurice J. Condon, radio and television director of Roy S. Durstine, Inc., has announced his resignation to accept the post of general manager of WBOU in Elyria, Lorain, Ohio. Prior to joining the agency in 1944, Condon was associated with WQAR in Cleveland.

CODY PFANSTIEHL of WTOP and William M. Treynor of WOIC-TV in Washington, have been appointed to the Washington Advertising Club's "1950 Jambooree" publicity committee.

JOHN MECK INDUSTRIES, INC. of Plymouth, Indiana, and Scott Radio Laboratories, Inc. of Chicago have named Le Vally, Inc. Both companies are owned by John S. Meck.

F. R. TONDU has been named assistant advertising manager of Philco International Corp. He was formerly with O'Brien & Dorrance and Ray-Herbert.

JOHN J. HACKETT has joined Marschalk & Pratt Company as assistant media director. He was formerly with the media department of Calkins & Holden.

ROBERTS TECHNICAL & TRADE SCHOOLS, have just signed a 22-week contract for the 5-minute news programs following the Dodgers sports Extra programs each day on WMGM. William Warren, Jackson & Delaney handles the account.
Announcement of awards at the Ohio State Institute for Education by radio were in the web of the news on the first day of the meeting, which opened on Thursday. The award winners were named. In between, radio and TV supporters were given their opening plans, laid down last fall and not revealed, elections and selection took place, among other events.

Mike Blaisdell of the Broadcasters' Association contended that radio would not be replaced by television as a major advertising medium for a long time to come. A survey of 20 companies that backed this up, showing that radio was holding its own. Frieda Hennek, FCC Commissioner, urged educated, the four area, "The Ad
And the sales impact of television was brought out in another survey by Hofstra College, showing the increase in effectiveness of advertising via video.

The color TV battle continued with David Sarnoff of RCA telling the Commission that his company was ready to open a new plant for color TV. At an RCA stockholders meeting, Sarnoff also reported that profits in the first quarter were higher than those of last year. He said that the company's business had tripled in 10 years.

Meetings announced included: a May 15 date between NAB officials and network execs on their future status in the association; a May 10 get-together of the CBS affiliates advisory board; a May 11 and 12 convention on advertising at New York's City Hall; and an informal meeting for new NAB board members on June 20.

Among those elected to new posts were: John M. Hancock and Jervis S. Babbs, chairman and president respectively, of Lover Brothers; Otis A. Harbach, president of ASCAP; Ernest L. Follansbee, who was named president of the Boston Radio Executives Club.


Other items: C. E. Hooper made changes in his operations, dropping plans for pocket pieces in Chicago and the Northwest; RMA figures showed 1,227,930 TEs set sales in first three-quarters of year report by Ted Strelbein that Mutual now had a "substantial surplus" in its operations; consideration of Wayne Coy as RMA president; Broadcast Audience Measurement reported having growing pains and TBA reported planning a membership drive.

Fire Prevention Award Given to Kansas Outlaw

Chicago—Paul V. Galvin was re-elected to his post of president of Motorola, Inc., at the annual stockholders' meeting held here yesterday.

The other officers were also re-elected. They are Robert W. Galvin, Edward W. Waveling, Walter Steck, Jr., Frank J. O'Brien, Daniel E. Noble, and George E. MacDonald, all vice-presidents. Charles E. Green was re-elected to the Board.

Acquire MGM Shows

Four additional MGM recorded shows are being added to the program schedule of WJR, Detroit, announced Harry Wissner, asst. to the pres. of WJR, WGR, and KMP. Specifically, the four are "The Adventures of Maisie," "The Story of Dr. Kilroy," "Crime Does Not Pay," and "The Hardy Family.

New Shows On KYW

Two new local shows and one parent series took to the air last week on KYW, NBC outlet in Philadelphia, announced F. A. Tooko, program director. Sports commentator Tuskegee Rodgers will be seen five-times weekly at 6:30 p.m. and on Saturdays at 6:15 p.m. While on the daytime schedule, "Who's Talking?" takes over from 9:00-9:15 a.m., and Albert Mitchell's "Answer Man" show will fill the 9:15-10:30 a.m. slot.

Engineers Take Stand At FCC Color-Hearing

(Continued from Page 1) ward Chapan of the FCC, with the CBS vice-president, Adrian Murphy, questioned briefly on patent policy of.

During the Thursday night session, which saw the RCA board chairmen, Brig. Gen. David Sarnoff, interrogated by Commissioners Nielson and Coy until 11:00, Sarnoff did not budge from his original position that the public would be best served by adoption of the RCA system, that CBS is trying to throttle the development of the art. He got into more than one heated exchange with Jones, who stressed his belief that RCA is in such a commanding position in the industry that it could turn all other companies, instead of chastising them and impugning their motives. In discussion with Coy, he said he personally prefer the single-gun, tri-color tube, which, it was recalled here, did not perform as well as the three-gun televisions. This demonstration of the RCA single tube tube. Dr. Engstrom wants both, however, he said.

A single-gun tube is reported to be less expensive to make, and General Sarnoff said that doubling the dots on the screen will improve it. He told Coy also that he does not believe the FCC can require manufacturers to put adapters in their sets to prevent receiving CBS-type color signals in black and white. The Commission, he said, should decide. So far as RCA is concerned, it would be too costly, he added.

In FLEA objections to the FCC going over the question of compulsion with the Federal Trade Commission, he said. A requirement that all TV transmitting be in color might be desirable, if economic, he conceded.

14 Radio-TV Courses To Be Offered At Stanford

San Francisco—Fourteen courses on recent developments and technical problems in radio and TV are being offered in the Stanford-NBC Radio Television Institute during the summer session in San Francisco, June 22-Aug. 2. Designed for professional radio and TV men, teachers, and advertisers, the Institute enrollment is beginning. Facilities and studios of NBC's Radio City in San Francisco are being used. The lectures are given by Stanford and University of California student-operated station KZSU for instruction purposes. Dr. Stanford T. Donner, director of radio at Stanford, is the chairman of the Institute.

Other faculty members will be comprised of the NBC staff and regular teachers at Stanford.

www.americanradiohistory.com
**SDGA TO OPEN NEW YORK OFFICE**

**TELE TOPICS**

**OPERATION PETTICOAT,** WJNB's recently inaugurated morning video programming, is a neatly balanced three-in-one package which should build an audience without too much difficulty. Starting at 9:30 a.m. with "Up To You," a news show featuring Don Goodley, the station presents a variety of programming including the "Jasmine McCarthy Cooking Show," the "Nathan Norris Show," "Date in Manhattan," with Ed Herlihy, Lee Sullivan, and the Coleman Trio; and "Just For You," a retail shopping show featuring Anne Fenn. Norris, who recently moved over from WSNT to Du Mont, is a capable charming co-host who undoubtedly has built a solid following. "Date in Manhattan," emanates from the corner on the Green and is a combination of the old Tom Breneman and Don McCellard radio offerings. It suffers mostly from the fact that Herlihy has yet failed to pick his guests carefully. It is not. Entertainment value but this problem could be solved in time since Herlihy is bright and perceptive entertainers whose friends will carry them through. What audience potential is for morning programming remains question mark until one can answer. But it will be interesting to know.

**WSX WILL SCREEN films of the Kentucky Derby on May 11...** early Faithless in New York for a couple of weeks of conferences with Eastern video people... Bob Smith's brother, Vic, subtotal video and the All-Star Video on the "Howdy Doody" program Friday. Vic is a retail food distributor in Buffalo. NBC is running the big build-up for "Creech" today... and Roberts and Carr are preparing a breakfast forum for video... Amy Andrews of Bosport's "Touch and Go" and Art Henderson are working up a couple for TV... Gordon Heiman, CBS manager of sales presentations, will deliver the TV class of Johns Hopkins on selling Network Television.

**UTE PUBLICITY PIECE now making the rounds is a picture of Sam Gold- man and his wife gazing intently onto a screen of an RCA Victor TV set. last week was a hectic one for TV shares the New York Stock Exchange. Up down, down... General Mills has purchased some stock participation in WABD... Gay Lebow, WPIX offcaster, has authored a book, "The Wrestling Scene," concerned with, of all things, wrestling... Pat Weaver told the U.S. Brewers Foundation Convention Wednesday that video is here to stay to tap a sales medium. Business Week... May 6 issue, has a good piece on TV locations.

**Another Point Of View**

Edutors who seek to do away with television so that children can do their homework have transposed the solution to the problem, according to Dr. Bruce Robertson, psychiatrist of the Newark N. J. School System. Dr. Robertson, who has been psychiatrists to Newark's public schools for the past 24 years and an active psychiatrist for the past 30 years, says that the solution rests in doing away with homework. Television, he says, provides the child with an opportunity to develop health, social compatibility and family life. Educationally, Dr. Robertson says that TV is still pretty much in the experimental stage but its educational potential is enormous because of its utilization of audio-visual interests. Dr. Robertson has long been a foe of homework for school kids.

**Video Will Affect All Communications**

Columbus—"Television is bound to affect profoundly the other mediums of communications of ideas, the theater, the motion picture and radio," Leon Levine, CBS director of discussion networks told the Ohio State Institute for Radio on Friday night. "The sooner," he continued, "important decisions affecting its future are made, the sooner it can approach maturity." Pointing out that TV placed a responsibility on the government, the broadcaster, the parent and the educator, Levine said that it has the potentials of becoming the greatest mass education tool yet devised.

Television, he said, will not supplant the teacher, or the textbook but at the classroom level it will take its place with records, films, radio, modern publications and books to broaden the mental horizons of pupils.

The new medium will be used to extend the walls of the classroom to embrace the outside world, he said. Levine quoted from a favorable editorial in the Philadelphia Inquirer which said that video had much to offer both young and old.

Educational video programs are now provided with programming and an educational value, Levine said, and pointed to an array of CBS-TV shows which had an educational value to prove his point.

**Nielsen Releases 1st National TV Index**

Milton Berle's "Texaco Star Theater" is currently reaching a total of 3,277,000 TV homes, according to the first National Television Index covering the periods March 1-7 and 15-21, just released. In second and third places, respectively, were "Godfrey and His Friend," 2,349,000, and "Toot of the Town," 1,985,000.

Ratings-wise, Nielsen listed the top programs in the following order: Texas Star Theater—79.8; Godfrey's Talent Scouts—69.3; Godfrey and Friends—58.2; Toast of the Town—55.1; Stop the Music (Admiral)—51.8; Gillette Cavalcade—51.1; Stop the Music (Old Gold)—50.3; Lone Ranger—49.1; The Goldbergs—49.0; and Big Story—48.4.

Other program popularity ratings by TV homes were: "Big Story," 1,924,000; "Philo Tv Playhouse," 1,915,000; "Talent Scouts," 1,876,000; "Lone Ranger," 1,828,000; "Stop the Music," 1,746,000; the "Goldbergs," 1,705,000; and "Stop the Music," (Old Gold) 1,698,000.

Press-Time Paragraphs

**DuMont To Receive Award**

Boston—Dr. Allen B. DuMont will receive the Boston Jubilee Award from the Boston Chamber of Commerce during special ceremonies on Thursday, May 18, it has been announced here, Dr. DuMont, a television pioneer, is president of the Allen B. DuMont Laboratories.

**Low Cost Line Of TV Receivers**

Winston-Salem, N.C.—The National Union Radio Corp. is working on a video projection system which will permit set manufacturers to produce cheaper projection video sets as well as sets which will be capable of color reception, according to Kenneth C. McNeil, president of the company. He said. The company had had its most profitable first quarter (1950) in its 20-year history.

**In N.Y. TV Picture To Stay Says Leaman**

The Screen Directors Guild of America will open a New York office in the near future, an attempt to enlist support from Eastern video directors, according to Edgar J. Leaman, SDGA TV consultant, now in New York from the West Coast. Additionally, said Leaman, the SDGA is currently negotiating contracts for "new features" with stations KTIV, a CBS station, and KTLa, a Paramount station, both in Los Angeles.

Leaman, who held a press conference in New York on Friday at the Waldorf-Astoria, said that the SDGA will press the New York television picture and "intends to stay there."

He said that the SDGA would seek to establish jurisdiction over network metropolitan TV directors under the conditions set forth by Section 9 of the NLRA and said that it has never shown the function of the Guild to act as a labor organization.

Leaman pointed out that his organization has always wanted the film directors for the past fifteen years having had to submit to arbitration only once in that time.

He said that his Guild is largely financed to carry any jurisdictional battle with the Radio and Television Directors Guild in New York to its ultimate conclusion but denied that the Guild had anything like a $10,000,000 war chest. "We are not an organization that is asking that we don't have ten millions of dollars to spend."

Directors, according to Leaman, are entitle to freedom of expression and recognition as creative talents. These factors, he continued, will largely determine the success of his Guild in bargaining with the major networks and Eastern stations.

He said that TV directors could charge the Guild for a basic initiation fee of $10 at the present time. He said that this fee was not in accordance with the principles of the Guild. If, later, he continued, directors of TV shows would be able to direct their own picture, they could become eligible to do so under Guild by-laws.

He pointed out that all freelance agency and network TV directors were eligible to join the SDGA and said their interest would be welcomed.

To divulge the basic scale minimums that the Guild was asking of KTIV and KTLA but said they compared favorably with scales now in operation in New York.

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Established Listener Councils, Coy Urges Educators At OSI

COAST-TO-COAST

KYW Originating Catholic Hour

Philadelphia, Pa.—Catholic Hour broadcasts over KYW and the coast-to-coast network at 6:00 p.m., EST, from KYW. The program originated in the basement of St. Mary’s Church, Convention Hall here and had Rev. Joseph Manton as featured speaker. Music was by the Choir of the Church of St. John The Evangelist.

Forums AP Association

Bismarck, N. D.—Radio members of the Associated Press here organized the North Dakota AP Broadcasters Association on April 26th. Jack Dunn, manager of WDAY, Fargo, was elected chairman; George Brooks, news director of KDIX, Dickinson, was named vice-chairman, and AP correspondent Fred Moen, secretary. The association endorsed AP’s new transmitting schedule to speed the flow of regional and general news. The chairman was instructed to appoint a continuing study committee with a view to molding a news file best suited to the needs of the N. D. broadcasters.

WSAM Fishing Series

Saginaw, Mich.—To help keep the rock-and-reel boys in this area in top shape, WSAM, NBC outlet, has inaugurated a 15-minute program each Thursday evening entitled “Let’s Go Fishing.” On this program, phone calls are made directly to several choice fishing localities and accurate reports are made by the fishermen themselves. Through the use of telephone tape recordings, they tell their fellow fishermen what kind of bait works the best, how the weather is, and who is catching the big ones.

WMGB Special Church B’cast

Richardson, Va.—WMGB aired a special broadcast of the dedication service of the Grace Baptist Church in that city when it opened the new church building on Sunday, May 7th. The hour-long dedication service was carried as a public interest feature by the remote and special events department of WMGB. This church has been holding services in a large local theater since the former building was burned some five years ago. Since the burning, the regular morning services of Grace Church have been broadcast over WMGB at least one month of each year.

WONS Barn Dance Returns

Hartford, Conn.—”After an absence of six years, during which time he was in the midwest, Pappy Howard returns to WONS, with his Yankee Barn Dance Jamboree. Pappy and the gang will be heard Mondays from 5:00 to 5:45 p.m. on 1560. This time-scribbled show will be aired Monday through Friday from 7:05 to 7:20 a.m.

cast matters by listeners, with councils in every city. “Think what a powerful influence this could be wielded by such local councils,” he said, “by state organizations of councils and by a national organization of them.”

Such groups could be extremely helpful to the Commission, he said, and added, “I would like to see these groups represented at hearings in their communities involving applications for new stations or for renewal of license of present stations or for transfer of control of what is a small minority stations, I would like to see them well represented in hearings before the Commission in Washington and in every discussion involving changes in our broadcasting policies.”

Calls Listener “Wallflower”

“Mr. Taylor” has been a wallflower. The cat has had its tongue. He has been the missing link in broadcasting’s chain of command. It is time for him to stop suspicion of anything the broadcaster chooses to do out of him or snapping off the whip and standing idly. It is time the listener recognizes him into his own. To paraphrase Clemencause’s famous remark about general public interest, broadcasting is too important to be left to the broadcasters.

The listener—not the broadcaster, not the advertiser and not the government—is the most important party in the American system of free radio. He is out there and all. All sorts of self-appointed intermediaries are doing the talking for the listener, telling us in generalities what he likes and what he doesn’t like.

“We have come for the listener to make himself heard—not in specific but in general ways, not just in an intelligent, rational, organized fashion. In union there is strength. The listener council movement can become one of the most powerful agencies for the public good in our time.”

Kaltenborn Featured Speaker

H. V. Kaltenborn, NBC news analyst, declared that although radio has not lived up to its potentialities for the common good, television will never completely replace audio broadcasting. Kaltenborn was the featured speaker at the annual IEK dinner Sunday, concluding four days of Institute meetings. He reviewed the last 20 years in broadcasting and made some predictions for the future.

He said the educator, the community leader and the small town must share blame for the failure of educational broadcasting to achieve greater development. The educator should not ignore too much of commercial television as an educational medium he warned the broadcasters. The radio station must devote a certain amount of its programming to educational endeavors. Although the station’s program policy should be determined by the station owner, the station’s program policy should be determined by the station owner, the station’s program policy should be determined by the station owner, the station’s program policy should be determined by the station owner, the station’s program policy should be determined by the station owner. It will be one of the most powerful forces for the educational development of our television,” he declared.

The current weakness of educational broadcasting, Kaltenborn said, is not its programming, but rather that “hot enough people know about the availability of such programming.”

Public Service Programming

Buffalo—Dr. Clinton H. Chittick, president and general manager of WKBW, announced that the joint organization of WKBW was turned over to the women’s clubs of the City of Buffalo, for their “Career Day” of May 8th. Boys and girls of the various schools in the city of Buffalo who have shown an interest in radio as a career spent their entire day and night at WKBW, beginning at 7:00 a.m., assisting all the various departments in their routine duties.

This is the first year that such activities have taken place and WKBW was first to loan its facilities for “The Job Training” for high school students. Program men, engineers, salesmen, were all students. Buffalo high schools on May 8th.

Hooper TV Ratings

Criticalized By WO

(Continued from Page 1)

up in light of other research findings.

Citing an April Telepex report showing that 30.4 per cent of New York families have a television set, he said that independent charge of sales for WOR-TV declared: “In light of this figure WOR cannot subscribe to the theory that the thirty per cent accounts for half of the entire broadcast audience. Moreover,” he continued, “these television families have radios and devote part of the evening to radio listening. We have figures showing 75 per cent of the country.”

Maddux noted that Hooper checked only telephone homes. The likelihood for discrepancy this method of obtaining 61.7 per cent of the radio family are telephone subscribers, while per cent of TV homes have telephones.

WOR checked 46,000 homes in New York’s 16 counties during November through Pulse and results showed that from 5 to 6 p.m., or television accounted for 1 per cent of the audience, as opposed to 9.8 per cent reported by Hooper. This ‘over-emphasis of reviewing present in November results today, six months later,” Maddux said.

Pulse shows television with a 30 per cent national share of audience. Regardless, Maddux said, that “this is a more accurate picture of the New York situation, than the 6.96 per cent.”

The stations point out that an advertiser gets an audience in two ways: either WOR while on WOR-TV, the audience is within a 60-mile area from New York in three states.

Stork News

A son, their second child, born Mr. and Mrs. Sig Mickelson at N
c
c

www.americanradiohistory.com
Detroit Station Increases Daytime Radio Rates

WJR Using WCCO Pattern Of Rate Changes

Detroit—Rate revisions following generally the pattern set by WCCO in Minneapolis last month have been announced by WJR, 50-kw CBS affiliate in the motor city. Nighttime rates remain for the most part unchanged while daytime rates have been cut and revised in anticipation of FCC's possible action on the subject.

(Continued on Page 3)

Gillette Exclusive
Gillette Safety Razor Company will sponsor extensive radio and television coverage of The Frankness, turf event, over CBS, from Finley Field, Md., Saturday, May 20, 5:00-5:30 p.m. EDT. Clem McClory and Mel Allen will handle the radio reportage, and Bryam Field will be the commentator for telecast of the race, one of turf's most famous contests.

Students Concentrate On Quiz Shows
Radio quiz shows have become a new medium for aiding college fund drives as a result of the efforts of Columbia University students. Last Wednesday on NBC's "Break the Bank" program, Harold Emerson and five other students from the school joined the audience. Emerson was selected and won $2,155 which will be given to the university as part of the undergraduate section of the drive. Students plan now to expand their activities to cover practically every quiz show in New York.

Public Subscriptions Aiding FM Station
Chicago—A total of $1,500, with $500 more in prospect by the end of May, has been given to FM station WXIT by the Citizens Committee for Better Music in Chicago. Sydney Harris, Chicago Daily News columnist and chairman of the music group, announced this at the second open meeting Friday.
A goal of 5,000 members at $10 apiece has been set as a minimum goal by the organization which is

(Continued on Page 6)

Capitol AMs, and FMs Operate As Network

Washington Bureau of RADIO DAILY
Washington — Five Washington-area AM stations and the FM affiliates of three of them began operation as the D. C. metropolitan network on Monday evening, offering identical programming from 7:00 to 8:00 p.m. daily from now on. Either spots or longer periods are being offered merchants under the terms of an agreement concluded Friday. This is believed here to be the first

(Continued on Page 6)

Coy Indicates FCC Will Study Case Of Phonevision

Washington Bureau of RADIO DAILY
Washington — Film companies should be called to account when asking licenses for broadcast or TV operations for their refusal to rent films for the Zenith Phonevision test, FCC Chairman Wayne Coy believes. In a letter written last month Senator Charles W. Tobey but

(Continued on Page 7)

Listening Increases In Nine Met. Areas

Average quarter-hour radio sets in use for the first week of March and April in nine metropolitan areas is higher than the January-February level, but lower than the comparable figure for last year, according to the latest Pulse report.
All cities rated 24.7 against 25.7 a year ago. The January-February level stood at 23.5. In New York, the

(Continued on Page 2)

Special Treasury Show On All Four Networks
President Harry S. Truman and Secretary of the Treasury John W. Snyder will address the nation over all four networks on the gala "Treasury Bond Show" May 15th.

(Continued on Page 3)

Amateur Radio Operators Aiding Fire Stricken Area

Montreal — Provincial headquarters of the Amateur Radio Relay League in Montreal, reports that Felix Edge, ARRL, emergency coordinator for the Quebec City area, has taken a complete portable sending-receiving station to Rimouski to aid two Rimouski amateurs who were handling messages out of the burning town from Sunday afternoon.

The more powerful of these two stations had been off the air intermittently from five p.m. Sunday as a result of power failure, so the portable equipment was dispatched to take its place. Operators all over Quebec and Ontario co-operated through the emergency by keeping a "disaster channel," 3760 kilocycles, free of interference.

Besides handling many official messages, the two amateur stations, 

(Continued on Page 2)
LISTENING INCREASES IN NINE MET. AREAS
(Continued from Page 1)
current rating was 25.7 against 25.0 a year ago. Biggest drop in the group was that of Philadelphia falling from 24.4 in 1949 to 19.8 this year. Chicago also tumbled from 25.0 to 17.0.

Top show in the cities was Jack Benny (CBS) at 20.2. Lux Radio Theater (CBS) came second at 18.0. Bergen (CBS) was third at 13.4 and Godfrey’s Talent Scouts (CBS) fourth at 13.8. NBC’s Fibber McGee and Molly placed fifth at 13.7.

Filling out the top ten were: Amos ’n Andy (CBS) at 13.7; Your Life (CBS) at 13.4; Bob Hope (NBC) at 13.4; Bing Crosby (CBS) at 13.2 and Walter Winchell (ABC) at 13.0.

AUXILIARY OPERATORS
Aid Fire-Stricken Area
(Continued from Page 1)
in contact with other “homes” in Quebec City, Montreal, St. John’s, Churchill and Montreal, enabled anxious relatives all over the province to keep in contact with their loved ones.

WARNS ABOUT IMPOSTER
George Gunnerson, general manager of WSKB, McComb, Miss., wired Radio Daily to warn the trade that an impostor who represents himself as manager of the station has been making business calls in New York. The man is reported to have visited Raytheon Manufacturing Company and the Frederic W. Liv office.

CBS Declares Dividend
The CBS board of directors meeting in New York yesterday declared a quarterly dividend of 40 cents a share payable on June 2 of all stocks of record on May 19th. A similar quarterly dividend was declared in February.

PEARS’ SOUP EXTENDING CAMPAIGN TO BOSTON
(Continued from Page 1)
pattern which is now being tried in Boston. Mildred Carlson over WDB, Boston, and WSPA, Springfield, is running the commercials.

Cowan and Denger is the agency for Schieffelin & Co., importers of the British product.

NEW NBC DEE-JAY SHOW TO FEATURE SAMMY KAYE
(Continued from Page 1)
plans of the show are undecided yet, but in the event the program is given a meal-ticket, Kaye will travel throughout the country presenting disc jockeys and concerts from various cities.

ADD TO VALLEE SKED
"The Rudy Vallee Show," over WOR will be added to the Saturday morning schedule on May 13, in another step by the station to prevent weekday personalities to weekend listeners. Vallee will be heard from 10:15 to 10:45 a.m., one hour earlier than weekdays.

WOR recently added "The Mc Canne at Home" and John Gambling to the Saturday morning schedule. All three shows will now be heard six days a week.

FINANCIAL
(May 5)
NEW YORK STOCK EXCHANGE
Net High Low Class Chg.

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NEW YORK CURREN EXCHANGE
Not listed 20/4 29/4 19/4

OVER THE COUNTER
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Quotemart 22 22
Stromberg-Carlson 16 17

ANNOUNCER
wanted as addition to finest staff in world’s fastest growing city. Must be "personality" man, versatile and original, who can handle morning show in a highly competitive market. Require a man with background and experience in all aspects of announcing. A permanent job with progressive ABC affiliate. State minimum starting salary. Send picture, addition disc, background data, etc. to: Glenn McCafferty Enterprises, KXYZ, Gulf Building, Houston, Texas.

COMING AND GOING
WAYNE COY, chairman of the FCC, he will be in the West Coast for the demonstration of the CITI color TV system in San Francisco. On May 19 he will discuss the "froze" in Portland, Ore., a city it was stated, which wishes to proceed with the building of a TV service.

ARTHUR CHURCH, president of KMBC, Columbia network outlet in Kansas City, Mo., expected in New York today for conference with officials of the web.

E. E. HILL, executive vice-president of WTAG, Worcester, Mass.; ROBERT BOG, vice-president and general manager of station and H. L. KOEGER, commercial manager, are in New York for the first show of the promotion film, "Weber, the India Gold Capital of New England."

CAROLINE BURKE, producer for NBC, has returned from Columbus, Ohio.

GLADYS A. FETCH, radio consultant to WJIN, Providence, R. I., is in New York this week to preliminary the announcement of the forthcoming new series, "The Bob Hope Show," which will be in the City College Auditorium on the 22nd of this month.

JOSEPH BERNARD, general manager of WOR, the NBC affiliate of CBS, is in town on station network business.

GEORGE V. Denny, Jr., moderator of "America’s Town Meeting" on ABC, has completed the spring tour and will return to New York in time for tonight’s broadcast from the City College Auditorium.

BERT LOWN, vice-president of Associated Program Service in charge of station relations, Friday will be in Baltimore on business. He’ll be back on Saturday.

LOAD-PULLERS

WDC
CONNECTICUT’S PIONEER BROADCASTER

NEW MARKET STUDY NOW READY
Gives facts and figures, shows why WDC is best buy in Hartford by any yardstick! Write for your copy to WDC.

WDC
350 Main St., Hartford, Conn.

WANTS YOU TO KNOW
W.J.T.-H. the Big Independent that covers 92.3% of all the radio homes in the Baltimore trading area. So if you’re looking for low-cost results, call in your Headley-Redd man and get the W.J.T.-H. story.
Seek Legislation
For Radio Newsmen

(Continued from Page 1)

sociation. The decision to push passage of the bill was made by a vote of the broadcasters at their recent meeting when NAB president Carl Mark, m.p.C. of WTTM, Trenton, announced the new bill will be presented in the legislature before the end of the current session.

Last year, an NAB-backed bill to grant radio newsmen the same protection of sources of information accorded to newspapermen failed passage of the state legislature. This year's bill is expected to fare better, since some proof of association strength was evidenced recently during the defeat of a move to levy a 10 per cent tax on radio and TV rights to boxing and wrestling matches, which would have been charged to broadcasting stations. In this regard, Mark announced earlier in the meeting that the Republican majority caucus of the State Senate had rejected a measure opposing the tax levy.

Special Treasury Show
On All Four Networks

(Continued from Page 1)

Hollywood stars including Jimmy Stewart, emcee Bing Crosby, Bob Hope, Doris Day, and Joe Kirkwood, will precede the President and Secretary Snyder making their pleas for national support of the new loan drive. The President's speech will originate from Chicago, Secretary Snyder's from Philadelphia, and the galaxy of movie stars will be heard from Los Angeles. Televiewers will see the show over NBC's TV network.

Wins Disc Jockey Poll

Gl! Newsome, disc jockey of KWK in St. Louis, has topped St. Louis popularity polls as best d.j. for the fifth consecutive year. Honoring him tonight on a Mutual broadcast featuring Buddy De Franco's orchestra from the Chase Club in St. Louis (11:15-11:30 p.m.) are many of Newsome's friends and celebrities.

Renew Rival Hour

The Gospel Broadcasting Association has renewed for 52 weeks its hour-long Sunday show on ABC, "The Old Fashioned Revival Hour." The renewal, which becomes effective June 18, also stipulates a time change from 8:00 a.m. to 4:00 p.m. R. H. Alber Co., of Los Angeles, Calif., is the agency.

Gambling Adds Program

John Gambling added another show to his schedule last Saturday, May 6, over WOR from 8:15 to 9 a.m. The show titled "John Gambling's Saturday Special" will feature recorded music plus the relaxed chatter of the WOR veteran. A new program, "Breakfast With the Hashmen," which will now be heard from 2:15 to 3 p.m. on Saturdays.

WANTED

Record selector for New York station. Good knowledge with experience in record programming of all types. Send qualifications to Box 133, RADIO DAILY, 1501 Broadway, New York City.
Man About Manhattan . . . !

- • • • BIGTOWN SMALL TALK: No replacement for Chas. (Bud) Barry as program director of ABC is contemplated. According to reports, Al Strohm will continue to head up TV programming and Leonard Reel will serve as eastern radio program manager. Barry left ABC yesterday to take his new post as nrtf radio program director of NBC.

- • • • Watch for a radio-TV innovation when Frank Truman speaks in Chicago on the 15th. Snow Camp will be Fox Emerson's new bankroller shortly on her 15-minute stunts. Aloma 'n' Andy's summer replacement will be the Goodson-Todman airs, "Hit the Jackpot." With Cullen Cullins. Start the 29th of May. Phil Baker resuming a show with his old stooges, Beetle and Bottle. Jose Ramon Quintos, pres. of WAPA. San Juan, yesterday used the international phone to deny published reports that his Puerto Rican station was being sold for a million buckaroos. WOB-TV still leading the field in the presentation of quality baseball coverage. Other stations unable to attain their four-camera coverage effects. Rating with the base of the lowe thrillers is Franklin Helper's picture-dingy CBS Sat. after, "The Trap." Also on the recommended list is Geo. Putnam's singy DeMont new-casting.

- • • • At the Fireside Inn, comedienne Kate Murtagh brought up a mediocre H'wood product that just began a B'way run. "That's one picture I can wait to see at my neighborhood theater," she screamed, "And I", topped Jack Gilford, "can wait to see it on television."

- • • • AROUND TOWN! Cornell Jackson, managing editor of S. Walter Thompson's coast office, has been selected by U. S. C. radio depty students for their annual "achievement award" in recognition of "outstanding service and leadership in radio industry." Last year's award went to Bob Hope. . . . Mike Foster, CBS publicist, established something of a record in aviation Friday. He flew up from Washington in an hour and spent three hours in a plane over Newark trying to find a hole in the fog. This year's Ohio State U. Radio Institute lacked the enthusiastic interest of previous years and attendance fell off too. . . . Morton Downey didn't have a winner at Belmont the other day. Races were rained out. . . . Mrs. Oscar Bradley sporting a novel miniature gold 3-way TV set (with six and phone) on her fabulous crombracket--an 8th ann'y gift from "We the People" stuffers. . . . Dolly Martin, heard on Bob Monroe's "High Adventure," screened-tested by U.S. Chas. Show of Showa, Sanford linked to 3-year contract by NBC. . . . Joe Ricardal, maestro-composer of several hit Parade tunes, never waxed any of his songs until he cut "Ta, St Belle" recently for Box Office Records, which is owned by his papa. El Lloyd Holman.


- • • • Bill Tabbert was over at McCarthy's steakhouse the other p.m. introducing the new name-game. The surname of one personality must be the given name of another. Here are a few of Tabbert's Bob Hope Hampton. Jack Benny Davis. Nick Kenny Baker. Jack Pearl Bailey. Fred Allen Prescott. Bob Sanford Meiner. Jack Arthur Godfrey. Ralph Paul Douglas. Jack Barry Wood.

By SID WHITE

LOS ANGELES

ART LUNKLETTER, CBS "Hoot Party" host, has signed for personal appearance in St. Paul, Minn., home of his sponsor's plan. Extensive preparations are ready under way for the "Club 1" broadcast to honor the songwriting talent of Richard Rodgers with an anniversary show featuring the man Bob Crosby, Jo Stafford, Modernaires, Del Shaw, and Jerry Gray's orchestra over CBS-UN, May 11.

Knight and Russell Agency has been retained by Kira Mells Enterprises to launch a national advertising campaign for "Facial-Jurr" a beauty device. Schedules will include newspapers, magazines, spot television films. The "Hoofer Hot Shots," deb in the new Saturday "K-Ho-Dan" series on May 13. The group for some is currently celebrating the fifth year in show business--years that have found them among the brightest names in the radio-motion picture, vaudeville, and recording fields. Fort Marion for some: Jimmie Doolittle will be on hand and Larry Hays will scribble this new radio series for the "Ho- sier Hot Shots."


Bigelow Succeeds McA AVR

Joe Bigelow, screen writer, director and producer, has been selected to replace Joe McAvrir as director of M-G-M's Radio Attractions. "The Hardy Family," it was announced last week by Rayme Kitz, director of production, who previously announced, McAvrir joins CBS, Hollywood, as radio production supervisor.

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

Contact EDWARD PETCO. 317

EDWARD PETCO.

Tuesday, May 9, 1944

WVUO

programs of distinguished features in English and Italian

WBUR

WBFD 177119 W 6th

HENRY GREENFIELD, Mgr. Director N.Y. 19

www.americanradiohistory.com


**Advertising Agency News And Notes From Here And There**

**EVALLY, INC.,** whose reputation was built in merchandising major appliances, has been appointed to handle the advertising and merchandising of John Meek Industries, Inc., of Plymouth, Ind., and cott Radio Laboratories, Inc., Chicago. Both firms are headed by aggressive John S. Meek, who has been asking news with his demands that appliance dealers be given higher merchandising discounts on TV sets. Vally replaces Frank C. Nahser, Chicago, as the Meek agency and to Burnett, Chicago, as the Scott representative.

**BENNETT S. CHAPPLE, JR., assistant vice-president of U. S. Steel Corporation, has been nominated for the presidency of the National Industrial Advertising Association.** Edward B. Beardsell, advertising engineer of Lane-Wells Company, and James B. Brittain of Russell T. Kelly, Ltd., have been nominated for two-year terms as vice-presidents of Charles W. Shugert, assistant to the advertising manager of the Shell Oil Company of New York, has been nominated for a one-year term as secretary-treasurer. Elections will be held at a convention on June 12 at Los Angeles.

**CORNWELL JACKSON, vice-president and manager of J. Walter Thompson Company's Hollywood office, has been selected by the students of the radio department of the University of Southern California as the recipient of their annual achievement award.” Jackson will present the award “in recognition of outstanding service and leadership to the radio industry.” The award is presented annually by the radio students at U. S. C. to a person in the field of radio who has contributed outstanding service in the media of radiocasting. Last year’s award was presented to Bob Hope.

**THE GENERAL ELECTRIC COMPANY announces that open house ceremonies for its stockholders will be held this month at four of its plant locations, including Oakland and Ontario, California.** May W. Turnbull, western commercial vice-president, San Francisco, said the regional meetings are being arranged to provide the opportunity for the company’s stockholders, who were unable to attend the annual meeting in Schenectady, N. Y., to inspect some of the company’s manufacturing facilities in this area.

**TRACY - LOCKE COMPANY, NC, also announced the start of a “home economics” newspaper test or Light Crust. Weekly ads, designed along editorial lines, feature Ruth Terry, director of the Light Crust Kitchen, who presents food tips and recipes, home-decorating ideas, etc. First test markets are Oklahoma City, San Antonio, New Orleans and Corpus Christi.**

**SERVICE INDUSTRIES of Philadelphia to Relley & Reynolds, Inc., Philadelphia for their line of cleaners.**

**GEORGE STEGE has joined Leo Burnett Company, Inc. of Chicago, as an account executive. He was former director of sales for the Pondod division of Lever Brothers.**

**WILLIAMS - FALKENBERG ADVERTISING ASSOCIATES has moved to 104 East 40th Street.**

**PLASTIC PRODUCTS CORPORATION of Ossining, N. Y. to A. D. Adams Advertising.**

**WILLIAM W. HORINE has joined the G. M. Bairstow Company as an account executive.**

**THE CONTINENTAL ILLINOIS NATIONAL BANK AND TRUST COMPANY of Chicago to Roche, Williams & Cleary, Inc.**

**SCHIEFFELIN & COMPANY, drug specialties, to Hoffman Advertising, Inc.**

**DON FRANCISCO, vice-president of J. Walter Thompson Co., has been named chairman of the advertising, publishing and graphic arts industries' solicitation in the Greater New York Fund Drive for 1956.**

**VIC PIOTROWSKI has been named vice-president in charge of the merchandising department of Dance-Fitzgerald-Sample, Inc. He was formerly with the Kroger Company and will assume his new post on May 22.**

**DONALD C. FOOTE, JR., has been appointed assistant to the director of radio and television at Anderson, Davis & Platte, Inc. His duties will be basic research and time buying.**

**SANDER HEYMAN, formerly of Schenley Industries, has joined the A. J. Paul Lefton Company, Inc. in an executive capacity.**

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**Sesac Script Service**

**STEPS UP SALES**

Continuity shows that bring you $ $ $ !

Quality scripts in quantity

Highlighted by music of lasting value from the SESAC Transcribed Library.

Many of these superior scripts come in complete series of 39 shows . . . additional scripts for holidays and special events.

Sponsored coast to coast!

Hundreds of outstanding American Folk—Band—Concert—Hawaiian—Novelties—Religious—South American and Spanish renditions included in the 3700 musical selections contained in the SESAC Transcribed Library—ALL FOR AS LITTLE AS $40 A MONTH! (Based on your advertising rate card.)

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**★★ 6 - SPONSOR-SELLING KIDDIE SHOWS - 6**

SESAC, INC., 475 FIFTH AVE., NEW YORK 17, N. Y.
PUBLIC SUBSCRIPTIONS Aiding FM Station

(Continued from Page 1) currently buying a 90-minute symphony program six days a week and an opera program on Sunday over WVRG and class-credit station KJ.

Formed three months ago by Harris on the slow death FM was dying owing to lack of support, the committee chose WXRT as its first project. If and when the station becomes self-supporting, it plans to stimulate public interest in concerts, chamber music groups, etc.

Plans for this fall envisage sponsorship of an intercollege music program in which outstanding talent from local colleges will be selected to play with the Chicago Symphony Orchestra. Once a month, George Kuyper, manager of the symphony, has lent his support to the project. Harris announced that efforts will be made to broadcast these programs broadast over WXRT.

Robert Miller, manager of WXRT, revealed that Steinway Drug Stores will soon begin sponsorship of the 90-minute symphony program here- tofore paid for by the Citizens Committee, thus making it possible for the group to take over sponsorship of another good music program. The signing of Steinway Drugs was di- rectly attributed to the interest in the station engendered by the forma- tion of the committee.

Hit The Jackpot’ Set As Summer Replacement

“Hit the Jackpot,” CBS comedy quiz series recently dropped from the schedule when its sponsor, DeWitt and Davenport, decided, will return to the air Sunday, May 26, over CBS as the summer replacement for “Amos ‘n Andy,” under the leadership of Lever Brothers Company for Rinso.

Show will be presented Sundays, 7:30-8:00 p.m., for 10 weeks through July 30 after which Lever will go off the air for the hot weather pending the return of Amos ‘n Andy next fall.

Bill Cullen is the emcee of “Hit the Jackpot” which is a Mark Good- son-Bill Todman production. Agency is Ruthrauff & Ryan.

WINDY CITY WORDAGE

by HEIN KRAUS

RADIO — Windy City Wordage — KESTENBERG MAY 4, 1955.

- - - HOT OFF THE GRID: Chicago area boasts 457,585 TV sets in use as of March 31. Increase of nearly 40,000 during March, and a 328,000 jump since March, 1946. The FCC will shortly be petitioned for a new 24-hour FM station and another TV station in Chicago. Different parties seeking the two outlets. John Meck expected to cut quite a caper in radio-TV manufacturing circles since his acquisition of Scott Radio. The candy industry being encouraged by its number one trade paper, CANDY INDUSTRY, to investigate and invest in TV advertising. Surveys show that candy consumption goes up when the family stays home around the TV hearth. Eisele McElhine, the patchwork quần of ABC TV’s “Think Fast,” recently received a proposal by post suggesting marriage. Swahn offered to come from West Coast as far as Chicago, if she would meet him half way. Maestro Hank Sylvern claims to know a Chicago TV actor who’s a bit player—he’s put the bite on all his friends, ABC’s “Super Circus” may lose sponsor Canado Dry this summer if the soft-drink bank-roller decides on a summer hiatus. Regardless of whether the Big Band materializes or not, program will not be sustained for more than four weeks at the most, as producer Phil Pallen has Weatherbird coming back August 6 for sure.

- - - A color TV demonstration will be thrown for the press, radio, and State street people Monday, May 22, in the Palmer House, Webster-Chicago, manufacturers of the adapters for the CBS system of color TV, will run a closed-circuit show from one parlor to another. After the preview at 10:30 a.m., the company is scheduling four shows a day for four days for all those interested. Phil Lesly is handling the promotion and the tickets. The American Cancer Society, Illinois Division, is planning a gala two-hour variety show over ABC Friday, May 18, from 10:00 p.m. to midnight. Jim Moran, minus commercials, is contributing a full hour show and ABC’s giving an additional hour. It should be a terrific wind-up to a very terrific campaign.

- - - Janice Kinglaw, one of Chicago’s more talented actresses, and Fletcher Butler, society pliant-around-town—he used to pound the keys on “Stud’s Place” over WNBQ—are columnists for The Chicago Globe. Chicago’s newest Negro newspaper, Janice bets out the radio column while Fletcher covers the video front, both are doing a bang-up job reporting on two media where Negroes are finding more and more opportunities. STORE NEWS—Donald J. Wilson, WBNQ transmitter staff, became a father for the second time April 17 when his wife gave birth to a sparrow-sized boy. Donald James, Jr. Mrs. William Henricks, the former Priscilla Thompson, one-time WBBM continuity writer, gave birth to a daughter, Jill, April 23. Another ex-member of WBBM’s continuity staff, the former Jan Burrous, also had a young one early this month. She is now Mrs. Jack Gabbe of Lexington, Ky.

- - - The fiftieth anniversary of the death of Casey Jones was appropriately celebrated in song by the Maple City Four, radio’s oldest barbershop quartet, over WLS. Mindy Carson doing five live shows from Chicago NBC studios during her two-week stint on the Oriental stage, beginning yesterday. The show goes on at 10:15 p.m. (Monday, Wednesday, and Friday) and she doesn’t finish her act at the Oriental until 10:02 p.m. WMAG had better have an operator ready in case the bridge goes up at 10:08 some enchanted evening. Mindy Carson toasted by practically every disc jock in town during her two-week stay here. Marty Hogan, who is handling the TV talent test at the Oriental Monday nights, is also breaking in another platter show on WAAF.

CAPITOL AMs, and FM Operate As Newlook

(Continued from Page 1) such local network in the country. The program will not use telephone lines, being picked up steed from the FM signal of WARD, FM, in Arlington.

Also participating are WABJ, WPIK, Alexandria, and WFAF FM, Church, all in nearby Virginia and WAGY, Silver Springs, and WBBG, Bethesda, both in Maryland. Both the Maryland stations all have local networks.

Moving spirit in the combination was Frank Fletcher of WARD, who handled the negotiations handled by him an Ray of WABJ, Howard Hayes of WPIK, Lamar Newsom of WFAF, Joseph Brechez for WBFN, and Willard D. Egolf for WBBG.

NEW WMGM Program Called “The Press Box”

Interviews with members of the working press are now spot-lighted on a new WMGM program series “The Press Box,” started May 11. Emcee of the show which will be held at the Press Box Restaurant is Arthur Henley. The first presentation was from 1:30 to 2 p.m., but the air time will vary from week to week, always being heard 30 minutes before the station’s “Warm Up Time” preceding network broadcasts. Dairyman’s League, Inc., will sponsor.

PLAN RADIO-TV COURSES

Hollywood—Courses in radio and television for professionals not broadcasting will be offered during the summer by NBC and the University of California. Scheduled for the ten-week term from July 19 to July 28, the courses will be limited to 35 students. NBC and the University combining forces in offering supplemental courses. NBC programming organizations will act independently of each other during the instruction. In NCM Hollywood studios, Plans for the program are being completed by Dr. Martin Andersen of the University, who is selecting the faculty from the technical experts of U.C.L.A. and NBC.

SHORT WAVING SERIES

Educational programs produced by the Lowell Institute Cooperative Council are being beamed via short wave from WURL, Scituate, Mass. to Europe and South America. Members of the Lowell Institute are: Boston College, Boston U. Harvard, M.I.T., Northeastern, and Tufts Colleges. Programs are in education, sciences, formerly broadcast over WDH, Boston, are now carried on Saturdays at 9:30 a.m. (EDT) in Europe, and at 8:00 p.m. to Latin America. A recorded series titled “The History of Civilization” is being produced for Europe on Tuesdays (4:30 p.m.).

Tuesday, May 3, 1955

www.americanradiohistory.com
FCC MAY STEP-IN ON PHONEVISION

Television

Affiliates With SDGA

Hollywood—Television Directors and assistants at KECA-TV, ABC outlet in Los Angeles, have unanomously chosen the Screen Directors Guild of America as their bargaining agent and representative. The Guild is also currently negotiating contracts for video directors with XTJX and KTLA, both in Los Angeles.

MIGHT INVESTIGATE FILM BAN, SAYS WAYNE COY

Washington Bureau of RADIO DAILY

WASHINGTON—FCC Commissioner Robert F. Jones put in a strong pitch for continuous FM tuner bands on TV sets in questioning RCA research director Elmer Engstrom here yesterday.

At the same time, NAB president Justin Miller was reported drafting a letter to TV manufacturers calling upon them to include FM bands in all video sets. The Miller letter is part of a resolution adopted last month by the NAB convention.

Jones asks Engstrom

Jones asked Engstrom if manufacturers are insisting upon the compatibility principle when it comes to color TV are not inconsistent when they refuse to put FM tuning bands on TV sets, rendering the video receivers incompatible for FM reception. Engstrom said he did not think so, arguing that TV is a different service, and that the growth of TV does not mean obsolescence for FM. The FCC Commissioner did not dispute Engstrom's contention that the public was choosing TV over FM, but made it plain that he believes a powerful portion of the manufacturing industry has focused upon the public's choice which was really not necessary.

CATHODE-RAY TUBE MFG. REFLECTS DEMAND FOR TV

Washington Bureau of RADIO DAILY

WASHINGTON—With TV-set production at new highs during March, RCA figures on the sale of cathode-ray and radio tubes to manufacturers broke all records. Of the cathode-ray tubes sold for new sets, 98 per cent were 12 inches or larger, with 37 per cent larger than 14 inches. It is significant that tubes are usually bought in advance.

Total cathode-ray units by RMA members sold was 842,986—slightly higher than the 839,063 recorded for the entire first quarter of last year.

A total of 1,506,427 cathode-ray tubes was turned out in the first quarter of this year valued at $37,728,640. Sales of 1,317,686 units for the last quarter of 1949 were reported.

March sales of radio tubes with a large portion of them going into TV sets, totalled $33,663,494—an all-time high mark, according to RMA records. It was 8.7 million higher than February and 19 million better than March of last year.

RUSSIANS WAY AHEAD

THE OVERSEAS PRESS CLUB has approached the problem of TV programming with rare appreciation of what they had to offer and what the public was willing to accept. Their program, which aired in New York over WCB-TV on Friday afternoons, is a combination of the famed Pomerance program which makes up the American Press Today, and a showmanship that is hardly be expected from such a discerning and discerning group. As moderated by CBS newscaster45, Howe, the program capitalizes greatly on the format and interest of a group of newsmen discussing the events of the day as they see it. Howe is a knowledgeable and estimable host that he keeps the discussion under control and in the grooves that he has set down beforehand. But what mainly makes up a good program, fact that it capitalizes on the basic concept of a free American Press, each set of which deserves to be heard. TV, he could add a better picture, the participants were left to see at home and less like they were part of a panel.

TUX PUBLICITY PIECE now going on screen has Sam Goldwyn giving a rap to a video screen. Circlear is RCA Victor... WPXJ, which is currently exceeding its chest over $7,000 in orders for the result of a two-participation spot over the station, has a sportscaster named Guy Lebow who has authored a book called "The Wrestling Scene. It's on, on, on, on, all the time. He'll be on his radiophonic and a pin on him... Current issue of Business Week has a piece on television allocations. "TAR-TV has what it calls service to its community, the National Ski Council's 1949 Public Interest Award and the Alfred P. Sloan Highway Safety Award... WKTJ, a New York station, joined the DuMont web as affiliates. DuMont is now up to 56 affiliates.

SONGS WITH THE LARGEST TV AUDIENCES

Survey Week of April 28-May 4, 1950

THE TOP 5 SONGS OF THE WEEK

Bewitched

Mr. Bojangles

Enjoy Yourself

I Knew You Were Coming

Deep Purple

Chappell

Bea Wren

E. H. Morris

Sommers-Joy

Robbins

If You Were Only The Girl

My Foolish Heart

If You Were The Only Girl

Harms

Rose of Tulle

Son Fox

You're The Top

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COAST-TO-COAST

Get-Together On KDKA
Pittsburgh, Pa.—The reunion here between Slim and Lopsy Bryant of KDKA’s Slim Bryant and the Wildcat folksong group, and Roy Hartfield of the Boston Braves, took place during the Braves game at Forbes Field when Boston played the Pirates. Hartfield knew the Bryants since he was a kid back in Atlanta, Ga, and he saw them occasionally during his early baseball days in the Southern Leagues. Hartfield is now a second baseman and utility player with the Braves. The Wildcats climaxed Hartfield’s appearance on KDKA by inviting him as a guest on their KDKA 10:45 a.m. broadcast.

WPAT Expansion Organizing
Paterson, N. J.—Herman Bess, WPAT vice-president in charge of programming and sales recently announced that due to the increase of business in national and regional accounts, the station has retained Phillip J. Carlin as program consultant and Arthur C. Schofield as publicity and promotion director. Carlin will create new programs and co-ordinate the present program schedule. Schofield will utilize his successful formula for building mass promotions in the WPAT service area including New York.

Keller Signs With WIRK
West Palm Beach, Fla.—Robert S. Keller, Inc. has been engaged as sales promotion representative for WIRK, CBS outlet, according to an announcement by Joseph S. Field, Jr., owner and general manager of the 1,000-watt regional broadcaster. Keller is planning to make a personal one-day tour of market and station some time in June or July.

Washington Station To Promote Radio Sales
A heavy schedule of free spot announcements every thirty minutes promoting the sale of portable radios will get under way soon as WWDC, CBS outlet, according to an announcement by Joseph S. Field, Jr., owner and general manager of the 1,000-watt regional broadcaster. WDC will utilize its successful formula for building mass promotions in the WPAT service area including New York.

Network Song Favorites
The top 20 songs of the week (more in some cases), based on the copartnbld Audience Coverage Index of Popular Music Broadcast over Radio Networks, Published by the Office of Research, Inc., Mr. John Peatman, Director.

Survey Week of April 28 – May 4, 1950

<table>
<thead>
<tr>
<th>TITLE</th>
<th>PUBLISHER</th>
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<tbody>
<tr>
<td>Ask Me No Questions</td>
<td>Wilmarth</td>
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<tr>
<td>Bewitched</td>
<td>Chappell</td>
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<tr>
<td>But Me I Love You</td>
<td>Campbell</td>
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<td>Candy And Cake</td>
<td>Oxford</td>
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<td>C’est Si Bon</td>
<td>Leeds</td>
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<td>Chattanooga Shoe Shine Boy</td>
<td>Acul &amp; Rose</td>
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<tr>
<td>Cross Our Heart</td>
<td>Hams</td>
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<tr>
<td>Daddy’s Little Girl</td>
<td>Beacon</td>
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<tr>
<td>Darn It Baby That’s Love</td>
<td>Chappell</td>
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<tr>
<td>Dearie</td>
<td>Lourel</td>
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<tr>
<td>Disinfect Yourself</td>
<td>E. H. Morris</td>
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<td>Girl That I Marry</td>
<td>Berlin</td>
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<tr>
<td>Hoop-Dee-Doo</td>
<td>E. H. Morris</td>
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<tr>
<td>Horse Told Me</td>
<td>Burke-Van Housen Assoc</td>
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<tr>
<td>I Don’t Care If The Sun Don’t Shine</td>
<td>Famous</td>
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<tr>
<td>If I Knew You Were Coming</td>
<td>Robert</td>
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<td>If You Were Only Mine</td>
<td>Robbins</td>
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<tr>
<td>It Isn’t Fair</td>
<td>Words &amp; Music</td>
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<td>It’s So Nice To Have A Man Around The House</td>
<td>E. H. Morris</td>
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<td>Music Music Music</td>
<td>Cromwell</td>
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<td>My Foolish Heart</td>
<td>Santley-Joy</td>
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<td>Old Piano Roll Blues</td>
<td>Leeds</td>
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<td>Oo The Outgoing Tide</td>
<td>Shapiro-Bernstein</td>
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<td>Rag Mop</td>
<td>Hill &amp; Range</td>
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<td>Rain</td>
<td>Miller</td>
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<td>Sentimental Me</td>
<td>Knickerbocker</td>
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<td>Stay With The Happy People</td>
<td>E. H. Morris</td>
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<tr>
<td>Sunshine In My Heart</td>
<td>Van Housen Assoc</td>
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<td>Third Man Theme</td>
<td>Chappell</td>
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<td>Wilhelmina</td>
<td>Feist</td>
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Second Group

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<th>TITLE</th>
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<tr>
<td>A Dream Is A Wish Your Heart Makes</td>
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<td>A Good Time Was Had By All</td>
<td>Robbins</td>
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<td>Don’tcha Go’way Mad</td>
<td>Advanced</td>
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<tr>
<td>Down The Lane</td>
<td>Broadcast Music</td>
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<tr>
<td>I May Hate Myself In The Morning</td>
<td>每月</td>
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<td>If I Had You On A Desert Island</td>
<td>Lourel</td>
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<td>La Via En Rose</td>
<td>Wilmarth</td>
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<td>Monday Tuesday Wednesday</td>
<td>Leeds</td>
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<tr>
<td>Roses</td>
<td>Hills &amp; Range</td>
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<tr>
<td>So This Is Love</td>
<td>Walt Disney</td>
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<tr>
<td>Spaghetti Rag</td>
<td>Shapiro-Bernstein</td>
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<tr>
<td>Stars Are The Windows Of Heaven</td>
<td>Pickwick</td>
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<tr>
<td>Tenderly</td>
<td>E. H. Morris</td>
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<tr>
<td>Thanks Mr. Florist</td>
<td>E. H. Morris</td>
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<tr>
<td>There’s An X In The Middle Of Texas</td>
<td>Simon House</td>
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<td>They Say It’s Wonderful</td>
<td>Berlin</td>
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<td>Wedding Samba</td>
<td>Duchess</td>
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<tr>
<td>When April Comes Again</td>
<td>Capitol</td>
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<tr>
<td>Where Are You Going To Be When The Moon Shines</td>
<td>Lombardo</td>
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</tbody>
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TV SET-SERVICE ABUSES REVEALED

J. B. To Start Tour

Hollywood—When Jack Benny completes his broadcast of next Sunday he will set out with his troupe for a tour which will take them to 21 American and Canadian cities and to London, England. CBS has booked his last two programs of the current season, May 21 and May 25, and he will open his personal appearance tour in Wichita, Kan., May 16th.

BMB's Life Extended By Action of Board

Broadcast Measurement Bureau, originally scheduled to close shop on July 1 and turn over its assets to the newly organized Broadcast Audience Measurement, Inc., will continue its operation until October 1, 1950 and await further action of BAM. It was decided yesterday at a meeting of the BMB board of directors. At what was supposed to be the final meeting, the BMB board also set up three committees to handle certain jobs, one of which is to

Many Firms Seeking To Locate Imposter

A warning in yesterday's Radio Daily of an imposter putting the "bite" on radio firms while posing as manager of WSKB, McComb, Miss., has brought to light numerous other firms who wish to find him in conjunction with money matters. Among them are: Edward C. Lobdell Associates, Brown and Bigelow, Columbia Univ. Press, Senate, Labor News.

WINS Gets Injunction Against AFM Pickets

An injunction restraining Local 802 of the American Federation of Musicians from picketing or boycotting WINS was granted yesterday by the New York State Supreme Court.

Cramer Stresses Expansion Of Video

Boston—Nineteen Fifty will be a two billion dollar year for the manufacturing-distribution side of the television industry, Leonard F. Cramer, DuMont Laboratories v.c.e.

Safety Campaign

In a public service effort to impress on drivers the importance of safety, WNBC, New York, is planning to stage a special series of station breaks. The messages are being given in conjunction with observance of "School Safety Week." School children will air the first week's announcements to emphasize the importance to themselves.

Technician-Investigator Makes Survey Of Contract Service Practices—Finds Customers Victimized

[Editor's Note: Abuses of contract television service to set owners in New York area have reached such proportions that RACO DAILY engaged the services of a capable technician-investigator to seek employment and learn first hand how some unscrupulous firms operate. For obvious reasons the identity of the technician is not revealed nor are the employing TV service companies disclosed. The TV technician's story, told in his own words, follows.]

By TV TECHNICIAN
Copyright 1950, By RADIO DAILY

I appeared at company #1's office four weeks ago on Monday to apply for a job and was asked the following questions: Have you got a car? Do you know what an antenna is? Can you put one on a chimney?

I was quite confused because these were the only questions that were asked regarding my qualifications. In fact, the car seemed to be the most important part of the job.

I was told not to worry too much about whether I gave the set owner too good a picture because that could always be straightened out later. The important part was to get the contract started by putting the antenna up and "our service-man will worry about it later." "It's more essential," I was told, "that you make ten calls a day than worry about how well the set operates. Calls at people's homes are the important thing. Don't worry about perfection in performance."

After one day on the job I was brought into the office and asked a few more questions regarding TV

Opposes Change

Toronto — Opposition to any overall change in prevailing rates of advertising agency commissions is reported by the Canadian Association of Advertising Agencies. The opposition comes from the Association of Canadian Advertising Agencies, which claim any change would magnify rather than abate obvious inequalities in present commission rates.

Worcester Promotion Film Sells WTAG's Radio Market

Representatives of WTAG and WTAG-FM came to New York from Worcester, Mass., yesterday and five Manhattan radio, agency and other business executives were given a first-hand view in the art of staging a radio promotion luncheon with social graces and sales appeal.

The occasion for the Worcester promotion was the premiere of their new market promotion film, "Worcester-Industrial Capital of New England." The film, a well edited and colorful documentary of the city's industrial, civic and educational life had the benefit of screen actor Jeffrey Lynn's praise and delivery for an introduction and climactic commentary. Jeffrey, born

Continued on Page 1
MIKE DANN, trade editor at NBC, has returned from Garry, Ind., originating point of the lab's "Theatrical Guild of the Air."

UESULA HALLORAN, column editor for NBC, has returned from Pittsburgh which she visited in connection with the appearance of Bob Hope and the "Blondie" signing tour of France, Switzerland and England.

SIDNEY SLON, director of radio and TV script department at Rathbaun & Ryan, is back in New York from a two-week tour of France, Switzerland and England.

ROBERT J. O'BRIEN and JAY RABINOWITZ, of United Paramount Theatres, yesterday left New York for Chicago where they will meet with John Balaban for further discussion of theater television. They’ll be back in New York Friday.

ROGER W. CLIFF, general manager of WFLN, American network station in Philadelphia, is back in Baker City following a short trip to New York.

FCC, DuMont Officials Call for RCA Patent Leasing

"Our advertising costs too much!"

Does your treasurer ever look like this? Does your treasurer ever say things like this? He’s the man to tell you how well your advertising dollar is being spent. If your advertising isn’t producing low-cost results, then it does cost too much! What do you 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.

FOR COMMERCIAL FILMS

THAT SELL

ARCHER PRODUCTIONS, INC.

WINNER OF

ART DIRECTORS CLUB

"AWARD FOR DISTINGUISHED MERIT"

35 West 53rd Street, New York 19

Jodunon 6-2950
Summer Hiatus

J. V. Kalenbom leaves the air May 26 for a summer hiatus until Sept. 11. His longest since he began broadcasting in 1922. During June and July, HVK will feature readings from the classics, followed with a trip to the West Coast and Europe to cover the hottest news spots in Aug. and early Sept. Eleventh broadcast on the NBC Mon., Wed., and Fri. newscasts and commentaries (7:45 p.m., EDT).

Holy Year Documentary
Previewed Here By WOR

“...The Holy Year in Europe...” an hour-long documentary on the Catholic pilgrimages to Europe was given a special press preview yesterday at WOR. Broadcast was set for Sunday, May 14, 9:30-10:30 p.m. Tied together in the single transcription were recordings of interviews and religious music from Europe's holy shrines. Special events reporter John Wingate acted in the capacity of producer-director in obtaining the verbal pictures of religious events at the shrines, including a visit to Vatican during Pope's daily appearances to bless the thousands of visiting pilgrims.

Radio Journal Awards
Made By Sigma Delta Chi

Chicago—Radio journalism awards in three categories have been announced at the national headquarters of Sigma Delta Chi, professional journalism fraternity. Victor Bludorn, executive director of the fraternity, said award presentations would be made individually to fraternity members in each city. In “radio news-writing,” Elmer Davis, ABC newsreader and commentator, won the “distinguished service award in American journalism” for his “consistent brilliant writing and reporting and analysis.” The award for “public service” in radio journalism went to WTTW, Bloomington, Ill., for the program “School of the Sky,” prepared by students of the Dept. of Journalism of Indiana University. The best radio reporting of “spot news” was attributed to Sid Pietzsch, news editor of WPAF, Dallas, Texas. Basis for his award was an on-the-air description of an airplane crash.

Community Sing On WCAU

Hail Moore, WCAU disc jockey, has been selected by Theodoros Diser Co., music publishers and retailers, to emcee a hour-long community-sing program five times weekly, originating from the mezzanine of the music store. Designed to encourage the retention of trade during their lunch hours, the “Ket for Fun” program (12:30-1:30 p.m.) will feature name musical guests and a barber shop quartet.

BMB’s Life Extended
By Action Of Board

(Continued From Page 11) the opinions on the recent second survey. No new meeting date for the board was set, but according to Justice and BMB president, the company, BMB was “indefinitely extended.” As far as area reports which were condensed, no comment was made.

Agasdan the members of the BMB board will have an opportunity to get organized and in the meantime, BMB will process and service the data of the second study. BAM, recently incorporated in Delaware, has held its meeting as yet and has not selected its directors.

Additional session in addition to Judge Miller and Dr. Baker were: Frederic Gamble, AAAA president; Paul B. West, AAAA president; and John R. Alston, Liberty Worthington, R. K. Jew-

ISN Asked To Clarify Political-Time Policy

(Continued From Page 1) way April 17 over protest by March, and Gene Cagle, network president, had informed March they are in the public interest and “would continue free on a weekly basis until after the final filing date for November of Texas, which is June 4. The first primary is scheduled to be held July 30.

Slocum said he is “the only active opponent of the incumbent Governor” at this time. He would not object to reasonable free time for the Governor to report to the people, but the present series is political, he said, and the Governor is spending his time working for re-election. “His speeches over this network are simply campaign speeches for re-election,” he declared.

Stations Listed

The Commission ordered the stations to reply by Friday of this week, with full details on the situation. Stations complained of include KRBC, Abilene, WBB, Dallas, KCMC, Texarkana; KPLT, Paris, KNOW, Austin; KFJZ, Fort Worth; KBPO, Longview; KGKL, San An-

gelo; KBST, Big Springs; KQVL, Greenville; KCBS, Midland; KMAC, San Antonio; KBD, Brownwood; KTST, Houston; KRKO, Dallas; KRSH, Sherman, and WACO, Waco.

Joy To Deliver Address At June Contab Of RMA

Washington Bureau of RADIO DAILY
Washington — FCC Chairman Wayne Coy yesterday released correspondence between the ex- MA President Raymond C. Cross-

radioing revealing that he had accepted RMA’s invitation to speak at its convention at long last as January 3.

Joins ABC Press Staff

New appointments at ABC’s central division in Chicago include Bob hill, former reporter with the Chicago Sun Times, appointed to the publicity department, and Don Car-

The stars of today and tomorrow are

Yours for more sales...

...with the new era in

Thesaurus

JIMMY LYTTLE AND THE “DELTA EIGHT”

“Old New Orleans”

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

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

Juni

Brewery Buys Time

Recent sales at WCCO, CBS outlet in Minneapolis, include a full-hour weekly disc and sports show to the An- gramm Brewing Co. Slated for the 5-6:00 p.m. time slot on Satur- ay, the show features Ed Vielman, Bob LeVoir, Minnesota All-America football star, will give the sports news of the northwest.
**Man About Manhattan….!**

- Our nomination for the best press release of the year is NBC's from H'wood denying the report that Sid Stroz is leaving the web. Most of it was too, too formal—but a Struken footnote added: "To his friends, Stroz said, "It's a G-d—hee!" That's Sid Stroz is a nutshelle. He's made a career in the top-brass brackets of being a regular, down-to-earth guy. If you've ever seen him in his plush office, you know how he sits there, his legs crossed on the desk, flicking cigarette ashes on the carpet—uncocholy as they come but with that nimble brain of his always in there punchine. For more years than he likes to remember, he's been NBC's No. 1 trouble-shooter—first in programming, then in teevee, and all the time with the web's high-priced talent. The stars love him because he's the sort of veep Fred Allen WASN'T talking about, He speaks their language—in spades. In fact, about the only people we know who don't like the guy are a few over-confident gin rummy players.

- Burl Ives was telling Robert Q. Lewis about his early days in N. Y. when he was down and out, according to Paul Denis. "After they discovered you," asked Lewis, "what did they say to you?" "They told me," retorted Ives, "that it's illegal to sleep on a park bench.

- AROUND TOWN; Snow Crop will bankroll another Faye Emerson stanzas with Arnold Breen retaining the current series. Faye Emerson show starts around June 7th. . . Dave Garoway moves into town with his entire troupe Monday and will do his show from this week. . . . If the TV nets get a new source of revenue via movie trailers, they can thank Columbia Pix for breaking the ice with their intensive TV ad campaign as "No Sad Songs For Me." It's got every film company in the biz preparing to step into the new ad medium. . . . Jimmy Fidler will soon be in video, but not for his present bankroll. . . . P & G quietly pacting a flock of big film names for teevee. . . . In that wonderful hit, "Tickets, Please," Roger Price confides: "I wrote to Pres. Truman. In fact, I went over his head. I wrote to Gen'l Vaught." . . . Carole Matthews leaving for the coast to do a picture. . . . Tom Storer, Ruthrauff & Bryan veep, leaves Friday for a 3-week vacation (combined with his). No speak at five universities. . . . Jack Barry's "Stars & Starters," skedded to tee off on NBC Friday p.m., has been postponed a week to make way for the UA. New talent show premiers May 19th with Basil Rathbone and Bert Wheeler as opening guests. . . . Frank McGrane, widely known in radio, handling TV contacts for Fox Feature Syndicate, Inc.

- Joe Bolton, WPIX announcer, complained of stomach pains Sunday afternoon. His doctor sent him to French Hosp, for a blood count. Bolton returned to the TV station to do his telephone quiz sports program, "Batter Up." As the program went off the air there was a call for Bolton. It was from the hospital. He could answer the question—but he was still the loser. Of his appendix.

- SMALL TALK: Carl King signed for series of 32 sports pix for TV. . . . Mike O'Shea (the writer-publicist) has changed his first name to Sean for his screen debut in "Mr. Universe." Didn't want to conflict with H'wood namesake. . . . Comic Danny Shaw guesting on the Ed Wynn show tomorrow. . . . Butch Cavell on "H'wood Screen Test" Sat. . . . Doug Edwards invited he saw a charwoman cleaning a Radio City studio and asked her if she worked there regularly. "No," she replied, "I'm an usherette."
J. S. STOLZOFF, vice-president of Crainer-Kraessell Company of Milwaukee, will speak on radio at the Wednesday, May 31 session of the 40th annual convention of the Advertising Federation of America in Detroit. On Friday, June 2, Clarence Hatch, Jr., executive vice-president of D. B. Brother & Co., Inc., will speak on radio. On Friday afternoon, Frederic Schneller of Lover Brothers, T. Lee Brunty of Crowell-Collier Publishing Company and Frederic R. Gamble, president of the American Association of Advertising Agencies, will discuss advertising education with three professors and three recent advertising graduates. Other events at the three-day session include a variety show on Friday night at the Grand, radio screen and stage will entertain.

TRACY - LOCKE COMPANY, INC., Dallas advertising agency, today announced the renewal of another thirteen weeks of the Light Crust Doughboys radio program for their client, the Burrell Mills, mills of Light Crust Triple-Bonus flour. The program, which is one of the oldest in the Southwest (now in its 5,200th broadcast), is heard three days a week at 10:45 a.m. C.S.T. on about 150 MBS stations throughout the South and Southwest.

THE BORDEN COMPANY grocery products division to Duane Jones Company for Hemo and Instant Mix Hot Chocolate.

THE WORLD BROADCASTING SYSTEM, INC., announces the appointment of Samuel O. Carter, as sales representative in the southeastern territory.

Religious Broadcasters Will Meet In St. Louis.

The annual convention of the Catholic Broadcasters Association will be held in St. Louis, Mo., on June 20, July 1 and 2, according to a recent announcement by the Rev. Patrick J. Peyton, CSC, producer of the Febre Television and president of CBA. Site of the convention will be St. Louis University, where conventioners may utilize the facilities of the Institute of Speech and Communication Arts and station WEW. Rev. Eugene Murphy, S. J., director of the "Sacred Heart Hour" programs, will serve as general chairman.

Simultaneously, Father Peyton announced the election of the first woman member to the board of directors of the association, Mary O'Hara, a charter member of the Catholic Forum of the Air, Wilmeton, Del. She will also act as a member of the executive committee, representing radio programs produced by the lady.

WISE advertising

KDKA programs sure ring the bell... on the cash register! For example, William H. Wise & Company, Inc., recently used two late-night fifteen-minute programs to advertise home reference books. Investment, $240. Result? Approximately $4,500 worth of business! And Wise's vice president, Fred C. Breismeister, wired KDKA:

Congratulations on splendid job your station is doing on our books. If you have other availabilities comparable to spot buys we are now using, please have rep advise our agency, Thwing & Altman, immediately.

Interested in results like that? Contact KDKA or Free & Peters!
Methods Of Dealing With TV Owners Disclosed

Cites Instructions Of TV Service Employers

(Continued from Page 1)

repair: If I ever worked on a bench, and instead of a workbench, I was hand-made my first job. Inspection of the set revealed it needed two small tubes. I was told the only way to get the tube was by wiring two new tubes to the original and you would get the tube. I was told it would not work because the tubes have a certain resistance to the original, and that the tube was not a direct replacement.

This seemed a very silly thing and I started discussing this with other points of view with the other repairmen and found the basic reason why these sets were taken out of the home and the fact that the "screwdriver mechanics" who are sent out to visit the homes would not know whether the tube would be good or bad and if it was not a simple repair, they told the customer to drag out the set and bring it into the service headquarters.

Exchanges Views

I was one of the servicemen who had tube-checking equipment and this organization employs 32 men and here I was in contact with some of the men and got their background as to where they were taught their trade, how they came into the job and what the requirements of a good mechanic were, and was told by these fellows that they had very little experience but since the firm didn't pay too much and as long as they owned a screwdriver and a car, they were set.

Wednesday morning I was removed from the bench and asked to take over the outside repair work. I was given a list of fifteen homes and started to make the rounds. I was greeted at the first door by a charming, elderly woman who started to cry the minute I arrived about the terrible service she had been getting for the past four months. In fact, she owned the set for five months and actually had the set in operation for six weeks. The rest of the time, it was in repair at the service station.

Solution Simple

After checking the set, I found a very old and inoperable customer's complaint and after I had the set in working order, the woman was so delighted that she handed me a five dollar bill as a tip.

The second call was returning a set that had been repaired at the repair station and found that this repair had been in repair for three weeks. When I arrived at the home, I was almost shot because after putting the set up, it was not ready. I was told by the owner of the set that after constant re-calls were made in this case, the condition had still not been corrected and evidently, according to the card that went along with the set, it was marked "C C Home," which, in the vernacular of the repairman, was called "Crack Call."

Urged To Speed Up Calls

After filling this part of the fifteen calls, which ended at 6 o'clock that evening, I got back to the office where I was given a lecture empha- sizing that no repair should take more than fifteen minutes. "If it takes more than fifteen minutes, threaten to yank the set out of the home and if this doesn't work, yank the set and put it in your car and when they get around to it, they will fix it," I was told. I learned it was more important to most servicemen to make the calls with the hope that the party was not at home so that they could leave their care. This would show that they were getting excellent service and that they should stay home for the repairman.

Must Place Customers

The repairman is instructed to placate the customers as best he can with ridiculous lies. Having felt sorry for this second home that I visited, I tried to figure out some way to placate the customer and why should we have to worry about renewals now when we are being pressed to death to take on new business every day. The fourth time I was given a list of 12 homes. These were in a district which was harder to find and also a quite a distance beyond the home, but my first case was a Frenchman new to the country, who had taken out a yearly contract for service. This man radioed for service and after the call was made, his set was taken to the shop. He had used the set for one week and the service organization had held the set for three weeks and, on receiving the set in his home, it was still operating badly.

Tips Run High

After working the complete week I had visited 44 homes in 4 days at earned twenty-four dollars in tips. These tips were given to me because I knew what I was doing and because I completely satisfied the customer.

Before resigning on Saturda evening, one of the bookkeepers gave me a statement that in 4 months, 32 men, and for 4000 miles, they had 49000 miles. I resigned on Saturday and joined Company 2. The instructions were to fill in as many as 33 miles. I was given on a complete call, which included the ride to the man's home and I was instructed not to wait too much about making a good job or call. The call was the important thing. This was emphasized for two minutes and I was also given a complete lecture that about 90 per cent of the people were cranky and use old-fashioned diplomacy in satisfying them. Conversation is more important than repair were the final instructions.

Home on to Wrong Set

Given a list of calls I arrived the first home and found that the service organization had made a sloppy error. They had returned a projection set to a customer in exchange for a 16-inch tube set with 16-inch had really owned. To the customer had not had television for three weeks and his time he had his same price and the customer said he would give the bad set to the repairman. After carefully checking the set, I found that a needle on the phonograph had been broken and by removing, he had holder of the needle to such an extent that it impaired its efficiency. After a few words of explanation, he was placed in complete repair to the right satisfaction of this woman who had already sued the company as he agreed to do the necessary repair for a "G.C." call.

The next call was to a customer who reported to me that he had spent over a dollar on the service call and when he appeared before a man appeared at his home and the usual thing happened. To a young man with the screwdriver a service call and did the usual thing that he would have to pull the tube out and also, this case was a "C" call, which is a crank call.

The trick that's used by these organizations of threatening to put the set away from the home is the thing that saves them from losing money because the owner hopes that although his set is not working perfectly, over a period of time of the service man would also have no chance to repair the set.

On my next visit, I arrived at a home and the complaint was that the home and a 10-inch tube were brought in after repair. He demand- ed his set back and after the two weeks of trying to locate this set, they still could not find it. The owner sued and it is now pending in court.

Advice to TV Industry

Editor's Note: The three weeks experience of our technician-in- (Continued on Page 8)
New Property And Costume Firm

Inauguration of a new service for directors and producers of video programs involving $35,000,000 worth of costumes, props, sets, furniture, title cards, film clips and other production material, has been announced by L. J. Dahlman. Additionally, he said, he will also service producers and directors with make-up and hair styling. Dahlman has acquired rights to 1,500,000 "hitherto unused costumes." 70,000 square feet of properties, 35 rooms of furniture containing 5,000 pieces, 10,000 square feet of special effects and electrical equipment, 2,000 drapes and 250 straight drops. His service, says Dahlman, will offer directors and producers greater flexibility and variety in their productions and will be available at rates considerably lower than those prevailing for what he terms inadequate materials. Dahlman was formerly a video director.

Two-Way Television To Get Chicago Test

Chicago—Tens of thousands of people unable to jam their way into the 25,000-seat Chicago Stadium to celebrate the Jefferson Jubilee, starting President Truman and his cabinet, Monday evening. But, May 15, will be given an opportunity to view the proceedings in two-way television, via 1-L. The program will be beamed by the Tele Promotions Corporation, and the transmissions will be picked up by KTVI, the Chicago excursion television station.

Two-way "video talkphone" by its manufacturer, the two-way television will make it possible for observers on the sidelines and the audience to see and talk to the star, as well as the introductions of distinguished visitors as they are picked off the floor of the house.

Philadelphia Is Sold On TV

As An Educational Medium

Columbus—Philadelphia is "completely on television as an educational medium. Louis H. Hoyer, superintendent of schools, told the closing general session of the 1950 here. He was one of four speakers on a panel that considered the part radio and television should take in schools and colleges.

Hoyer outlined a "challenge to educators" to learn to use TV. In the period, he told 40 schools in Philadelphia are equipped with TV sets bought and donated by various PTAs; he recommended that screen receivers be placed in the classroom; and said that educators took the initiative for the cooperative arrangement now in effect between the schools and TV stations in Philadelphia.

President Howard L. Bevis, of Ohio State, presided at the session. The two speakers were: Richard Hull, Iowa State College, director of radio and TV, J. Max Bond, president-elect of Libera College, Monrovia, Liberia, and William B. Leverson, assistant superintendent of schools, Cleveland.

Cramer Sales Says Could Hit Six Million Sets

(Continued from Page 1)

Cramer predicted that video receiver production and sales might hit the $6,000,000 mark some time before the end of the present year. He said that the total investment in the country in television was currently "in excess" of 2.5 billions dollars and said that by the end of the year the investment figure would reach 4.5 billions.

Stresses Its Advertising Value

Cramer predicted that the impact of video as an advertising medium will stimulate business activity ten to 15 percent. Currently, he continued, more than 2,000 business firms are advertising and merchandising their product via the video medium.

Cramer took a shot at the FCC CP "freeze" and said that he did not believe it likely that the "freeze" would be lifted to permit new channel allocations until 1951. Issuance of new construction permits would probably occur about the same time, he said.

NBC Exclusive

President Henry S. Trumon's address at a session of the National Democratic Party Convention and Jefferson Jubilee Rally will be carried exclusively by NBC over the telecast network Monday, May 15 (11:30 p.m., EDT).

The program will originate in the Chicago Stadium, it has been announced.
COAST-TO-COAST

WFLP Promotes Charity
Philadelphia, Pa.—WFLP performed a service for the shut-ins on Memorial radio station, has been mobile unit for a parade sponsored by the “Flowers for the Flowerless” committee. The sound truck was used for publicity announcements on behalf of the drive during the course of the parade through the central-city district.

KFPY Names News Editor
Bismarck, N. D.—KFPY Manager F. E. Fitzsimonds has named Jack Swenson, news editor of the station. Fulfill possible expansion of news facilities at KFPY is planned. Swenson was formerly news editor at WDAY, Fargo, and news and special- ial editor for KVLY, KVNJ-FM, Fargo, until it ceased operations last December 31.

Named To Citizens Committee
Brookline, Mass.—Benjamin Bart- zoff, executive vice-president and general manager of WVOX, 24-hour independent station, has been appointed to the State Citizens Committee for Public Health by Governor Paul A. Dever.

Six Join WRCO Staff
Richland Center, Wisc.—New people have been added to the engi- neering and production staffs of WRCO, according to Thomas R. Kelley, general manager, New em- ployes include Don Nordrup of Minneapolis; James Groff of Sun- nay, Mich., and Bert Cloudy of Chicago; also announces Larry Kelly of Minneapolis and Joseph Knaus of Weymouth, Mass.; New editor, Shulom Kurtz of Denver.

National Hospital Day Observed
Hempstead, L. I.—The story of how been fabricated and the top the miracles of modern should be told in a special program observing National Hospital Day Monday, May 15th at 2:35 p.m., over WHLI and WHLL-FM. Taking part in the broadcast will be Dr. O. C. Hudson, chief surgeon at Nassau Hospital, Mineola, and the man whom he enabled to walk again, Victor Cruz. Also on the same program will be Judge Leon D. Howell, supervisor of Nassau County.

WCSS “Oscar” Awards Set
Amsterdam, N. Y.—WCSS has anounced the presentation of “Oscars” to the four young people receiving the most mail votes for their work on the weekly “Young Forum of the Air.” Each week a panel of local youngsters discusses important topics of the day. Listeners are asked to write in voting for the participant who in their opinion did the best job. The votes have now been tabulated and the top four will receive these bronze “Oscars” at a special dinner.

Inside Story Of TV ‘Service’ Revealed By Set-Repairman

(Continued from Page 6)

this set and it had to be delivered that day, but I failed and reported same to my office. This was not a case where diplomacy could be used, it was a question of the man’s set or he would not allow you to move anything out of his home.

Locked Proper Tools

Call No. 2 was an interesting prob- lem because the set could only give the owner three stations and since I did not have the required tools, such as a ladder, etc., I left this person who was in a terrible fix because she claimed that 4 servicemen had refer- red her to her then service was not prepared to do the job.

Call No. 3 was an address that was wrong and after 40 minutes of driv- ing, I found that the party moved and the service organization was instructed that the set had to be re-installed in a new home, but whoever made out the slip was on the war path in error and it was a waste of time.

Gets Another Lecture

After making the calls, I arrived back at the service organization headquarters and was given another lecture that I was wasting too much time in the repair shop and that unless I made these calls much faster, they would fire me the same as they had that preceding Saturday out at 11 p.m. I was also told that I had better get to be a better diplomat because I didn’t solve the problem of getting that set out of the man’s home and the reason why I wasn’t doing good diplomatically.

Working the full week and completing 60 calls, the over all pic- ture for this company was mass production and the manpower em- ployed. In the seven days, average 12 calls in an 8-hour day is an impossibility because in each case, the repairman has to waste a good deal of time in getting to his clients, getting started and end of it and this certainly eats up the allotted time of fifteen minutes per call.

Instructed To Lift Ports

The bench repairmen who instruct to fix 8 sets in 8 hours also have their trials and tribulations, because in 5 out of 8 sets that are to be repaired, the parts are not available and they have to steal parts from sets that are on the floor in order to make a set work. This eats up a lot of time and by stripping these other sets of parts, you can find a few extra parts to fix the set of the poor repairman when he has to fix the set that has been stripped.

Misrepresentation Charged

Advertising is a major part in those companies to procure new customers. Their outside offices are plush and hold the latest equipment, but the 24-hour service call advertised by them is fraudulent and could never be carried out. These unknown and expert equip- ment which is advertised is not available in the shop because the shop is bare of good testing equipment and it is up to the men to either hire it with them or the testing had to be done by guesswork.

Takes Third Job

I resigned on Saturday and joined Company 3 on Monday and was given the usual rules and regula- tions, such as 30 minutes on a com- plete call; don’t waste any time; use good diplomacy; etc. After making 69 calls for this organization, I was told to take this step and that this company was the ex- clusive installation and service or- ganization for one of the largest de- partment stores in the City of New York. The threatened law suit to the department store was enormous to the extent that the general man- ager of these stores was on the verge of cancelling their contract with the service organization and building their own repair and installation setup.

Store Becoming Fed Up

This has been borne out by a telephone call from this store who also told us of their trials and tribulations in selling TV sets to the ex- tent that they felt it would be more profitable to sell what they had rather than continue on in this highly unprofitable business.

The department store executive also stated that they had enjoyed a reputation of honest dealing with their customers over a period of years and the salesmen, because of the repair and service, has been tearing their reputation to shreds.

Buys Canadian Site

Montreal — Canadian Admiral Corp., has purchased a 12-acre site on the Lake Shore at Pointe-a- la- Croix, Ontario, where work is to begin immediately on construction of a one-story factory building containing 50,000 sq. ft. The structure has been so designed that it may be readily expanded at any time. The new factory is expected to be completed in November, so that production of the firm’s radio and television receivers and auto- matic-record player combinations may be expanded to keep up with the current demand.

Fonda Recording Series

Henry Fonda, star of Broadway’s “Mr. Roberts,” has been procured by the National Broadcasting Co. for narration of the first of a series of 13 transcribed radio shows titled “The Constant Invader.” The 1500 Columbia Broadcasting System stations this fifth time the NTA has produced the “Constant Invader” series de- signed to prove that radio transcription makes the drama are being instructed to move into a new station, at 4800 Lomita St., Los Angeles, where the studio facilities are being moved to accommodate the requirements of Mr. Fonda and his wife, the Misses H. D. Howard, surrogates of Nassau County.

Four-Station Cooperation

The four local stations of Baton Rouge, La.—WLCS, WJBO, WAJN and WHLW—have developed a unique window display at a downtown store which turned its windows to local industries for one week. The display was designed to promote the use of the services of local shops. The windows were covered with local industry name cards, the names of factories, shops and stores.”

New Juvenile Series

A new juvenile series of quarterly transcription titles titled “The ventures of Sunny Bear” has been produced by Kasper-Gordon, Inc., and is expected to continue to 200 or more programs. This series, which is designed to be used in conjunction with the show, will be produced by the makers of the show, Sunny Bear’s best-friend—Sue Bear. The series is expected to be distributed to local radio stations.

Free Weekend Tour

A free weekend trip to Clevel- land, Ohio, is being offered. The trip will include a visit to the World’s Fair, a visit to the Cleveland Zoo, and a trip to the Cleveland Museum of Art. The trip will be open to all students enrolled in public and private schools in the city. The trip will be limited to 50 students.

www.americanradiohistory.com
**TV-SERVICE INVESTIGATIONS PLANNED**

**Color-TV Hearings End; FCC Asks Findings**

**News Services Report TV Exposé**

News wire services yesterday carried accounts of RADIO DAILY’s exposé of TV set-service abuses and one news service instituted a survey in several television station cities to ascertain if the same conditions existed elsewhere. In addition, the TV technician’s report was given wide coverage by radio and television stations throughout the country. Wire services using the story were Associated Press, International News Service and United Press.

**RMA And TBA Mull Revelations Of Survey**

Following revelations of shoddy practices in the servicing of TV receivers in New York area as revealed exclusively in RADIO DAILY yesterday, officials of the Radio Manufacturers Association and Television Broadcasters Association took steps to investigate and to correct the methods.

**Radio Set Sales Up In Canada Provinces**

Montreal—Sales of radio receiving sets in Canada reached record figures during March and April, reaching a total of $10,000,000. The increase in sales was due to the popularity of color-TV sets.

**Lux Theater Continues To Lead Evening Ratings**

Lux Radio Theater continues to hold down the top spot among evening programs, according to the national Nielsen-ratings released yesterday for the week of April 2-8.

**Philco Sales Set Record; Credit TV With Increase**

"Sales and earnings of Philco in the first quarter this year were the largest for any initial three months in the company’s history by a wide margin," William Baidenstern, president, reported yesterday. Sales of Philco Corporation totaled $7,000,000 in the corresponding period, compared with $5,500,000 in the corresponding three months a year ago. The increase totaled $20,483,000 or 50 per cent, Philco’s proxy commented. In attributing the increase in large part to sales of television receivers, the president said that “every after production had been increased several times, it was necessary to continue to allocate the available supply.”

Philco achieved a weekly output of more than 20,000 receivers during the first quarter, an increase of 50 per cent over the fourth quarter last year.

**Pals Of PAL**

The campaign of PAL—the Police Athletic League—with be aided all week next by the regular stars of WCBS, Jack Sterling, John Reed King, Phil Cook, Margaret Allen and Bill Leonard. Each will devote a day to plugging the drive for the cop’s kids-aid organization. Each will dedicate his or her stint to one of the city’s five boroughs.

**Worcester, Mass. — Advertising people can do three things to lessen the incoming number of laws and rulings regulating advertising. Elon B. Burton, Advertising Federation of America president, declared in an address delivered before the Advertising Club of Worcester.

The three points were: more industry policing of occasional cases of advertising abuses to remove the incentive and alibi for such regulations; watching constantly for measures affecting advertising; and

**FCC Refuses To Reopen Lima (O.) License Dispute**

Washington Bureau of RADIO DAILY

Washington—The FCC announced yesterday that it will close the book on the motion of Skyway Broadcasting Corp. to block the license of WIMA, Lima, Ohio. Northwestern Ohio Broadcasting Corp., permittee of WIMA, is charged with having tried.

**ANA President Gives Advertising Advice**

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(Continued from Page 1)

to sell its frequency to Skyway at an exorbitant price after Skyway lost out in its bid for a station at Columbus, Ohio. The two applications had been considered together, since they were mutually exclusive.

Skyway has already been turned down by the U. S. Court of Appeals, having gone through following its turndown by the FCC. Northwestern Ohio has denied the charges by Skyway that it tried to collude the frequency at a substantial price, and the Commission finds that "there is no definite proof to controvert the conflicting statements of the parties and of the brokers. For this reason we do not believe that a hearing would serve any useful purpose. The proceedings...have been aggressively contested by the parties for a period of approximately four years...we believe that after four years of controversy...the dispatch of our Commission business justifies an end to this controversy at this time."

Commissioner Robert E. Jones, whose home is in Lima and who was a member of the group which originally filed for the WIMA license until his appointment to the FCC, did not participate.

Barry Appointment Confirmed By NBC

(Continued from Page 1)

activities of the NBC radio network, Joseph H. McConnell, NBC president, explained. He will report to Charles L. Denny, executive vice-president.

Announce New Account

Nineteen new advertisers were signed by the Storrow Corporation of America during March and April, the company reports. Sponsors added since the first of January now number 44.

Stork News

David C. Adams, assistant to the executive vice-president of NBC, is the father of a boy born this week to Mrs. Adams at Peekskill Hospital. Baby will be named Jonathan.

Lux Theater Continues To Lead Evening Ratings

(Continued from Page 1)

despite the CBS show declined 3.4 points from the previous week but led with 20.8. Jack Benny (CBS) followed with 19.3 and Godfrey's Talent Scouts (CBS) were third at 17.8. Others in the top ten were Bing Crosby (CBS) and Flibber McGee & Molly (NBC) tied at 17.0; Amos 'n Andy (CBS) and You Bet Your Life (CBS) at 16.8; Walter Winchell (ABC) at 16.4; My Friend Irma (CBS) at 16.0; and Charlie McCarthy Show (CBS) at 15.4.

ANA President Gives Advertising Advice

(Continued from Page 1)

helping legislators and bureau officers understand better the place of advertising in our economy.

Borton said measures come from two sources: laws and bureau rulings. The latter is more dangerous, he said, because they are less publicized and often carry no right of appeal to the courts.

Advertising associations must be constantly on guard since laws often come up unexpectedly, he said. A rider on the Federal Bill to lift taxes on oleomargarine, providing for $5,000 a day fines on FTC cease and desist order was cited.

Philco Sales Rise, TV Production

March in what was believed to be a new production record for the industry. The net for the first quarter totaled $4,074,000, equal to $23 share on common stock.

Speaking of color TV, Balders said his company would be ready put color receivers on the market at least as rapidly as any other manufacturer in the industry when FCC sets the standards. He said such system should be compatible with black and white and that a system is attainable.

Takes CBS Coast Post

Hollywood—William H. Tanksley, former vice-president in charge of promotion and public relations at Pacific Inc., became KNX-Columbia Pacific Network merchandising manager May 1, it was announced by Mr. S. Jonas, general manager of KNX and the Columbia Pacific Network.

Tanksley, who will work in the direction of Ralph Taylor, Lumbra Pacific Network promo director, brings over years of experience in radio and new p. He replaces Arthur M. Motter who was named an account executive for the network last month.

The water in this tank has been treated chemically to make it "wetter"—more effective in fire-fighting. And the poor dog finds that it’s harder for him to keep afloat in it.

Advertisers are finding it harder to keep afl oat these days in the tough, competitive markets. And in Baltimore they're turning to W-J-T-H to produce low-cost sales.

You can do so much with so little money on W-J-T-H than any other station in town. So if you're looking for a BIG BARGAIN in radio time, call in your newspaper and get the full W-J-T-H story.
This is CBS in 1950...
where more people listen most
AP Radio Unit Meets For Capital Confab
Washington Bureau of RADIO DAILY
Washington — Broadcasters from 20 stations in the Chesapeake Bay area assembled at the nation’s capital early this week for the spring meeting of the Chesapeake Associated Press Radio Association. Senator Millard Tydings addressed more than 50 persons at a featured luncheon.

Other speakers included Representative William P. Bolton, Edward A. Garmatz, George H. Fallon, Landis G. Stanger, J. Glenn Beall and Edward T. Miller. Also, Oliver Gramling, AP assistant general manager for radio, spoke on operas this fall at the Washington radio rep, described the AP’s new regional wire. Rup

Denis Sartain of WWDC, Washington, is president. Others attending were: Ernie Tannen of WQAY, Silver Spring, Md.; Stewart Phillips of WAKS, Hagerstown, Md.; Ed Dockey of WEMP, Martinsburg, W. Va.; John Alderson of WFCR, Baltimore; Phil Neele of WNAV, Annapolis, Md.; and Sid Darion of WPYK, Cumberland, Md. Also: Ted Koonce, WTOP, Washington; Cash Keller, WRC, Washington; Bryson Rash, WMAL, Washington; Ed Parsons and George Campbell, WOR, Washington; Stanley House, WQWQ, Washington; William A. Banks and Wes Harris, WNTX, Washington; Ber Strouse and Irv Liechtenstein, WWDC, Washington.

Also: Gustavus Ober, WMAR, Baltimore; Mildred Flynn, WCAM, Cumberland, Md.; Bill O’Connor, WNAV, Annapolis, Md.; Jim Crist and Bill LeFeve, WBFR, Baltimore; Al Stremler, WTOP, Baltimore; Bill Conhurst, WCAC, Baltimore; William T. Hardy and Leslie E. Wears, WMD, Frederick, Md.; Joseph Brechner, WGMR, Silver Spring, Md.


Hagena Named V-P.
Gus Hagena was elected vice-president of Radio Transmission service at a recent meeting of the board of directors.

SPECIAL SOUND EFFECTS
Instruments and special effects for your jingles and imitators. Everything from a bird call to a hurricane, airplane, automobile, record and sound effects all major networks. Write, wire or phone:

CARROLL DRUM SERVICE
319 W. 4th St., New York 1, N. Y.

Colombo 5-4922

By SID WHITE

Man About Manhattan...

- ONCE OVER LIGHTLY: Radio used to boast its shows were aimed at the 12-year-old mind. TV has so many kiddie shows and cowboy stunts it looks as though they’re trying to cut it down to 6... Jacki Robinson’s ABC series getting its hefty sponsorship below the Manon & Dixon line... Sound-Alikes: Ralph Bellamy and Phil Tomlin, WOR announcer. Wotstia? A store at 270 Greenwich St. in downtown N. Y. advertises new teevee sets for $28 apiece... The Palace Theater finally got around to recognizing disc jock Joe Franklin officially for his help in reinvigorating vaudeville. The manager presented Joe with a lifetime pass Friday p.m. ... "Saturn’s Watch" bowa in June 6th as summer replacement for "Mr. & Mrs. North." Joe Rines directs and Joe Malone, who writes the familiar scripts, claims it’s got "Saturn’s something." ... Camel’s top position in ciga sales this year may give its Screen Guild Players status as a new lease on life... All that Betty Hutton wants for Christmas is for Paramount to buy her "Gentlemen Prefer Blondes." ... Why’s everybody worried about getting color television? Right now they should be more concerned about getting a little color in their present shows.

- The Daily News’ Sid Shalit left out a wonderful yarn in his colorful profile of the fabulous Ted Collins. Years ago, one of the minor ex-cons in one of the wiles’ Artist Bureau, had the habit of eating his “pound of flesh” from the web’s stars. Came Christmas and Collins sent him a pair of asbestos gloves as a gift, with this note: “You’ve already been taking everything you could lay your hands on. Now, you’ll be able to take a red hot stove!”

- Our recent observation to the effect that “it’s a sad commentary on television that it is probably only the invention that the Russians haven’t claimed credit for creating” seems to have been illtimed. Jim McDonnell, of McCann-Erickson, forwards a Herald-Trib item quoting Valentin A. Gubischev on the eve of his departure from these shores. Asked why he was taking back a TV set with him, he gave out with a typical Russian answer: “Why, the Russians invented television! That’s why I’m taking this set back with me.” And Marie Kennedy sends along a N. Y. Times piece reporting that the Soviet technicians had “solved the basic technical problems of mass television” and that Soviet television, in precision and detail of images, was “way ahead of the U. S. and England.”

- THEY SAID IT: Spring is the time of year when the birds and the bees follow Jésus, taking notes.—Phil Silvers... I don’t approve of women who smoke.—Mae West... It is said of television that every household goes through two stages: first, wanting it; then, complaining about it.—John Houseman.

- SMALL TALK: Ruby Keeler, who was a keeler-diller on her TV debut with Ken Murray, will open at the Roxy with his show... Aside to John Cameron Swaysie: Thanks so much for youknowwhat... Tim Marks gets bylines in three July mags with “5-Word Wisdom” in Redbook—“The Escape Hatch” gag page in Pic—and a Billy Rose story in Mister... Jos. Rumshinsky and Molly Picon jumping for joy over the news that Kate Smith will record their English-Yiddish collaboration “My Momma.” Kate fell in love with the tune when she sang it at the Yiddish Theater’s 35th anny. ... Sid is doing a shot on “Fat Man” tomorrow night... Rosemary Clooney guests on Morey Amsterdam’s session today.

New Hearing Sought By Richards Cousin

(Continued from Page 1) hearing on charges that Richards violated his radio licenses KIPK, Los Angeles; WGAR, Cle- land, and WJR, Detroit. Cullingham was named last week to succeed late WJR announcer, who died a- cidently in the week. Johnson had pried over the hearing as evidenced against Richards was presented to a Senate hearing on March 13 and April 1.

Calls “Creditibility” Vital

Hugh Fulton, for Richards, said that “one of the chief issues” in the hearing would be the “credibility of the Commission witnesses.” There is sound recording of their testimony that appears to have been tortured, and Full wrote that “the stenographic transcription of these hearings does not reflect in any way the manner while which these hearings were conducted.” Full raised questions to put him, nor does note the pause, hesitation and confusion evident on the part of witnesses answering the questions put to them.

“Personal observation and just men are the Commission’s witnesses and of their manner in answer questions and their attitude toward the witnesses was particularly I pointed out. These hearings because the bias against, and hostility toward, the applicants manifested the Commission’s witnesses and the cause of the long and signifi- cations, particularly by the Commis- sion’s chief witness, Clete Robe in an attempt to fashion an hostile to the applicants.”

Says “Hearing” Is Necessary

Fulton said also that he had on led direct cross-examination of any witnesses and that he felt that Johnson’s ob- servation of the witnesses had alre- ready made it impossible for them to be credit worthy. But unless he him himself, Cunningham said “will be able to make a fair and justEvaluation on this major issue of credibility of witnesses,” Full maintained. “It is impossible for the examiner to determine whether the witnesses who has he not seen or heard were telling the true even though incoherencies or mistruths can sometimes be rec- ognized, he said.

ANNOUNCER

wanted as addition to finest staff in world’s fastest growing city. Must be “personality” man, versatile and origi- nal, who can handle morning show in a key position. Requires a man with background and experience in all phases of announcing. A perma- nent job with progressive ABC affiliate. Must maintain starting salary. Send picture, audition disc, background data, and references. Glenn McCarthy, Enterprises, XKY, Gulf Building, Houston, Texas.
WHAT'S THE AH AND OOH ABOUT?

AH is your At-Home radio audience

OOH is your Out-Of-Home radio audience

TOGETHER they make TOTAL AUDIENCE—all the potential customers you reach with your radio dollars

AT-HOME or OUT-OF-HOME, listeners are listeners! Wherever they happen to tune in—kitchens, bedrooms, living-rooms, cars, stores, at work or play—they are still THE SAME PEOPLE! All their radio listening, AT-HOME and OUT-OF-HOME, is now documented fact. TOTAL audience, wherever they listen, is what your radio dollars buy.

A sizeable part of your TOTAL audience listens OUT-OF-HOME all year round. Even in snowy February, PULSE found some 2,000,000 Greater New Yorkers tuning in OUT-OF-HOME each day.

WNEW had more of these OUT-OF-HOME listeners than any other station. WNEW delivered for its advertisers one OUT-OF-HOME sales message for every six AT-HOME. Combining OUT-OF-HOME and AT-HOME listeners, WNEW had the second largest TOTAL audience in Metropolitan New York.*

You can count your TOTAL audience with Report No. 3 TOTAL RADIO LISTENING IN THE NEW YORK AREA, February, 1950. Write for your copy to WNEW, 565 Fifth Avenue, New York 17. Or ask your WNEW representative.

*avg. 1% hr., 8 a.m.-8 p.m., entire week

AH and OOH, your favorite station for music and news

WNEW

1130 ON YOUR DIAL

Represented by John Blair & Company
Network Presidents Receive First Copies

Joseph H. McConnell, president of NBC, being presented with a copy of the 1950 Radio Annual and Television Year Book by Rose Greco, RADIO DAILY editorial assistant.

Harriet Margolies, RADIO DAILY secretary, makes a presentation of the new reference volume to Frank Stanton, president of CBS, at network headquarters in New York.

Frank White, president of MBS, glances at the network section in the 1950 Radio Annual as he accepts a first edition from Miss Margolies.

Robert Kinney, president of ABC, receives his personal copy of the new Radio Annual from Miss Greco in the network offices in the RCA Building.
TELEVISION DAILY

Section of RADIO DAILY, Thursday, May 11, 1950 — TELEVISION DAILY is fully registered by copyright and register number

PLAN TV-SERVICE INVESTIGATIONS

TELE TOPICS

TV NEWSMEN at NBC-TV, WPIX and CBS-TV are taking bows today following their excellent coverage of the Brooklawn car accident which broke on Tuesday afternoon and ran through yesterday. Both stations sent cameramen to the scene shortly after word was received that a well-driller was trapped. The films, which were run yesterday, caught all the drama of a fire to save a life—a fight, incidentally, which was lost. The job of video did on this story is indicative of the tremendous power the medium has as a news outlet. Television's strength in this field, however, is thus far limited to the running news story, but when editors and technicians can work out the complexities of adapting cameras to complete the on-the-spot coverage news will have entered another great era that will make its past accomplishments seem very small indeed.

The Arthur Godfrey Mix-Up on "Talent Scouts" show on Monday night is still reverberating... Paulette Goddard is reported angling for a video program based on "Little Women." (Continued from Page 1)

RMA Moves To Protect The Interests Of Its Members; TBA Recognizes Need To Correct Abuses; WAAM Has 5-Point Defense Plan

Service Own Sets

RCA is reported to be the only major manufacturer of TV receivers who maintains an organization for the servicing of the sets. The RCA Service Company gets the full service contract amount on each set sold and is completely responsible for servicing all sets sold in good operational condition. This service feature, incidentally, has been a factor in the phenomenal sale of RCA receivers.

the service operations in key central cities throughout the country through the setting up of regional instruction meetings. At TBA headquarters in New York it was reported that manufacturer members have been cognizant of service abuses for sometime. The TBA group, representing both manufacturers and broadcasters, has been interested in an educational campaign which will protect buyers of television receivers against any misrepresentation in the contract service of sets.

Officials of the Better Business Bureau in New York also expressed concern over the situation. At BBIB headquarters it was reported that complaints have been received from television receiver owners who have not been able to get satisfactory service under terms of their contracts.

In the problem that has confronted the country, namely relationships with retailers on one end and service companies on the other, Baltimore's WAAM claims to have worked out a serviceable solution. When queried about RAITD's service company survey, WAAM's director of engineering, Ben Wolfe, and the chief engineer, Glenn Rahman, outlined a five point plan which has worked for them to iron out liaison problems.

Plan Outlined

First is the realization that WAAM is not a service organization and cannot possibly make any concentrated effort to cope with servicing problems. Secondly, the station has definitely made its technical staff available to work with the service companies when definite questions and problems are submitted. In several cases, the concerted efforts have led not only to better working relationships, but to actual solutions of some of the many technical impasses. Third, and a keystone of the entire policy is the plain labeling of "honesty." When service companies call, says Rahman and Wolfe, "they are given true facts and the station sees them and if doubt still exists they are invited to the station to see for themselves the quality of the transmitted signal." Fourth, point is the referral of all viewer complaints to established service companies. The station does not go out on calls and will not recommend any particular company. Fifth, and summaton point, was stated by the enginers as follows: "If service companies ask that the station assist in a particular matter, help to the best of the station's ability is always given."

The Screen Actors Guild last night notified television networks and stations in New York that the Guild hopes Television Authority's contract negotiations for performers in live television programs "will move to a speedy and successful conclusion".

The Guild emphasized it does not claim, nor has it ever claimed, jurisdicition over simultaneous kinescope of live television programs. Such kinescope film should be bargained for by Television Authority, said the Guild.

The Guild's telegram informed the television networks and stations that in addition to a Guild petition already filed with the National Labor Relations Board for a representation election covering all companies employed by all companies making motion pictures in Southern California, similar petitions will be filed in other sections of the country. The Guild pointed out that producers of motion pictures made exclusively for television are included in the NLRB action as well as producers of motion pictures made primarily for exhibition in theaters.

Referred to Television Authority's use of the coined phrase "film television," the Screen Actors Guild said that only simultaneous kinescope of live television programs come under this heading. The Guild said the proposal to establish a collective bargaining agency for actors in motion pictures, however, exhibited.

Kenneth Thomson, Guild television administrator, in commenting on TVa's filing with NLBBR stated, "The Screen Actors Guild is gratified that TVa has decided to follow the lead of the Guild which two weeks ago instituted NLBBR action to settle this issue."

"The Guild is completely confident that the NLBBR and the actors concerned will reaffirm the Guild's historic representation of performers in motion pictures for all exhibition purposes, including television."

Coy To Talk TV 'Freeze' At Western Meet May 22

Washington Bureau of RADIO DAILY

Wayne Coy's speaking list has been extended to include an appearance before the Rocky Mountain Radio Council in Denver May 22, the Commission said yesterday. Coy will speack on TV and the "freeze."

First 15 Hooperatings Los Angeles, Mar.-Apr.

ALL HOMEs

1. Jack Benny 27.0 Radio
2. Charlie McCarthy 21.0 Radio
3. Walter Winchell 19.0 Radio
4. Bing Crosby 17.0 Radio
5. George Henry 16.0 Radio
6. Red Skelton 15.0 Radio
7. Red Skelton 15.0 Radio
8. Bob Hope 14.5 Radio
10. My Friend Irma 12.6 TV
11. Tracy and Red 12.6 TV
12. Louise Parsons 12.5 Radio
13. Andy Canav 12.4 Radio
14. Burns & Allen 12.3 Radio
15. People Are Funny 11.6 Radio

First 15 Hooperatings Los Angeles, Mar.-Apr.

ALL HOMEs

1. Texaco-Milton Berle 40.7
2. Hollywood Ghosts 38.8
3. Film-Movies (Sun. 8:00-KTAL) 31.8
4. Lone Ranger 31.0
5. Western Ventures (Sat.-8:30-KTAL) 30.7
6. Laurel & Hardy 29.5
7. Chedder Feature Theater 29.0
8. Harry Owens 26.0
9. Flying Buster 25.8
10. Time for Babs 24.2
11. Don Adams 23.6
12. Cyclone Malone 23.6
13. Captain Video 22.0
14. Film-Western (Wed. 7:00-KTAL) 20.5
15. Pinky Lee 19.5

www.americanradiohistory.com
Color Hearings End; 'Conclusions' Asked

(Continued from Page 1)  
all hearing on TV which is expected to lead to the end of the "freeze" and the signal for video to rush ahead on a firm roadbed. Still to be heard are various problems of interference, allocation of channels, utilization of the UHF and assignment of the 470-500 mc band for common carrier and broadcast.

Only CTI Testimony to Come

The controversial color hearing ended yesterday, however, except for the CTI testimony to come later in the month. CBS research head Dr. Peter C. Goldmark was the final witness, covering point by point the various items of superiority claimed by CBS over the RCA system. He said he is "extremely doubtful that the RCA system will ever become practical for home use."

The Commission announced yesterday that it wants the parties concerned in the color hearing to file proposed findings and conclusions on the color issue within 20 days from the close of the record on color. Filings by RCA, CBS and CTI are asked, with other parties to the proceeding also invited to file if they wish. Replies to the proposed findings, and exceptions, may be filed within another ten days, it was pointed out.

Requests Complete Data

Highly detailed findings with regard to color and monochrome reception are asked, as the Commission seeks company estimates of the system and apparatus capabilities and performance of the various systems, along with complete discussion of field test experience and plans in the event the Commission authorizes one or more systems. Under the heading of conclusions, the Commission asked the following:

A precise statement of the specific transmission standards proposed.
A precise statement of the specific rules and regulations proposed.
A statement of recommendations as to policies with respect to the following:
(A) Compatibility.
(B) Convertibility.
(C) Patents.
(D) The desirability or undesirability of promulgating color television standards at the present time in the light of the development of the art. Include a statement as to the social value and economic cost to the public of adoption of any specific system at this time or at a later time.
(E) The minimum and maximum number of hours of color broadcasting.
(F) The handling of the transition from the present situation in television broadcasting to color television broadcasting.
A statement of any other proposals or recommendations.

Provisions Of Pope Estate Made Public Yesterday

(Continued from Page 1)  
poses. Included in the bequest were: 51 per cent of the outstanding shares of common stock in the Colonial Sand & Stone Co., and all of Mr. Pope's Class B stock in II Progresso Indi-American Publishing Co., which owns and operates station WHOM in New York. Attorneys for the estate said the residuary estate was left to Mr. Pope's wife and three sons, including the Class A stock of II Progresso.

Stock News

Two WCOP, Boston staffers became proud parents on the same day, April 27. Mrs. Edward Sullivan, Jr., wife of the station's continuity director, and Mrs. Coleman Cody, wife of the assistant merchandising manager, both gave birth to daughters.

Networks And Stations Cover Well Tragedy

(Continued from Page 1) throughout Tuesday night, making broadcasts of recorded-on-the-spot material the next morning. Lockwood Doty was heard in an on-the-spot newscast at 6:00 a.m., and George Hicks at 1:30 p.m.

Conversation Recorded

Talk between Atteo and Dr. Berson, who was lowered into the pit, was recorded by Ed Scott of CBS and broadcast at 9:00 a.m.; previously, Scott reported events of the scene on a 7:30 newscast. Other coverage by CBS included newscasts by Jack Sterling, 7:00 a.m.; Bill Leonard, 8:40; and Doug Edwards, at 4:30 p.m.

John Wingate, WOR commentator on the scene, recorded interviews with Mrs. Atteo, then descended into the well, there to pick up the conversation between the trapped

Radio Set Sales Up In Canada Province

(Continued from Page 1)  
in all provinces except the Maritimes, Quebec and Saskatchewan, both in the month and cumulative period.

Sales Totals Tabulated

Sales in February were as follows, by provinces, totals for the same month last year being in brackets: Ontario, 26,704 (24,649) units; Quebec, 7,851 (8,434); Maritime, 2,273 (3,613); Alberta, 2,621 (2,564); British Columbia, 2,505 (1,713); Manitoba, 2,302 (1,653); Saskatchewan, 1,837 (1,819); and Newfound-land 307 (-).
WILL URGE LIFTING OF TV FREEZE

CBC Must Get More Revenue Or Cut Service

Dunton Says Costs Increased 100% In 11 Years

Montreal — A. D. Dunton, chairman of the CBC board of governors, yesterday said that unless the Canadian Broadcasting Corporation obtains more revenue from some sources it will have to cut its services drastically. Beginning its testimony before the Commons Committee on Radio, (Continued on page 3)

Radio-TV Will Cover Democrats’ Chi. Meet

Chicago—The schedule of comprehensive radio and television coverage of the three-day Jefferson Jubilee Democratic National Committee meeting in Chicago, Saturday, Sunday, and Monday, was announced yesterday.

In addition to the NBC telecast of President Truman’s address at 10:30, (Continued on page 8)

AP Extends News Service On Its National Wire

The Associated Press has stepped up its regional and state news coverage on its national radio wire by recent policy of splitting the national wire every half-hour to enable local bureaus to file more reports faster, (Continued on page 2)

Free Political Time

Candidates in the forthcoming election to the city council of Richmond, Va., will be given free radio time by station WMBG as a public service to voters before elections. A half-hour period each Monday night for four weeks (May 22-July 12, 10:30-11:00 p.m.) is being broken into five-minute segments and allotted to the 23 candidates who are competing for the nine seats of the council. Besides giving their qualifications, candidates are being asked to discuss important issues of the election.

Coaxial Extending To Louisville Area

Louisville will be added to the national television network in October via coaxial cable and radio relays, the long lines department of American Telephone and Telegraph Company announced recently.

Construction of the cable from Indianapolis to Louisville is now under way. Also being built is a radio relay system from Indianapolis to Dayton, thus connecting with video channels already in use.

A. T. & T. says that television networks (Continued on Page 8)

Bride, Groom Sues Wedding Bells Show

West Coast Bureau of RADIO DAILY
Hollywood—In the first of its kind, the Bride and Groom radio program has filed suit for $250,000 against a television program called Wedding Bells, on station KLAC-TV, Los Angeles, charging that the video show is a direct imitation of the popular daytime radio show.

The suit was brought in L. A. Superior Court by the “Three Johns,” Mastro, Reddy and Nelson, and named as defendants station manager, (Continued on Page 3)

Too Much FCC Power Ominous, Says Ferguson

Washington Bureau of RADIO DAILY
Washington—The radio industry and the listening public are threatened by the “big government” philosophy of the “liberal” Democrats who dominate the FCC, the Senate was told yesterday by Sen. Hom. Ferguson of Michigan. Speaking in opposition to the President’s plan to increase the number of FCC members, the senator said, “The FCC is a Commission, not a Congress and should not be subjected to an assassin’s bullet from the White House.”

Unscrupulous Servicemen

Greatest TV Hazard—Thomas

Washington Bureau of RADIO DAILY
Washington — “Your story highlights of the greatest hazards to the television industry,” Eugene Thomas, head of the NAB television committee and manager of WOIC, Washington, said yesterday with reference to the Radio Daily expose of service practices in New York. “It is an extremely forceful way to present one of the really vital stories in TV today—one we are trying to rewrite as quickly as possible,” he added.

Thomas said the volume of complaints reaching him through NAB on dishonest service practices has been small, but that need not be indicative of the troubles experienced in numerous TV cities. On the other hand, TV stations, in cooperation (Continued on Page 3)

Producers To Meet In Washington Session Today

Washington — A group of New York and Hollywood television producers representing the National Society of Television Producers today will call upon Senator Edwin C. Johnson, chairman of the Senate Interstate and Foreign Commerce Committee, to urge lifting of the present freeze on television (Continued on page 6)

Long-Term TV Deal Rejected By Stations

Twenty-three video stations represented by the National Association of Radio Station Representatives have thus far refused the ABC offer of a two-year non-cancelable contract for the “Beulah” TV program, sponsored by Procter and Gamble, in return for a three-year freeze on current time rates, T. F. (Continued on Page 7)

NYU Advertising Convention Opens

Opening the Golden Jubilee Advertising Convention last night at N. Y. University, speakers broached the subject of the future of advertising education. Attending the session were over 200 advertising per-

Student Operators

High school students of Stamford, Conn., 169 strong, took over stations WSTC-FM in Stamford for one day this week, from an early-morning sign-on until the midnight close of the 18-hour day. All duties ordinarily handled by the station’s regular staff were taken over by student announcers, sportscasters, musicians, and engineers.
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FRANK KIRCH : Business Manager

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ROMA BUREAU
John Pedicelli

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

FINANCIAL

(May 13)

NEW YORK STOCK EXCHANGE

Net High Low Close
ABC 53% 11% 11% 11%
Admiral Corp. 37% 7% 7% 7%
Am. Tel. 17% 3% 3% 3%
CBS A 36 35% 35% 35%
CBS B 32 31% 31% 31%
Philco 46% 45% 45% 45%
RCA General 5% 4% 4% 4%
RCA 1st pfd. 79 78% 78% 78%
Stevens-Warner 34% 34% 34% 34%
Westinghouse 43% 43% 43% 43%
Zenith Radio 37% 35% 35% 35%

Over the Counter

DuMont Lab. 13% 13% 13% 13%
Stromberg-Carlson 15% 15% 15% 15%

Ohio Ass'n To Meet
Lima, Ohio—The Ohio Association of Broadcasters have set May 24 and 25 for their management meeting to be held at the Nell House in Columbus. Included on the agenda for the sessions are the election of new officers, changes in by-laws to allow the association to have a board of directors, expense problems and the question of how to handle political broadcasts.

COMING AND GOING

STERLING W. FISHER, manager of public affairs and education of NBC, a week from today will be in Georgia, where he will deliver the principal address at the Fifth Annual Radio Institute of the University of Georgia. His subject will be "Radio and Television in Education."

ART OPPENHEIM, staff writer in the press department of NBC on Monday will address the Radio Club of Philadelphia.

MIKE JABLONSKI, partner in Gableborough Associates, publicists, today is in Washington, D. C., conferring with Senator Johnson on the subject of the TV "freeze."

MARGARET ARLEN, women's commentator on WCBW, today will leave for Seattle, N. C., to visit her parents.

JAMES G. COMINOS, vice-president and general manager of the Le Valley Advertising Agency, Chicago, is in New York for tonight's broadcast of the "People's Platform" television program, which will have Mrs. Eleanor Roosevelt as guest.

AP Extends News Service On National Wire

(Continued from Page 1)

ent news. Previously, the AP policy called for state and regional news every two hours. Under the new change, regional bureaus of the AP can interrupt the national news service at any time between the half-hour splits when it is warranted by local news.

System Praised

Commendation of the new system has come from the Kansas Association of AP Broadcasters who adopted a resolution to praise the AP effort at a recent meeting in Hutchison, Kansas.

Plan Election Coverage Both On Radio And Tele

(Continued from Page 1)

also, a mobile unit of WIFL will cover action from remote points, in addition to special coverage from campaign headquarters in the city and other parts of the state.

Five More Stations Buy MGM Program Series

Five more stations have signed contracts with M-G-M Radio Attractions to air transcribed packages. WFLM, Terre Haute, Ind., will air all eight of the M-G-M packages; KTTS, Springfield, Mo., will broadcast the "Hardy Family"; WSAG, Huntington, W. Va., signed for "M-G-M Theater," At Home With Lionel Barrymore, "Dr. Kildare," "Mae West," and the "Hardy Family"; WPR, Detroit, contracted for "Kildare," "Crime Does Not Pay," "Mae West," and "Hardy," and WBNS, Columbus, Ohio, "Marriage Poster" and the four half-hour shows.

Guts WQXR Promotion

Harold Lawrence has been named director of WQXR's classical music division, succeeding Ann Comlish, who resigns on May 15 to devote her time to travel. Lawrence has been with the station since November of last year and formerly headed the imported record department of Liberty Music Shops.

50,000 WATTS in the middle of the dial 800 kc.

The DETROIT AREA'S Better Than Ever Buy!

NOW COVERING 17,000,000 Population Area in 5 States!

---

Douglass McNamara, producer of the Margaret Atwood program on WCRS, will return Monday from Washington, D. C., where he served two weeks in the special training course of the U. S. Naval Reserve.

Morey Amsterdam, comic, today will leave for St. Louis, where on Sunday he will participate in a benefit program for the Cedars Sinai Hospital. On Monday he'll be in Chicago and will return to New York next Wednesday.

Easton C. Woolley, director of station relations for NBC, is in Chicago this week on business. On his way back to New York he'll visit a number of the network's affiliates.

George Simson, president of the music publishing organization bearing his name, is expected in New York today on another of his periodic business trips.

Billy Redfield, actor featured on two CBS daytime programs—"The Brighter Day" and "Young Dr. Malone," has left for a one-month trip to Europe.

"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 WJ-T-HI 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 WJ-T-H, just call in your Headley-Read man today. He'll give you the whole story.
More CBC Revenue Urgent, Says Dunton

(Continued from Page 1)

Dunton said CBC is working on the same revenue rates as it was 11 years ago. In that period costs have risen by more than 100 per cent and additional charges have been added that result of improvements and expansion of services, he pointed out, and added that unless additional revenues are obtained CBC will have to cut some programs, fire a portion of its staff and eliminate service to some parts of the country. John Diefenbaker (PC-Lake Centre) said that before the Royal Commission on Arts and Science Dunton had recommended that the existing license fee of $2.50 a year on radio receivers be doubled. Dunton said that the fixing of the license fee was not the business of CBC wards of farmers. Before the Royal Commission the board had stated that, if $2.50 was the amount required to cover costs in 1938, then it is the amount needed now.

Diefenbaker said he thought there would be a "terrible howl" throughout the country if the fee is upper.

The board feels that it is carrying out as many commercial programs as it can if it is to provide a basically Canadian service. It might get more revenue if it moved into the local advertising field and carried such things as sport announcements. However, cost of carrying on with private stations and the board feels the national system should not enter that field.

Magnavox Declares Div.

Fort Wayne, Ind.—The board of directors of The Magnavox Company declared a dividend of 25 cents per share on the Class A cumulative convertible preference stock, payable June 1, 1950 to stockholders of record May 15, 1950. The dividend tenant’s division of 

NYU Advertising Convention Opens

(Continued from Page 1)

sonnel and students with advertising aspirations, while principal speakers were: George Burton Hotchkiss, of the Marketing Dept. of Mr. A. Lann of Servais, president of Lowen Placement Agency which specializes in advertising personnel and Sydney H. Gliellerup, chairman of the AAAA committee on advertising examinations.

Pointing out the value of the AAAA-ex. of Advertising at New York City, Sydney Gliellerup revealed that an approximate total of 75,000 jobs in advertising in the entire nation is being crowded each year by 500 newcomers to advertising. His message was put in the form of a warning that the AAAA examinations of advertising would tend in the future to encourage those who are advertising prospects and discourage those who should not make it a career. By way of a prediction, Gliellerup said education for advertising would very likely increase in length and intensity in future years.

Improvements yet to be made in institutions for advertising education were cited by Walter Lowen who emphasized the need of increased specialization, clearer distinction between advertising sales and creative aspects of the field.

Bride, Groom Sues Wedding Bells Show

(Continued from Page 1)

Bride and Groom, which is sponsored by Sterling Drugs, Inc., has been one of the top-ranked daytime audience radio programs since its start in 1945. It was telecast experimentally over a year ago on the ABC-TV stations in New York, Chicago, Los Angeles, and San Francisco. A Los Angeles wedding bells station, then telecast once weekly since January 29, 1950.

Too Much FCC Power Ominous, Says Ferguson

(Continued from Page 1)

for FCC reorganization, he said Commission and staff members "must be checked, and their powers limited, if freedom of speech is to prevail as an overriding principle in the political make-up of our country."

Devoting a large part of his address to an attack upon the Commission for its action against G. A. Richards, who controls KNPC, Los Angeles: WGAN, Cleveland, and WJR, Detroit, Ferguson said that during the past 16 years "the Commission has increasingly expanded its power of regulation in a manner which the framers of the Communications Act did not intend." Today, he said, the Commission "stands in a position, if its power is not checked here and now, to throttle and strangle any radio station licensee it sees fit to discipline."

He pointed with alarm to the danger that "complete Government ownership and operation of the radio industry" might result from FCC tendencies. He was joined in his praise of WJR by Sen. John Bricker of Ohio, who lauded the record of WGAN, Cleveland. Ferguson called the charges against Richards in the hearing "impossible allegations...by disgruntled ex-employees who were discharged because of inefficiency."

Sees Shoddy Service 'Greatest TV Hazard'

(Continued from Page 1)

with RMA and local electric or cable companies, have been attacking the problem by offering frequent seminars and training opportunities for servicemen. Thomas mentioned that 400 local carriers met here last week in the second "town meeting," sponsored by local TV stations and the Potomac Electric Power Company.

"But" said he, "as long as there is one serviceman who doesn't care, or one service executive who is more interested in getting customers than in serving them, anything you can do to help press the battle is extremely valuable."

New CBS Series

"Dallas Starlight Operetta," a new summer series of musical programs, will make its debut over the CBS radio network, Saturday, June 10 in the 7:00-7:30 p.m. time period. The series is to feature the vocal performers who are starred in the weekly operettas presented by the Dallas company at the State Fair Grounds in the Texas city.

Music on the program will be conducted by Lehman Engel and the series will originate from the studios of KRDL, CBS affiliate in Dallas.

Praise For—MARTIN STARR

"Fredric March, Florence, and I heard your broadcast last evening . . . You are the most courageous of all movie commentators."

"...you always manage to sustain interest and excitement in film premieres after hundreds you have broadcast . . . We appreciate the entire way in which you handled a terrific show for us."

"MOVIE STARR DUST" (7:00-7:15 P.M.)

Mon., Wed. and Fri.

20th Century-Fox
Man About Manhattan . . .!

By S. D. White

- - FRIDAY-DREAMING: Joey Adams, in a comedy quip- tagged "You Rope Your Mate," will replace the "Arthur Godfrey Digest" Sat. p.m. radio series on CBS for the summer. . . . With Rob't Q. Lewis "Show Goes On" sold out on TV as of this Sept. CBS will drop the Friday night radio version of the series. . . . Film star. Dennis O'Keefe has been signed to do "T-Man" as the summer replacement for "The Goldenberg." . . . Jerry Mitchell sees that Bob Hope watched the Dodgers best Bing Crosby's Pirates the other day. Hope-crushed that Crosby, who owns horses, too, likes baseball because it's the only time he sees horses going fast. . . . Sammy Kaye's "So You Want To Lead A Band" goes on NBC-TV starting June 11th. . . . One of the things we like most about the Ken Murray show is that the performers are instructed not to punch for applause. Ken figures that the folks at home in their living rooms prefer hearing less handclapping and so he dedicates his tempo to same. . . . Denise Darcel, the French doll, gorgeous in black and white as the "hidden personality" on "Quick As A Flash" the other day, fell off the stage from behind a studio screen. Her accent was so heavy that participants guessed she was Molly Goldberg, Chiquita Banana and Mace. Chiang Kai-shek.


- - IN ONE EAR: Marie Wilson, if she can free herself from radio and movie commitments, would like to summer-stock it. . . . NBC nailing a crime series know how stories by Martin Mooney. . . . The Frank Fontaine's expect their TV spot Deal on for Elmo Roper to do a CBS-TV news stanza. . . . Any attempt by any company to dramatize the life of Sam's Gomez on the air will be opposed by the C.L.O., we hear. . . . Mittal Green hurt in a coast auto crash. . . . "Boston Blackie" has spread out to 53 more stations. . . . Morey Amsterdam's 7-year-old son, Gregory, giving piano recitals already. . . . Marking its first venture into TV, Tidewater Associated Oil Company will sponsor commentator Geo. Putnam's popular "B'way-to-H'wood" series via WABD and the Dumont web starting on the 17th at 10 p.m. Lemm & Mitchell is the agency. . . . Recommended reading: Current Collier's piece on Ed Byron. . . . Martin Block off to Florida for some personal appearances in the interest of the cancer fund. . . . Herb Sheldon lands his quips in Quick magazine in four recent issues. . . . Doug Edwards imparts the sage advice that if your wife is away on vacation and you want to get her home in a hurry, just send her a copy of the local paper with one item clipped out. . . . Don Walsh of the Hamagou messages, credited with the clever "Russian letter" to Morton Downey.

- - A bandleader we know approached a local indie station and applied for the house band chores. They turned him down stating they were having union trouble with the bandman offered to patch up the trouble if he could be assured the job. "Listen," snapped the station head. "That's exactly what the trouble is. We don't want a house band!"

- - APPLAUSE DEPT: Ted Hasting's smooth handling of the St. Nick bouds via CBS-TV and the current Hull's teevue session—full-some entertainment. . . . Merrill E. Joels' sock performance on "Believe-it-or-Not." the other pm. . . . Lester Lewis' absorbing "Fwood Screen Test" series via ABC-TV.
Andrea Forecasts
3-Dimension TV

A new TV set in the 1950 line by Andrea Radio Corp., Long Island City, N. Y., was unveiled this week at a special showing to press and trade at the Waldorf-Astoria Hotel in New York. Frank A. D. Andrea, president of the concern, who is celebrating his 50th anniversary in the business, told members of the press at luncheon how it was his belief that the development of television "will follow a multi-phase development, just as it has been the history of radio." And he explained that "our present TV receivers got their first real start in 1938, and while generally small cathode ray tubes, transmission was not the best, but it was the forerunner of today's improved black and white receivers.

The third phase of TV development, in my opinion," Andrea said, the third dimension for general use in home receivers. When color is accepted, the third dimension will follow within a period of five years. Andrea said that he feels very strongly that this, combined with black and white, is the ultimate to expect from television.

New Teleprinter Service
RCA Communications, Inc., this week demonstrated a new two-way, customer-to-customer overseas radio teleprinter exchange service called TELX, which will be available to the public on May 15, providing for the first time, direct contact between teleprinters in New York City and all parts of The Netherlands.

The initial demonstration, held in cooperation with The Netherlands Post and Telecommunications Administration, consisted of official messages, current news information, and informal conversations between official representatives of the press assembled in the RCA Exhibition Hall in New York City, and a similar group in The Hague.

Portable 3-Speed Phono
A new portable, 3-speed, high fidelity phonograph, featuring the "Polyphonic Selector," has been announced by the RCA Victor Co., Inc. The new instrument, which plays records up to 18 inches, is the only full range three-speed portable phonograph that balances the response characteristics of amplifier, speaker and speaker enclosure, according to the manufacturer. Called the "Recitalist," the new phonograph weighs 88 pounds, is 17 inches wide, 9 1/2 inches high and 21 1/2 inches deep.

Dr. W. R. G. Baker, left, vice-president and general manager of General Electric's electronics dept., and J. M. Lang, right, manager of the tube division, look over GE's new 34-inch molybdenum cathode ray tube which will produce a direct-view picture almost as large as your daily newspaper page. The tube held by Lang (right) is the smallest TV viewing tube made by G.E. Production of the "kingsize" cathode ray tube will get under way on a limited scale by fall.

Hits TV Price Cuts; Dealers Displeased

Assailing the recent numerous announcements by manufacturers regarding cuts in price TV receivers, Leonard Ashbach, president of Majestic Radio & Television, Inc., described the price war as a "rat race" in which everyone turned to publicity as a means to improve their trade relations. "The effect," he said, "serves to strain trade relations rather than to improve them."

Agreeing that current market conditions are not as healthy as they were three months ago, Ashbach said this was no reason, however, for the price war which has been taking place just three weeks prior to the announcement of new lines. Ashbach asserted that manufacturers are indulging in "fictional price cutting, plus the unforgettable sin of failing to back price announcements with substantial reduction in price." Commenting further on the "cold war" on TV prices, Ashbach said, "It seems incredible that the only industry which is practically assured of profitable operations for at least five years, should ever get itself in a jilly state because of a brief period of inactivity."

As a follow-up to the reaction of price cutting on TV sets, Louis Silver, vice-president of Majestic, reported that the company had conducted a telephone poll among its distributors throughout the country and found that dealers were concerned and confused over the recent announcements of price cuts.

Ralph B. Austman
Television Consultant

W. T. Adair
Radio Engineering Consultants
Executive 1230
Executive 5851
1335 M STREET, N.W.
WASHINGTON 6, D. C.
PLUG TUNES

Riding For A Hit!
"BUFFALO BILLY"
Laurel Music Corp.
1619 Broadway
New York 19, N. Y.

In Full Bloom!
American Beauty Rose
JEFFERSON MUSIC CO.
1619 Broadway
New York City

From Six to Sixty
They'll Love
ME AND MY TEDDY BEAR
MULTUAL MUSIC SOCIETY
R.K.O. BLDG.
N. Y. 20, N. Y.

I WISH I KNEW
Ask My Heart
RCA Victor Records by DOLPH HENWIT
ADAMS, VEE & ABBOTT, Inc.
216 E. Wabash Ave., Chicago 4, III.

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

BABY, WON'T YOU SAY
You Love Me
From 20th Century-Fox's
"WASH, AVENUE"
recorded by
BILLY BUTTERFIELD ... London
NAT "KING" COLE ... Capitol
BOBBY COLUMBIA ... Admiral
BILLY ECKSTINE ... M-G-M
ELLA FITZGERALD ... Decca
HERB JEFFRES ... Columbia
RAY ROBBINS ... Capitol
LEO FEIST, INC.

Another BMI Pin-Up Hit!
LET'S GO TO CHURCH
(NEXT SUNDAY MORNING)
Recorded by
Slim Whitman (Voc) Jerry Wayne (Col)
Perry Como (Voc) Owen Bradley (Cord)
Margaret Whiting- Jimmy Wakely (Cord) Red Foley (Dec) Licensed exclusively by
BROADCAST MUSIC, INC.

WORDS AND MUSIC

By TED PERSONS

• Irving Berlin is anxious to do a musical version of "A Tree Grows In Brooklyn." He plans to begin work on the score as soon as he can divert some of his attention from his current production, "Call Me Madam..." The score of "Peep Show" has been acquired for publication by Shapiro-Bernstein, with two tunes in particular looming as potential hits—strictly on the basis of quality. They are "Blue Night" and "Love At Sundown," both composed by Phanuphon Adudol, Rama IX, King of Thailand. "Peep Show" is being readied for Broadway production by Michael Todd, King of Thalibland... "The Men," a film dealing with the war's most pathetic casualties, the paraplegics, opens at Radio City Music Hall July 17. The picture was produced by Stanley Kramer ("The Champion," "The Heint of the Brave") and stars Marlon Brando and Thayer Wright. All this is impressive background to the fact that Laurel Music has been awarded publication rights to the score, Music by Dmitri Tiomkin, lyrics by Johny Lehmann. The stand-out tune, the picture theme, is "Love Like Ours" and is being cut by leading artists on leading labels for joint exploitation with the film's opening.

• Johnny ("Rudolph The Red-Nosed Reindeer") Marks very sanguine about "Cane Bottom Chair," which he wrote with Willard Robison. This very folksy tune has been hopped on by Glen Moore (who rushed to be first to record it—on MGM) and Ray McKinley (on Victor). . . . Happy Goday, looking a long way into the future, has picked the successor to "I'm Gonna Paper All My Walls"—a tune by Dave Coleman and Lynn Martin, "Golden Sails On A Sea Of Blue." . . . E. B. Marks draws attention to the fact that next week is the 25th anniversary of Dick Rodgers' arrival on the musical map with his first big production, "The Garrick Gaities," containing his first big hit, "Manhattan." Marks, who published the score, is lining up broadcast celebrations (for instance, the Joe Franklin show on WJZ next Wednesday) featuring it... Comey island is observing the 50th anniversary of its incorporation and the local chamber of commerce has chosen as the official song for the celebration "At Comey Island" (Youse-Semig-Stanton). A Lanny Ross rendition of the ditty for the Zenith Label (mustard-color, appropriately enough) will help do the honors. . . . Vaughn Monroe, in the mood for another "Someday," cut Duchess Music's "Tell Her You Love Her" for Victor and is beginning to breathe heavily over the result. Another recorded version of the tune, by Elton Britt and Rosalie Allen on Decca, is beams directly at the Corn Belt.

• Evelyn Knight is topping 38 pop and standard tunes for Associated Program Service during her stay at the Plaza's Persian Room... . . . Perry Como and Frankie Laine have been scheduled to OUST by Mercury at a recording session following their opening at the Paramount on Wednesday... Ethel Merman has signed a new exclusive three-year recording contract with Decca. . . . It is official that Charles Greene has been appointed manager of Popular Artists to succeed Joe Caida... One of the works Henry Willard will conduct at the Wheeling Symphony concert (WBCF, May 15th, 8:30 p.m.) will be Don Gillis' "Symphony No. 5." . . . Colonel Henry (Hot Lips) Levine, strictly from Dixie, blows his horn and says his piece on his own show, "Strictly From Dixie" (WIZ and the full net. Mondays, 10:00 p.m.). Beautifully assisted by contralto Martha Lou Hopp.

• SECOND TIME ROUND: The Big Three feeling good over three that look big—"There Goes My Heart" via Herb Jeffries on Columbia, "If You Were Only Mine" via Perry Como on Victor and "You're A Sweetheart" thanks to records by Harry James, Tommy Dorsey, Jane Harvey and Jack Owens... "Sometimes" (Remick), the Gus Kahn-Teddy Florio walk which sold a million copies in 1925, is bidding again. Nat Pelzing has taken the song in charge and is assisted by records by The Maritans, Harry Babbit and Tommy Carolyn.

(Continued from Page 1)
"freezing" on granting applications; new television stations instituted the FCC on Sept. 19, 1948. The members of the NSTP will meet with the Senator in his offices, Ro 391, in the Senate Office Building; noon today. Present will be John Lawrence Fly, general counsel the NSTP and former FCC Chairman; Irvin Paul Suid, president; NSTP and head of Suld Productions, N. Y.; Mai Boy, president, the west coast branch of NSTP; Hollywood; Mike Jablons, vice-president of Gainsborough Associates, Inc., N. Y.; Judy Dupuy, Victor Events, Inc., N. Y.; Olver W. Nichols, Features of America, Inc., N. Y.; Walter Armitage, Cavend Productions, Inc., N. Y.; and Shl O'Malley, Ehrlich-O'Malley Productions, Inc., N. Y.

The television producers will petition Senator Johnson to recommit the bill to the FCC the lifting of the "freeze" in order (1) to create new stations, (2) bring TV to areas not now receiving service, (3) create television's operating circ, (4) reduce the industry's operation thereby lowering costs, (5) create more jobs in TV, and (6) present monopolistic tendencies in the television industry brought about by the lack of full freedom competition.

Radio And TV Stations To Cover Assent

Extensive coverage has been planned on major networks and local radio and TV stations for the President's Assent address which will meet in Cincinnati, Ohio, May 11. A total of 50 programs related to the assembly will be carried through the facilities of WKLW, WZIP, WCPQ, WSAI, WCKY on radio and through WITV, WCPO-TV and WRBC-TV video.

Network shows include the Umscribe Church of the Air in a special program over CBS on May 15 with National Vespers over ABC and Cincinnati on May 21; a digest of the assembly marriage and divorce report over MBS on May 21; and highlights of the entire ses over WBN on May 24.

Joints CBS Radio Sales

Henry Untermeyer, account executive with the WCBS sales group, will become an account executive in the New York office of the Sales, radio and television sales department, CBS, effective May 15. It was announced by George Dwyer, sales manager, WCBS Radio Sales, New York. Untermeyer has been with CBS since 1937. He joined the department the first four years, he was with WCBS. New York, more recently as an account executive previously as special events director and a program director.

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STATIONS COOL TO 'BEULAH' DEAL

ABC 2-Year Pact, Non-Cancellable, Rejected By 23

(Continued from Page 1)

Flannagan, NARS, managing director, announced yesterday. Most of these stations, Flannagan said, were in major markets and only one small market station has accepted the deal on a one-year basis.

NARS reports, according to Flannagan, that P & G's Agency, Dancer-Sample-Fitzgerald, has now offered to place the business on a Spot instead of network basis, in return for a two-year guarantee of current rates.

Flannagan points out that even though the stations accepting the DSP Spot offer stand to make two times as much income over what they would receive from the web, NARS members and stations are turning down the offer.

Statement by Flannagan

"The majority of stations and reps believe that preferential treatment of advertisers on rates and terms has no place in the broadcasting business," Flannagan said.

He contended, "They feel that the losses they have taken and their large investment in TV justify increases in rates as well as increases in operation growth. They want no part of bargaining offers and weak requirements of practice in an advertising medium whose strength no one questions. NARS is recommending, and the reps are uniformly behind the policy, that the Beulah deal and all similar excursions into atactic practices be turned down."

New Receiver Offered

Plymouth, Ind. — A table-model, 10-inch screen television receiver to retail for $99.90 was announced today by John Mecsk, head of the TV manufacturing industry, who has been hinting at a $100 TV set for some months.

The set will be sold in more than 5,000 stores throughout the country within a few weeks, according to Mecsk. "The last major restriction on expansion of the television industry is being removed," he said, predicting that the market is $500 million within the reach of 90 per cent of American families.

The inexpensive receiver is expected to be popular as a second set in homes already having television.

Press-Time Paragraphs

WFLV-TV To Cover Penn. Primaries

Philadelphia—Station WFLV and WFLV-TV will cover what is "probably the most complete coverage of a primary election ever given by a local station" on May 16 when the station covers the Pennsylvania primaries. Starting at 8:30 p.m., the coverage will be conducted practically constantly until the political races are decided.

Fisher To Address Georgia Institute

Athens, Ga.—Sterling W. Fisher, manager of NBC Public Affairs and Education Department, will address the 5th annual Georgia Radio Institute to be held May 19 at the University of Georgia. Fisher will discuss "Radio and Television in Education" with a heavy stress on education's role in the newer medium.

Transmitter Hearing Set

Washington—The FCC announced yesterday that it has postponed from May 12 to June 2 the oral argument on its proposed new regulations concerning separate operation of the auroral and video transmitters of TV stations. Paramount Television Productions, Inc., licensee of KTLA, Los Angeles, has been added to the list of those who will testify, including TBA, Ford Industry Company, NBC, ABC, ABC, NBC, RCA Service Company and Radio Cincinnati, Inc.

TELE TOPICS

MACBETH, "A BIT OF THEATER" that was conceived several centuries ago by an English dramatist named William Shakespeare, was presented Wednesday evening by the KRAFT Television Theater, under the auspices of its program completion of five years in video on NBC-TV. And, considering the limits of the medium for some good tele drama, A.A.G. Lissack and Uta Hagen were admirable in lead roles, the settings and costumes did a nice job of setting mood and camera man's handling of the special effects were noteworthy. Shakespeare's dialogue, however, was not written with television in mind and several songs have lost due to cutting. This last point is minor one, really, when compared at the fact that the agency, the sponsor, or someone on the air, apparently insisted on the inter- monologue of a middle-class American. Shakespeare and the product of the output of the Kraft Television Theater well enough known that the commerce could have been dropped this once reference to the drama and without sacrcile loss in the sale of Kraft cheese.

The FIRST available television audience figures on Los Angeles baseball (large) have been released by Coffin, Cooper, Day, Inc. The Portland-Hollywood game, telecast by KTLA-TV on Saturday, April 8, had an average audience of 173,000 persons. The San Diego-Los Angeles Angels, televised by KFI-TV on Saturday, April 8, had an average audience of 222,000 persons and the average San Diego-1 week night audience during the 1 week of April 4-7 was 97,300. The figures are from the current Tele-Report on the L.A. television audi- i. The audience watched the Sunday baseball game is very high, apparently because of the importance of high and average average in- d groups and relatively low in the in- d groups. On Saturday the audi- is evenly distributed among all in- d groups. During the week the audi- is very low in the average and below average groups and slightly higher in the in- d groups.

IRL IVES has been cancelled out of tomorrow's "Jack Carter Show" due to clause in the Carter show contract which prohibits respite from appearing in other program within a span of 10 days prior to the Carter appearance. A guest will be chosen for today night. "Boxing From Fort Pittson Bowl" will be added to the M.T.V. sports schedule next Thursday. WFiP is looking forward to a week in the laboratory for NYU summer courses video.
Radio-TV Will Cover Democrats' Chi. Meet

(Continued from Page 1)
11:00 p.m. (CDT) Monday, all four local stations will carry the broadcast. The four networks, plus WCFL, will also air the speech simultaneously.

A meeting of the President's cabinet will be televised for the first time Sunday from 2:00 to 3:00 p.m. from the Civic Opera House over CBS-TV and will be seen in Chicago over WBBK, which will interrupt the telecast of the Chicago Cubs baseball game to carry the proceedings. Radio coverage will include WBBM-CBS "live," and a delayed and edited broadcast over the Mutual web from 7:30 to 8:30 p.m. Sunday. WGN in Chicago will carry the full hour transmitted from 7:30 to 8:30 p.m.

NBC will broadcast the closing portions of the Monday morning discussion panel on "The Freedom Budget" from 11:30 to noon on a nation-wide hook-up, while WCFL will air the meeting of the Democratic National Committee, which will be transmitted Saturday morning for later broadcast. On Monday WCFL will transcribe portions of the discussion on labor, agriculture, and business for broadcast between 7:30 and 9:00 p.m.

Attorney General To Speak

Attorney General George GRIBB will be heard on "Capital Copyroom," simulcast over CBS Friday from 8:30 to 10:00 p.m., and Illinois Governor Adlai Stevenson will appear on NBC's "Pro and Con" with commentator Clifton Utley, Friday from 9:45 to 10:00 p.m., as part of the Jefferson Jubilee celebration.

Among the personalities who will entertain at the Monday night pageant will be actors Ann Jester, Margaret O'Brien, Frank Fontaine, Phil Regan, Jane Powell and Elizabeth Taylor Hilton who will be making her first public appearance as a bride.

Proceedings in the Stadium will be telecast on a two-way video hook-up via closed circuit to approximately 10,000 people on the outside unable to find seats.

California Commentary

* * * John Archer auditioned for the starring role in "Cell Max Thursday," private eye radio program, which is being produced by Bill Reid for the Universal Advertising Co. . . . Victor Young becomes musical director of the CBS "Continental Hour" program. May 21 replacing Ted Dale, who has resigned. . . . Art Baker, whose program, "Art Baker's Notebook," is heard daily over ABC, has been cast in "Caul for Alarm" at M-G-M. . . . Even with numerous cast, writer, director, and other unceremonious changes, KKEA-TV's "Mysteries of Chinatown," in the six months it has been on the air, has rocketed from a 2.9 Television viewing audience rating to an impressive 17.3, a hike of 517 per cent. Marvin Miller and Gloria Saunders are co-stars of the drama . . . . This Sunday, Mother's Day, George Wright. New York Paramount Theater's organist is being flown to Hollywood to do the half-hour concert over local KFAC, known as the Classic Music Station. Concert will be played on the largest pipe organ west of Chicago. . . . Jack Queen for a Day) Bailey will make an important announcement shortly on his entrance into the national merchandising field. He'll continue with his radio and television activities.

* * * Tex Williams and his Western Caravan will go full network on NBC starting July 2, featuring himself, Smokey Rogers and Deuce Spriggins. . . . Harold Gery, radio, stage and screen actor, has made two appearances on the Pinky Lee Television show. . . . Curt Massey's announce, Charles Lyon, goes to Canada in two weeks on a hunting trip. . . . During his week's stay in New York, Allan Jones will make a dozen radio-video appearances and has already been set for the Mary Margaret McBride program on May 15th. . . . Greg Mitchell has signed a contract with HT-TMLE Recording Company to cut six records a year. . . . The May 13th telecast of "Sandy Dreams" from KTLA, will mark the 100th consecutive performance of the popular youngsters' musical comedy by honoring Gladys Rubens, its producer, writer and director. . . . Russ McCallum and John Perhine have been appointed Account Executives for The Tullis Company. . . . "The Hollywood Amateur Hour" series will be broadcast direct from the stage of the Marael Theater on Hollywood Boulevard, over Station KIEV. Participants on this show will be children between ages of 6 to 16. Encourages Bill Mason and Dick Barren.

* * * J. Carroll Nash, star of CBS' "Lie With Luigi," last week received a copper plaque from the Italian Social Club of San Fernando Valley. Tony Randinellli presented the "marvel award for the outstanding radio portrayal of Luigi Barso and promotion of better relations among all the races of the United States." . . . Agnes "Wrong Number" Moorhead her become so "alertic" to telephones as a result of her famous dramatic play that she won't accept any phone calls at her table when lunching at the Brown Derby! . . . Art Gilmore, announcer on the Dr. Christian Show, is opening his second television store in the San Fernando Valley. . . . Pianist-composer Bob Eaton has planned to La Junta, Colorado for a visit with his parents before he begins East on future nightclub commitments. . . . Maestro Frank DeVol will fly back to his alma mater, Miami U., Oxford, Ohio, in June to receive a special award for "outstanding contribution to the field of music." . . . Hollywood is being flooded with post-war European films available for television but 99 per cent are being rejected. . . . KFI has voted a resolution of appreciation by the American Guild of Variety Artists for outstanding cooperation with the guild in the production of its "All Star Show of 1955." . . . Frank van Haversveld, producer of "Gildersleeve," will spend the summer filming two TV shows, plans 13 episodes each and the series will be sold as a package. One embraces a new audience participation stunt.

WANTED TO BUY

A good used Western Electric 250V Transmitter, preferably type 451 A-1. Write RADIO DAILY, Box 134, 1501 Broadway, N. Y. C.

Coaxial Extending to Louisville An

(Continued from Page 1) works will be expanded to 15,000 channel miles serving more than 40 cities by the end of the year. The new cable will cover a district of 121 miles, following a route 1. Indianapolis near the towns of S. Byville, Columbus, Seymour, Scottsburg.

Will Provide Phone Channels At first, the cable will furnish one television channel and two programs, in addition to telephone channel. Presently, there are two stations: WAVE-TV WHAS-TV, in operation in Louisville.

A second TV circuit will be in December.

Will Expand Schedule of WQXR Broadcasts

As a result of the success of WQXR-FM program rebroadcast on WFZM in Allentown, will expand its schedule on May 15 to carry on a New York station's lineup from 9:00 to 11:00 p.m. The experimental Eastern Pennsylvanian FM station was begun in February for a 10-month trial period. Response from listeners was such that the service was continued and has now been expanded beyond original plans. WQXR, planning to add other FM station in the near future.

Send Birthday Greetings To

May 12

John Barclay
Scrappy Lambe
Marie Keith
Elsie C. H. Fox
Maurice Hershaft
May 13

Sid Ascher
David Brodsky
Ken Darby
Louis Prima
Arthur Sullivan
William Box
Alice Cornell
Bob Whibley
May 14

Carlton Bricker
Ivan Black
Margot Gay
Stu Macharie
Murray Arroyo
Don Hackett
Curtis Mitchell
Joseph M. Selleff
May 15

Wallace Cassel
Bet Sheeter
C. T. Villiers
Mary Leppert
James Tindale
Wade Barney
May 16

Burl Owens
Norman Ross
Lillian Black
Gordon Elmer
Perry Cono
Willis F. Myer
May 17

Franklin Dryman
Louise Van
William Long
Ted Bower
May 18

Richard Brooks
Paul F. Hart
Raymond Pierce
Donald Peterson
Lew White
Meredith Willo

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PUBLIC HEARING ON TV SERVICE CALLED

The National Daily Newspaper of Commercial Radio and Television
OL. 51. NO. 31
NEW YORK, MONDAY, MAY 15, 1950
TEN CENTS

PUBLIC HEARING ON TV SERVICE CALLED

Washington Bureau of RADIO DAILY
Washington — The FCC moved today to adopt as final the proposed decision renewing the license of the stations owned by Don se Broadcasting System. The renewal for KGB, San Diego; KDB, Santa Barbara; KFRC, San Francisco, and KIJI and KJH-FM, Los Angeles, were voted only after a long explanation by the Commission that it disapproves of coercive practices charged against the Lee network by affiliates.

The Commission also finalized its earlier decision to sever Don Lee’s V application for San Francisco (Continued on Page 8)

Big Deal Pending?

Chrysler is reported ready to set a summer network radio schedule from which the largest package ever placed as summer programming, RADIO DAILY learned Friday. Both NBC and CBS are bidding for the automobile company’s business.

New York City Council Committee Will Investigate Service Practices At Hearing Tomorrow

Acting on the expose of unscrupulous practices of many TV servicemen in the Greater New York area, the Council of the City of New York has called a public hearing of the Committee on General Welfare at the City Hall at 1 p.m., tomorrow to discuss the enactment of an administrative code “in relation to licensing and regulating the business of servicing, maintaining and repairing television receivers.”

The proposed regulatory law has the support of the Electric and Gas Association of New York, Inc., representing many leading manufacturers and distributors. It will be opposed by the Associated Radio Television Service Men of New York City who are for some form of state legislation but are opposed to an administrative code on the local level.

Under the sub head of “legislative declarations” the proposed amendment to the Administrative Code of the City of New York reads: “It is hereby declared that the inhabitants of the city of New York are daily becoming the owners of a greater number of television receivers, and as a result thereof a new business of servicing, maintaining and repairing said television receivers has come (Continued on Page 6)

General Foods Dropping Goldberg’s Radio Program

“The Goldbergs” will not return to CBS radio after their final broadcast of the season on June 24. General Foods, sponsor of the series, has decided to drop the radio version of the show but will continue the television production of the Gertrude Berg show. Sponsor, however, is keeping the Saturday night 9:30 p.m. radio time now occupied by the “Goldbergs” and will present a new series upon its return to (Continued on Page 2)

Close Named To Manage NBC National Spot Sales

Richard H. Close has been named manager of NBC national spot sales. Al Leider, director of the department, has announced. Close succeeds John T. DeRussy, who has left NBC to join WCAU in Philadelphia.

Audience, Biz Trends In TV Cited At NYU

“The change in audience behavior in TV cities caused the industry to do unprepared,” said C. E. Hooper, declared Friday at the Golden Jubilee Advertiser Convention of the New York University School of Commerce. Denying reports that Hooper was not accurate, Hooper’s comments were not accurate. Hooper said, “We are a fact-reporting organization. . . . If we are to continue to perform our function, ours must continue to be a service. . . . the city of New York is the only one that can do this. Hooper compared his organization’s figures with those of NBC (Continued on Page 8)

WMGM Dismisses 8 In Dispute With AFRA

Differences of opinion between WMGM and the American Federation of Radio Artists have resulted in the dismissal of eight staff announcers, it was learned on Friday. . . . freedom of the matter, according to AFRA, is the status of three disc-jockeys—Ted Brown, Ken Roberts and Hal Tuni—who were hired in December.

AFRA reports that the three men were paid only as announcers and not as free-lance disc-jockeys. Bert Leibman, Jr., director of (Continued on Page 2)

FCC Will Rule On Color-TV, Then Reconsider UHF-VHF

Washington Bureau of RADIO DAILY
Washington — The FCC will issue its decision on color TV before it proceeds with hearings on allocation of the UHF channels. Senator Interstate Commerce Committee Chairman Edward Johnson said Friday. Johnson said he had been informed that “the Commission feels it imperative first of all to know whether it will okay color.” (Continued on Page 7)

Net Profit Of $93,000 For ABC 1st Quarter

Net income of the American Broadcasting Company, Inc., and its subsidiaries for the three months ended March 31, 1950, after Federal income taxes, was $193,000, equal to five cents a share on the 1,688,017 shares of outstanding $1 par common stock. This compares with a loss of $64,000 reported for the first three months of 1949.

didn’t Get The Bird

Bernard Fricke’s “The Big Story” was thrown into an uproar a short time before video time Friday when a flock of canaries which were to be used in a pet shop scene escaped their cages. Technicians, actors, directors and everyone else tried frantically to lure the birds back to the cages but when last heard from had not succeeded.
**COMING AND GOING**

HENRY CASSODY, European news director for NBC, will go to Berlin on May 25 to help Ed Hupke, Berlin correspondent of the network, in reporting the expected move of the eastern command of the American armed forces to the Western sector of the German capital. The move is scheduled for the 28th of this month.

BILLO D'ACOSTA, head of field operations in the engineering department of WOR, has left for Columbus, Ohio, to take part in the American Bowling Congress.

CHARLES P. HAMMOND, vice-president of NBC in charge of radio advertising and promotion, is in Milwaukee, where today he will deliver a speech at the meeting of the National Newspaper Promotion Assn. His subject, "Radio Today—Its Past, Present and Future," tomorrow and Wednesday he will be in Chicago, where he'll meet NORMAN GLENN, who is leaving today for the Windy City. They return on Friday night.

JEANNE GARRIE, vocalist, has returned from Montreal, where she was featured for five weeks at the Targane Room.

CATHY MASTICE, who just made her 2,000th voiceover-appearance of the season for NBC, is on her way to Cleveland, where she is once again in town.

Huffington Gets Post
As NAB Field Secretary

(Continued from Page 1)
the NAB board in February, on May 18.

Activities of the new secretary will be devoted to membership soli-
citation and field contact, supple-
cement to the work of the vice-presidents of the division.

Prior to joining WSPA, Huffington was national radio director of the American Red Cross.

General Foods Dropping Goldberg's Radio Program

(Continued from Page 1)
ads August 27. Leading candidates for replacement are said to be "The Man Called X," starring Herbert Marshall or the CBS pack-
aging "The Shadow," starring Philip Mar-
lowe," starring Gerald Mohr.

Strotz Named Pres.,
Of Radio-TV Charities

West Coast Bureau of RADIO DAILY

Hollywood—At a special meeting of Incorporators and Directors of Radio-Television-Recording Charities, Inc., held last Tuesday in the conference room at NBC the following officers were elected to serve for the year 1950:

Sidney N. Strotz, president; Larry Shea, vice-president; Don Tatum, secretary and Wayne Tiss, treasurer.

In addition to the above officers, the executive committee of R-T-R Charities, Inc., includes George M. Balger, John Grosby, Everett Croydon, Phil Fischer, Knox Manning, Robert Manning, Robert Reynolds, Glenn Wallichs, and Earl Seaman, who is comptroller and campaign director of the organization.

During the meeting, plans were formulated for launching the com-
bined appeal campaign in the fall with the slogan, "All for one — One for all" as a banner header.

WMGM Dismisses 8
In Dispute With AFRA

(Continued from Page 1)
WMGM, agreed to boost the pay of the trio, but would make no retro-
active payments, AFRA says. Ken Groot, executive secretary of AFRA, says Lobban also sought to drop the three staff announcers, but re-
cently agreed not to make any dis-
missals until the contract between the parties expired in eighteen months.

Lobban said the termination of employment of the eight is in ac-
cordance with the agreement be-
 tween the station and AFRA, but the letter does not agree.

The direc-
tive added that changes in the policy and operations of WMGM in recent years required a different type of announcer. The emphasis on MGM stars and "the current trends in local broadcasting which calls for hard hitting sales techniques," were cited.

"After a lengthy trial period," the WMGM director continued, "during which AFRA was notified of the ex-
isting problem, it was resolved that the WMGM announcers in question were incapable of adapting them-
selves to the competencies required by the present operations as well as those planned for the immediate future."

Men affected are: William Land, John Connelly, Dick DeFreitas, William Edmonds, Bob Bryar, Alme Gauvin, Larry Blenheim and Philip Goulding. Employment will be en-
ed on June 11. AFRA has made no decision as to what action they will take.

Hygrade Buys "Winslow"

Hygrade Food Products Corporation has signed a 13-week order for sponsorship of "Don Winslow of the Navy," beginning Sunday, May 21 from 10:10 to 10:30 a.m. Agency is Doyle, Dane, Bernbach, Inc.

Sieg MICKELSON, director of public affairs for CBS, on Wednesday will be in South Med-
ley, Ohio, where he will discuss "Radio and Television" at Mt. Holyoke College. From there, he'll make a flying trip to Athens, Ga., to speak Thursday at the opening dinner of the Georgia Radio Institute.

CRENSHAW O. RONNER, DAVE CARPENTER, GARRY ALLEN and LEN BENDER are arriving today from WCON, Atlanta, Ga. They'll spend this week in town on business and confering with their national reps.

GORDON HELLMAN, manager of CBS sales presentations, is in Baltimore to address the television class of Johns Hopkins University on "Selling Network Television."

JACK BENNY, Columbia networker, and several members of his program company, tomorrow will begin their visit of one-night stands, in Wichita, Kansas.

BOBBY COTL, singer, has returned from an engagement in Buffalo.

CARL BURKLAND, general sales manager of CBS Radio Sales, and several members of his staff, spent the week-end in Charlotte, N. C., visiting WBTV, television affiliate of the network.

Bird Dog

This cocker usually hunts birds! But here she is casting a maternal eye on the newly-hatched pheasants. She's protecting these little birds.

Advertisers need some protection, too, in tough, competitive markets like Baltimore. The best protection you can get against competitors is a strong campaign on W-J-T-H.

The cost is so little! And the results so big! You get more listeners-per-dollar from W-J-T-H than from any other station in town. So call in your Headley-Read man and get the full W-J-T-H story today.
WMCA outstrips New York radio gains

3 to 1

NEW YORK'S total radio audience* increased 11% over last year.

WMCA's overall audience* jumped 31%.

TED STEELE's audience skyrocketed 52%.

realistic proof (at realistic rates) that...

- the New York market is still the greatest radio buy!
- WMCA is stronger than ever as a station to blanket that market!
- TED STEELE is hotter than ever in selling that market!

*New York Pulse—8 AM to 8 PM, Monday through Friday

Radio listenership
April 1949
compared with
April 1950

570 • first on New York's dial

Norman Boggs, General Manager
Free & Peters, National Representatives
SOUTHWEST

THERE were 52,000 television sets in the Fort Worth-Dallas area as of May 1, according to WABP-TV director Harold Bough. The count, made by the station's research department, is based on requests from viewers for WABP-TV's free weekly program schedule and through totals constantly checked with area distributors and dealers. Area breakdown gives the Fort Worth area 28,000 sets and the Dallas area 24,000 sets. A constant check on set increase has been effected by WABP since the station went on the air as the pioneer television outlet in the Southwest, September 29, 1948.

L. A. Blust, Jr., commercial manager of KTVL, Tulsa, attended the Southwest Sales Conference in Houston, Texas, May 4-5, and will attend the National Sales Executives Convention in Detroit, Mich., May 21-22. Blust is executive secretary and treasurer of the Tulsa Sales Executives Club and was recently elected secretary of the Tulsa Advertising Federation by the board of directors. Blust has served on the board for the last two years.

Never let it be said that Murray Cox, Farm Director of WFPA, Dallas, lacks the ability to jump off one of his farm horses, even in midstream. Cox had scheduled and planned a nicely tailored remote from the annual State Fair in Terrell, Texas, when he suddenly discovered the presence of Secretary of Agriculture Charles A. Bryan and Texas Governor Allen T. Shivers, who were also guests of Festival officials. Tossing his well-prepared script lightly over his shoulder, Murray set out across the expanse of the newly popular soil builder and feed crop. Cox went into some fast-forward that resulted in crossing one of the dignitaries for a talent-free appearance on his 12:15 noontime broadcast, sponsored by Kansas Sherrill Hatchery, Wolf Nursery and Sun-Glow Feeds. It is this type of versatility that keeps Cox's two daily programs, 6:45 a.m. and 12:15 p.m., with a healthy backlog of enthusiastic sponsors.

Joins ABC Operations

James A. Mahoney joins the stations department of ABC, effective May 15, according to a recent announcement by Ernest Lee Jahnske, ABC v-p in charge of stations. In previous years, Mahoney served with Crosley Research Co., the station relations dept. of Mutual, and N. C. Rothbaugh Spot Radio Reports.

MAGNECord FOR SALE

Like new, 1950 model, three miles, mixcr, remote, voltage adjuster, AC-DC, 7 1/2 and 15 inches per second. Write

Laplace No. 135, RADIO DAILY
1501 Broadway
New York 18, N. Y.

WEST STREET

Man About Manhattan...!

By SID WHITE

- * * * WEEK-END CUFF NOTES: The producer of a TV cartoon commercial must be very optimistic about color making its debut on the before long. One of the credits on such a black and white film reads: Color by Technicolor. ... Aside to Abe Burrows: You hankering for the typewriter again? ... Vic Damone opens the season at the Waldorf's Starlight Room June 1st plus guest starring on Bing Crosby's May 31st stam. ... Bung, we hear, won't re-sign with Chestertield. They want him to do TV and he doesn't wanna work that hard. . . . Billy Eckstine dropped 15 lbs. shuttling between the Paramount and the Copa, when he stopped for Sinatra. . . . Byron Nelson, the retired master golfer, is revealing talent as a tennis announcer in Texas. . . . If Forever Amber is ever televised from the coast, comic Jack Gilford suggests collecting the process "Kinescopes."

- * * * Now that Irving Fields has successfully launched his new publishing company, Crest Music Co., he's gonna launch himself off on a 4-week vacation to Europe, sailing on the Ile de France. While over there, he'll personally present his new composition, "A Toast to Israel," to Dr. Chaim Weizman. . . . BMI softball team has won 3rd place in the Rockefeller Center tournament. (Say, that's better than the Giants are doing) . . . Cy Mann, former promotion manager of the Reporter magazine, has joined Ted Warner Associates. . . . Local banking of CBS-TV's "We Take Your Word" practically set by a book company, natch. . . . May 20th has been designated as Sheriff Bob Dixon Day in Stamford, Conn., with a parade and all the pageantry of the main stem. . . . Warren Hull notes that a disc jock is a guy living on spins and needles.

- * * * With all those parlor games on TV these days (20 Questions, Who Said That? What's My Line and Act It Out, etc.), Al Sophin wonders when they're gonna get around to the most popular one of them all— "Spin the Bottle." . . . And Art Franklin can't figure out why the movie industry's so concerned about TV. If television keeps going this way, he says, it'll probably kill television long before it hits the movies. . . . Filh Hanna, currently doubling as star of "Bridgesport" and his own Sunday afternoon show, will soon triple with his own nightly radio series. . . . Joel Preston has resumed his deal with the Henry C. Rogers-Warren Cowan H'wood publicity office, adding as their eastern rep. . . . Herbert Fliebach has hired 50 porters to be on hand during occupancy of the new Schwob House here. They'll do nothing but move furniture around for housewives who can't decide where they want the sofa placed.

- * * * The participants of the "Blind Date" TV'er are at least assured of a pleasant evening at a swank nite spot surrounded by celebs. But the "blind date" arranged for model Sandy Bealer and Ensign Duane Young turned out to be more than just one enchanted evening. They're getting hitched in June. . . . An agency exec played some licker and operatic arias cut by tenor Wm. Horne and now we know why Winchell called Horne "better than Gigli." . . . The film version of "The Goldbergs," to be made by Paramount shortly, will be the first of a series starring Gertrude Berg. . . . Dinah Shore busts every attendance mark at the Gothenbury move in H'wood, Mimi Benzell, with her eye on a picture contract, follows Dinah into the Grove tomorrow. . . . Asked for a success story to be used in promotional material for him, Walter Kierman responded: "Yes, I was thrown out of high school and have been working ever since."

AGENCIES

ARTHUR J. BARRY, JR. has resigned as vice-president of Fre & Peters, Inc., radio station reps. He has accepted a marketing position at WOER, Poughkeepsie, and will function as vice-president and general manager. Succeeding Barry Jack Thompson, account executive in the Chicago office of Fre & Peters, Inc.

FRANK M. HEAD, vice-president of the United Cigar-Whelen Stores Corporation, has been elected president of the Advertising Club of New York. George S. McNabill, vice-president of Bristol-Myers Company, Arch Crawford, president of the National Association of Magazine Publishers, and Stanley Ross, president of J. Walter Thompson Company, were elected vice-presidents. Chairman was James A. Bloom, chairman of the board of Brewer-Cantelmo Company.

ROBERT S. KELLER, INC. has been engaged as sales promotion representative for WIRK, West Palm Beach, Florida, outlet for the Mutual Broadcasting System, according to an announcement by Joseph W. Field, Jr., owner and general manager of the station.

A. RAYMOND BRINKMAN, a director, and Carl R. Switzer, as count executive and vice-president, have been elected directors of Calwell, Lezkin & Co., Inc., of Indianapolis.

LINCOLN L. SCHEURLEUR joined the radio and television department of Hugo Wagenseller & Associates of Dayton, Ohio. He will previously with Hooper-Camer agency and CBS.

KEMPER M. ALLISON has joined Lester B. Martin & Associates as district sales manager for the Springfield, Dayton and Cincinnati area. He was formerly with Dunn and Bradstreet.

ROBERT W. PERKINS has rejoined Geffe, Dunn & Co. as an account executive. He was with the agency for 18 years until 1949 when he joined Draper, Perkins Associates, Inc.

FOR COMMERCIAL FILMS THAT SELL

ARCHER PRODUCTIONS, INC.
WINNER OF ART DIRECTORS CLUB "AWARD FOR DISTINCTIVE MERIT"
35 West 53rd Street, New York 19
Judson 6-2690

Monday, May 15, 1955

www.americanradiohistory.com
RADIO ANNUAL has now been mailed to all paid subscribers.

A LIMITED NUMBER OF BOOKS ARE STILL AVAILABLE TO NEW SUBSCRIBERS.
TV Licensing Law
Is Proposed By Councilman

(Continued from Page 1)

into being. It is hereby declared that due to the method of operating said business a great many of the inhabitants of the City of New York have become discontented and unhappy with the same, workmanship and have paid in advance sums of money for yearly service contracts and therefore have failed to receive said service due to the financial failure of the service organization. The necessity for legislative intervention to prevent violation of the provisions of this section is hereby declared as a matter of legislative determination.

Would Become Law

The proposed law would require the licensing of any service organization by the commissioner of license and the provision of qualification of said organization to be issued to a person who has had at least five years experience in the field of television engineering.

It is also specified that the proposed law and type of equipment required and the law specifies that all service organizations must carry contractors' liability insurance to the amount of $5,000.

Members of Electrical and Gas Association of New York public on Friday a bulletin which states, "it is the consensus of opinion that the bill, as written, could be education on the field of television engineering.

Many Leaders to Appear


Complaints Investigation

Complimenting RANO DAILY in exposing the TV-service business "unsuitability practices," Max Lebowitz, President of the New York Federation of Electronic Technicians Association and the Associated Radio Television Servicemen of New York City, Friday gave the management's point of view.

"We are not opposed to a regular service law which would make enforcement of regulations possible," said Lebowitz. "However, we are against the enactment of a local law which would make enforcement of regulations possible, a local law which would make enforcement of regulations possible.

Lebowitz expressed no surprise at the revelations in the RANO Daily investigation. He said that this situation has been growing worse for a long time and that people have been used to unscrupulous servicemen who run into the thousand.

"In one sense the people have been gullible," Lebowitz said. "They have allowed cut-rate dealers to sell them a set at 20 per cent discount and then frighten them into taking a service insurance policy at prices ranging from $65 to $90 a year.

Suggests Safeguards

The president of the servicemen's organization offered the following safeguards to prospective television receivers:

1. The customer is not obligated to buy a service contract when purchasing a set.

2. Dealers who frighten the customer into the purchase of a service policy as protection against their equipment are disturbing facts. Manufacturers guarantee the life of a television tube for two years and if you pay $2 or $3 you can purchase a special policy on the tube. Lebowitz also remembers that every receiver manufactured by a reputable manufacturer carries a 90 warranty and that defective parts are replaced by the factory.

Among the contributing factors to the present situation outlined by Lebowitz were:

- Manufacturers of TV sets manufacturers foisted upon the public sets whose component parts were over-rated, for instance, constantly bringing down the necessary service. This in turn created a condition under which most sub-contractors were compelled to lose money and the customer to lose confidence in television because of the lack of proper service. Many of these customers disgruntled future television sales to prospective buyers.

Dealer Makes Comment

A dealer living in the Bronx section telephoned RANO DAILY Friday and charged that the cut rate dealers were responsible to a great degree for the poor condition of the TV set service. He said these cut rate dealers give discounts of abnormal contract service, and take 10 per cent of the amount for themselves and give the balance to some independent servicing organization.

CBS Gets Man's Call

Other developments of the week included scores of telephone calls received at CBS from irritation television receiver owners who wished to register complaints against service companies. These calls resulted from Douglas Edwards comment on the RANO Daily exposure during his TV news broadcast of Thursday night and his radio broadcast on CBS News on Saturday night. CBS referred the calls to the manufacturers of television receivers named by the consumer.

Another revelation in connection with the servicemen's exposure came from Philco in New York City.

Philco Reveals Procedure

Concerning the comparison of television sets in the New York and New Jersey area which were serviced last week by Philco Service Inc., of Long Island City number 2183, according to a statement yesterday by Louis Cohen, operations manager.

In comparing the number of complaints at Philco with those of other companies, it has been generally conceded that Philco's business is from Dec. 15th until the end of March. After that time, complaints are greatly reduced. Complaints are from the company to pay salaries during the slack season.

Though manufacturers of TV sets like Philco instruct their distributors to tell customers that the manufacturer also maintains a service office, many dealers frequently do not. It has been found by some dealers to be more profitable if they can turn over the service contract to small independent companies, a claim to the job for less money. If a dealer can pocket $20 to $30 a month from the customer, he can ship the installation of an antenna and service the set, then afford to sell his sets at a low price and still make a good profit. Consequently, this becomes a direct encouragement for small trained repair service companies.

New WNBW Film Series To Attract TV Sponsors

"Spot the Sponsor," a series of one-minute films designed to attract sponsors to the television service offering $100 a day to each pilot for sponsor identification, will debut over WNBW TV, May 15th. The film will be shown throughout the last four days of May, and will be shown in miniature in shadow boxes, with names of Betty Furness and Ray M. McDonald, both well known nationally in full screen size. On the second, third, and fourth airings, the product will beth enclosed in each film from the line-up and the viewers who have identified the product by name will receive $2.

Writers Join WNEW Staff

Two new senior writers, H. Olesker and Mort Levin, have joined the staff of WNEW, Olesker written such network shows "Silver Theater," "Aunt Jenny" and "Nick Carter." "It is a matter of prudence," says Levin, which as a master of the WNBW "Ev Man's Story" and he has also written for "The Fat Man" and "World A Comin.'"

Propose Standards

Proposed standards for sale, and servicing of telephone and TV sets are now being circulated among leaders of the industry in New York. The Better Business Bureau reported last week, following revisions suggested by the broadcasting industry, that the proposal will be submitted to the trade within the next few weeks. The standards are based upon a meeting late in April held by the BBB.
**TELEVISION**

**Video Is Not A Major Factor, Says Researcher, As He Releases Results Of Two-Year Sports Attendance Survey**

Milwaukee—Television is not a major factor affecting sports attendance, Jerry N. Jordan, 21, told the National Association of Sports Promotion Managers here today as he released the final results of a two-year research project which studied the new medium's affect on sports attendance.

Jordan, a graduate at the University of Pennsylvania, is the son of Clarence N. Jordan, executive veepee of N. W. Ayer.

"Habits Change After Year" He said that the habits of TV set owners change after they have had their set for a year or more and that the medium in no way affected the nature of paid entertainment. "Attendance at some forms of entertainment even shows an increase," he said, after a year.

In citing college football and professional baseball as examples, Jordan pointed out that among men who have owned a set for three months or less, only 24 per cent went to see a football game last fall. Among set owners of four to 11 months, 33 per cent went to games. Owners of one to two years were back to normal with 45 per cent attending, and those who had owned the set for more than two years were at average above 54 per cent having seen one or more games.

**Done In Philadelphia**

First part of the research was done in the Philadelphia area and included 1,203 personal interviews with men in their homes. Results were checked in five different panels: in the city, suburbs, in Wilminton, Del., and among season ticket buyers and college alumni. The conclusions were then cross-examined by 400 major and minor league baseball, clubs, 132 colleges and universities, 32 high schools, 100 arenas, 90 tracks and other sports establishments. These were located in 572 cities and towns in every state in the nation. The combined attendence figures were more than 124,000,000 paid admissions, and covered the varying influence of 15 major factors on that attendance total.

**Differs With "Big Ten"**

Jordan's research differed from statements made by representatives of the "Big Ten" when that conference banned live television partly because of alleged harm to small colleges. He presented charts revealing that among small colleges in TV area, 9 per cent increased attendance while among small colleges in non-TV area, only 44 per cent increased. The study also indicated no harm to high schools from telecasts of nearby college football games.

Figures were also shown to prove that the size of the TV audience at home has no relation to the size of crowds at ball parks for either day, night or Sunday games. Analysis of season ticket buyers for football showed a TV ownership twice as high as set owners among people in general and one-third higher than among college alumni who do not buy season tickets. Figures indicate that TV increases the home audience without decreasing attendance by getting more people interested in sports.

**Spectators Quoted**

Final step in the research was to check spectators in the grandstands, boxes and bleachers at Shibe Park, Philadelphia. This revealed that percentage of TV owners higher than ownership in the Philadelphia area. Of set owners attending the contests, 58 per cent had owned their sets from one to nine years.

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**Color-TV Edict Before UHF-VHF Decision**

(Continued from Page 1)

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**Army Signal Corps Introduces Television Telephone Devices**

A TV telephone has been developed by the Army Signal Corps which permits persons on either side of a telephone line to view each other on a video screen while making a call, it was revealed late last week at Fort Monmouth, N. J., home base of the U. S. Army Signal Corps.

The video phone set-up will be exhibited during the current week to high Army brass and communications industry leaders as part of Armed Forces Week which runs through next weekend.

Army spokesmen said that the video phone had no military application as yet and was several years away from commercial application. The development of the television telephone was an off-shoot of Signal Corps experiments with TV.
THE WEEK IN REVIEW

...Radio-TV Highlights

By BOB GREENE

ALMOST completely dominating last week's news was radio's younger sister, television. One story, that on abuses by TV servicemen, played a major role in this circumstance. The first account told of the unscrupulous practices by servicemen and the manner in which set owners were being bilked by service companies. Officials of the RCA and TPA followed by taking steps to investigate the situation. Other officials for TV's share of the news were: a statement by BCC chairman Wayne Coy that film companies may be called to account for their refusal to rent films; a group of television announcers in Washington at the end of the freeze; and the end of the color TV hearings.

Good news for radio stations was forecast with the settlement of various strikes and the generally good business outlook. One dark spot was an incident at WJ Denton, chairman of CBC's board, that CBC will have to get more revenue or cut out some of its services. Another straw in the wind was the announcement by WJR in Detroit that it would boost daytime rates while holding pat on its night hours. Pulse reports that radio listeners were up since January, but added that it was down slightly from a year ago. And Robert F. Jones, chairman of a commission speaking at the New Jersey Association of Broadasteras took the viewpoint of WNEW and other leading indus in deciding that sound local programming was the answer to radio's problems. The advertising field opened its Golden Jubilee Advertising Convention; AAA announced new officers for thirteen local districts and AFA president Elmon Dotson gave advice on what to do about the increasing number of regulations on advertisers.

Two events drew the attention of radio men last week: first was a fire in Canada which was aided by ama-...
FCC APPROVES 8 NEW AM STATIONS

Nielsen Reports
Listening High
In Most Areas

Milwaukee, Wis.—The effect of television on the value of radio listening has been exaggerated, A. C. Nielsen, president of the A. C. Nielsen Company told the legislators at the 20th annual convention of the National Newspaper Promotion Association yesterday. While it is
(Continued on Page 6)

Emergency Service Rushed To Winnipeg

Montreal—In order to maintain service in the flood area of Winnipeg, the CBC engineering force has rushed emergency radio equipment to that city. Additional engineering staff from Montreal and Toronto were also sent to Winnipeg to help maintain the service. Equipment shipped air express
(Continued on Page 2)

WU-Webs B. B. Rates Rule Out By The FCC

Washington Bureau of RADIO DAILY

Washington—In a final decision handed down yesterday, the FCC ruled out additional charges by Western Union for its baseball play-by-play when they are networked by broadcast. The decision was stronger than the initial ruling handed down several months ago by Examiner Elizabeth Smith. The Commission declared that “as far as Western Union purports to clarify the uses of the service—
(Continued on Page 6)

Hausman Meets Press
And Talks CBS Radio

Lou Hausman, director of sales promotion and advertising of CBS, armed with facts and figures about the effectiveness of the network’s radio programming, met the trade press at a cocktail party yesterday at the Barberry Room in New York City. The newsmen were given proof that high rating programs sell merchandise and as a momento of the occasion Hausman came up with a neatly bound booklet bursting with charts, graphs and con-
(Continued on Page 5)

Asks U. S. Supreme Court To Reverse FCC Ruling

Washington Bureau of RADIO DAILY

Washington—A. J. Felman of Joliet, Ill., yesterday asked the Supreme Court to reverse the FCC in its decision to disallow a transfer of control of WJOL, Joliet, unless a contract provision giving Felman a regular daily period of time in perpetuity is abandoned. The clause conflicts with Commission regulations forbidding the delegation of
(Continued on Page 6)

FM Station For UN
To Be OK’d By FCC

The FCC, in a decision handed down in Washington yesterday, said it proposes to amend its rules to make way for the licensing of a non-commercial FM station in New York to the United Nations.

Comments from interested parties were invited, and are due on or before June 19.

Feddersen Comments On ‘Bride And Groom’ Suit

West Coast Bureau of RADIO DAILY

Los Angeles—Don Feddersen, general manager of KLAC-TV issued a statement yesterday in answer to the $200,000 lawsuit filed by John Masterson, John Reddy and John Nelson, co-owners of the ra-
(Continued on Page 2)

Hearing On TV Servicemen
Gets Underway At City Hall

TV technicians, dealers, distributors and representatives of the manufacturing industry will gather at the City Hall in New York City at 1 p.m., for a public hearing on a proposed law which would require TV servicemen to be licensed by the City of New York.

Also OK’s Several Transfers Of Control

Washington Bureau of RADIO DAILY

Washington—The FCC okayed eight new AM stations yesterday, including three to operate with one kilowatt, three to use half that power and two to use 250 watts. Only one of these is a full-time operation, the others being limited to daytime only. The full-time station will
(Continued on Page 5)

Charm School

Women employees of Motorola, Inc., are temporarily exchanging soldering irons for curling irons when the company treats each of them to a $125 course in charm. The course is also being made available for the wives and girl friends of men employees, the object being a boost in company morale. Over 300 have registered thus far.

(Continued on Page 5)
RADIO DAILY

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WASHINGTON BUREAU
Andrew H. O'fer, Chief
6417 Dahnert Rd., Phone: Wisconsin 7-6376
CHICAGO BUREAU
Slette 2352, 188 Randolph Tower
Southtown, Ill. Phone: St. Louis 2-1414
Paul Girard, Manager
Suite 314, Thomas Bldg.
Dallas, Texas
PHILADELPHIA BUREAU
John Perdiniz

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

FINANCIAL
(May 15)
NEW YORK STOCK EXCHANGE

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NEW YORK CURVE EXCHANGE

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OVER THE COUNTER

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On ABC Coast Web

Hollywood — ABC Pacific Net- 

On ABC Coast Web

Hollywood — ABC Pacific Net- 

WANTED TO BUY

A good used Western Electric 250W Transmitter, preferably type 451 A-1. Write RADIO DAILY, Box 134, 1501 Broadway, N. Y. C. -

Two Lever Executives

(Continued from Page 1)

Once With NAM

(Continued from Page 1)

Robert Saudek, vice-president of AB

COMING AND GOING

On ABC Coast Web

Hollywood — ABC Pacific Net- 

WANTED TO BUY

A good used Western Electric 250W Transmitter, preferably type 451 A-1. Write RADIO DAILY, Box 134, 1501 Broadway, N. Y. C.

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On ABC Coast Web

Hollywood — ABC Pacific Net- 

WANTED TO BUY

A good used Western Electric 250W Transmitter, preferably type 451 A-1. Write RADIO DAILY, Box 134, 1501 Broadway, N. Y. C.
FIRST
WITH MORE
FIRSTS

* Based on April American Research Bureau Survey in a breakdown of 1/4-hour periods between hours of 5:00 and 11:00 p.m.

* WBAL-TV also leads in overall average between 7:00 and 10:30 p.m.
AGENCIES

ESSO STANDARD OIL COMPANY is starting an extensive drive in behalf of Flint products. Radio in certain areas, television, newspapers, magazines and trade publications will be used. The campaign will reach its peak during the summer months. McCann-Erickson, Inc. is the agency.

EVERETT-McKINNEY, INC., has been named national representatives for WDK in Cleveland.

STAN SCHLODER has joined the media department of Rutherfurd & Ryan, Inc., at time buyer. He was formerly with Benton & Bowles.

HERBERT W. COHON has joined Joseph P. Schneider, Inc., as head of its new business department. He was formerly an account executive with Redfield-Johnstone, Inc.

ROBERT B. DALZELL has been named vice-president in charge of the marketing division of Burnham & Morrill Company. He was formerly a sales executive with Lever Brothers.

CVA CORPORATION to Poole, Cone & Belding of San Francisco, for advertising of Roma Wines.

MILO RADIO & ELECTRONICS CORPORATION to H. W. Hauptman Company.

WILLIAM W. HOERTER has joined Botsford, Constantine and Gardner as account executive. He was formerly merchandising and sales promotion manager of Pepo- dent division of Lever Brothers Company.

WILL H. CONNELLY has joined the contact and sales promotion staff of the Jam Handy Organization in Detroit.

MEISSNER & CULVER, INC., a new Boston agency at 635 Statler Building, has been formed by John N. Meissner and Edward H. Culver. Culver was formerly executive vice-president of Cory Snow, Inc. While Meissner has served in various capacities with agencies in New York and Boston.

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RADIO DAILY

Tuesday, May 16, 1911

PROMOTION

R. R. Looks Back—And Ahec

The 36th Annual Historical Radio Report, Inc., along with details of the company's expansion services to its clients has been outlined in its colorful 16-page brochure and sent to 7,000 potential subscribers. Operating as something of a clipping service, R. R. has expanded its services to include descriptive copy of the action and transcription of the sound of TV shows. Have it provided its clients in past years with reports and recordings of dramatic and foreign radio, also show wave, R. R.'s new service will include reports on both news events and commercials aired via video.

Connecticut Round-Up

C. O. Miller department store Stamford, Conn., will sponsor "Sheriff Bob Dixon Day," proclaimed by Stanford on Saturday, May 20, in honor of the western star CBS-TV's "Chuck Wagon" program Sheriff Bob, astride his Palomino horse, "Duke," and his $10,000 saddle, will lead a parade of cowboys and girls down the main street of the city. Following the parade Dixon will meet with boys at girls and adults at the Miller store and answer question on western lore. Sheriff Bob has deputized over 100,000 youngsters with deput sheriff badges.

Consumer Analysis Publisher

A new consumer analysis of the Birmingham area was compiled at published by WSGN-PM, WSGF and the Birmingham News-AP Herald, under direction of the paper's research and promotion department headed by Bernard Pol. The first and only such analysis published in the South, the cover features a picture of Vulcan atop Mt. Mountain set in a front-page photo of a newspaper, with the papers' titles across the top and the names of the station in bold type at the bottom.

MAN ABOUT MANHATTAN...

By SID WHITE

• • • ONCE OVER LIGHTLY; Dinah Shore mixed an offer of 12 G's per to play Bill Miller's Riviera. . . . A radio station in Panama goes under the call letters of HOG. . . . ABC's "Ethel and Albert" may pitch into Westinghouse as a bankr... . Did Bob Montgomery move out of the Waldorf to avoid all those complimentary phone calls from strangers regarding his new hat? . . . Robert Aldrich points to the red carpet. . . . "The Lascivious Man," a play being produced on Broadway, is a grossly libelous play.

• • • Watch the Ford TV Theater this Friday night. It's an advance in video showmanship and credit director Mark Daniels with an alert, enterprising stunt. The drama is "Subway Express" and Daniels is doing it in the Inspection Bureau of the IRT Subway, up at the end of the Jerome Ave. line. A real iRT car is being used to insure authenticity. If this is a click, other Ford shows will similarly be performed "on location."

• • • A new star was born the other p.m. at the swank Copacabana and, like Jackie Elean, we were at the Copa to witness it. Billed under the hilarious Martin & Lewis duo was little Toni Arden, daughter of Philip Ardisone, who was once a Metropolitan Opera star and sang at world renowned La Scala, in Milan. Toni walked out to a tough audience, tough because they had come to the Copa to be shocked. Well, Toni didn't make 'em laugh—but she didn't make 'em cry. That is, after they had made her come out for half a dozen encores. We happen to know that's an impossible twist behind Toni's success the other nite. A few weeks ago, she got her big break by being booked into the Capitol Theater—only to be forced to cancel due to a severe cold. Getting such a break as a New York theater date and then having a cold cheat you out of it is the kind of reason psychiatrists can afford such big laughs. Well, we're happy to report that Toni made her own breaks at the Copa opening. She wowed an audience filled with celebs, top entertainers and the town's severest critics. "You're terrific, kid!" yelled Clown Prince Milton Berle as Toni exited off the Copa floor—and that's about the way we felt about it, too.

• • • Dan Seymour, who took over the supervising chores of "We the People" in Feb., has demonstrated what the quality of showmanship will do for any stanza. Seymour, reviving what had been a dying pigeon, adrenaline the television Nielsen to almost double its previous rating and boosted the show's status from 69th to 19th at the last reports.

• • • At the conclusion of Melvin Douglas' appearance on the "MGM Theater of the Air" over WMMG, Howard Dietz, program host, said to the guest star "Before we sign off, it is customary to have a little interview so that the listening audience may hear you step out of character." "Actors aren't supposed to have their own character," cracked Douglas. "They merely have characters written by script writers."

NEW MARKET STUDY NOW READY

Gives facts and figures, shows why WDR has been a best buy in Hartford by any yardstick! Write for your copy to WDR, Commercial Manager, WDR, 750 Main St., Hartford, Conn.
HAUSMAN MEETS PRESS AND TALKS CBS RADIO

(Continued From Page 1)

In the future, aerospace engineers and scientists will be able to design and build spacecraft with unprecedented strengths and efficiencies due to the use of advanced materials and structures. These advancements are made possible through ongoing research in the field of materials science and engineering. The application of these advancements can lead to breakthroughs in space exploration, environmental sustainability, and even transportation systems. The future of aerospace is bright, and continued investment in research and development is essential to maintain this trajectory of progress.
California Commentary

- Comedian Jack Benny and his troupe started their personal appearance tour at Pasadena Civic Auditorium with record business for this first of the series of 21 one-night stands, hitting Carnegie Hall June 4, and winding up in Scranton, Pa., June 5. Benny was in excellent form and his troupe top-notch entertainers, consisting of Stuart Morgan Dancers, Phil Harris and his ork, Wiere Bros., Vivian Blaine, Rochester and Benny’s Beverly Hillbillies. . . . Observing Armed Forces Week, KHJ-Don Lee will broadcast a concert by 100-piece U. S. Army Forces Band and 40 soldiers’ choruses on Friday, May 18. . . . Kellogg’s Variety package started new series of one-minute radio spots, each featuring a movie star and credits for star’s latest picture, with Claudette Colbert first star plugger “Three Came Home.” 20th-Fox, spots to run in 62 major markets, coast-to-coast throughout summer. . . . Parents and parent-teachers are lauding KTTV’s new policy of devoting before dinner hour period to children’s shows, eliminating programming during dinner hour. . . . Dick Haymes is forming “Dick Haymes Productions” to handle packaging and producing on air and TV shows in partnership with his attorney, N. Joseph, Ross. Venture will not interfere with his “Contended Hour” broadcasts for Carnation via CBS. . . . ABC will air special broadcast from National Congress of Parents and Teachers’ 3rd annual convention in Long Beach, May 22-24, on Monday, May 22.

- James H. Foster, v-p of Liberty Broadcasting System, Dallas, is in town to consult with Benton Paschall, station’s west coast manager and with movie executives. . . . Frank Gallup, veteran radio and television performer, is now permanent narrator of NBC television’s weekly dramas of the supernatural, “Lights Out,” replacing Jack LaRue, who has other commitments. . . . Jimmy Wakely, Capitol recording star, opened at the Hotel Thunderbird, Las Vegas for two-week’s run. . . . The Southern California Tennis Championship, held at the L. A. Tennis Club, was televised exclusively by KTTV, last Saturday and Sunday. . . . Peggy Ann Garner will be featured guest in the “guide role” when “Hollywood Screen Test” is telecast over ABC’s KECA-TV Wednesday, May 17.

- New Southern California Broadcasters’ Association presentation on local radio was featured at monthly dinner of Southern California Advertising Agency Association, yesterday. Presentation was given to SCBA managing director Bob McAuliffe, after which panel discussions were held by Association sales committee of Kevin Sweeney, KFI; Clyde Scott, KECA; Stan Spero, KFAC; Ole Morby, KNX; Don Edouard, RTW; and Mauri Gresham, KLAC. Willard G. Gregory was chairman of the evening. . . . Problem of network affiliate clearing time for local spots has been solved by KITO, ABC San Bernardino outlet, which is now tapping all radio baseball games of local Pioneers team in California-Nevada Sunset League and rebroadcasting at 10:30 p.m. after normal network commercial schedule is completed. Manager George Lindman reports heavy increase in both audience and sales.

- Don B. Tatum, v-p and general counsel of Don Lee Broadcasting System, has been named chairman of the L. A. Bar Association’s Committee of Public Relations. Tatum is also chairman of the radio-TV committee for the 1959 Red Cross Drive and was recently elected president of California State Broadcaster Ass’n. . . . The Fibber McGee and Molly cast are planning their summer vacation with Mr. & Mrs. Jim Jordan to summer at their ranch near White River with a motor trip through the Northwest thrown in just before returning to the air, Bill Thompson (The Old Timer) and his new bride are going to extend their honeymoon through Western Canada, while writer Don Quinn will stock a new trout stream on his valley acreage.

TV Effect On Listeners Exaggerated: Nielsen

true that evening listening долину 73 per cent and daytime listening falls 13 per cent when the average home listens to one radio station, but appeared, said the percentage of homes not having television is so small that the net effect on all radio listeners has been only a decline of 8.5 per cent.

The decline in hours of listening per home has been exactly balanced by the increased number of radio homes, he continued. In January, 1950, the total volume of radio listening in the United States, expressed in home hours, was identi
cal with the average for January of the three preceding years.

Louds Audimeter

Nielsen said the Audimeter which his company uses in homes to measure listening, utilized only research technique possible since the Federal Communications Commission limited to urban telephone homes and these were the homes which television has made the greatest inroads, he added. It is utterly misleading to judge radio in a whole by what has happened in the more affluent segment of the population, he said, where radio is facing the strongest competition from television, it concluded.

The cost of research to reach particular audience was also emphasized. Nielsen said it was possible to find a concentration of program and commodity resulting the advertising being directed homes that are 25 to 50 per cent above national average in their buyer power.

International Roundtable To Be Aired By Short Wave

An international short-wave roundtable discussion on world peace will be broadcast today by Radio Diffusion Française with seven speakers, each in his own country, taking part. From New York, John Mac Vane of NBC will speak. Others to be heard at Claire Farceau and Jean-Jacques Servan-Schreiber from Paris; M. Zingarelli from Rome; Mr. Tingstad of Stockholm Tidningen from Stockholm; Rene Payot from Geneva; Mr. Ernest of Berliner Rundschau from Berlin; and Werner O. Sorm from Rio de Janeiro.

Topic for the session is: “Can’t Events of May 28th in Berlin Let Us Talk About Precedents?” The broadcast will be in French and will be heard over the French network.

Stork News

Hollywood — Robert J. McAndrew, managing director of Southern California Broadcast Association, and Mrs. McAndrew are the proud parents of a girl, Julie Ann, born May 6th. They have two boys, Peter and Michael.
TELEVISION DAILY

Section of RADIO DAILY, Tuesday, May 16, 1950
TELEVISION DAILY is fully protected by register and copyright

TV PROMOTION TOPS—HAMMOND

Talent Costs Go Up; Labot Unions Stir

TV talent fees are on the up-grade and have risen from 5 to 15 per cent over the past year, according to the latest issue of Ross Reports On Television Programming, just published.

Pointing out that the increase has been far from uniform, Ross Reports says that talent’s next goal will be to attempt to standardize the working conditions and payments. The Report states that the 5 to 15 per cent figure is increased in different categories is primarily due to the increased number of sponsors and the boom in set sales, "all of which is a definite step forward."

See Fall or Turn Pointing

It goes on to say that by fall the sponsors’ costs and set sales should reach a point where television moves ahead of AM radio as an advertising "buy." This, the Report continues should influence talent to upping its demands for higher fees. The Report points out that "until now" the various unions, with a few exceptions has cooperated with the industry in restraining their membership from asking for higher wages.

The Report goes on by breaking down the demands of separate union groups and refers to the jurisdictional fights which are unfolding within the industry.

"Repeat" Telecasts

A series of special "repeat" telecasts of the "Lon Ranger" will be aired over ABC TV under sponsorship of General Mills. This program, announced yesterday, is the "repeat" programs, which start on Friday, June 16, will be in addition to the current Thursday evening program series.

Meredith A TV Prod.

New World Films, co-owned by Barzacs Meredith, Mac ("21"), Kneidler, and Barrett Googles, a magazine photographer, will amalgamate with Motion Picture Studio, Inc., and have been announced. Meredith is a producer for the firm, a vee-pee and a member of the Board of Directors. Firm’s operation will concentrate on films for video presentation.

Chrysler Purchases New Proctor Series

"Treasury Men In Action," a new Proctor and Gamble live adventure series, is the first TV program to have been purchased by the Chrysler Corporation in connection with its new heavy radio-TV advertising program, it was learned yesterday by Radio Daily.

The Proctor package reportedly went to Chrysler for about $10,000 per week on a five-year contract.

The agency for Chrysler is McCann-Erickson and the package was sold for Proctor through MCA, his agent.

Interesting factor in the completed negotiation was that the first program of the "Treasury Men In Action" series was shot as recently as May 5, was not printed until Tuesday, May 9, but was sold on Thursday, May 11.

The program, which is based on Treasury Dept. Declo stories, will debut over NBC-TV as a live and film program late in June or early in July, Martin Wolfson is featured in the initial program but may not be able to complete the series due to his previous "South Pacific" commitments.

SONGS WITH THE LARGEST TV AUDIENCEs

Survey Week Of May 5-11, 1950

The Advertising Council’s Second Television Bulletin

The Advertising Council’s Second Television Bulletin, covering the months of May and June, has been released to stations, advertisers, agencies and networks, it has been announced.

The Bulletin, designed to give recipients information and material on major council campaigns. The Bulletin service to video stations was inaugurated two months ago and will continue to be distributed on a bi-monthly basis.

www.americanradiohistory.com
COAST-TO-COAST

WTIC Program Awarded Twice

Hartford, Conn.—Paul W. Morency, vice-president and general manager of WTIC, has announced that the station's "Mind Your Manners" program, conducted by Allen Lud- den, has received national recognition twice within a week. On May 4th the program was honored by the George Foster Peabody Awards as the outstanding 1949 program produced by a local station for a teenage audience. On May 5th, "Mind Your Manners" was given a first award in the 14th Annual American Exhibition of Educational Radio Programs as a network broad- cast. The exhibition is sponsored by the Ohio State University, and the association meets in this city. Following the WTIC program over a nation-wide hookup on Saturday mornings at 9 o'clock.

Sadler President Of WSYS

Creeve, Va.—John Sadler, general manager of WSYS and WSYS-FM has been chosen as the first president of the recently organized Junior Chamber of Commerce of this city.

Robert Burns Joins WJZ

Charlottesville, Tenn.—T. Burr Burns, veteran radio and newspaper man, has assumed his duties as commercial manager of WJZM. Prior to his accepting the position as com- mercial head of this station, Burns was the Chicago national representative of a number of radio stations across the country, of which WJZM was a member. For several years he has been with the commercial department of WRFD, Worthington, Ohio.

WWL Program On 10 Stations

New Orleans—The sale of Dixie Sweeney and W. B. Rogers on the Wdix Brewing Company has been announced by Larry Baird, commercial manager of WWL. This gesture written and produced by staff announcer Bill Dean is recorded and sent to 10 southern stations to be broadcast under the sponsorship of the Dixie Brewing Company.

WMID Hosts N. J. Broadcasters

Atlantic City, N. J.—WMID acted as host for the semi-annual meeting of the New Jersey Broadcasters As- sociation meeting in this city. Follow- ing an address by Robert F. Jones of the FCC, WMID gave a cocktail party at the Brighton Hotel for the members and their wives.

Rogers Guest On WDRC

Hartford, Conn.—W. B. Rogers, president of the Hotel Bond- age, and head of the $80,000 drive of the local Symphony Society, was interviewed over WDRC, Tuesday, May 11th, on the "Needle Club" program, by Jack Zalman, club presi- dent. Rogers outlined the need of the Symphony and told of the $500,000 needed for the symphony drive.
TV-SERVICE PROBLEM GIVEN HEARING
Shift Engineering Chiefs In FCC Realignment

Braun Will Head TV Broadcast Division

Washington Bureau of RADIO DAILY
Washington. The FCC announced yesterday that Cyril Braun will succeed Curtis Summer as chief of the TV broadcast division of the engineering organization. Plummer is now commission chief engineer, and Braun has been head of the technical engineering staff. The FM, non-commercial.

(Continued on Page 6)

Daytime Programs Plan Set By WOR-TV

WOR-TV, New York, will program on a 5-day, 7-night-a-week basis starting at the close of the baseball season, it was announced yesterday by Theodore C. Stiebert, resident of the station. The move to WOR-TV into daytime programming will bring more listeners in the metropolitan area offering such a

(Continued on Page 7)

in State Broadcasters Plan June Meeting

Pennsylvania's Secretary of Commerce, Theodore Roosevelt, III, is slated to highlight the speaking program at the annual meeting of the Assn. of Broadcasters on June 3 at Bedford, Pa. In announcing

(Continued on Page 6)

NAB Hosts Web Representatives

Luncheon meeting of key NAB executives with network representatives in New York on Monday enabled to produce assurances from web representatives that the networks would continue to remain in the NAB fold. The meeting, closed to the press, was held to ascertain network criticism of NAB operations. The web reps are reported to have had their say, listened to in turns by Joshua Silver, president of NAB, and William Ryan, new general manager, and bowed out without committing themselves. As one NAB representative put it: "The next move is up to the networks."

(Continued on Page 2)

United Nations Series Set For ABC Network

The first broadcast of a new public-service series titled, "United-Or Not?" and dedicated to the United Nations will be carried on ABC on Thursday, May 16, from 10:30 to 11 p.m., EDT. The program will originate in the Military Staff Committee meeting room in the New Manhattan Building of United Nations. Bernard Baruch, elder statesman

(Continued on Page 4)

Radio-TV Session Set For NRDGA Meeting

West Coast Bureau of RADIO DAILY

Los Angeles—A special session on radio and TV has been scheduled for the mid-year conference of the National Retail Dry Goods Association to be held at the Hotel Biltmore in Los Angeles from May 31 to June 2.

Chairman of the panel on the opening day on "Radio and Television That Sells" will be E. J. Shurtz.

(Continued on Page 6)

Ask FCC To Reconsider Reversal Of '49 Decision

Washington Bureau of RADIO DAILY

Ark., asked this week that the FCC abide by a proposed decision made by its majority more than a year ago, and set aside a 3-1 reversal announced last month. The station had been permitted in a decision of Mar. 26, 1949, by a 4-3 vote to move from Hot Springs to West Memphis, Ark., remaining on the 1000 band

(Continued on Page 2)

Richards' FCC Hearing Will Be Started Anew

FCC General Counsel Benedict P. Cottone told the Commission yesterday that no law requires the granting of a fresh start in the KMFQ hearing, but that he will agree to a new start anyhow. Examiner J. D. Cunningham has been assigned to hear the case. Sarcasstically, Cottone remarked that "in view of the propensity of petitioner's trial counsel to try this case

(Continued on Page 2)

Night Show Ratings Give CBS Wide Lead

CBS holds nine of the top ten evening programs, according to the latest national Nielsen ratings released yesterday for the week of April 9 through 15. Lux Radio Theater at 21.9 led the top spot for another week, followed by Arthur Godfrey's Talent Scouts at 19.1. Sole NBC show in the group was

(Continued on Page 8)

Chesterfield Alters Spot Radio Schedule

In a virtually unprecedented action, Liggett & Myers Tobacco Company, through its agency for Chesterfield cigarette, Cunningham & Walsh, has halved its spot schedule set up three months ago on many

(Continued on Page 6)

Hams' Give Vital Service To Canadian Flood Area

Ottawa—Ham radio operators in the Ottawa district have been assisting in the flood battle in Manitoba.

Since the flood started, people in Ottawa have been calling the operators to inquire about their relatives in Winnipeg. In most cases the hams in Ottawa have been getting the messages through, either by direct contact with Winnipeg or through relay stations.

The R.C.A.F. has called the Air Force Amateur Radio system, "AFARS" to emergency service, and a number of local hams belong to this group.

One of Ottawa's local operators, Don Dayhann, said he has had a

(Continued on Page 6)

N. Y. License Law Considered By City Council

Arguments for and against a proposed bill regulating television service were voiced yesterday before the Committee on General Welfare of the City Council of New York. Nine persons, mainly small dealers, spoke against the bill introduced by Councilman Charles Keegan, while five

(Continued on Page 6)

Shade of Mark Twain

A race between two old-time river boats will be aired on NBC, May 28 (8:15 p.m. EST), when newscaster W. W. Chaplin boards one of the "old-timers" for an on-the-scene broadcast of the three-mile course, Paul Long, Jack Swift, and Janet Ross. KDKA staffers, will cover other vantage points on the Ohio River as the race progresses.

(Continued on Page 6)

Woman's Viewpoint

Women sustain better on television than men, according to model Candy Jones. In a talk delivered before the Television Association of Philadelphia at the Poor Richard Club on May 2, Candy, now Mrs. Harry Conover, says women are better able to vary their costumes, makeup, etc. Men are best at heavy-duty sales messages, Candy reported.
COMING AND GOING

JACK BENNY and company, now doing a series of one-night stands, today will appear in Kansas City, tomorrow in Des Moines, Friday in St. Paul.

DONALD PETTerson, producer of the "Ace Marco Hour," will begin a tour with his two daughters for Annapolis, where he will attend the 25th reunion of the Class of '25, U. S. Naval Academy.

RUBY KEELER, singing and dancing star, today will arrive from Hollywood to make a return appearance on the New York stage when she co-stars with Ken Murray and his TV program company at the Rock Theater starting this Friday.

ROBERT KELLER spent Monday in New Haven, Conn., making on-the-spot study for WXYZ, his newest client, now making promotional plans for the Fall.

WALTER HAASE, station manager of WDR, Hartford, Conn., and WILLIAM F. MALO, commercial manager of the station, are in New York on station business.

IRENE RYAN, comedienne on the Bob Hope show, has arrived in Philadelphia for several radio and television appearances.

BARRY BERNARD, of the television program department at NBC, returned last night by plane from Hollywood.

BERT LOWN, vice-president of Associated Program Service in charge of station relations, is heading for Athens, Ga., where tomorrow, Friday and Saturday he will attend the annual meeting of the Georgia Association of Broadcasters.

BOB HAWK, whose program is featured on CBS, is expected back today from Europe, where he and his bride spent their honeymoon.

KATHI NORRIS, the video shopper seen and heard on WNYF, following her morning show today will go up to Bridgeport, Conn., where she will address the Wilson Club. She'll be back in New York the same evening.

JACK STEBBING, the morning man on WCB, on Friday will leave for Des Moines, where he will officiate at the week-long National Radio Show, which is scheduled to start Monday.

E. E. HILL, executive vice-president of WTAG, Worcester, Mass., is back at the station after having attended the New York meeting of the Columbia Affiliates Advisory Board.

The Case of the Walking Ducks

Newly hatched ducks, it seems have to be kept moving to be kept alive. So smart engineers devised this special treadmill for them which keeps them moving for eight days. Mortality dropped to zero.

The same thing is true of radio sales campaigns. It's got to keep moving or it will die. And the surest, most economical way to do this in Baltimore is to put your sales message on W-I-T-H.

For here's the station that regularly delivers more listeners-pers.-dollar than any other in town. That means you can get big results for a little bit of money at W-I-T-H.

So if you want your campaign in Baltimore to produce low-cost results, call in your Headley Reed man and get the full W-I-T-H story.

PEANUTS

Back in 1946, the people who lived in WBZ-land had an effective buying universe of $7,342,822,000. We considered it a terrific figure. Actually, it's almost peanuts compared to 1949's $8,400,370,000... and to the even higher figure for 1950. To get your share of this rich New England market, put your message on the station that's listened to regularly in all six New England states. Check Free & Peters for availabilities on WBZ.

FINANCIAL

(See Page 1)

New York Stock Exchange

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New York Currency Exchange

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Richards' FCC Hearing Will Be Started Anew

(Continued from Page 1)
everywhere else, it should be made clear beyond the possibility of confusion that he is being afforded the fullest opportunity to try this case before the Commission.

Counsel for G. A. Richards asked last week for a fresh hearing because of the death of examiner J. Fred Johnson.

At the same time, Cotton quoted at length from prior cases and from the administrative proceedings act and manual to demonstrate that it "clearly contemplates substitution of an examiner when the original examiner becomes unavailable, without a hearing de novo."
FRED KENDALL, star of WJR's afternoon variety show, "Anything Goes", sent the applause meter soaring to the top as he won the Arthur Godfrey Talent Scout Show over Columbia Broadcasting System.

Is it any wonder that WJR dominates its huge market area?

MORE PROOF THAT WJR

IS POWERED FOR RESULTS

WJR

CBS

50,000 WATTS

THE GOODWILL STATION, INC.—Fisher Bldg., Detroit

G. A. RICHARDS
Chairman of the Board

HARRY WISMER
Vice President and General Mgr.
Ask FCC Reconsider Reversal Of Decision

(Continued from Page 11) and upping its power from 10 kilowatts day, one kilowatt night, to 50 and 25 kw. It would erect a new station at Hot Springs on the 580 band.

Exception to this proposed decision was later argued before the bar quorum of the Commission, Counsel William Fitts, Jr., pointed out, with the denial of the KTHS proposals voted last month by three members of the Commission. Commissioners Walker, Hyde and Jones had dis serted in the public in the vote, while last month Walker, Webster and Chairman Coy did not participate. Miss Hennock voted for KTHS both times, while Jones and Jones against KTHS both times.

Pointing out the additional cover age to result from the KTHS propos als, Fitts said that ordinarily the Commission’s findings as to additional service “would be the end of the case. If Section 7 (b) of the statute means anything it must mean that when an applicant is able to show that his proposal, when compared with all other alternatives under consideration, will serve more people both day and night, will serve more people in ‘white areas’ both day and night, and will result in a greater net gain over existing service, the application should be granted.”

“But here the Commission sub stitutes its idea on what the public wants, and this is a new standard promulgated for this particular case.” In ad dition, Fitts attacked the conclu sion that the KTHS proposal does violence to NARBA.

Finley Buys Out Partner

Hollywood—Complete rights to all radio shows and TV packages owned by the firm of Larry Finley Productions, Hollywood, have been purchased by Finley, who bought out the interests of partner Larry Kol pack. Upon completion of the deal, Kolpack will devote his interests to TV shows only, according to Finley, and to “Small Talk,” a show he owns in dependence which is currently being telecast on KNBH, Hollywood. (Sundays, 7:00-7:30 p.m.).

Jingles that don’t JANGLE!
A.M., G.T.V.’s MOST COMPLETE EFFECTIVE JINGLE SERVICE
YOUR Jingle Stung—Written, Packaged, Produced
‘Lanny & Ginger’ GREY
1300 Madison Ave., New York 28, N. Y.
AT: 5-4020

MAIN STREET

Man About Manhattan . . . !

BY SID WHITE

• • • ONCE OVER LIGHTLY: Hal Block was asked if he wrote for a certain comic, who shall be nameless here. “No,” he snapped, “but my material has made guest appearances on his show.” . . . Despite the conference the NBC execs had with network officials Monday, it’s rumored that one or more of the wbs will pull out of the broadcasr organization. . . . “Album of Familiar Music” losing its drug house sponsor? . . . Betty Ann Grove takes over the Liza Kirk role in “Kiss Me Kate” as of June 1st . . . Roger Kay has signed his show, “The Cheetah,” (a suspense series in which Paul Lukas makes his TV bow) as a summer offering on CBS-TV . . . Top-flight songwriter, J. Fred Coots bright ened up the television considerably last Friday nite via ABC-TV’s Tin Pan Alley season. Going down Memory Lane with his long array of song hits, Fredry demonstrated that he can sell ‘em just as well as he writes ‘em . . . Ruth Norris hits the road next week for some lecture dates in Bridgeport, Conn. . . . and Columbus, Ohio without skipping any of her weekday telecasts . . . Phil Baker turns B’way producer this fall with a play tagged “The Big Potato,” which Lee Tracy is reading at the moment . . . The distaff side seems to be making a big bid to invade the left field. So many female gagwriters are now infiltrating the profession, the male scribblings are becoming alarmed . . . Morey Amsterdam has signed 300-pounder Murray (Blimpy) Blank as a regular on his DuMont series.

• • • Mercedes McCambridge, who was always the busiest actress around in radio, is now duplicating her stuff in 3wood, where she’ll be seen in no less than three forthcoming movie epics following her Oscar-winning job in “All The King’s Men.” Mercedes, incidentally, landed that part without an agent—at least unheard of among top talent. She merely walked into Rob’ Rossen’s office and snapped: “I read the book and I believe in the one who can do Sadie Burke better than anyone else.” Rossen agreed and signed her.

• • • RATING OUT OF TUNE: The quality of imagination is still sadly lacking in baseball telecasts, with little to relieve the monotony of the pitch from the box to the plate. Since TV does not as yet show the whole area or the ball in flight, it might be a good idea if they improved the between-the-innings shots. For instance, why not an interview with a bull-pen pitcher or with sports-wise fans? Another thing we’d like to see is a flush of the score-board at the start of each inning. It’s also our opinion that baseball telecasting could use a direct or with the know-how and imagination of Paul Gardner, whose background includes 17 years of sports coverage with the N. Y. Journal.

• • • Fred Pitzer, nat’l president of the Circus Saints and Sinners, waited a long time before he got into radio. Now 73, he started his first stint as co-producer of “The Press Box,” which features Art Henry as “editor” interviewing headliners and by lines every Sat., over W2MGM. Pitzer was a well-known humorist at the turn of the century, but he waited 50 years to get into radio.

• • • For three years now, Jack O’Zara has been turning in a “Henry Morgan” script every week at the Goodyear Institute, Charlie Sherman, who did sketches for the “Follies.” “Along 4th Ave.” and the Belo show, called them much better than many scripts now on the air—but Morgan refuses to look at them. So O’Zara is now advertising in public notices for a comic named Henry Morgan—because he wants to do a Henry Morgan show and he’s willing to buy time to prove his worth.

YOU DON’T NEED $1,000,000 TO DO RADIO RESEARCH

FOREIGN LANGUAGE RADIO

The mother tongue is a potent sales force to the huge foreign language population in the metropolitan cities throughout the country.

Stations broadcast to these people in their own tongue. Standard surveys can not adequately reflect the radio audience.

Pulse has made radio surveys among the foreign language groups in its markets. Take New York, as a case in point, where almost 1/3 of the families are Jewish and about 1/4 are Italian. Pulse surveys have shown that in these homes, the Jew ish and Italian languages are understood, and the programs in these languages are listened to by the people in the respective groups.

Among Jewish families in New York, a typical ½ hour yields ratings such as the following:

Jewish language station 9.8
English language station 10.2

The Pulse Incorporated
15 West 46th Street
New York 19, N. Y.
ROBERT S. KELLER, INC. has been engaged as sales promotion representative for WAVZ, New Haven, Conn., according to an announcement by Daniel Kops and Victor W. Knauth, co-owners of the station.

PHILIP KERBY has been named an account executive and plans board member of Carl Reimers Company, Inc. He was formerly with Fuller & Smith & Rose, Inc.

JACOBS & ROGOVIN, INC., radio and TV distributor, to Getschal & Richard, Inc. Radio, television and newspapers will be used.

J. W. MANNY, INC., Malco hearing aid distributor, to Norman D. Waters & Associates, Inc. Radio, newspapers and direct mail will be used.

JOHN N. MEISSNER and EDWARD CULVER have formed a new agency, Meissner & Culver, Inc., in Boston.

ERIC W. STOCKTON has been elected chairman of the board of Stockton West, Burkhart, Inc. of Cincinnati, Joseph D. Nelson, Jr. and Robert A. McDowell have been elected vice-presidents.

HOWARD W. NEWTON has resigned as vice-president of Dancer-Fitzgerald-Sample, Inc. He will devote full time to his placement agency.

MASON, AU & MAEGENHEIM CONFECTIONERY MANUFACTURING COMPANY to Turner, Leach & Co., Inc. for Mason Mints and Peaks.

The JOSEPH KATZ COMPANY New York office will move shortly to 486 Madison Avenue. Also at the same location is the Katz Agency, radio and newspaper reps. Newspapers and radio stations are urged to take special note of the two organizations and address all letters accordingly.

HERBERT E. BROWN has been appointed advertising and sales promotion manager for DuMont New York factory distributor.

J. WALTER THOMPSON reports that some 60,000 copies of their booklet entitled "Marketing Opportunities 1950" have been distributed. Five reprints have been made and orders are still being accepted.

THE FULLER BRUSH COMPANY of Hartford has named Robert W. Orr & Associates for their household brush division.

LAWRENCE R. TIERMAN has joined Shappe-Wilkes, Inc. as an account executive.

Cited for Americanism by Catholic War Veterans

"...BECAUSE he represents fearless American reporting of actions, background and reasoning which contribute to the movements of world events—and "BECAUSE he has always recognized that all men are equal in the plan of Our Creator—never stooping to tinge with religious or racial association the contents of his reports—and "BECAUSE he indicates by his workmanship that he—in accepting the privilege of "Freedom of Expression"—is always conscious of the responsibility of protecting that freedom for himself and all who equally appreciate it..." The DEPARTMENT OF NEW YORK, CATHOLIC WAR VETERANS OF THE UNITED STATES OF AMERICA awarded a Scroll of Honor to Fulton Lewis, Jr. He is the first radio commentator to be cited in the 12-year history of the awards, which are presented annually to individuals who have distinguished themselves as outstanding citizens during the year.

The Fulton Lewis, Jr. program, currently sponsored on more than 300 MBS stations, is available for sponsorship in some localities. Check your Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
'Hams' Give Service In Canada Flood Area

(Continued from Page 1)

number of people call about relatives in Winnipeg, and each time he has been able to contact them. Some 6,000 Winnipeg residents have been flooded out of their homes and have had to move to other areas.

Dashney said that one of the Winnipeg operators he had contacted had moved his equipment from the cellar of his house to the attic, and was carrying on from that point. The telephone company had installed special phone services for him, and the power company had put in special lines for his equipment. Last time he was reached by Dashney, he was totally surrounded by water.

Another Ottawa operator, A. M. Ford, has been relaying messages from Bermuda to Winnipeg, and had also made one emergency call concerning his own nephew in the flooded city.

Radio Stations Aid

Winnipeg — Winnipeg radio stations interspersed their programs with calls from parents for information on the whereabouts of their sons. There was no indication that any of these persons was lost in the flood. The callers were mainly those who had safely when their long labor on the dikes was over. The radio briefs continued all during the broadcasted addressed to survivors, flood fighters, and temporary missing persons.

"Young Johnny, please come home..."

radio messages are urgently needed for the dikes workers.

There are telegrams at Canadian Pacific Telegraphs for... Volunteers are urgently needed to replace exhausted workers on the dikes at...

Will Attend Reunion

ABC Commentator Robert Montgomery will be in Washington over the weekend attending a reunion of the personnel of the U.S. Bar- lon, the ship on which Montgomery served as Lt. Comdr. during the war in the Pacific.

TV Humor Is Gagsters Theme

Gurney Williams, cartoon editor of The New Yorker, who has been a visitor in town, will discuss "Television and Cartoon Humor" as guest of the National League of Foundation Gag- writers luncheon tomorrow at Tra- der Tom’s Steak House.

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Radio Daily

Bill To Regulate TV Service Argued By N. Y. City Council

(Continued from Page 1)

representatives of various groups favored the legislation.

The bill, requiring service organization to carry liability insurance from $5,000-$10,000 and licensing by the city, will now go to the committee. If the council group approves the bill, it will be submitted to council at a later date.

Union Favors Licensing

Those favoring the bill at the hearing included Joseph L. Lauringer, of the Lawrence Electric Corporation, William I. Milver, of the Association of Television Service Co., and Jack McCarthy of Local 490, the International Brotherhood of Electrical Workers. Lauringer called the bill a "base upon which the industry can be built" while Milver indicated that the record of radio, May 10 copy of Radio Daily which featured an expose of the television service racket. McCarthy suggested that the industry should set up an apprenticeship for service.

Mayor Barrette of the Abing- ton radio and TV company in Gar- den City, Long Island, said he was for the bill "100 per cent" and added that the business was "demand- ing" and needing much regulating.

The bill, according to the Keen- gan proposal was Irving Sarnoff of New York, RCA distributor of the Metropolis theater. Senator L. Ke- off said he favored the bond but was against the licensing feature.

Speaking for small service, John R. Rider, who said he represented no particular group and was speaking independently, declared that "licensing never made a honest man." He charged that the bill "discriminatory" against small dealers and declared "Don’t burden them with a license." Rider and other suggested that the industry should be allowed to regulate itself.

Chairing the meeting was Coun- cillor Hugh C. Gordon. Other council- men on the committee present were: Charles Keegan, Edward Vo- gel, Thomas Mireble, John Stein and Stanley James.

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Radio-TV Session Set For NBDA Meeting

(Continued from Page 1)

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FCC Engineering Shifts Announced

(Continued from Page 1)

educational (FM) and facsimile broadcast functions of the FM broadcast division, together with the personnel dealing with the functions, and the personnel of the AM broadcast division, are being placed in a new division to be called the AM Broadcast Division. James E. Be- is to be chief of this division.

Functions and personnel of the FM division concerned with ad- tio transmitter services) are being transferred to the television broad- cast division.

Functions and personnel con- cerned with the international broad- cast are being transferred from the television broadcast division to the office of the chief engin- neer.

Radio-TV Session Set For NBDA Meeting

(Continued from Page 1)

vice-president of Broadway of Los Angeles. Following a welcome by William C. Randel, vice-president of Schumann’s of St. Paul, Minne- sota, George L. Moskovics of CI will discuss radio and TV program- ming.

Maurice Mitchell and Meg Zal will talk on "Three Radio Program That Bring Results" and Ro- bert Enders of Robert Enders Ad- vising Agency of Washington will speak on "Live Audience Participation." The Recht Company of Washington will be, "How to Get the Most Prin- cipal Value Out of Your Show." Visiting advertising and prop ideas in TV will be covered by speaker yet to be named.

Tello-Test Time Change

Tello-Test, now heard over WC during weekday evenings from 7 to 8 p.m., will be put in a new time slot from 3:30 to 4 p.m. begiinal May 26. In addition to expanding the time schedule, prizes offer have been increased. A maximum jackpot of $500 will be offered those giving correct answers.

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FOR COMMERCIAL FILMS THAT SELL

ARCHER PRODUCTIONS, INC.
WINNER OF ART DIRECTORS CLUB "AWARD FOR DISTINGUISHED MERIT"
35 West 53rd Street, New York 19, New York
(Continued from Page 1)

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DUNTON CALLS FOR GOVT VIDEO

Cincinnati College To Offer AB In TV

Cincinnati—The College of Music of Cincinnati will become the first educational institution in the country to offer four-year college courses in television as a result of the college’s having signed contracts for the installation of equipment and facilities for instruction in all phases of video. It has been announced by Fred Smith, managing executive of the college.

Uberto T. Neely, director of radio-TV at the college, said that TV courses will include practical on-set training in use of equipment, production of programs and other related activities.

The board approved organization of the television division after more than a year of careful investigation of television problems and equipment by Smith and Neely, Walter S. Schmidt, president of the board of trustees, said, “We have spent large sums on equipment for our Radio Department and we foresee in television even greater possibilities for rendering a real service to those students who desire a thorough training in radio-TV education.”

With radio broadcasting now being affected by television as an advertising, educational and entertainment medium in American life, many schools are just now beginning to form radio training courses, Mr. Smith said. The present need—and it is increasing rapidly—for training television personnel to staff the 500 and more television stations that will be in operation by 1965, he said.

The current four-year course at the College of Music leading to an arts degree requires 192 credits.

TELE TOPICS

DNT: TV exec. club

Form TV Exec. Club

A Television Executives Club has been formed and now numbers 30 members. Erwin Philbin of Philbin, Reiner and Sargeant, yesterday told the club that the Club’s membership is limited to agency executives, meets bi-monthly to discuss problems relating to video. Officers include Philbin, who is secretary, and Roland Gillette, Y&G veep, who is president of the club.

Daytime Programs Plan Set For WOR-TV

(Continued from page 1)

schedule to total four, others being WNBT, WPXJ and WABP.

Consulting on the plans for daytime programming in the fall, Julius F. Seebach, Jr., WOR-TV program operations veep, said: “Ratings and response from the audience show that our current program schedule has wide acceptances, and now we can concentrate our expansion in an ever-growing competitive market.”

Striebeck said that specific programs to fill the time have not yet been developed, but that the broad plan has been decided upon.

A survey of daytime programming in other cities will be made by Robert A. Simon, chairman of WOR-TV’s new program committee, in an attempt to come up with a strong programming schedule that will “serve a city with a heterogeneous population,” Seebach said.

Operating since December of 1949, WOR-TV is now operating a total of 25 hours a week, five-days-a-week, exclusive of baseball.

Says CBC Should Mold TV Airing In Canada

Montreal—A. D. Dunton, chairman of the CBC board of governors, explaining why he felt CBC should handle television in Canada, outlined the Government’s policy on television and reasons why he believed that the national system should be given the job of developing the new media.

“Television developed in Canada on a haphazard private commercial basis creating the real possibility that Canadian air channels would be used primarily as outlets on Canadian parochial program material,” said Mr. Dunton.

“This has nothing to do with the intentions or the Canadianization of those who might operate stations.

“It would simply be the natural result of commercial arithmetic and economic pressure. Economic pressure would inevitably force the importation of a very high percentage of program materials from across the border.”

CBC now developing stations in Montreal and Toronto, planned a basically Canadian service, but would import some U.S. programs. The Montreal and Toronto centres would be used for the production of programs that would be made available to television stations in other parts of the country.

Premier Maurice Duplessis of Quebec announced he had told the Canadian Broadcasting Corporation, the provincial government will not authorize the City of Montreal to sell or cede to CBC property on Mount Royal for the construction of a television station.

The Premier said that some time ago Montreal authorities had introduced a measure in the Montreal City Council for the sale of television station property, and that such authority had been granted “subject to approval by the Lieutenant-Governor-in-Council.”

Mr. Duplessis said, however, that he would bring the matter up at a Cabinet meeting later this week, in question why the present stand of the provincial government would be continued.

Mr. Duplessis said it was a “natural right” that Quebec have its own station to make its views known throughout the province and Canada.

Furthermore, said the Premier, a large number of public bodies had already voiced their opposition to a plan to cede part of Mount Royal for television purposes.

Theater Owners Attention Given To TV At Meeting

Weighty problem of television with aspects of theater video, box office offers, programing, theatre advertising and sales, FCC hearings and TV films, etc., attended thereto, was taken up at the American Theater Owners Association at the two-day conference.

Protracted consideration slowed down the agenda's progress. Several reports are still to be heard, and have been carried over to this morning's session, before the group will take any direct action or adopt formal resolutions for TOA policy.

Reports were submitted at yesterday's session by Mitchell Wolfson, chairman of the theater television committee, Marcus Cohn, television consultant, Nat Halpem and Robert O'Brien, members of a special Theater Owners of America television committee.
RADIO DAILY

COAST-TO-COAST

Pryor Promoted At WDVA
Danielville, Va. — John D. Pruitt, president of the Virginia-Carolina Broadcasting Corp., announces that Edward L. Pryor, general manager of WDVA, has been elected to the position of vice-president and general manager. Before joining WDVA in October 1, 1948, Pryor was associated with WRNR (now WHHH) Warren, Ohio, in the capacity of general manager.

WERE Completes Baseball Sked.
Cleveland, Ohio—No longer will local baseball fans have to depend on the weather in order to hear broadcasts of their favorite sport. WERE has set up a complete baseball coverage schedule to assure fans of a good game every day. When the Indians are rained out, on days when they are not playing, and when night games are scheduled, Bob Neal, WERE's sports director is on hand to reconstruct the outstanding game of the day, giving a play-by-play description taken from the Western Union wires. Therefore, until the end of the baseball season, there will be a game every day over WERE starting at 2:00 p.m.

WTAG “Mother’s Day” Special

Continuity Writer Resigns
Newark, N. J. — Tom Marshall, continuity writer at WNJR, has resigned to open his own book and record rental business on Cape Cod. Marshall, who has been a member of the WNJR staff since the station opened in November 1947, will live in Falmouth, Mass.

WindY CITY WORDAGE

By HERB KRAUS

- Don McNeill will do two Breakfast Club “remotes” in New York before embarking with his family on the Queen Mary for six weeks vacation in Europe. On June 20 he will broadcast from the decks of the U. S. Enterprise and on the 23rd he will take his popular show to the dock harboring the Queen Mary and entertain before 10,000 breakfast guests. Another Chicago Don, W. S. Amore, will preside over the daily deejay, while McNeill is vacationing... Hel Zote has packaged a television show with a very fetching title—“I Have a Problem,” which WKBK has taken under option. Every TV producer should have such a problem... Songmaster Harry Revel is in town and vitally interested in TV programming.

- Herb Bailey, radio and television package, is the bi-liner on a forthcoming article in the June 24 Collier’s, which opens the lid on a vital new medical advance developed here in Chicago... Nothing else is the same as the Al Forey... or Herb Kaufman, who once were navigators’ insignias in that illus- trious organization when he received a hurry-up summons to appear before the journalism seminar of his Alma Mammy in Urbana this week, he rented a private plane, tucked his rules for TV success under his helmet, and swooped off.

- More talent added to the all-star Cancer Fund-Raising show scheduled for WENR-ABC Friday (from) 10:30 p.m. until midnight includes Jack Carter, Tower Tickerman Jimmy Savage, and the following stellar sports lineup: Johnny Lujack, Famoza Gonzales, Jack Kramer, Jesse Owens, Charley Trippi, Johnny Revolta, Jimmy Hines, Tom Tole, and Curley Lambeau. A surprise addition to the cast will be Jim “Tavern” Duffy, quick-triggered fiddler in the ABC Press Corps.

- Nancy Evans, golden-throated glamour puss, will top the long list of stage and supper club performers at the annual dinner of the Pats Distributors Show in the Hotel Stevens Monday (30).... Same night in the Mayfair Room of the Blackstone Bob Feller will preside over a testimonial dinner to three youngsters who will receive awards for distinguished com- munity service in the fight against juvenile delinquency. WLS is aiding in the program.... Dean Lenger, personaable promotion chief at ABC’s central division, has received a certificate from the United Foundations for the outstanding promotional job he did for them while on ABC duty in Detroit.... Paul Fairman, an amazing short story writer (he grinds out pulp for “Amazing Stories” and “Fantastic Adventures”), will script a science-fiction TV show over WNBQ planned for an August inaugural.

- The Chicago Accident and Health Association may even be contemplating extending protection against communism and socialism... They scheduled American Legion Nat’l Commander George Craig to speak at their silver anniversary banquet. The speech, which was broadcast exclusively over WGN was titled “The Present Outlook of Communism and the Threatened Socialist State in America.”... George Givens’ guests on his new WGN-TV show preview last Saturday included Al Bellan, song publisher cousin of Irving Berlin; Bob Elson and Roy Topper, the five-star finalists; and Paul Van Akken, head of the Chicago Home Fair. The Mehl, Amwing Corp., of Chicago sponsors that Henny Langens. ABC’s Morgan enemy will conduct the News of the World program heard Monday thru Friday at 6:15 p.m., from Chicago for two weeks beginning this week.... Walter Marshall of KFVD, Helena, Montana, a visitor to Mutual’s Chicago offices last week... Sue Roberts, for many years narrator, writer, and producer of a half-hour across-the-board morning show on WLS when the World’s Largest Store, Sears Roebuck, still owned the channel is back in town for a visit... Now a happy housewife in Long Island, Sue is credited with starting Gene Autry on his way.

BEHIND THE MIKE

A RT MOONEY has received his dozen TV offers. His next dance date, this June 19th at the Madison Hotel, features the same sounds and showmanship that the ol’ Glenn Miller crew had in olden days.

The Shearing’s first Columbia musical short, featuring some original musical creations by vibraphonist Margie Hyams, will be taut, sappy enough: “Ballets in Won- derland.”

Restaurateur Freeman Chum has a great video idea. A husband-and- wife show to replace the oldies.

Emery Deutsch said his beautiful songwriting trio, Marjorie Gee- sch, each have a lot of Hit Fa- ade tunes to their credit—but the first collaboration, despite 10 years of marriage, is “The Old Gypsy Woman,” a hit on the Waxing Parrot. The Sonotone Co., manufacturers of those invisible hearing aids, are starting to get those TV and radio spots for Mrs. Lenna, Mrs. Ceci Cole, Mrs. Harold Van and Revlon have had such success.

Hank Sylvester celebrating his first year as musical director on “Sun- stone.” Hank was recently present- ed with the Song Hits maga- zine of the award for being the “outstanding radio and TV maestro of 1949-50” on Herb Sheldon’s air show.

Phil Hanna, currently doubling as star of “Brigadoon” and his Su- dny nite DuMont show, is now be- ing sold for record deal and net- work radio.

Doug Edwards’ definition of real music lover: When a gour- geous gal is singing on video, the m 10am to his ear to the lens, a speaker.

Jannita Hall, Louise Howard at Lesꦲ at the Grand Ballroom, held over at the Shelbourne Loun- s until May 25th when Patricia Brigg the Golden Gate Quartet and Robe Mangan will take over.

Bob Shepard, emcee-narrator ("Q"-Ball Championships, introduces John Johnston and Lee Tracy—his guest contestanthis week.

Night Program Ratings
Give CBS Network Leag
(Continued from Page 1)
Fibber McGee & Molly in third
195.

Others following were: You & Your Life at 16.5; Jack Benny 15.2; Mr. Chameleon at 16.1; A Friend Amana at 16.0; Mr. Keen 15.8; Mystery Theater at 15.6 at Dr. Christian at 15.1.

Three points of the ratings is the fact that six of the pro- grams are on two nights and one by grouped. On Monday night, Go- frey is heard over CBS from 8 to 9 p.m. (EST), followed by L” Radio Theater at 9 and My Favourite Husband at 10 p.m. on Wednesday. Mr. Chameleon is heard at 8 p.m. Dr. Christian at 8:30 and You & Your Life at 9 p.m.

www.americanradiohistory.com
FCC-REORGANIZATION PLAN DEFEATED

**TV - Receiver Production Still At Full Speed**

**Output Up Despite Spring Sales Slump**

Despite a spring buying slump on the TV receiver market, set manufacturers are turning full-speed ahead with production, according to the Will Street Journal. The Journal reports that in some cities sales are down as much as 30 per cent but that manufacturers have exhibited no signs of slowing down. (Continued on Page 7)

**Chicago Protests About TV Freeze**

Washington—The freeze on new TV construction is "injurious to the interests of the city of Chicago and the commerce and industry of the Chicago Metropolitan District," which the side of the FCC are living," the FCC was told yesterday. A brief calling for authorization. (Continued on Page 2)

**Kentucky Broadcasters Plan June 22nd Meeting**

Louisville—The Executive Committee of the Kentucky Broadcasters Association met recently to set dates for an association meeting on June 22 and 23, to be held at the (Continued on Page 5)

**Summer Series**

Colgate-Palmolive-Peet Co. is backing the "Steve Allen Show," and "Silver Comedy," as the 13-week summer "gala," the "Miss America show," will be taken by the service committee of the Radio Manufacturing Association (RMA) in its meeting in Chicago early in June. A. T.Alexander, of Motorola, and chairman of the RMA service committee predicted yesterday. Alexander read the Radio Daily articles carefully and stated that although Motorola has had no recent difficulties with factory-authorized contractors, he was aware that some abusers did exist and some TV manufacturers had been plagued with the problem. Manufacturer members of the association will be urged to combat these unethical practices by withdrawals. (Continued on Page 5)

**Duke of Windsor On TV**

The Duke of Windsor will make his TV debut tonight on a special NBC-TV News and Special Events program at 8:30 p.m. and 9:45 p.m. The Duke's appearance will be in connection with his forthcoming articles in LIFE relative to the years between the first and second World Wars. The program will not be sponsored. (Continued on Page 2)

**Lever Bros. Declines to Drop Hope Deal**

Bob Hope's latest request for a release from his contract with Lever Bros. has been turned down. It was learned yesterday at RADIO DAILY. A spokesman for the firm reported that they had "no intention at the moment of releasing him." The contract signed five years ago still has five years to run and Lever must approve any release. In the past it has turned down such requests made by Hope. If Lever (Continued on Page 2)

**Comm. Hennock Urges Educational Radio-TV**

Educators cannot hope for much help from television stations for some time to come, Commissioner Fria Hennock of the FCC said last night at a symposium on radio and communication at Mount Holyoke College, South Hadley, Mass. Miss Hennock repeated the plea she has made several times recently that educators get busy and work. (Continued on Page 5)

**DuMont Profits Up, Statement Reveals**

A net profit increase of 33 per cent and sales advances of 36 per cent in the first twelve weeks ended March 26, was reported yesterday by the Allen B. DuMont Laboratories, Inc., TV manufacturer and network operator, as compared with the corresponding period in 1949. Total sales for period were $15,113,000 against sales of $11,932,000 for the first 12 weeks of 1949. Dr. Allen B. DuMont, president said. (Continued on Page 6)

**WHOM Aids Safety Drive With Language Spots**

Chicago—The National Safety Council, in cooperation with WHOM, of New York City, is making several special transcribed safety announcements available to foreign language radio stations throughout the nation. Working directly with WHOM, the Council is offering the special announcements in Italian, Polish and Spanish. The idea for (Continued on Page 2)

**Senate, By 50-23, Rejects Truman Suggestions**

Washington Bureau of RADIO DAILY

Washington — The Senate yesterday defeated the President's reorganization plan for the FCC, but it was not clear just what effect the vote would have on Commission functioning. The vote was 50-23—one vote better than the Constitutional majority of 49 votes needed to lick plan. A combi (Continued on Page 3)

**Lounsberry Heads CAAB Radio Group**

I. R. Lounsberry, president and general manager of WGR, Buffalo, and E. E. Hill, vice-president of WTAG, Worcester, Mass., have been removed chairman and secretary respectively of the CBS Affiliates Advisory Board for the 1950-51 term, it was announced yesterday. Other members of the CAAB group are: C. T. Lucy, WRVA, (Continued on Page 3)

**Cisco Kid' ET Series Gets Detroit Sponsor**

Detroit—At a dinner and sales meeting John Reuter, president of Packard Super Markets, announced that the grocery chain had pur (Continued on Page 2)

**Good Timing**

When the attractive receptionist outside NBC's newsroom told a stranger about a new John Cameron Swayze in club the other day, she couldn't have picked a better conversational target. The stranger wasn't kid- ing when he said he was glad. He was Slam Lomas of the Forty Agency, which handles Camer- account—Swayze's sponsor. (Continued on Page 5)
Chicago Protests About TV Freeze

(Continued from Page 1)

zation of new TV construction in the Windy City was filed by Acting Corporation Counsel John J. Mortimer.

Seven VHF channels have been tentatively allocated for Chicago, with four assigned and several applicants pending for the other four.

The city's brief contended that Chicago will suffer "seriously if not permanently" from the long delay in view of the fact that New York and Los Angeles have proceeded with less delay. The delay, the Commission was told, will "impair the ability of Chicago to compete with its principal rivals."

'Cisco Kid' ET Series Gets Detroit Sponsor

(Continued from Page 1)

chased the Ziv transcribed production "The Cisco Kid," to be aired over WXYZ, Detroit; Tuesday and Thursday evenings from 6:00-6:30 p.m. EST. Packets have signed for a 52-week period, the first show to be heard Tuesday, May 16.

Presenting the 'Cisco Kid' package and the extensive promotion and merchandising plan to the group were: Julian Grace, executive director of the W. R. Donner Agency; Samuel Frankel, general manager of Packets; James G. Riddell, president of WXYZ; Charles Groberg, treasurer of Packets; and Merwyn Groberg, secretary of Packets.

WHOM Aids Safety Drive With Language Spots

(Continued from Page 1)

the series was suggested by Charles B. Balfin, assistant manager of WHOM, who will supervise the production and transcription. The Council will distribute the recordings to stations requesting them for use.

Mrs. Catherine H. Maloney

Mrs. Catherine H. Maloney, sev-

rity, mother of William P. Maloney, publicity director, Batten, Barton, Durstine & Osborn, Inc., died Monday

nd after a brief illness at her home

a, 580 Laurel Avenue, Bridgeport, Conn. Mrs. Maloney was the widow of Thomas J. Maloney, Bes

besides her son, she is survived by four daughters. The funeral will be from home to the morning at

St. Peter's Church, Bridgeport.

Condolise Signed

Columnist Bob Condilone has signed a pact with NBC's news and special events department to do a series of weekly news commentaries for the network starting Saturday, May 27 from 6:15 to 6:30 p.m. "On the Line With Bob Con-

nidle" will present news items and is not a sports show.

Lever Bros. Declines To Drop Hope Deal

(Continued from Page 1)

Brothers picked up Hope's option for another 39 weeks, a raise of $2500 must be given under the long-term pact. Hope's weekly take before taxes would then be $25,000. It is understood that no formal request to either the agency or the company has been made by Hope as yet. The star said in Hollywood on Tuesday that he wanted out. He added that the company had not given him any cooperation.

WHC's Joseph McConnell is presently in Hollywood and is seeking to keep Hope on the network in any event. Though CBS has made attempts to get him to switch, Hope is reported to be remaining on NBC.

KIDO Gets Power Boost

The FCC announced yesterday that it has granted KIDO, Boise, Idaho, a boost to five kilowatts unlimited on the 630 band with KOOS, Coos Bay, Ore., going on the same frequency with one kilowatt unlimited. KIDO moves from the 1380 band where it has operated with 2.5 kilowatts day and one kilowatt night, while KOOS has been on the 1320 band with 250 watts unlimited.

The Commission also okayed the application of Lawrence Broadcasting Company for a new station on 1320 band in Lawrence, Kans.
Lounsberry Heads CAAB Radio Group

(Continued from Page 1)

Richmond, Va., District No. 3: Glenn Marshall Jr., WMBR, Jacksonville, Fla., District No. 4; Howard Summerville, WWL, New Orleans, District No. 5; Richard Borel, WBN S, Columbus, O., District No. 6; William Quarton, WMT, Cedar Rapids, Iowa, District No. 7; Clyde Rember, KRDL, Dallas, Texas, District No. 8; and Clyde Coombs, KROY, Sacramento, Calif., District No. 9.

Lounsberry Heads CAAB Radio Group

(Continued from Page 1)

Richmond, Va., District No. 3: Glenn Marshall Jr., WMBR, Jacksonville, Fla., District No. 4: Howard Summerville, WWL, New Orleans, District No. 5: Richard Borel, WBN S, Columbus, O., District No. 6: William Quarton, WMT, Cedar Rapids, Iowa, District No. 7: Clyde Rember, KRDL, Dallas, Texas, District No. 8: and Clyde Coombs, KROY, Sacramento, Calif., District No. 9.

AGENCY NEWSCAST

... personnel, sponsors and notes

LEONARD CARLTON has been named production director of the radio department of Kenyon & Eckhardt, Inc. Carlton previously produced "County Fair" and now is key producer of the "Mark Trail" program.

EDWIN H. MANNING has been named advertising manager of The Gorham Company, Manning was formerly with Oshkosh Trunks and Decca Records. Halper also was associated with Decca, having served as assistant to the president.

ROYCE CHEMICAL COMPANY to Samuel Croy Company, Inc. for its cleanser, Royco. Radio, newspapers and magazines will be used.

EDNA MAY PASENO has joined the copy staff of Ruthrauff & Ryan, Inc. She was formerly with Lynn Baker, Inc.

ADRIAN FLANTER, formerly advertising and promotion director for Benrus, has joined Bulova. Lane Howard is taking Flanter's place at Benrus.

DON HUTTON has been named assistant to Joseph R. Spadea, head of CBS network sales (AM and TV) in Detroit, effective June 1. Hutton previously was with Esquire Magazine in Detroit. This week magazine and was manager of the Detroit office for Liberty magazine.

C. W. BOSTROM, advertising manager of the Edwards Company of Norwalk, Conn., has been elected president of the Western New England chapter of the National Industrial Advertising Association.

DIAPERWRITE, INC. has named Victor Van der Linde Company.

Three New Shows on KYW

Philadelphia — Three new programs have made their respective bows on KYW in a sweeping program revision announced by program director F. A. Tooke.

Heading the list is a six-a-week sportscast by Tom Rodgers, heard Monday through Friday at 8:30 p.m., Saturdays at 6:15 p.m.

Chief daytime innovation is in the 9:00 to 9:30 period. The new show "Who's Talking" involving telephone calls and a cash jackpot now is heard Monday through Friday from 9:00 to 9:15 a.m.; while the famous Albert Mitchell program "The Answer Man" is scheduled from 9:15 to 9:30 on the same days.

A second "Who's Talking" show already has been scheduled on the same days at 6:15 p.m., and present plans call for an additional "Answer Man" show, Monday through Friday at 7:30 p.m.
Man About Manhattan. . .!

- ONE OVER LIGHTLY: Los Angeles Times has added a radio and TV col'm. Burgess Meredith's sponsor-shopping with a criminologist type of TV series he's interested in doing. The Andrews Sisters taking ballet lessons. Sun, don't walk, to the Wedgewood Room to see Jane Fossens and her Encounter. Her new act is that sensational. Alice Reinhart is completing her first tome, "Mexico Is Like Peanuts." Based on her jumps down there with hubby Les Temple. . . Hank Sylvern hopes we don't become a nation of crossed eyed women since the average female TV viewer has to keep one eye on the picture and the other on the kids. . . Since Sr. Erwin's latest B'way show folded, he's been besieged with offers from radio and TV producers who see in him another Arthur Godfrey. DuMont's "Plainclothesman," powered by Milt Kramer's scripts, has got Harve Reefers cigars looking in. . . Movement building among radio stations to deal directly with bankrollers has the agencies worried. . . John Lester's column in the Newark Star-Ledger on RADIO DAILY's TV salesmen's expose brought the paper additional advertising from a protesting service organization. . . The Hummery's "Alma of Franklin Mtn" taking its usual summer hiatus July 2 and returns Aug. 27th to begin its 29th year in radio.

- Barbara Belle was being congratulated for the way she's handled Fran Warren's build-up, according to Paul Denis. "You've done wonderfully with Miss Warren," enthused the friend. "You put her on the radio, records, TV, movies, the Roxy. What next?" Barbara shrugged her shoulders. "I guess there's nothing left but to marry her to Artie Shaw," she sighed.

- One of the most welcome figures back on Radio Row these days and sites is our old pal Hal Block, one of the top writers in his field. Hal's sparkling wit is made to order as an antidote for these sober days when a glance at any front page can be a frightening experience. Hal, you may recall, wrote and produced the Milton Berle show for Eversharp some years back at what was probably the highest fee ever paid a radio writer. Being a cagey lad, he invested most of it in Eversharp stock and reportedly wound up with something like a quarter of a million buck. At any rate, he retired for a while to enjoy life and drifted out to the coast where he sold an occasional story to the films. When television came along, it was a case of love at first sight and Hal jumped into the new medium right up to his shapely ears. Right now he's co-writing the Ken Murray show and the soon-to-be "Stars and Starters" series. Together with Charlie King, he started the Rudy Valle disc jockey show and for a change of pace sits in on the panel of the popular new quizzer, "What's My Line." He also manages to squeeze in enough time to pound out a syndicated weekly column tagged "Block-outs From New York."

- Groucho Marx's philosophy as a public character may be: "A beautiful woman can be your downfall—if you're lucky," but in private life, he's an entirely different kind of person. In a close-up of the very sly, Quick magazine sees he's "a well-read, news-attentive worrier about the way the world is going." A man of considerable moodiness, he vacillates between two points of view: "I love people" and "Everybody should be drowned at the age of 33." Groucho's trigger-sharp ad libbing on his CBS show recalls the time Geo. S. Kaufman sat backstage unhappily listening to the Marxman tear his show, "The Cocoanuts," to shreds. Suddenly, Kaufman froze with shock. "I may be wrong," he said, "but I thought I just heard one of my original lines."

Available by Day, Week or Month
Modest Studios for
TV and Commercial Production
Sound, Lights, Cameras, Sets
Managers and Stagehands
112 W. 89th St.
TR. 3-1800
Geo. Orth, Mgr.

By SIE WHITE

LOS ANGELES
SECRET project at ABC Television Center is the construction of a flying saucer to be used soon on KECA-TV's "Space Patrol." Producer Mike Moser and director Dick Darley, who claims the secret of the weird crafts, say the flying saucer will actually land on Stage 1, and the pilot of the ship will explain its use and nature to the officers. Bobby Ramos, star of KTLA's "Latin Cruise," has been signed by Republic Pictures to appear in "Hi, Paradise of 1960" with his KTLA orchestra.

Tex Williams and his manager, Cliff Carling, planned to go N.Y. to discuss sponsorship of Williams' NBC radio show which will be launched July 2, replacement for Henry Morgan. Williams will be Smokey Rogers and Deuce Spriggins in support.

Radio maestro Frank DeVol and his 12-piece orchestra will play for the Whittier College Junior-Senior Prom at the Beverly Hills Hotel May 19, when DeVol will spring a "few surprise guest vocalists" from radio-video ranks.

Maurie Cohen, associate producer of the Columbia Pacific Network's "Meet The Missus" series, has been named director of the program starting this week. Harry Kaplan stars.

"So This Is Hollywood," new audience participation TV program with Keith Hetherington and Stu Wilson of emcees, made its initial bow over KNBH May 16. Program is directed by John Gaunt for KNBH and produced by Andre Paul. Sponsor is the Television Service Club of America.

Meredith Willson plans to his home town, Iowa, City, Iowa, June 13 guest conduct the annual North Iowa Music Festival. William Gargan is taping two "Two-da Eye" radio radio shows a week to build up backlog which will enable him to spend 8 weeks in Hollywood to shoot his independent picture production based on his radio and video character, "Martin Kane."

Television Producers Association will meet at the Hollywood Athletic Club this Friday for election of regional president, treasurer and three to board of directors, and will also discuss final draft of the National Society Constitution and other vital problems.

Eliot Parker will tell Louella Parsons "behind the bars" conditions in women's prisons in an exclusive interview May 31, over ABC.

SAN FRANCISCO
By NOEL CORBETT

BOB VAUGHN has received many letters of commendation from the PTA and other groups for the work he has done on his "Bookeken" to encourage kids to draw. Bob draws cartoons and in stories he tells his KRQN-TV audience along with his "Bookeken" is seen and his Dinkie helps his KRQN-TV audience along with his "Bookeken" is seen and his Dinkie helps. Bob is 6:25 to 6:45 p.m. Ante Fare Pet Food sponsors the show Tuesdays. The Thursday spot is open.

Jimmy Lyons, local disc jockey now handling the KNBC night record show, "The Big Events" Program is sponsored by the Boudin, department store.

"Saturday Night Jamboree," starring Bill Bozarth and Beverly A Cormick, then signed on KGTV in Saturday night's half hour, and sponsors. Program is produced by William Winter and rented by David Carroll.

Acme Brewing Co. has signed an announcement schedule on KGF Foote, Cone & Belding is the agency.

"Plaza 7-1255"

By Lou Dahlman

VIDEO: As we look in on the television industry our young, im-
curious hero, Robert Z. Gesund, producer extraordinarary, speaks a
little higher.

AUDIO: How in the--- can I

half-hour show on my budge

that includes sets---costumes---
work---props---furniture---de-

script---direction and the Mi-

Clinic.

VIDEO: Close up of R. Z. G.,

swigging in anguleth---or as

the expression has it "pan."

Dissolve

stalwart arm bearing torch---

writes DAHLMAN & DAHL-

TV Clearing House. Super

smile face with mustache.

AUDIO: Everything—from prop-
pandas---at 25% to 30% cheaper

with just one call, PLaza 7-1255.

FLIP CARDS: Production serv

DAHLMAN & DAHLMAN---

Graphic Arts and Office 517

47 St.

Costume Department 3 W. 61

Film Laboratory 619 W. 54 St.

Scenic Shop, Properties 

Sound Stage Fort Lee, New Jer-

Reference Department 130 W. 

All can be reached by call

PLaza 7-1255

VIDEO: A man in a R. Z. G.-grafic

face known as a "soft focus"---

shakes Dahlman's stalwart arm.

Is it true (he asks) as dolly

in to the tuning of saving

smackers. . . fade out as music pli

theme . . . PLaza 7-1255

Thursday, May 18, 19
RADIO DAILY

PRODUCTION

NBC Beauty Contest

The prettiest girl employee of NBC will reign supreme on May 19 when the network crowns a "Queen of beauty" highlighting the Spring Cocktail Dance of the NBC Athletic association at the Hotel Pierre.

The contest is open to all NBC employees, and a winner, who will be chosen from photographs submitted by any girl employed at any NBC station, will be awarded a year's worth of beauty treatments. The winner will then be entered in similar beauty contests conducted by other networks.

Will Broadcast Dedication

Ceremonies dedicating a caricature 

to "the peace and understanding of the world" will be broadcast from Stanley Park, Westfield, Mass., over NBC on white Sunday, June 4 (8:00-5:45 p.m., EDT). Walter Williams, Chief of the U.S. mission to the U.N., will deliver the address, along with a talk by E. Stanley Bevidge, president of Steeple Home Products, Inc., who will be the sponsor.

Kentucky Broadcasters

Plan June 22nd Meeting

Hotel Seelbach in Louisville. The meeting included a program prepared by the executive committee. Under his new authority, Weldon will make a sales presentation to Southern Bell Telephone Co. on behalf of all Kentucky stations.

Kentucky Broadcasters

Plan June 22nd Meeting

(Continued from Page 1)

SPECIAL SOUND EFFECTS

Instruments and special effects for jazz and limelights. Everything from a bird call to a shrill whistle are available. Write or phone:

CARROLL DRUM SERVICE
124 W. 41st St., New York 18, N. Y.
Columbus 5-4922

Expect RCA To Take Action
On TV-Servicemen Problem

holding approval of such contractors when abuses are called to their attention, Alexander prophesied. He added that Motorola, and some other dealers, were also authorizing contractors to service its sets, but was letting its distributors handle all servicing in the belief they were better equipped to handle the situation.

Reveals DuMont Policy

Ernest A. Marx, general manager of the receiver sales division of the Allen B. DuMont Laboratories, Inc., yesterday issued a statement covering the TV service activities of the DuMont organization. Marx outlined the company's service policy as follows:

1. A strict policy of franchised service organizations, which have DuMont receiver service and maintenance through our Service Control Department and its field service representatives all over the country.

2. Establishment of a school at ourDst. Paterson, N. J. plant for the training of service men on DuMont TV sets. DuMont dealers who handle their own service and servicemen of affiliated franchised service organizations have already enrolled for an intensive two week course on installation and maintenance of DuMont TV sets.

3. Under E. A. Merriam, manager of our Service Control service, service and servicemen have been running in every major television area of the nation. In addition, representatives of the department are on the road constantly training service personnel on innovations and changes in DuMont receivers.

4. In addition, there is a constant check on service activities by our sectional sales managers to insure that DuMont receivers are being serviced properly.

5. "Our service control department representatives are continually making spot checks of our dealer service organizations in order to maintain DuMont standards of installation and service. Through these efforts we have found that out in the field, DuMont receivers are being installed and serviced to the utmost of our standards so as to maintain maximum consumer satisfaction in the overall picture."

Kentucky Broadcasters

Plan June 22nd Meeting

(Continued from Page 1)

Hotel Seelbach in Louisville. The meeting included program plans, preparation of the guest list, and the appointment of a director of 2:00, Louvici, a member of the executive committee. Under his new authorization, Weldon will make a sales presentation to Southern Bell Telephone Co. on behalf of all Kentucky stations.

Roughly, the committee's outline of the program is as follows: a meeting of the Kentucky Associated Press member stations in the two day program, the 2nd; a sales clinic in the afternoon, followed by an abbreviated edition of the BMI program directors clinic, to be presented by Ken Sparrow; the second day will be consumed by a panel on budgeting operating costs; a discussion of the use of radio by Kentucky industry; a business meeting, and social functions.

Committee members attending the meeting were: J. Porter Smith, WGRC, Louisville; president; Charles C. Warren, WCCM, Ashland, first v-p; J. W. Betts, WFTM, Mayville, second v-p; O. Potter, WOEM, Owensboro, secretary-treasurer; W. T. Isaac, WHRI, Danville, and E. S. Weldon, WTV, Louisville. Members of the program committee present were: G. F. Bauer, WINN, Louisville; and Charles Harris, WGRC, Louisville.

Gives WHAM Promotion

Rochester, N. Y. — Gene Zacher, music director of WHAM since 1930 and well-known orchestra leader in the Rochester area for the past twenty years, has been named assistant program director of stations WHAM and WHAM-TV. Program director of the two stations is Charles Siverson.

Comm. Hennock Urges
Educational Radio-TV

You get the kind of service you want and the quality you need at RCA! Records and transcriptions of every description... slide film and promotion recording facilities... Careful handling and prompt delivery. Contact an RCA Victor Custom Record Sales Studio, Dept. S-5-D:

120 East 23rd Street
New York 10, New York

465 North Lake Shore Drive
Chicago 11, Illinois

Whitehall 4-3215

1016 North Sycamore Avenue
Hollywood 38, California

Hillside 5171

You'll find useful facts in our Custom Record Brochure—Send for it today!

First in the Field

custom record sales

Radio Corporation of America
RCA Victor Division

Price Slash On LP Records
Announced By Remington

Price slashes on Remington Record's complete catalogue of 33 and one-third rpm recordings from $2.85 each to 99 cents each were announced yesterday by Donald H. Gabor, president. The price slashing is expected to have serious effects on the long-playing record industry, according to Gabor, has been operating at a 50 per cent profit on actual cost. Drawing on the catalogues of affiliated companies of Canada and Europe, Remington Records plans to cut prices on an entire classical series, with 10-inch records selling for $1.00, against a previous price of $3.00 and 12-incher at $1.99, formerly $4.85.

Will Feature WNYC

"The Voice of New York," an article dealing with the operations of the New York City station WNYC, will be published in the September issue of the United Nation's publication, "Voice of America." Author of the story is the director of the station, Seymour Siegel. "Voice of America" is printed in 26 languages and has a circulation of some 20,000,000.
PLUG TUNES

From Six to Sixty
They’ll Love
Me and My Teddy Bear
MUTUAL MUSIC SOCIETY, INC.
R.K.O. BLDG.
N. Y. 20, N. Y.

Smash Revival Hit!
WHY DO THEY ALWAYS SAY “NO”
STASNY MUSIC CO.
1619 Broadway
N. Y. C.

In Full Bloom!
American Beauty Rose
JEFFERSON MUSIC CO.
1619 Broadway
New York City

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

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

Beautiful Ballad—
COUNT EVERY STAR
Ray Anthony—Capitol
Herb Jeffries—Columbia
Harry Babbit—Coral
The Blenders—Decca
Artie Shaw—Decca
The Ravens—National
Hugo Winterhalter—Victor
PAXTON MUSIC, INC.

WORDS AND MUSIC
by TED PERSONS

Chappell & Co., has acquired what promises to become the theme of the coming season, "The Picnic Song," by Carmen and Theresa Dello. Look for Johnny Desmond's version on MGM. . . . Muddy Carson resumes her NBC broadcast from New York on May 22nd after a two-month cross-country series of personal appearances. . . . Responsible for some of the best music around Radio City are The Playboys (Arlo, organ; Johnny Smith, electric guitar; Sanford Gold, piano) whose virtuosity with pops and standards is winning them an enthusiastic audience on the NBC net (WABC, WNBC). They're heard eight times a week—across the board on "Teke Fifteen" at 1:45 and, on Wed., Thurs., and Fri. at 7:30, on a program bearing their name. . . . Looks like George Paxton now has another "Manana" in a little calypso number titled "The Thetik," by Cy Cohen. . . . Heard a sure-fire rendition by a couple of dialect artists on the Victor label, Frank Warren and Tony Martin. . . . Oil with the news and on with the old: Berlin Music goes off the "Anne Get Your Gun" tunes and onto "Simple Melody," which was originally published in 1914. The revival started on a Bing Crosby program—Orestra Marx, guesting when Bing and Dean Martin tried a duo再他. . . . life is being infused by Jo Stafford and the Starlighters (Capitol), Bob Crosby and Georgia Gibbs (Coral), Phil Harris (Victor), and Dinah Shore (Columbia).

On his WNBW show, "A Date In Manhattan With Ed Herlihy," Ed, while hosting some dancers from the Fred Astaire School of dance, did an ad lib Charleston with a member of the audience. That was the germ of an idea that led to a Charleston contest that will tee off Monday and continue every Monday. Sounds like fun.

At last the keyboard wizardry prevalent on "Maggie Fisher's Piano Playhouse" becomes available in an MGM album available in either 78 or 33 1/3 rpm, featuring Cy Walter and Stan Freeman with Joe Busch as guest star. . . . London Records has made a deal with Alpha Music, Inc. to take over 24 masters, all of Latin-American tunes, cut by Alfredo Antonelli and his Viva America Orchestra. Eight of these tunes (BMI licensed) will be pressed on a single long-playing record both in London and the U. S. and released on June 1st. Subsequent releases will be BMI and ASCAP licensed material. . . . The famed Westminster Choir of Princeton, N. J., has been signed by Associated Program Service for a series of recorded programs. The 40-voice choir is under the direction of its founder, John Finley Williamson. . . . RCA-Victor knocked-out over Tony Martin's rendition of "Peace of Mind." The outift is really brubbling superfatively and envisioning vast sales of this pop, written by John Andrews and published by Simon House.

Robbins Music, in an arrangement with The Rodeheaver Co., has taken over exploitation of the song, "Beyond The Sunset," by Virgil P. Brock and Blanch Kerr Brock. Three Decca versions of the song have been issued: by the Delta Rhythm Boys, Frank Luther and Stubby and the Buccaneers. Sales copies of the song contain words to the poem, "Should You Go First," to the recitation of which the melody may serve as a background. . . . Have heard it around that Leo Talent has signed a tune that breathes of the wide-open spaces and hits possibilities at the same time: "A Man Gets Awfully Lonesome," by Lou Ricca and Al J. Neiburg. . . . Gene Schwartz has left on a trip that will take him thru the East and Middle West with the current tunes and discs of Ben Bloom Music Corp. and Crest Music Co. . . . Kay Armen sounds awfully blue—but good—in Bristol Music's "I've Got Misery," recorded by London.

Oops: Elton Britt and Rosalie Allen recorded "Tell Her You Love Her" for Victory and not Decca. Sorry, just a slip of the pen.
Tele Seen In Quebec
Montreal—Television has been viewed in the Province of Quebec.

Set Sales Slump Not Affecting Production

In-school television of the future on any broad scale probably will be on a production plan developed by the teaching staff. Sig Mickelson, CBS public affairs director, yesterday told the panel discussion group at Mount Holyoke College, South Hadley, Mass. His statement was in reply to a panel question, “What is the role of education in radio-television?”

Basically, the role of education is similar to its role in any other medium of communications,” Mickelson said. “It seems unlikely at this stage that television will in any broad scale establish in-school educational programming. It seems much more probable that if there is to be in-school programming, it will be carried out in the main through stations belonging to colleges and universities or boards of education.”

In-school television of the future is likely to be on a production plan developed by the teaching staff.

A station spokesman says that the contemplated outdoor studio will be in school to facilitate outdoor programming and is considered to be the first step in a long-range plan “aimed at adding spice and value to WAAM’s extensive local studio schedule.” The spokesman said that, on completion, the area should accommodate almost any type of production.

First steps to be taken by the station will be the building of the new studio of an area 30’ on a side. Trellises will be installed in the studio, and vines will be planted. Since the area is being planned so that cameras are not facing surrounding woods, the trellises and other natural backdrops will be kept low, so as not to spoil the beautiful view.

Tele Hasn’t Hurt Baseball
Says Cubs Business Manager

Chicago—The Chicago Cubs home baseball games have been televisioned for the past three years without bumbling attendance at the ball park. James Gallagher, business manager of the Cubs, yesterday told a meeting of the Chicago Television Council here. He said that William Wrigley, Jr., “who is one of the smartest advertising men in the country,” is standing pat and supporting TV’s position, claiming that it will be at least two years before anybody will know whether video is hurting baseball’s box-office.

Gallagher also criticized the “Big Ten” for banning TV coverage of school athletic activities and said that such a ban was premature.

The membership of the Council elected Chick Showman, ABC, as president of the group for the coming year. Other officers elected were: vice-president, John McLaughlin, ad manager of the Kraft Cheese Co.; treasurer, Ed Greenbaum, of Television Shares, Inc.; and chairman of the Membership Committee, Gil Barry, of the DuMont web.
NEW BUSINESS

WNBC, New York: The Simoniz Co. has picked up the TV show of "The 5000 Watts 1320 K.C. PROGRAMES OF DISTINGUISHED FEATURES IN ENGLISH JEWISH ITALIAN 3 RESPONSIVE AUDIENCES THE NEW YORK METROPOLITAN AREAS Send for "WHIO's WHO AMERICAN TELEVISION ADVERTISERS ON WOR" July 17-18, 45 St. N.Y. 19"

COAST-TO-COAST

Julie 'n' Johnny Celebration
Worcester, Mass. — Julie Chase and Johnny Dowell celebrated their marriage by appearing as a radio team on the May 15 broadcast of WTAG (FM)'s five-a-week "Julie 'n' Johnny". The program was done "backstage" with the co-stars recalling the things which they have done during their four years on the air together, the people they have met, the campaigns they have conducted, etc. On the studio telephone (which has attachment enabling listeners to hear both ends of conversations), Julie and Johnny talked with the first woman they sent anniversary greetings to, four years ago.

WFMD Special Events Broadcast
Frederick, Md. — WFMD, CBS outlet here, participated in the ceremonies commemorating the opening of the Friendship International Airport, the third largest in the world. In the presence of many city officials, the proclamation of the Mayor was read to the public. A tape recording of the program was aired over WFMD at 6:15 that evening.

KCOH Meets Snake
Houston, Texas — A snake, not in the grass, but in the transmitter, almost caused KCOH to leave the air for a while when chief engineer Ernie Levington, noticed a curl of smoke and smelled something burning shortly after KCOH had signed on the air. Fearing a technical breakdown Levington warned the studio personnel to stand by. About that time, a 30-inch general manager of the mosaic family slithered out of the transmitter with his tail burned off. Levington killed the snake, and KCOH is still operating.

Stork News
The Muzzy Arnolds (he's program director of WIP, Philadelphia) became parents of a daughter, Deborah, born on May 12.

Stork News
The Mystery Arnold's (he's program director of WIP, Philadelphia) became parents of a daughter, Deborah, born on May 12.

Ernie Byfield, who produces the WOR-TV show, "Clubhouse Quiz," for Ehlers coffee, said he is doing a whale of a job. Thus far, he has the Brooklyn Eagle publishing a daily photo of the mystery daster, plus a col'm with the TV Guide every week. And Ernie even sold the Bklyn. baseball Club on a "Mystery Daster" Day.

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Martin's of Bklyn. famed speciality emporium, is going in for hug TV promotion program. You'll see recurring regularly in video screen credits.

Talking about promotion, for any mentions of Le Coq Rouge, either in radio or TV scripts, the management is offering dinner-for-two gratis.

Edward Redding will hear his ball, "End of a Love Affair," aired for the first time over television through the help of the NBC. His song was written by Isaiah Bigley as an American gol now clicking in London mistletoes. She introduced it at the Bagatelle and it's now one of the hits of London. Miss Bigley will give the song its American TV premiere on WNTB's "Cafe Continual," which is filmed at the studios of the EBC for distribution here.

Paul Illton, world-famed lecturer and rare jewel expert, guests on Chuck Trauma's WABD "Drew Spotlight" show this week to tell exciting legends and stories connected with specific gems in his three million dollar collection.

Most amazing TV setup in town is Motion Picture Stages (H'wood on 5th Ave.) containing everything a big H'wood sound stage has.

Behind the MIKE

E R N E I E J A Y F I E L D, who produced the WOR-TV show, "Clubhouse Quiz," for Ehlers coffee, is doing a whale of a job. Thus far, he has the Brooklyn Eagle publishing a daily photo of the mystery daster, plus a col'm with the TV Guide every week. And Ernie even sold the Bklyn. baseball Club on a "Mystery Daster" Day.

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J O I N S W E D B E R Y A N N O C C U R R E N T S T A F F

Minneapolis, Minn. — Howard Viken, formerly with WEDC, Duluth, has joined the announcing staff at WNOF (AM) in 1951. He was announced by program director Bob Sutton.

T O N Y M A R V I N (N O W F E E L A N C I N G )
CBS RESIGNS FROM NAB MEMBERSHIP

Radio-TV to Participate on Armed Forces Day

Radio Aids Telegraph Companies
Montreal—Broadcasting stations throughout Canada have come to the aid of telegraph companies involved in almost insurmountable difficulties in endeavoring to deliver telegrams to residents of Winnipeg evacuated to other centers owing to the flood. And to others who are still marooned—officials of both the Canadian National and the Canadian Pacific—telegraph companies have extended a helping hand. The broadcasting wire service is being maintained to and from the city of Winnipeg. The names of those to whom telegrams are addressed in the flooded parts are sent to the broadcasting stations, which in turn announce them over the air, asking the addressees to communicate with the telegraph offices.

Radio-TV Gets Credit For Religious Aid
Approximately $5,000,000 was raised through the One Great Hour of Sharing campaign which was sponsored by Church World Service, Inc., and broadcast by the four major networks as well as through a series of six transcribed "Good Samaritan" programs heard on approximately 1,000 stations, Dr. Stanley L. Stuber, national director of the campaign, said.

"While the entire credit cannot be given to radio and television.

Air Conditioning Buying AM-TV Time
Distributors of home air-conditioning units, utilizing for the most part the free home demonstration offer used successfully in recent months by television dealers, have started a large scale campaign over a number of stations in the metropolitan area. The drive, though somewhat smaller than the one by TV sales outlets, has not as yet reached its full force.

Several stations are still negotiating with dealers and are expected

Six NBC Shows Named For General Mills
The full schedule of six NBC house-built programs to be sponsored by General Mills throughout the summer has been completed and dubbed the title of "The Wheaties".

Lindsay Named President Of Wisconsin Newsman
Madison, Wis. — Robert Lindsay, news editor of WKOW, Madison, was named acting president at an organizational meeting of the Wisconsin Association of Radio News.

Goshhorn Gives His Views On Radio-TV Before REC
"Television is potentially the greatest cultural force human ingenuity has thus far produced," but still faces "demanding times" and needs the support of its friends; Clarence B. Goshorn, president of Benton & Bowles and retiring chairman of the AAAA, declared yesterday at the final Radio Executives Club luncheon of the season held in the Hotel Roosevelt.

Even the most optimistic forecasts of stations in operation and sets in use, make it plain that we must look forward to a long growing-up period, when television must offer more to its audience than broadcasters or advertisers or agencies can afford to supply."

The advertising executive noted the fears of some people regarding TV, but emphasized the good results which the new medium will bring.

7 Network Stations Included In Withdrawal
CBS and its seven owned and operated stations resigned from NAB yesterday and it was rumored in New York trade circles that ABC is also about ready to withdraw its membership in the trade organization. Word of CBS's decision came from Joseph H. Ream, executive vice-president.

Manufacturers Laud Expose Of TV Service
Service department executives of several major TV receiver manufacturers have indicated their support of Radio Daily's expose of servicemen's abuses in letters received in New York this week.

F. L. Osman, manager of the service department of Capeshart-Farms, wrote:

Town Meet Documentary Will Highlight 15 Years
Transcribed excerpts of the most outstanding broadcasts on ABC's "America's Town Meeting" program during the past 15 years are being linked together in a full-hour documentary on May 29, 9:00-10:00 p.m. EDT. Robert Saudek, ABC vee-pee in charge of public affairs, wrote:

Presentation
Presentation of two Freedom Foundation awards to the American Oil Company for achievement in bringing about a better understanding of the American way of life was made last week before the Baltimore Advertising Club. Edward R. Murrow, CBS news commentator, was guest speaker and spoke on "Installment Plan Freedom."

In This Issue—Television Daily—Wor-TV Section

OL. 51. NO. 35
NEW YORK, FRIDAY, MAY 19, 1950
TEN CENTS
Six NBC Shows Named For General Mills

(Continued from Page 1)
Big Parade," filling the previously announced purchase of 68 half-hour period shows have been scattered in a daily sequence, Mondays through Saturdays.

Two of the shows are already in production, "Nightbeat" (Monday, 10:00 p.m., EDT) and "Dangerous Assignment" (Wednesday, 10:30 p.m., EDT). On Tuesdays, "Peeple's Progress" will star Penny Singleton at 9:30 p.m., EDT, commencing June 6. The "Sara Berner Show" will be aired on Thursdays, 10:30 p.m., EDT, beginning June 18. "Dimension X," currently a sustaining show, will be aired on Fridays under the General Mills sponsorship, time and starting date to be announced later. Joel McCrea, screen star of westerns, will be heard in a series taken from the records of the Texas Rangers. Air time will be arranged later for Saturdays.

Crooks Named President Of Ohio Newsman's Assoc.

(Continued from Page 1)
Ragle, WLCT, Newark, vice-president; Frank Tate, WOSU, Columbus, secretary and treasurer, and the following directors: Edward Wallace, WTAM, Cleveland; Allan Miller Associates and Call-Chronicl-Other FCC Activities

The Commission also approved the sale of KSAM, Huntsville, Texas, from John G. Long to Harvard C. Bailes and Morris B. Gauthier for $40,000. An okay for the purchase of KFIO, Spokane, Wash., by Louise W. O. Smith from Arthur Smith for $30,000 was also approved.

A total of 58.15 percent of the stock of WHAP, Hopewell, Va., goes from A. H. Campbell, G. W. Thompson and E. L. Harwell for $12,500 to Robert E. Anthony, Jr., Charles M. Mark, John P. Mercer and Hugh M. Overturf. A price of $13,850 was paid by Joseph Authenrieth, Sr., for 51.3 percent of WKNM, Warsaw, Ind. He bought from J. R. Boise, Wallace P. Miller, R. J. Anderson and Virgil McClean and is now sole owner of the station.

The Commission approved an application by the Carthage Broadcasting Company, Monett, Mo., for a new daytime station to operate with 250 watts on the 590 band, while KIUL, Durango, Colo., was permitted to move from the 1400 to the 930 band.

Land, WHZ, Zanesville; Fred Holt, WCKY, Cincinnati; Paul Wagner, WOSU, Columbus; Stuart Strand, WHO, Dayton; Bob Horn, WRFD, Worthington, and Day.

The Pay-off

What's the big thing about the organ-grinding business? It's the pay-off, and it comes when the monkey collects the more from the audience.

Not so very different from radio- advertising, is it? The pay-off is what counts!

Here in Baltimore, the nation's sixth largest market, there's a station that consistently pays $2 with more listeners-per-dollar than any other station in town. It's W-J-T-H, the BIG independent with the BIG audience that really delivers for its advertisers.

W-J-T-H covers 92.3% of the radio homes in the Baltimore trading area. So if you aren't using W-J-T-H in Baltimore, call your Headley-Reed man today and get the full story.

FM All with

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

WINS 50KW NEW YORK

WSAN Sale Okayed:
Other FCC Activities

Miller Associates and Call-Chronicl-Other FCC Activities

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**SCORES WITH TV BASEBALL COVERAGE**

**Techniques Used by WOR-TV Talk of Trade**

**SPORTS Director Reveals Story Of Planning**

By BOB O'CONNOR
Sports Director WOR-TV

Please the average American sports fan is a comparatively simple matter, even when you add a medium as complex as television. The sports public is interested primarily in the event itself—has to be good or the real fan will have no part of it, whether he has to buy a ticket.

(Continued on Page 8)

**Mont Announces Color Tube Patent**

A patent for a single-gun, three-tradeflow television tube has been granted to Allen B. DuMont Laboratories. It was announced recently by Dr. Thomas F. Goldsmith, director of DuMont's research. The tube, Dr. Goldsmith said, is capable of being used with RCA, CBS or CTI color TV tubes.

Goldsmith said that the tube could

(Continued on Page 9)

**Let It Rain**

Rain or no rain, WOR-TV's outdoor sports from Fl. Hamilton Bowl in Brooklyn will go on as scheduled. When it rains at teatime, will be replaced on the NBC schedule. The events will be

(Continued on Page 12)

**WJZ-TV Returns To 7-Day Transmission**

WJZ-TV, the New York flag station of ABC's video web, will return to a seven-day-a-week programming schedule starting Monday, September 11. It was announced yesterday by Robert C. Mayo, director of sales for the station.

We now have a total of 39

(Continued on Page 9)

**Agency Executive Reviews Problems of Baseball Pickup**

By JIM BEACH
Producer, BBDO

The gripes against TV reportage of baseball have made for bar conversation since cameras were first set up in a ball park. Most often, however, the guy with the glass of Schaefer Pale Dry beer in his hand shrugged off whatever shortcomings might have been obvious to him and resolved to buy a ticket next time and see what he personally preferred to watch from a seat of his own choosing.

To my mind, TV has been content to cover the action of a game as simply as possible with little

(Continued on Page 5)

**Dodgers Coverage Adds Prestige To WOR-TV**

By FRANK E. ERBE
Editor, RADIO DAILY

Something has been added to TV coverage of baseball and right now WOR-TV is basking in the spotlight of video perfection because of the station's excellent coverage of the Brooklyn Dodgers' baseball games from Ebbets Field in Brooklyn. The achievement of WOR-TV is bringing dra-

(Continued on Page 9)

**Progress Of Sports Reviewed By Lomax**

By STAN IOMAX
WOR-TV Sportscaster

A couple of years back—the members of the Sports Broadcasters Association were digging back into radio history in an effort to definitely set the date of the first sports broadcast. They met with failure. For although this is a comparatively new industry—no logs or accurate

(Continued on Page 5)

**One Man's Family Sold For TV To Soap Company**

Hollywood—Carlton E. Morse, who arrived in Hollywood from New York over the week-end, announced yesterday that his NBC "One Man's Family" television show has been sold to Sweeheart Soap. The half-hour weekday program will

(Continued on Page 9)

**TV Annex**

A television set in Brooklyn has been locked to Channel 3. A Hopkins, president of Monarch appliances, has locked onto a Brooklyn appliance store, has locked onto his video set to Channel 9, and set up 20 chairs in front of it for an audience. Seats are taken on a first-come, first-served basis, and the section is known as "Ebbets Field Annex."
So light... so dry

glass after glass after glass

Schaefer Pale Dry

the new beer that's both light and dry
**Progress Of Sports Reviewed By Lomax**

(Continued from Page 3)

... records were kept in the pioneering days of the cat whisker receivers. Many of the men who lent a hand in the first broadcasts are still active—outside of memory—that’s as far as any records could be traced.

The first broadcast of sports news on WOR took place within the first year of the station’s life—and again—It’s strictly a matter of recollection, Fred Bendel—a baseball writer at the time for the Newark Evening News—was the original WOR sportscaster. After covering games at the Bear’s Park—Fred would hustle to the Bamberger Building in downtown Newark to give the day’s happenings to the listening public.

Fred still writes baseball today, but with the Newark Bears now only a memory—he’s covering the doings of the New York Yankees. He can place his finger on the actual broadcast either—but he doesn’t recall it was early in the spring, hardly after the opening of the season.

When WOR opened its studio in New York—Bendel found the task of chaining from the Newark studio to the park too much for his vision—but it was just then current rage—Floyd Gibbons—would take the time off from his coverage of the Yankees to dictate the day’s happenings at seven at night.

And when the Yankees went on the road—Stan Lomax, who chronicled the doings of the then bedraggled Dodgers, and the sadder and the better—Lomax had the history of the oldest uninterrupted sports program on the air in the U.S.—changed a couple of occasions—but his tremendous listening audience of WOR—had its sports news regularly x nights a week—and at times given—for more than a quarter of a century.

In the matter of play by play, blow by blow description—again the archives of the industry fail to make clear any firsts. Claims and counter claims obscure whether Biograph White, Graham McNamee, or others had the honor of describing the first action from the scene of battle. But when microphones were installed in stadiums, diamonds and ringsides.

The Columbia University football games were the scenes of the professional gridiron team of the whether he picked WOR—or WOR picked him as the Dodger has not been settled. But the fact remains that when a ball was thrown under the McNamara regime—Larry had issued the offices of WOR plans for breaking the three way gate.

When he was ready—McPhail in.

(Continued on Page 12)}
WOR-tv, on Channel 9, in New York is proud to report that...
its telecasts of the Dodger home games rang up these remarkable scores, according to intensive and carefully planned Pulse, Inc. checks:

1. WOR-tv’s first telecast of The Dodgers ran away with a 12.8 of the t-viewers: Highest game rating ever recorded by Pulse for any weekday during the year 1949!

2. The second check made was that of a Saturday Dodgers game: The result?—a whopping 20.5! And not only that... during the time when WOR-tv and the second greatest audience-attracting station were airing games, WOR-tv had a 20.7 clock-up; the other station pulled a 16.3.

3. The third check (that’s being pokey, isn’t it?) showed that WOR-tv’s rating of 27.9 topped that of any game, daytime or nighttime tv-showed during the 1949 season. In fact, it was 25.1% higher than that clocked for any game during the season of ’49. That was a night rating, mind you, and during that same night, 9 to 11:45, WOR-tv’s audience was greater than that of any other New York-tv station during every quarter-hour. The competition, we might add, included Kraft Theater and Break the Bank.

WOR-tv

on Channel 9, in New York
O'Connor Describes WOR-TV B.B. Pickups

(Continued from Page 3)

or sits at home and watches it on TV. And if he can't see it to the best advantage—whether at the park or at home—he's not happy. Fortunately, TV fans in Brooklyn this year are the happiest they've been in the history of New York baseball coverage on the screen.

We in the WOR-TV sports department were thinking in terms of big league baseball when our tower on the Palisades was still climbing to its present height of 860 feet. The station made its debut last October, but some four months before the World Series we studied other TV baseball coverage and concluded that the one person who was apparently sidestepped was the most important of all—the fan. How to make him the honored guest instead of the forgotten outcast was a problem that was born with an idea and grew to baseball coverage that is being hailed as one of the most progressive strides in this struggling industry.

I, personally, never felt happy as I watched TV baseball. I never could see the things I wanted to see and having seen baseball for some 25 years as a youngster, then as a fan and finally as a sports writer, I felt cheated by this medium called television. Then the reason for my short-change feeling suddenly struck me—I was sitting in the seat I liked least of all, behind home plate. The cameras put me there and I didn't even have a rain check. I reasoned that I was a typical fan and that I probably had lots of company in the same position. Why deny them to the televi

Driscoll Emphasized Sports In Planning WOR-TV Shows

WOR-TV's sports operation is under the general supervision of Dave Driscoll, energetic head of the station's News & Special Features Division.

Driscoll created the master plan and its execution has established the seven-months-old station as one of the nation's leaders in sports coverage.

Theory behind Driscoll's plan is that sports fans don't necessarily want star action but they always do want action. The plan, put into operation by Bob O'Connor, WOR-TV sports director, resulted in cameras in Westchester, Brooklyn, Jamaica and New Jersey arenas. The events were good and paid off in high ratings.

In addition to picturing top-flight wrestling and boxing cards these cameras also caught some important special features for WOR-TV viewers.

When the Sportsmen's Show was in New York City it wasn't available to video. Driscoll nabbed the opportunity of putting it on WOR-TV when it played the Westchester County Center where there weren't any TV restrictions and where WOR-TV has a permanent installation.

Again, through WOR-TV's association with promotion minded officials at Westchester County Center, Channel 9 brought to viewers exclusive video coverage of the exhibition tennis matches between Jack Kramer and Pancho Gonzales last November. The pair appeared in Madison Square Garden but at a time when the television blackout there was in effect.

Driscoll's experience in sports coverage goes back to his undergraduate days at the University of Minnesota where he covered sports in the "Big 10" for the New York Sun. His career in radio started when, as a graduate student, he became sports announcer for WCCO, Minneapolis.

"Television coverage has been the greatest boon to the sports field since radio started its coverage of important events," Driscoll said today.

"Radio has helped build attendance at sports events by making them more attractive to more people," Driscoll said. "Television coverage is doing the same thing."

Everywhere You Go

The halls of WOR's offices at 1440 Broadway are decorated with subway posters and billboards proclaiming the fact that WOR-TV has the home Dodge games exclusively. In addition, elevator car cards are used to promote the Dodge game TV display in the lobby and other blow-ups of the team in action on the floor of the Channel 9 sports feature.

Among the chief factors in WOR-TV's success at sports telecast has been the skill and enthusiastic cooperation of its technical staff.

When plans for covering the Dodger home games were first being formed, key technicians were assigned to the staff of WOR-TV Sports, all of whom belong to Loc. 1212, International Brotherhood of Electrical Workers, met with representatives of other groups involved in the assignment. They discussed the problems along with men from the WOR-TV Sports Department, then the Dodger organization and the Field Supervisor George Biley.

One of the crews headed by Jim Cowling covers daily telecasts of games at Ebbetts Field. The odd with George Barton as Crew Chief handles the night games. Each is a video shader, an audio engineer, and seven cameramen, including relief man.

The roster on Ennis' crew Robert Zageran, video shader, Stanley Weinger on the first base camera; Gordon Shaw, cameraman for commercials; Joseph DeBoer, 2nd camera man; Charles Davidson, cameraman at third base with the Zoomar lens; John Herbst, second camera man; Matthew DeSantis, cameraman for "Happy Fellow, Knot Hole Gang," which precedes all Dodger telecasts; Eugene Wall, sound man; Francis O'Callaghan, first base (Zoomar) camera; Ralph Allen, commercials camera; John Deere, home plate; William Schlegel, "Happy Fellow"; Frank Olsen, 3rd base; and James Gavigan, audio.

Cooperation Is Factor In WOR-TV Success

The Dodger telecasts from Ebbets Field, which are carried exclusively on WOR-TV, Channel 9, handled by a 21-man team composed of two ten-man crews and Field Supervisor George Biley.

One of the crews headed by Jim Cowling covers day telecasts of games at Ebbets Field. The odd man with George Barton as Crew Chief handles the night games. Each is a video shader, an audio engineer, and seven cameramen, including relief man.

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**TELE TOPICS**

**DEMONSTRATE THREE-COLOR TELEVISION**

The announcement yesterday that DuMont Laboratories had patented a three-color direct view television tube is certain to gain considerable press in many quarters of the video industry. The least of which will be handled by RCA's color experts. As desired by Mr. Goldsmith, DuMont's research chief, the patented tube slice slightly under what has been successfully ballyhooed before the FCC. A point which Goldsmith made at his press conference yesterday is that the patent was obviously established by the DuMont people, and is therefore, the patent granted this time is certainly a step forward toward the acceptable color video color television is still considerably in the future. He lese the point that the new DuMont tube compatible and stressed the fact that the committerable three-color vidicon tube standards would only lead to further obscurity at a later date. With RCA, CBS and CTV having completed the presentations of their respective cases to the FCC, the DuMont show seems to have been pulled a paper and is running with the wall.

**VIDEO VERSION of radio's 'Meet Corriss Archer' Will be the Summer Placement for 'The Goldbergs' over TV**

The new show, with the program will premiere in July, will be a direct wire for NBC, which has not yet been broadcast. NBC will start telecasting trilling races from Roosevelt Raceway on Thursday evening of next week, and will continue to do so for the remainder of the season on Thursday and Saturday evenings. WFIL-TV will televise the Saratoga Raceway; the remaining Saratoga races will be telecast by the NBC network. The station claims a number of interesting features in regard to the broadcast. The station will broadcast the Saratoga races over the NBC network. The station will telecast the Saratoga races in color.

**KTTV Moves To Buy Nassour Film Studios**

West Coast Success of RADIO DAILY

Hollywood. Purchase negotiations by KTTV, Inc. for the Nassour motion picture studios, 5748 Sunset Boulevard, Hollywood, are under way, according to a joint statement issued by Norman Chandler, president of KTTV, Inc. and Edward and William Nassour, owners of the studio. Transfer of title expected to be completed in two weeks.

**Indies Accommodated**

The television station will occupy a portion of the sound stage area, with the remaining stages to be available to independent picture production. In addition, office space will also be available to independent picture producers.

**Nassour Studios**

When motion picture industry of the modern, compact motion picture lot in Hollywood, construction beginning in 1947 and completed in 1949. Over 125 feature length motion pictures have been completed on the lot.

**KTTV Will Teleview from 1 p.m. Monday through Friday.**

**'One Man's Family' Sold for TV Soap Company**

(Continued from Page 3)

be one of the biggest budgeted soaps on TV and will be off July 20 for the soap firm. Moore's contract with Sweetheart is for a full year, as producer, director, and writer. This marks the first entrance into video for Sweetheart Soap, which has been a heavy radio advertiser.

"One Man's Family" has been NBC's top rating sate since its inception last season in New York. Final sustaining show will be telecast May 31, after which the program has a two-month summer hiatus. Sales came shortly after the purchase of Moore's radio version of "One Man's Family" by La Jolla Salter as a 15-minute, cross-the-board strip at 7 to 7:15 p.m. on NBC starting in June.

**WOR-TV Scores With Coverage Of Baseball**

(continued from Page 3)

WOR's pictorial coverage of baseball to the fans of Greater New York was no accident. It was the result of months of technical planning, conferences between TV camera men, engineers and executives of B.D.D.K. agency who represent the sponsors. Soccer and baseball studio and control room were made through the use of movie cameras at Ebbets Field during the past winter and spring and through these film decisions were made on camera placement.

Just how successful WOR-TV has been in its attainment of good baseball coverage is indicated from the high Hunter and Pulsar ratings and the trade approval of its work. Wednedays night's coverage of the Dodgers' Cardinals' games in Brooklyn was a good example of the job WOR-TV is doing. Viewers saw famous characters on the field, such as with Jackie Robinson, Harry (The Hat) Walker, Stan (The Man) Musial. They even saw Max Lanier the Cardinal pitcher walk in a hitch after three batters had been called on him during the game. The TV cameras on the playing field yielded different camera angles each of these players and thereby added much to the viewers' enjoyment of the game. These camera pickups proved unforgettable highlights of a thrilling baseball game and emphasized the progress made in TV baseball coverage.

In the trade WOR-TV has gained a great deal of prestige for their revolutionary handling of baseball. Their system will undoubtedly be copied by other television stations in major league baseball cities as the season progresses.

**NTFC Luncheon Wednesday**

A luncheon meeting of the National Television Film Council will be held at 12:30 May 24th, at the Warwick Hotel, 65 West 54th Street, New York City.

Heretofore, NTFC meetings have been dinner meetings, and the Wednesday luncheon has been scheduled as a test to see if members would prefer the luncheon to the dinner.

An outstanding speaker will highlight the luncheon, which will begin promptly at 12:30, and will be finished at 2 p.m.

**WJR-TV Returns To 7-Day Transmission**

(Continued from Page 3)

be mass produced by DuMont within two years of the FCC's setting color standard. However, the tube in its present form, which is experimental, would cost about twice as much as black and white tubes of comparable size.

The DuMont three color tube may be produced in any size, Goldsmith said, and could be used in conversational picture sets for color reception.

It was invented by Henry Kasparowits of the DuMont Laboratories and the patent was requested in October of 1945.

In its construction, the new tube is similar in most ways to the familiar black-and-white picture tube except for a new form of fluorescent screen. Instead of having a coating of fluorescent material which produces black and white pictures when struck by an electron beam, this new color tube has a fluorescent coated screen composed of tiny fluorescent dots which give forth red, blue, and green colors respectively when struck by the electron beam.

The tiny dots are arranged in such a way that each dot of one color is adjacent to adjoining dots of another color.

In operation, as the electron beam of this new color television tube passes over the tiny color spots successively, it is turned on and off rapidly in accordance with both the brightness and color of the picture to be reproduced.

"This tube provides an all electronic system of high definition, compatibility, and also large picture size," Dr. Goldsmith stated. He said:

"It provides for compact cabinet size, with all necessary additional equipment within the set. It does away with motors, whirling disks, extraneous apparatus, and hazards. It also eliminates expensive distorting lenses or pale, dim projected images, or dark hole shadow tunnels requiring complicated and costly mirrors and optical alignment equipment."

Goldsmith said that the new tube would be particularly useful in providing a system fully compatible with present black and white standards.

**WJR-TV Returns To 7-Day Transmission**

(Continued from Page 3)

ations in November of 1949 with the elimination of Monday and Tuesday transmissions.

The complete daytime programming schedule now carried Wednesday through Friday, and could be extended to include Monday and Tuesday. Stations daytime programming begins at 12:30 p.m.
Thanks to the advertisers, agencies, technicians, promoters—and of course, the players and their management—who have made WOR-tv's Dodger telecasts one of the greatest events in television history.

WOR-tv

--- on Channel 9, in New York
BSQuitsNAB; 7StationsIncluded

(ContinuedFromPage1)

1st, who said: “We have been
in serious consideration for
more than a year to the question of
continuing membership in the
National Association of Broad- cast-
ing.
We have concluded that the ser-
vice provided by the NAB are
ably duplicated by the services
we ourselves provide for the
WS network and the CBS-owned
stations, and the fact that we have
members of the NAB has led
confusion and misunderstanding
to number of areas in which CBS
has been active in its own name.
It is our belief that the NAB can
also provide us with so many valuable
lines for independent owners,
and we do not wish our
position to be taken as an
ex-cite to be followed by any inde-
pendently-owned stations. The plans
of the radio industry have
noted the need for a trade
association such as the NAB.
The move, however, of network
channel has become increasingly
to our present, and it is for this
reason that CBS is resigning.”

Seven Stations Listed
The seven CBS stations who also
are members in the network are: WAGT,
WBCS, Minneapolis-St.
KMOX, St. Louis; KNOX, Los
Angeles; KCBS, San Francisco;
WBM, Chicago and WCBS, New
York. CBS is reported to have paid
$50,000 in dues for the net-
work and station participation in
1950.

Air Conditioning
Buying AM-TV Time

(ContinuedFromPage1)
to begin carrying air-conditioning
spots and programs when warmer
weather sets in. In most cases a
phone number is given for the free-
trial, as in television.
Schoenfeld Electric Company,
starting on May 18, signed for 10
10-minute program periods each
week over WMCA. Frigidaire units
are being plugged.
On WINS, Frost Stores signed for
12 quarter-hourly weekly, beginning
May 8. Six of the segments are be-
ing used for York Air units and six
for Mitchell air-conditioning units.
T. A. O’Laughlin, Philco distributor
in New Jersey has bought 20
spots daily over WVNJ, but not on
a home demonstration basis. York
Air Conditioning is also on WVNJ,
buying four quarter-hourly daily or
24 a week. The latter is not on a
home demonstration basis.
On WQXR in New York, pro-
grams for Philco and Mitchell units
are being run.

WeddingBells
Hartford, Conn.—John Campion,
transmitter engineer at WDRC, was
married Saturday, May 13, to Jean
Cheesley of Wethersfield.

ManAboutManhattan...!

BySIDWHITE

* * FRIDAY-DREAMING: Mary Pickford tapes the first of her
* * half-hour drama stunts, “Theater of Valor,” at NBC tomorrow before
planning to the coast. New series concerns World War II stories of
heroes taken from the official files of the U.S. Dep’t of Defense and dra-
maticized by Howard Telchock. Howard Barnes will direct the P.R.B.
package put together by Mal Boyd. Marking Miss Pickford’s return to
the air after a 13-year absence.

* * * Disc jockey-producer Joe Franklin, who gets his
kicks out of presenting name talent in one-nilers at Carnegie
Hall, has taken options on a number of dates at that musical
emporium. In Nov., he will present a “Cavalcade of Radio Stars”
featuring such greats as Joe White, the Silver Masked Tenor,
Will Oakland, Irene Bordeni and others. ... Bob Sloane, narrator of
“Big Story,” is the victim of a running musical gag right now.
Bob is the dad of two boys, with a third expected in July. For
the past few weeks, wherever he goes, at parties, radio studios,
etc., he’s greeted by the playing of “The Third Man Theme.”
Almost daily in the mail he gets recordings of the tune and it’s
practically driving him nutz. ... Add LSU: Mr. and Mrs.
North: Private Ico.

LindsayNamedPresident
OfWisconsinNewsmen

(ContinuedFromPage1)
Editors held here. Members of the
new group are: Jack Krueger, Ra-
dio News Editor, WTMJ, Milwaukee;
Paul Clifford, News Editor, WAUX,
Waukesha; Joe Keolisch, WRCO,
Richland Center; Roy Vogelmann,
WIA, Madison; Bob Macaulay,
WMAM, Marinette; Bob Lindsay,
WEXR, Madison; Michael Ruohon,
WBAY, Green Bay; Paul Ziemer,
WKBI, La Crosse; Dick Vogl,
WBAU, East Claire.
Also present at organizational
meeting were: Robert Boddin, program
director, WRCO, Richland Center;
Robert Taylor, director, University
of Wisconsin News Service, and in-
structor of radio journalism, U. of
Wisconsin; Dr. Ralph Lefors, di-
rector, School of Journalism, U. of
Wisconsin, and Arthur Bystrom,
Associated Press, Madison.

forprofitableselling INVESTIGATE

WDEL WILMINGTON DELAWARE
WGAL LANCASTER PENNSYLVANIA
WKBO HARRISBURG PENNSYLVANIA
WRAW READING PENNSYLVANIA
WORK YORK PENNSYLVANIA
WEST EASTON PENNSYLVANIA

and

WDEL TV WILMINGTON DELAWARE
WGAL TV LANCASTER PENNSYLVANIA

STEINMAN STATIONS
Clair R. McCaugh, Managing Director
Represented by ROBERT MEXER ASSOCIATES
Chicago San Francisco New York Los Angeles

Ave Maria Hour
WMCA — Sunday: 6:30
15thyearasthenumberone
Religious drama of the Americas.
IT'S A DONALD PETERSON
PRODUCTION

FORCOMMERCIALFILMS
THATSELL
ARCHERPRODUCTIONS,INC.
WINNEROF
ARTDIRECTORSCLUB
"AWARDFORDISTINCTIVEMERIT"
35West3rdStreet,NewYork19
Julian: 6-2690
Radio TV To Salute Armed Forces Day

(Continued from Page 1)
Bradley, chairman of the joint chiefs of staff, will get things underway 4:15 p.m. EDT, speaking on "Armed Forces Day." Tomorrow, Secretary of the Navy Frances Matthews will deliver a talk on the Navy hour on ABC at 1 p.m.

MBS will follow with an hour-long broadcast from 1:30 to 2:30 p.m. Secretary Johnson, General Bradley, L.G. Gen. Thomas Handy and other military leaders will speak. The combined Army, Navy, Marine and Air Corps Bands will provide music while the latest defense weapons will be demonstrated from Boeing Field in Washington. WOR will fly a special program from 3:30 to 4:30 p.m.

Also tomorrow afternoon will be a special program over NBC at 2:50 p.m. featuring Dean Paul of the New York Air Reserve Band. Later on NBC Hit Parade, at 9 p.m. a choral group will present special music marking the occasion.

A broadcast on the Alaskan Command will be aired over ABC from 8 to 8:30 p.m. Lt. Gen. Nathan Twining, Jr., is in charge in the Dallas Theater and Ernest Gruening, governor of the territory of Alaska, will also speak.

Secretary Johnson of Alaska P.M.

Secretary Johnson will be heard over the networks in the day's wind-up program, from 10:00 to 10:30 p.m. over ABC. In the New York area, WNYC will also carry.

The scene will be broadcast from the Waldorf-Astoria where a special dinner will be held.

The Armed Forces Day parade down Fifth Avenue tomorrow afternoon is scheduled television-wise on CBS, with Doug Edwards furnishing the commentary and interviews with prominent persons in the reviewing stand, 2:00-4:00 p.m. On NBC, the parade will be covered by New York City's WNYC, 3-4 p.m.

"Armed Forces Day 1965," a quarter-hour transcription narrated by CBS newscaster Lowell Thomas which highlighted messages from military leaders, was released by the army to over 1600 stations across the country—being broadcast in New York by WABM yesterday from 1-3:00 p.m.

Other programs on independent stations in New York in observance of Defense Week included: a roundtable discussion on "The Impact of the Cold War and the Army" on WLIB, 10:30-11:00 a.m. tomorrow; an address by Captain Elizabeth E. Grade, Training Officer, on the Officers Association on WYRL, 10:00 p.m., today; and interviews on WHLY with officers of the Mitchell Air Force Base and the Naval Reserve Training Center at Freeport, Long Island. Large numbers of community groups who sought to stimulate public interest in Defense Week were broadcast throughout the entire week by all stations.

Progress Of Sports
Reviewed By Lonmax

(Continued from Page 5)

Lonmax has provided the two other clubs that the agreement was expected and WOR had another first. Larry brought in a young Floridian who had been tremendously popular in Cincinnati, WDTY, in December. WDRY, which picked up a former gainer for the Atlantic Releasing Company, mapped out a coverage of the Atlantic seaboard. Even then the two networks were able to handle their World Series—before Mutual Broadcasting System came into being—WOR handled opening games and world series briefly.

Early Agreement Reached

Almost from the day sports were broadcast—the three major league baseball clubs in New York entered into an oral agreement not to permit microphone excepting opening day and world series. That agreement was never challenged. Oddly a fiery red-head from Cincinnati came into Flatbush to rebuild the threadbare Broadcaster.

His name was Larry McPhail and Larry had learned in Cincinnati that radio was a tremendous factor in popularizing his club—and the game itself. Larry wanted radio for the Dodgers—and he knew what type of coverage was necessary. Worked with a suspension of accepting money for broadcast rights. They didn't mind giving away the broadcasts—but they feared public criticism of commercial sales.

The news that Yale had sold its radio rights to WOR-TV would be the station to air the exploits of Larry Kelly, Clint Frank and the other Bulldogs in Blue was news from Wesleyan. Yale authorities closely examined all commercial copy—and made certain the broadcasts were carried in a dignified manner. The man who handled the color and general arrangements of the broadcasts is to-day Yale's graduate manager—Bob Hall.

There were other firsts too—in track and field, in tennis and even in the rodeo.

And the days of fields are not ended. WOR-TV—although the ranks of the metropolitan video stations—has already started piling up its share.

Radio TV Gets Credit
For Religious Aid

(Continued from Page 1)

The promotion of the larger part of this unified relief appeal of the Protestant and Eastern Orthodox churches was centered in the network broadcast, the transcriptions and several other programs, said Mr. Stuer. There was no other group, he said, that the religious organizations had all the services. The Sklar is responsible for the editing and

Manufacturers Praise Expose Of TV Service

(Continued from Page 1)
worth Corporation, Fort Wayne,

"I am glad that to exceed the explosive power of the network, a large amount of information. The case was expected to affect the New York area, although in a few cases it has been some other very active television centers. As we see it, this situation can only be corrected by our dis- dards. In this way, there are other TV depots more carefully before permitting them to handle their television installation and their work.

The attitude of the Stromberg- Carlson Company on the subject of exposure is revealed in a statement from S. R. Curtis, vice-president and general manager of the radio-television division. Mr. Curtis said:

"The article in your publication of May 10 on television service abuses is very disturbing to anyone interested in the public welfare. At the same time we have been aware of the fact that some service companies have been rendering poor services and misusing the public. On an over-all basis the only cure, I suppose, for this is education, brought about in part by articles such as you published, and by constant driving on the part of manufacturers to be sure that any service companies have the training and competent operators. In our case we have done our best to set this type of service contractor and have followed their really very closely. Our record of complaints to the Home Office would seem to indicate that we have been reasonably successful in this."

Statement by Yeranjo

Declaring that the Radio Daily expose "emphasized the importance of the TV service. The exercise of extreme care in the selection of such organizations," R. J. West, general service manager of the radio division of Magnavox Company, wrote that his company selects the best available service organi-

Town Meet Documentary
Will Highlight 15 Years

(Continued from Page 1)
has culled the anniversary broadcast from over 600 programs to the most interesting recordings of statesmen, scientists, and world leaders.

Included on the broadcast will be the voices of Wendell Willkie, John F. Kennedy, David Sarnoff, Charles Van Doren, Marianne Moore, Ansel Adams, George S. Patton, John Dewey, and others.

"It can be said with confidence that the program was a great success thanks to the help of radio and TV," he added.

Goshorn Stresses TV's Cultural Power

(Continued from Page 1)
bring. It is true that TV will be rather than hinder education, books, magazines, newspapers, theater, concerts. . . . It will in fact be induced by education and the electorate . . . It will intensify the interest in sports . . . It will solidify the home . . . It will make more sure for everybody who is losing it."

The present failure of TV to live up to expectation is to be expected, Goshorn said. "Television came to be at a time that could have been described as the golden age of radio." The older medium, he said, "had dug up worn-out comedies and burlesque veterans to sink into new low-levels of taste. They I invetigated the 100 per cent commercial program which gives all everything but entertainment."

"It was inevitable that the dot Dick who has mumbled through radio should stumble through television, and that the dreary goal of every old vaudeville and movie dummy who has been at the loudspeaker should sit and stink on the screen."

Many of these programs will still on Goshorn said. But he added: "There is not much that is being criticized about television and there the improving economic: there can and will be help."

The high cost of TV shows considered by the former AAR president and he said: "We do know yet that it pays."

"Big stars of radio" who pricing themselves out of the situation by Goshorn said. Also, reviewers who don't take production problems into consideration were taken to task. "It is easy for them to produce an inexpensive and persuasive adulation," he stated.

Prior to the talk, new officers of the coming year were introduced by retiring president John Zarko, CBS. The newly chosen head, Bert Saucedo, spoke briefly.

Out-of-town visitors attending were: Millicent O'Tool of Australian Broadcasting Corporation; A. F. Martin of WKE, Kansas City, Tenn., William Mabile of WDRC, Hartford, Conn.; F. E. B. of WRK, Mobile, Ala.; George Harvey of WGN-TV, Chicago; H. M. Cleeves, Edwin Edel and Howard Gorman of General Foods; Allen Charles of ABC, San Francisco; and Charles Belle, WABY of FCC refuses Yankee W

OK On Channel 7

(Continued from Page 3)
encore by many Boston set owners. Granting the request would have been contrary to the freeze policy it said, and might have been considered a violation of its reallocation of channels in Boston to dispense with Channel 7.
MILLER HOPES CBS WILL RE-ENTER NAB

Coy Submits Word-Picture Of TV ‘Simplicity’

Vaxes Scientific After Predicting Freeze-End

Portland, Ore.—FCC Chairman Wayne Coy promised the Portland City Club Friday night the Commission will lift its freeze on new TV construction at “the earliest practicable date.” He said he does not see how that can be much before the end of this year, however, as he outlined to

(Continued on Page 6)

Practical Color TV Seen 3-5 Yrs. Away

Syracuse, N. Y.—Three to five years will elapse before television receivers will show colored pictures, and when they do, the system of reduction will be a compromise of plans proposed.

This was the opinion of a panel of experts who discussed the feasibility of color television last week on the telecast from Syracuse University’s TV studio, the first owned.

(Continued on Page 7)

‘Oscamini Signed To New 5-Year Contract

A new five-year exclusive contract has been signed by 25-year-old conductor Arturo Toscaninni with RCA Victor, according to an announcement by Paul A. Barkley, V.P. and general manager of

(Continued on Page 2)

Public Service

Cincinnati—WERC and WERC-TV and WCTS collected more than $250,000 of clothing for the needy during an all-night simulcast last week which was sponsored by the Junior Chamber of Commerce. The need for clothing was especially acute when the local welfare budget was cut 25 percent January 1. Herbert Tull, Jr., offered the use of the station.

(Continued on Page 2)

BBB PLANS TV SALES CODE

...Will Investigate Consumer Complaints

By FRANK BURKE
Editor, RADIO DAILY

ACTIVE INTEREST on the part of major TV manufacturers and distributors in the Greater New York area coupled with the support of the Better Business Bureau will result in cleaning up the unscrupulous TV servicemen and companies who misrepresent in their TV receiver advertising.

Credit for the forthcoming reforms go to Robert Jackson, president of the Better Business Bureau of New York, and the co-operation he has received from key men in the television industry.

The BBB plan for betterment of the TV receiver sales and service picture will assume the form of a Code for advertising TV receivers and will also cover TV service. This Code, already accepted by most of the major manufacturers and distributors, will go into effect in the next few weeks.

Publication of the Code alone is not regarded as the solution of the unsavory practices. The Better Business Bureau will be staffed to implement its enforcement and to investigate complaints of irregularities in sales and service.

It is the consensus of the Better Business Bureau executives and the manufacturers that the television industry has a public relations job to do on the consumer level. The TV educational campaign will include advising TV receiver purchasers of the guarantees of the manufacturer and what they may expect in the way of performance of their receivers. It will also alert the purchaser to past unscrupulous practices in the

(Continued on Page 5)

FCC May Crack Down On All Transit Radio

Washington Bureau of RADIO DAILY

WASHINGTON—Although a member of the Commission said it should not be applied to other streetcar radio operations than that in Flint, Mich., possibility of a nationwide crackdown by the FCC on streetcar and bus radio operations was seen here following the Commission’s staff letter to WAJL-FM, insisting that

(Continued on Page 4)

Name Well President Of Quality Network

Ralph N. Well, general manager of WOV, New York, was elected president, and Claude Barrere, executive director, of the newly formed Foreign Language Network at the first meeting of the organization’s board held last week in New York.

Patrick J. Stanton of WJMJ, Philadelphia, was elected chairman of

(Continued on Page 4)

5 Per Cent Radio-TV Tax Proposed For New Jersey

Trenton, N. J.—Approval of a five per cent tax on money collected for television, movie and radio rights to boxing and wrestling exhibitions was voted Thursday by the New

(Continued on Page 2)

Kicked Out

Philadelphia—Service on WFL-FM was suspended for two hours Thursday night when lightning struck a power line between the transmitter and studios of the TV-FM station. TV viewers and FM fans affected by the emergency were advised of the suspension of service over WFL-FM.

AM station operated by the same company.

NAB ‘Business Trends’ Unit Includes 19 Top Industrialists

Washington Bureau of RADIO DAILY

WASHINGTON—NAB President Justin Miller announced the formation of the NAB Business Trends Committee, as voted for by the February board meeting. A July 11 meeting in New York was announced, with “the best minds in American industry” meeting to chart the status of the American economy and to supply NAB members with basic information concerning the business and economic trends within our free enterprise system,” Miller said. The 19 business leaders who have agreed to participate in the work of the committee include:

William A. Barringer, economist, Metropolitan Life Insurance Co.; Lloyd Bruce, president, First Na-

(Continued on Page 2)

Cites Contribution Made By Ass’n To Industry

Hope that CBS will reenter NAB was voiced in Washington Friday by NAB president Justin Miller, in a statement in which he said NAB must now begin to rely more heavily than before upon other network members. NAB regrets the CBS resignation, he said—practically the only posi-

(Continued on Page 6)
NAB ‘Business Trends’ Unit Includes 19 Top Industrialists


Additional members may yet be named, Miller said.

Judge Miller and Richard Dober, NAB employer-employee relations director, revealed they have discussed the purposes of the committee with many business and industrial leaders during the last three months and have encountered enthusiastic support for the association’s idea.

Deliberations of the committee will be reported to NAB’s members in an economic situation to be prepared by Doherty following each session and through regular reports to membership edited by the NAB public affairs chief, Robert Richards.

Commenting on the formation of the group, Judge Miller said:

“The men whose genius is responsible to great degree for the stability of America’s economy have recognized the values that result from such activity as that represented in the NAB Business Trends Committee. Their willingness to discuss with network and station broadcasters problems of mutual interest speaks for the importance that they attach to such discussion. I am confident that through this continuing association, business and industrial leaders not only will contribute much to their mutual business pursuits but will develop ideas and information that will serve immeasurably the cause of a free economy in the benefit of our nation’s welfare.”

Attention-Getters

These cute Siamese kittens go plenty of attention recently when they made their first appearance in a cat show. We show them here to get your attention, so we can make a point about the attention advertisers get over Radio Station W-I-T-H in Baltimore.

They get plenty, too—at real bar gain rates! You see, W-I-T-H produces more listeners-per-dollar than any other station in town.

This means that you can accomplish BIG things in this rich market with only very LITTLE money.

If W-I-T-H isn’t already on your list, and if you’re looking for low cost results, call in your Headley- Reed man and get the whole W-I-T-H story.

Mrs. Walter E. Benoit

Mrs. Annette Martell Benoit, 55, wife of Walter E. Benoit, vice-president of Westinghouse Radio Station, Inc., died last Thursday evening (May 18) in the Arlington Memorial Hospital in Philadelphia, after a brief illness. A native of Rhode Island, Mrs. Benoit lived for many years in Chicopee Falls, Mass.

In addition to her husband, she is survived by one son, Walter E., a junior in the University of Notre Dame.

Services will be held today at the L. H. Caron & Sons Funeral Home in Chicopee Falls and at 9 p.m. in St. George’s Roman Catholic Church in Chicopee Falls.

Toscanini Signed

To New 5-Year Contract

RCA Victor Record Dept. A further specification of the contract calls for Arturo Toscanini to conduct the NBC Symphony.

Toscanini, who has been recording exclusively for RCA Victor since 1921, is now in the fifth week of a six-week tour of the NBC Symphony, ending in Philadelphia on May 27. After the conclusion of St. James Church, Flemington, he will spend a few days in New York then sail for an extended vacation in Italy. Officials of RCA and NBC who are making the tour with him comment that the heavy tour has not taxed the Maestro as much as was originally feared, rather, he has complained of not having enough work to do.

Impact of Spots

Stressed By Speaker

stations in 47 key cities. He said the radio spots are adjacent to top programs in the field and therefore have a vast listenership.

Wedding Bells

Greenwich, Conn.—Lowell Thomas, Jr., son of the Columbia news commentator, was married here Saturday to Mary T. Pryor, of this town. The ceremony was held in St. James Church, Thomas, Jr., was best man for his son.
with great pride

WWJ

ACKNOWLEDGES RECEIPT OF THE

George Foster Peabody Award
for 1949

"For outstanding public service by a regional station... in at least four series of programs."

Protect Your Child.... "An intelligent approach to sex crimes."

The Best Weapon..... "Dealt wisely, but not alarmingly, with the polio epidemic."

Meet Your Congress... "Brought... an understanding of problems and issues of joint interest"

World Forum....... "Carried listeners beyond national horizons."

WWJ was also the proud recipient of the coveted
Alfred L. du Pont Award for 1949

FIRST IN DETROIT... Owned and Operated by THE DETROIT NEWS
National Representatives: THE GEORGE P. HOLLINGSBURY COMPANY
Associate Television Station WWJ-TV

AM—910 Kilocycles—5000 Watts  FM—Channel 246—97.1 Megacycles
RADIO DAILY

FCC May Crack Down
On All Transit Radio

(Continued from Page 1)

the transit arrangement of that station appears to be illegal. A three-man board including Commissioners Walker, Jones and Sterling held that licensee protests to the contrary, an unlawful delegation of license authority appears to have taken place.

Referring to previous correspondence on the point, the Commission states that WJLL-FM has denied any unlawful delegation of responsibility but without supporting its denial beyond the mere statement that "I think I can assure that I exercise more watchfulness and control over the programming of the station than I ever did. I have a receiver here at my desk and I check on them several times per day. I receive program logs which I go over very carefully." Involved in this instance is a lease arrangement with the Flint Transistor Company, which transportation has a lease with the Flint Trolley Coach Company to supply FM broadcasts from WJLL-FM. An unlawful transfer of control is involved, the Commission holds, but Commissioner George E. Sterling explained that this was apparently not the usual arrangement for transist radio operation. The Flint arrangement, the Commission held, transfers without Commission consent, rights and duties which are by law properly exclusive to a radio licensee. The station was asked to file an explanation by June 19. Unless "a properly verified statement" is submitted by then, a revocation order will go forth, but the Commission does not commit itself to withhold a revocation order even if the statement is received.

Kaye Cuts Polio Disk

Sammy Kaye last week recorded a special 15-minute musical program for the National Foundation for Infantile Paralysis which will be released to stations all over the country in June, for airing July and August.

On this program, the Foundation offers precautionary measures to avoid contact with polio during the summer months.

FOR COMMERCIAL FILMS

THAT SELL

ARCHER PRODUCTIONS, INC.
WINNER OF
ART DIRECTORS CLUB
"AWARD FOR DISTINGUISHED MERIT"

35 West 53rd Street, New York 19
Julliad 6-2690

Main man about Manhattan...!

- WEEKEND CUFF NOTES: The FCC will permit construction of additional TV stations right after Jan. 1st, 1951. . . Bob Hope expects to gross a million but this year from his oil wells. . . Oh, Mr. Kinsey! A survey taken among the female students at a local college disclosed that television has replaced sex there as the chief topic of conversation. . . Hildegarde, while in London, will make several kinescopes. Wants to see how she does before she plunges into teevee here. . . Army Air Forces planning to spend $100,000 on radio spots for recruiting. . . Aside to Lowell Thomas: P&G readying a video stunt for you next fall? . . . ABC and Don Ameche huddling about a new daytime series. . . Jeanette MacDonald and Gene Raymond are plotting a switch on those aye'mn hubby-wife radio series. They're planning to do one at dinner time. Could be that's why Gene was secretively in Manhattan a while back. . . A gasoline sponsor is interested in presenting Evelyn Knight in her own simulcast series. . . Larry Douglas takes over the singing lead in "Where's Charley?" on the 29th and starts a sustaining radio series in July. . . Dennis James says if the networks on TV plunge any lower, we'll soon have a new program called "The Hip Parade." . . Tom Gallery of DuMont TV web phones to dispute the high rating report of WOR-TV for baseball and declared that the Yankee games on October 1 last year on WABD got a 34.1 rating and the following day a double header with Boston beat Boston 8-2.

- Lou Dahlman, fabulous purveyor of props for TV, received a call the other aye'm from Norman Frank, Y&H exec, who wanted a couple of cocker spaniels for one of his shows. "That's a cinch," said Lou. "We'll get 'em over right away." "Oh, yeah?" was the snapper, "well, one of them has to speak Spanish."

- In his N. Y. Post column the other day, Jimmy Cannon item'd the following: "Jackie Sason, a lady disc jockey who is as brassy as a Sousa march, is worth listening to after midnight." All of which merely served to remind us that we had several times made a mental note to chronicle just about the same sentiments. Jackie, who slices out a neat half-hour out of Eddie Weinber's sessions from the Hickory House every nite, delights in nothing more than cutting down inflated egos to proper size. Possessing plenty of 'guts,' (admittedly her favorite word), she wades in where sponsors fear to tread, treading both socks and making but one reservation—that she really believes in what she's saying. In sum, she's a pleasant relief from a lotta disc jocks who merely get 'names up' before their microphone to start the old now-IT-SCRATCH-your-back routine. Proof that we're not entirely wrong in our slant about Jackie is the fact that she's already had three offers to set up her own middle-manter channel session. She can sign us on as a regular listener right now.

- IN ONE EAR: Donald Buka, who just finished "Prowl Car" for Columbia, flies in from H'wood today for a round of radio and teevee appearances before inaugurating the straw season at the Bucks County Playhouse. . . In a little over a week's time, the Ted Ashley office has tied up three deals. They sold "Cantid Mike" to Philip Morris starting June 6th—"Mr. I. Magnin" to Nestle's starting in Sept. and "Stars and Starters," a Barry-Entwistle show to NBC. . . Roberta & Curr Prod. have taken on radio and TV rights to Dewler Pack in B'klyn. First event will feature Kid Cavilan in a June 8th bout.

Name well President
Of Quality Network

(Continued from Page 1)

FLQN while the following persons from each of the charter member stations were elected president:
- Roy E. Ferrere of WHOD, Pittsburgh; Lee C. Mikesell of KSAN, San Francisco; Ralph F. Robinson of WAGE, Springfield, Mass.; Sam R. Sagi of WSRS, Cleveland; E. Douglas Hibbs of WTEL, Philadelphia, and Aide De Dominics of WHNC, New Haven. Hibbs was also named secretary and De Dominics, treasurer.

B. R. Mooming, that eleven other stations have confirmed their intention to take part in FLQN as stockholders, joining the eight above.

FLQN has been in operation for several months on a limited scale. It will serve as a sales and promotional organization.

Discuss Educational FM

Low-power FM educational stations will be the subject of this year's conference on Radio at Indiana University Bloomington, Ind., which has been scheduled for August 3 and 4. In view of the rapid growth of 10-watt FM stations at colleges and universities, Indiana's radio department has called consultants from government organizations, radio stations and schools and public service groups to speak during the meeting. On display at the confab will be low-power transmission equipment and all types of records, phonograph and educational transcriptions.

FOR SALE

Crated New Studio Equipment

- 4-MI 4027 D Microphones
- 2-MI 4048 D Microphones RCA 86A
- 1-MI 5XW10 Tube Tablets in Polish
- 1-48-507 Model 48 Auto Dryagee Device
- 1-RCA 10L11 Limiting Amplifier with Tubes
- 6-MI 4092 C Stands
- 1-WE 25 D Complete Console Ground Screen
- 1-Tube Checker—7 Test Meter
- 1-E.R. Oscillator
- 1-E.R. Distortion Meter

Will consider reasonable offers for all or part. Write.

A. C. KATIM
1627 K Street, N.W.
Washington 6, D. C.
or phone Republic 4918

www.americanradiohistory.com
**Plan TV Sales Code**

(Continued from Page 1)

sell trade and the need of being vigilant in setting with service policy companies.

**DIO DAILY commends the Better TV Bureau for its active interest in the clean-up campaign. We salute, too, the industry-minded manufacturers and distributors who have fallen in line with FCC thinking and will support the clean-up crusade.**

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**CALIFORNIA COMMENTARY**

- • • • Les Mitchel, producer-director of CBS’ “Stirpy Hollywood Theater,” has been named assistant producer of the Lipton Productions feature “The Return of Jesse James.” • • • George Stevens, Paramount director, and film actress Barbara Britton will occupy seats of honor at the judges’ stand on “Lights, Camera, Action” over KNBH today.
  - Appointment of William E. McDaniel as KECA-TV sales manager after serving as acting sales manager since last December, was announced by Bob Laws, ABC Western Division sales manager. • • • Because of Daylight Savings Time and longer summer days, the Lewis Food Company is shifting “The Ruggles” TV show over KECA-TV from Sunday, 6pm, to Thursday, 7pm, effective May 25. The telecasts star Charles Ruggles, supported by Ethel Smith Moore and Margaret Kerry. Also moved up a week is “Singer the Music,” which is to premiere on KECA-TV May 18 and will go May 25. A damaged video recording is reason for postponement. • • • Bob Matthews has been named supervisor of TV facilities for CBS. Hollywood-produced television programs. • • • Conrad Nagel, Margaret Phillips and Charles Kervin are the principals in the Charles S. Monroe adaptation of Elizabeth Taylor’s “A Wreath of Roses” on KTTV’s “Studio One” next Monday. • • • Otto Hagen and E. G. Marshall in “Macbeth” will be the third anniversary program of the Kraft Television Theater that will be seen over KNBH next Wednesday.
  - Riverview Landmarks will sponsor six weekly participations in the KNX “Housewives Protective League-Sunrise Salute” programs with Knox Morning beginning June 12. • • • At Jarvis’ time on KECA-TV took another jump in price, the fourth price rise in six months. Carol Lawrence is now at $250 weekly, while N. F. Hunter’s commutes each week from his ranch near Los Angeles to ABC Television Center in Hollywood to appear in person on the 90-minute show which features his films.

- • • • A postponed start to May 28 is announced by the program department of KECA-TV for the major feature motion pictures. Windows of B. Altman & Co. will be brought to life with actual models and singing canaries, when Iga Chase presents a fast-moving fashion show of housewears and negligees on KTTV’s “Glamorous-Go-Round.” May 23. Robert Forest will explain some of the tricks of the trade and tell the story of the store’s traditional use of highly vocal caged canaries to greet springtime shoppers. • • • Trumpet virtuoso Rafael Mendez makes a return appearance as Lucille Norman’s guest on the Columbia Pacific Network’s “Hollywood Music Hall” May 24.

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**RADIO WEEKLY**

...Radio-TV Highlights

- **Bob Greene**

For the most part, an optimistic outlook for the broadcasting industry as a whole seemed a sure thing last week. Among the favorable signs were: an ABC quarterly report showing a 10% increase over 1949; Net TV stations; FFC approval of eight new AM stations; a statement from DuMont for the first quarter revealing a net profit increase of 25 per cent; and a comment by A. C. Nielsen that radio’s listening decline has been exaggerated.

The unfavorable item—at least from NAB’s viewpoint—was the resignation of CBS from association. At week’s end, ABC was reported ready to follow suit.

The expose of abuses by TV service men brought new headlines during the week. A New York City Council committee has put on a bill to curb the practices while the RCA, considered action to be taken next month at their committee meeting.

Washington datelines included: a rejection by the Senate of President Truman’s reorganization plan for the FCC. Sen. Joe McCarthy’s bid for the FCC licenses by the FCC with a warning on coercive practices; a decision by the FCC on prohibiting additional charges by Western Union for baseball-play-by-play when they are aired over networks; a request to the Supreme Court made by A. J. Felman of Joliet, Ill., asking for a reversal of the FCC decision to disallow transfer of WJOL, realignment of FCC engineering chief, a grant of a new start in the Richards’ hearing, following the death of the chairman; the approval of the sale of WSAN in Allentown, and the Commission said it would rule on color then take up UHF-VHF.

Names in the news were: Clarence Goshorn, president of Broadcast and Bowles who said that TV had a long pull ahead of it because of high production costs; Bob Hope, whose latest request for a release from his contract with Lever Brothers apparently was turned down; Commissioner Frieda Hennek, who told a group of educators that they could not expect too much help from TV stations for some time to come; B. Walter Huffman, president NAB field membership secretary.

Elsewhere: WMGM dismissed eight of nine announcers in a dispute with AFRA; air conditioner distributors began a heavy campaign over New York stations; WOR-TV and WIZ-TV announced program schedules; DuMont announced it had a color direct view tube; Chesterfield cut back its spot campaign; ABC was reported as having no effect on sports by a Philadelphia student; Chrysler continued to buy up radio and TV time and A. B. Dustin, CBC chairman, called for government video.

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Miller Hopes CBS
Will Return To NAB

(Continued from Page 1)

tion is and always has been, that the networks belong in NAB. I ac-
cepted, reluctantly, two or three years ago the need to change
their status to associate member-
ship and to give up their represen-
tation on NAB’s board. We need the ex-
change and advice of the net-
work executives, especially where
difficult questions of policy are in-
volved. We need these even more
then we need the money which they
contribute in dues.

"Under the circumstances, of
course, we must lean more heavily
upon those networks remaining in
membership for informed guidance in
the conduct of our affairs. This
militates against those who have chosen to remain in NAB
but I am sure it is an obligation
they have considered carefully and
chose in preference because of their
basic belief in all-industry coopera-
tion on many important national
matters.

Calls Withdrawal “Unfortunate”

"Withdrawal from the associa-
tion now, on the part of any member, is
particularly unfortunate. So numer-
ous have been the benefits of the in-
dustry that there has been no time in
radio’s dynamic 30-year his-
tory when there was greater need
for association of men and associa-
tion of ideas. The implications of
these problems extend not only to the
well-being of our own industry but,
behind that, to the vital inter-
est of the listening and viewing
public.

"I am not unmindful that the net-
works, considered separately, may
differ in character from licensee
stations and that there is a certain
conflict of interest between associa-
tion to government; nevertheless
the interest of all is inextricably mingled. Successful unified action in
many fields by both industry and in-
terests, not upon individual differ-
ences. Certainly it is understand-
able in times such as these that
some may falter under the burden of
these conflicts, finding it neces-
sary temporarily to set aside con-
siderations of broad industry inter-
ests — considerations which may
seem uneconomic at the moment, but
which bear so heavily upon the
healthy growth of radio and televi-
sion.

"Is Memory So Short?"

"Is memory so short concerning the
milestones of association prog-
ress which have redounded to the
lasting benefit of the networks, as
well as the public and the broad-
casting stations? The founding and growth of
Broadcast Music, Inc. Industry
movement for educational attitu-
des toward radio. Our successful nego-
tiations in the field of labor. The
development of uniform audience
measurement procedures and suc-
cessful efforts in forecasting legis-
lation which would stifle the indus-
ty. The holding of the ‘Blue Book’ and similar
projects, publicly and privately in-

Wayne King On KDKA
Pittsburgh, Pa.—Another musical
feature, the Wayne King Show, will
be added to KDKA’s schedule begin-
ing May 29th. The program will be heard regularly in
the 7:30 p.m. time slot. Featured
musicians for the show will be Nancy
Evans and Larry Douglas.

Airline Public Service Show
Creve, I. l.—In cooperation with the
Commonwealth of the State De-
partment of Mental Hygiene and
Hospitals and the local Junior
Chamber of Commerce, WSVS and
WSVS-FM have inaugurated a new
series of sponsored radio plays
about family life. The 16-week ser-
ies, narrated by Eddie Albert,
scree and radio actor, is en-
titled “Hi Neighbor, How’s Your
Health?” It is designed to show
every family how the intelligent
use of community resources can
help solve simple personality
problems. The program will be aired on
both WSVS and its FM affiliate on
Fridays at 6:45 p.m.

Dorr Guest On WSTC
Stamford, Conn.—Dr. John Van
Norstrand Dorr, founder of the Dorr
Company, appeared as a guest on the
weekly WSTC and WSTC-FM pro-
gram, “Headlines in Chemistry,”
last Thursday, May 18th at 8 p.m.
Dorr, who began his career as a
laboratory assistant to Thomas A.
Edison, achieved world-wide recog-
nition in the first decade of the 20th century when he invented machine-
ny which revolutionized the min-
ing and milling of gold ore.

WBRC Marks 25th Anniversary
Birmingham, Ala.—WBRC, NBC
outlet, celebrates its 25th anniver-
sary on May 20th. The station will
mark the anniversary with a variety of pro-
grams to be featured on the stations.

WJEF Penny Noveltv
Grand Rapids, l. a.—What can you
do with a penny from Benny?" will
be the question asked in a special
promotion stunt WJEF is staging
in connection with Jack Benny’s per-
sonal appearance to this city. All
ways up to 20 years of age are in-
vited to come to the studio and get
a penny from Benny. Then they are
to see how much they can do with that penny buy for them. The
youngster who makes his penny from Benny do the most good will
win a television set, plus honorary
title of “Young Mr. Benny of Grand
Rapids.” Jack Benny is expected to meet the money-making youngster,
and present his award.

Mullen Calls Meeting
Of Radio Pioneers Club
Frank E. Mullen, new preside-
of the Radio Pioneers has called
its annual meeting of the organi-
tation for Friday, May 26th, at 12:30
at the Roosevelt Hotel, New York.
This will be the first official
portunity for Mullen to address its
members, outline policies and pol-
sibly select some of the key men
for the coming year. Short not-
ce will be necessitated by Mullen’s
inability to return to the Coast
since he is chairman of the board
of Fairbanks, Inc., TV film pro-
derers.

Advertising Agency Wants A
“TV FERRET”

We’re looking for a TV ferret . . . not a writer, producer, director or desk-type buyer . . . but a young man with a commercial feel, who knows everything that’s happening in TV locally and nationally, knows how to separate the gold from the glitter, how to help an expanding agency use TV for the betterment of its clients. Submit complete background and salary requirements to Box No. 186, Radio Daily, 1501 Broadway, N. Y. C.
Practical Color TV
Seen 3-5 Yrs. Away

(Continued from Page 1)
and operated by an institution of higher learning.

Dr. Thomas T. Goldsmith, director of research at the DuMont Laboratories, and Dr. W. R. G. Baker, vice-

president of General Electric Co., agreed that none of the
three systems (described before the FCC conference) is ready yet, and that the one decided upon probably will be a compromise of the three.

"It will be three to five years before Syracusan or any other city sees color television on a regular basis," Baker stated.

Sees Present Buying Sales

According to Dr. Baker, the primary step in the production of color TV will be the establishment of a

camera with the system will be a compatible or non-

compatible one. That is, if the private

receiver will be able to pick up

all black and white as well as polychrome pictures with his equipment.

Whatever the commission adva-

cates," Dr. Baker continued, "we

will end up with both systems, so

that none should hesitate to buy a black and white set today.

Insurance

Insurance paid off Thursday
for WOR-TV when the coaxial cable went out of wack during the second inning of the Dodgers-Cubs ball game of Ebbets Field. Without losing a second's air time the station's engineers switched over to microwave equipment. WOR-TV is the only

game covering station equipped with both systems.

Sinatra TV Debut Set

For May 27 On NBC

Frank Sinatra will make his initial appearance on television on NBC's "Star Spangled Revue" Saturday, May 27 from 9 to 10:30 p.m. Heading up the cast of top talent will be Bob Hope, who made his first venture into video over the NBC revue on Easter Sunday.

Sponsor for the 90-minute show will again be the Frigidaire division of General Motors. Others already named for the second edition of the revue are: Beatrice Lillie, singer Peggy Lee, Arnold Stang of the "Henry Morgan Show," the ballet team of Michael Kidd and Janet Reed, the tap dance team of Condor and Brandon and baritone Bill Rees.

"With Hope's appearance on TV for a second time, the question of his future with Lever Brothers on radio is again raised. Hope definitely wants a release from present commitments and may be lining up a TV show for the fall."

Standards For Color, B&W

Now Under Study By NTSC

Three factors essential to national

standards: development of color and color are under

active investigation" by panels of

leading electronic engineers. It

was announced last week by the

National Television System Commit-

tee. The panels and their chairmen are:

Allocations: John V. L. Hogan, Hogan Laboratories, Inc.; Color

Rendition, A. V. Loughren, Hazel

tone Electronics Corporation, and

Terminal Apparatus, Dr. T. T. Gold-

smith, Jr., Allen B. DuMont Labora-

tories, Inc.

The NTSC was organized in 1940 by

Dr. W. R. G. Baker, GE vice-

with the approval and financial sup-

port of the Radio Manufacturers As-

sociation. Currently, the committee is attempting to get FCC official ap-

proval to investigate and make rec-

ommendations regarding technical

standards such as the Commission did in 1940. So far the FCC has permitted the NTSC to go ahead but

without assurance that the Commis-

sion will accept their recommendations.

With added NTSC panels-on Color System Analysis, Subjective

Analysis of Color Systems, Trans-

mitters, Receivers, and Transmitter-

Receiver Coordination—also at work or in the process of formation.

Insists SAG Must

Bargain For All

Film Actors

If the Screen Actors Guild were to agree to the demands of the Television Authority, the SAG would obviate its basic jurisdiction over screen actors, Ronald Reagan, president of the National Federation in New York on Friday. The SAG, he said, has demanded, in principle, that the SAG give the TV stations over the SAG in contract negotiations.

The SAG, according to Reagan, is obviously in a position to jealously guard its authority over screen actors, whether in video or in the motion picture industry.

"Sought to Undermine"

Reagan alleged that the SAG has sought to undermine the SAG's position by route of a demand that the SAG permit a 75 per cent vote of the TV actors to decide policy. And, he continued, since only a portion of TV members are actually concerned with video, the company would allow the other 25 per cent to be interested only in acting as bargaining agent for TV actors who appear on motion pictures, however distributed.

The board of directors of the Screen Actors Guild has issued a call for a special mass meeting of all Hollywood motion picture actors to discuss the jurisdictional situation. The meeting will be held Sunday, June 4 at 8 p.m. in the Holly-

wood Legion Stadium. In a special "Intelligence Report" to members, the Guild Board said the June 4 meeting will be one of the most important in the history of the organization.

Files With NLRB

The Guild has filed with the Los Angeles Regional Office of the National Labor Relations Board a petition for a representation election and certification as collective bargaining representative for all actors employed by all companies making motion pictures in any form in the Southern California area. Similar actions will be filed in New York and other sections of the country to forestall what the Guild states is an attempted "power-grab" by leaders of the so-called Television Authority, nicknamed "TV A." TVA leaders claim that they represent actors in motion pictures used in television. The Guild has represented actors in motion pictures in all exhibitions, including television, for 17 years.
ESSENTIALS FOR TV REPAIR LIST

L. T. DeVore To Head G. E. Electronics Lab.

Three recent appointments by General Electric include the acquisition of Dr. Lloyd T. DeVore of the University of Illinois to become head of the Electronics Laboratory in Syracuse, N. Y. Promoted from within the company were: K. E. Weitsel, named manager of commercial engineering of G. E.'s Tube Divisions in Schenectady, and G. A. Bradford, boosted to advertising manager of the General Electric Tube Divisions.

Dr. DeVore, who is currently acting as chairman of research for the University of Illinois' Electrical Engineering Dept., will assume his new duties on July 1, according to an announcement by I. J. Kaar, mgr. of engineering for the Electronics Dept. In previous years, Dr. DeVore has been a radio engineer with both the Aircraft Radio Labs of the Army Air Force, functioning as chief engineer of the research division and the Special Projects Laboratory.

The appointment of K. E. Weitsel is a boost from a former position as application engineer in the company's Chicago sales office, according to an announcement by E. F. Peterson, mgr. of sales for the G. E. Tube Divisions.

Philco Declares June Dividends

A regular quarterly dividend of 50c per share of common stock was declared this week by the Board of Directors of the Philo Corporation, payable on June 12th to stockholders of record on May 29th. On the corporation's Preferred Stock 3 1/4% Series A, the Board declared a quarterly dividend of 93 3/4 cents per share, payable July 1st to holders of record on June 16th.

Magnavox Cuts Price On 19-Inch Console

A price reduction of nearly 20 per cent on a Magnavox 19-inch TV console has been announced this week by Frank Freimann, executive v-p, becoming effective today. With the price reduction the Magnavox Shoremount "200" will retail at $389.50, a reduction of $93.50 from the former list price of $483.50.

In line with the company policy of protecting its dealers, Freimann stated, a rebate to cover the difference in net cost would be made on all shipped consoles. The price reduction is expected to make an impact on the 19-inch market, Freimann added, since the model was competitively priced originally, in view of "extras" on the set, including: a built-in antenna, a built-in filter, an automatic gain control to maintain picture stability with a change of channels, and a 12-inch high fidelity speaker.

Republic Steel Co-owns New Plant With Crowley

The opening of a new plant in Cleveland, Ohio, has recently been announced by the Henry L. Crowley Co., who will have co-ownership with Republic Steel Corporation. Concurrently, Crowley has announced the expansion of its plant in West Orange, N. J., site of the company headquarters. Purpose of both moves is mainly to offset a TV bottleneck in the production of powdered cores, used in horizontal transformers, deflection yokes, and similar items.

Benefits of the co-ownership plan are expected to be derived from the wide experience of both companies in this field, plus the supply of Republic Steel's Adirondeck ores. All details on the working arrangement have been completed, putting the plant into operation under the name of Crowley-Republic Corporation.

Workers Require Tools And Test Equipment

Testing equipment and tools to be absolutely essential, all skilled TV servicemen have been listed by Philco Service, Inc., RCA Service Co., Inc., in an effort to make the public aware of growing number of unskilled and untrained TV repairmen. Statements were made public bowing the hearing on licensing servicemen, held before the Gen. Welfare Committee of the Council of New York last week which 8 spokesmen for service companies were against, and five were for it.

With only slight differences, the organizations use the same tools. Equipment, both a multi-meter and a signal generator absolutely necessary. Regarding an oscilloscope, Philco men use a part-meter while RCA men, for example, use a larger model for TV work. Both companies report a report between 90 and 95 per cent of all service jobs completed in the field leaving the small remainder to be taken into the service plants.

Hand tools used by both servicing companies include 90 or 100 pieces, while the two companies in the Metro area are approximately the same. They include: an adjusting 8-inch wrench; a 16-oz. claw hammer; Rawl drill holder, drill and drills (mainly for installing screwdrivers); radio hanger and a complete screwdriver in various sized blades and long-nosed pliers; 5-inch diagonal cutters; a wrench set; a dering iron, and an awl.

PRODUCTION PARADE

G. E. Announces 4-Channel TV Mixer

A new four-channel TV of the General Electric for automatic and manual fading, lapping and dissolving of TV pictures was announced this week by General Electric. Built for both portable and studio use, the mixer permits fading or switching between any two of the four non-composite inputs from camera channels. Any one of the four channels can be by-passed during a program and kept open for rehearsal of a forthcoming program.

Manual operation is provided for special effects.

Vibration Tests for TV Antennas

A vibration test table designed to simulate the wind vibrations encountered in antenna installations has been installed recently by Technical Appliance Corp., Sherburne, N. Y. Based on similar tests for aircraft, the system provides a life test for a newly designed antenna in only a few minutes. Following the test, Taco engineers alter the antenna design for maximum strength and minimum vibrations during its operation.

Joyner Corp. Expands

Joyner Corp., manufacturers of radio and TV parts, has broken ground for a new plant in Warsaw, Ind., to be an add-on to the local plant already in production. The firm is expected to employ between 300 and 500 persons when it reaches full production.

WASHINGTON, D. C.

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COMPLETE, PRACTICAL TRAINING IN ALL PHASES OF RADIO, FM AND TV
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DAVENPORT, IOWA
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www.americanradiohistory.com
EDUCATIONAL WEB LINKS 13 STATIONS

Stations Drop Skeds To Report Jersey Blast

In-Spot Coverage Given By Indies And 4 Webs

Stations in the New York and New Jersey areas interrupted regularly scheduled programs Friday night and throughout Saturday to give in-the-spot coverage and emergency warnings as a result of the munitions blast at South Amboy, N. J., which took many lives and wrecked many homes.

Benny Breaking B. O. Records

The Jack Benny one night stand toured chalked up a record breaking $142,532 in the first six nights of the 21 night tour. Sunday night in Milwaukee, Benny broke the record at the new Milwaukee arena with a capacity of 23,400 at $4.90 top. The night before in Moline, Illinois, the group played to the largest one night business in the history of the Quad-City area, playing to a capacity of 20,000 at $4.90 top. On Friday night, Benny was at $28,000, a weekly盈利 of $10,000.

On Thursday night, the all time record for one night stand was set at the KRNT theater in Des Moines with a sensational ticket sale of $20,000 gross at $4.23 top for two performances. Wednesday night in Kansas City, a strong $17,000, was grossed in one performance and opening night in Wichita, a record $26,302 was chalked up in two performances, with thousands turned away.

(Continued on Page 5)

General Mills Buys Jew Package On NBC

Sale of a new five a week half-hour program titled, "Live Like Millionaire" to General Mills for $125,000. Presentation on NBC starting June 1st was announced yesterday by Nelson Masterson and Jerry, pace show producers. The show will be heard from 2:30 to 3:00 P.M. and will feature each day parents nominated by their children.

(Continued on Page 8)

 plans For RCA Expansion Announced Yesterday

Camden—Plans to expand RCA manufacturing facilities at Camden, N.J., and Bloomington, Indiana were announced yesterday by Jerry A. Baker, vice-president and (Continued on Page 8)

ABC's Resignation From NAB Certain

ABC's resignation as a member of NAB will be announced soon. RKO's announcement yesterday from a network official. The web plans to bow out of the industry organization with "any particular fanfare" and will time their resignation to serve the best interests of NAB. With the web's resignation, announced and open, stations of network will also drop out of NAB membership.

"Creesh" Hornsb, 26 Dies, Victim Of Polio

Don "Creesh" Hornsby, 26, a comedian who was recently brought to New York by NBC on the recommendation of Bob Hope, died yesterday at Grasslands Hospital, White Plains, N.Y., due to complications of polio. Hornsby is survived by a wife and three children. Their ages, respectively, 4 years, 3 years, and 2 years. (Continued on Page 4)

City-Wide TV-Service Move By Cincy Station, Biz Group

Cincinnati—WKRC-TV yesterday proposed to the Cincinnati Electrical Association an area-wide plan which will create a protective service for television receiver owners in this region. As a result of the exposure presented recently in Radio Daily, WKRC-TV presented to CEA a plan which will establish a standards code through which servicemen of number servicing organizations will be able to receive information relating to sets and servicing. The plan also includes servicing employment-practice measures and requires schoolings periodically to keep the men abreast of latest developments.

(Continued on Page 7)

Taped Programs Serviced From New York

Programs provided by the National Association of Educational Broadcasters are now being carried by 13 stations throughout the country and within the next few weeks, at least 15 additional stations will begin broadcasting the series. Seymour Siegel, regional director for NAB and

(Continued on Page 8)

Motorola Will Triple Advertising Budget

Motorola, Inc. will triple its advertising budget for 1950. Ellis L. Redden, director of advertising, sales and training has announced. The company has done little advertising on radio and TV in the past and now plans to use these media extensively. Previously, ads were placed by distributors. It is understood

(Continued on Page 2)

N. C. Association Plans Meeting For Next Week

Chapel Hill, N. C.—The North Carolina Association of Broadcasters will gather here next Monday and Tuesday for their annual meeting. Program for the holiday get-together includes a showing of the NAB movie, "Lights Out That Talks"

(Continued on Page 2)

Prediction

Jack Poppole, president of TBA and vice-president of WOR, yesterday predicted that New York would have 3,000,000 television receivers in private homes by year's end. The estimated number of TV sets in the Greater New York area at the present time is 1,450,000. Poppole's prediction was made at a WOR board meeting.

Sinks Long Putt

Mark Woods, vice-chairman of the board of ABC, while playing golf on the Ballotel Golf Club in New Jersey Sunday, scored 60,900 to his fellow players, that he was going to make a hole in one. And to his own surprise, as well as that of his friends, he sank his tee shot. So-o Mark Woods, after 30 years of golfing joined the Hole in One Club.

(Continued on Page 8)
Motorola Will Triple Advertising Budget

(Continued from Page 1) stood that network programs are being planned for the Fall.

Radden reports that national and local advertising expenditures will total 15 million dollars this year. Rutherford and Ryan, Inc., has been named to handle the radio and television advertising while Gourarie-Cobb has been appointed to handle magazine advertising. Warwick and Legler, Inc., will conduct the newspaper campaigns.

Heads West Coast Office
Hollywood—Evelyn Lifschultz has been set by the Ward Wheelock Company to act as their Hollywood office manager and coordinator beginning June 8. It was announced by Diana Bourbon, head of the radio department of Ward Wheelock. Miss Lifschultz has been with CBS the past four years in Hollywood.

Stock News
Chicago—The former Mildred Torell, chief of music clearance in the WBEM music library for several years, is the mother of a daughter born May 13. She is now Mrs. Irving Anderson.

Tape Recorder Covers Ira Council Proceedings

(Continued from Page 1) six microphones and picked up all speeches from the floor, from the council members, and the final dramatic vote by the elected representatives of Davenport's citizens. Rents were voted out to 6 to 2, with the matter going next to Iowa's governor, William Beardsley, for a final decision.

The council meeting ended at 9:50 p.m.; the playback on WOC and WOC-FM began at 11:00 p.m. New Director Bob Reden commented between reels. The station remained on the air twenty minutes past its regular signoff.

Next morning at 11:30 the station presented a quarter-hour, edited version of the previous night's broadcast.

He means business!

There's no mistake that look on Leo's face. He's in no mood to monkey around—he means business!


Year after year, W-I-T-H proves to its advertisers that it's the big bargain buy in Baltimore's rich market. Here's why: W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. W-I-T-H gives you more listeners for less money than any other station in town.

That's why you can do so much with so little on W-I-T-H. So don't monkey around. Remember that W-I-T-H means profitable business. Get the whole story from your Headley-Reed man.

FINANCIAL

(Dec. 33)

NEW YORK STOCK EXCHANGE

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Advertising Agency News And Notes From Here And There

HARRY C. SCHAACK has been named national syndicate sales manager of The Pepsodent Division of Lever Brothers Company. He will succeed J. Louis by Floyd C. Bradley, sales supervisor there.

WHITNEY HARTSHORNE has been named general media director of Erwin-Wasey's Los Angeles office. Also, Jack Schlater has been appointed radio and TV time buyer and James Rogers has been appointed manager of the service detail department with Danny Dungan as assistant manager.

SYDNEY GAYNOR and ROBERT R. FORWARD have formed a new corporation, Gaynor and Forward, in Los Angeles. They will act as sales and advertising consultants. Gaynor was formerly general sales manager of the Don Lee network while Forward was previously program director of KFWV, CBS television station.

TOWER PHOTO SHOP of New York to Flint Advertising Associates. Television, movie, newspapers and magazines will be used. Account executive is Walter Haiman.

JUDAH KATZ, media director of Garfin-Garfield, Inc., has been appointed supervisor of time buying for radio and television. Robert Lewine has joined the agency as radio and television director. He has formerly vice-president of the Television studios.

JEAN NELSON has joined the staff of Lynn Baker, Inc. She has formerly with Gimbel's.

THE ASSOCIATION OF ADVERTISING MEN will honor members of Alpha Delta Sigma, honorary advertising fraternity, during a special program from June 21 to 16. The project, titled "Inside Advertising," is designed to acquaint raduates with the practical side of the business. A dinner will conclude the session. Speakers for the occasion include: Don Francisco of Walter Thompson Company; B. I. Canfield, national president of the fraternity; Elton Bourne, head of the Advertising Federation of America, and Jack Tarcher, former of the AAM.

LENTERERIC, INC. has appointed later Advertising Agency, Inc.

RENAULT SELLING BRANCH, 7C to Carl Reimers Company, Inc. for Renault auto in the United States. Spot radio, newspapers and magazines will be used.

OLYNOX TOOTH PASTE and OLYNOS TOOTH POWDER to be Bisou Company, effective June 1.

THOMAS C. FLYNN, has joined David O. Alber Associates, Inc., as account executive. Flynn, formerly associate editor of Sports Life and Sports Stars magazines, has also been a member of the publicity department of WOR and CBS.

CULCARE COMPANY for "Creme-Curl" shampoo to Sanford & Price, Inc.

MISS SALLY KEST has joined Flint Advertising in the classified advertising department. She was formerly with Friend Advertising.

DUANE JONES will become chairman of the board of Duane Jones Company, Inc. on June 1. Named to succeed Jones as president of the agency is Robert Hayes, a vice-president and director.

THE GARDNER ADVERTISING COMPANY has resigned the Guardian Life Insurance Company of America account.

JOHN M. HANDLEY has joined Needham and Grohmann, Inc. as vice-president and account executive. He was formerly copy director of Monroe F. Dreher, Inc.

MARY DUNLAVY has been named radio and television time buyer for the Harry B. Cohen Advertising Company. John Donaldson, Jr. has resigned as the agency's time buyer.

ALDEN SHUMAN will open a new agency at 546 Fifth Avenue on June 1.

EDGAR GOTH has been appointed director of advertising and publicity for Fabian Theaters.

BONOIL PACKING CORPORATION of Brooklyn to Peter Hilton, Inc.

Music for the Good Old Summer Time!

It's happy time for Summer-Smart Stations. Eager Radio Audiences are waiting for:

- dynamic Rhythms of the Outdoors -
- Moonlight Melodies - snappy Square Dances -
- nostalgic Junes of Yesteryear -
- exciting Rhumas, Sambas, Tangos -
- smooth Foxtrots -
- merry Waltzes - peppy Polkas.

Music that Steps Up Summer Sales!

all contained in

The Sponsor-Selling SESAC Transcribed Library.

3700 sparkling selections

American Folk - Band - Concert - Hawaiian - Novelties -
Religious - Spanish and South American rondos -
Categories to build more profitable programs -

ALL FOR AS LITTLE AS $40 A MONTH! (Based on your advertising rate card)

SESAC INC., 475 Fifth Ave., New York 17, N.Y.
Man About Manhattan...!

- **BIGTOWN SMALL TALK**: Time and Life, which set not too long ago couldn't see television, now reported in the market for a program... Jeanette MacDonald and Gene Raymond building a filmed video series budgeted at close to 20 G's per... Bill Bentolotto hails that Sinatra got a postcard reading: "Avo wonderful time."... Fred Coe, whose second baby is due in Aug., has promised Philco execs that if it's a boy he'll name it Phil Coe—and if it's a girl she'll be called Phyllis Coe... Eileen Barton's royalties from her hit disc, "Baked in a Cake," have topped the $50,000 mark... 5 disc jocks in town now have press agents and the scramble for space is a hassle... McCarty's steakery dicing for an afternoon disc-jockey show... Chalk up Chico Marx's visit with Perry Como Sunday as top-draw staff... Jack Gillard's definition of class distinction: "If I say I'm going to load..." he explains, "it means I'm going to a bar. When Al Jolson sees it, he means he's going to the bank."

- **Sammelweiss**: the true story of one of the earliest men in medical history, will be dramatized on the Philco TV Playhouse this week with Everett Sloane in the title role. This will mark Sloane's 2nd starring role on the Philco series—his portrait of "Van Gogh" early in March having won him a Michael (Oscar) as "the outstanding dramatic actor of the year."... H'wood actor, Geo. Reeves, in town. He's just been added to the cast of "Backstage Wife."... Over 800 stations responded to appeal by United Cerebral Palsy Campaign to use transcriptions for the cause... Robert Merrill tried to call a friend in Chinatown. "Hello," he said, "is Mr. Chang there?" "Sorry," was the reply. "Wong number." (Joke over.)

- **An amateur joke-writer**, Radio Row is informed, sent Ed Wynne some jokes for his CBS-TV show, "I don't want any pay for these," he wrote. "They're a compliment." Wynne returned the jokes with the note: "Please permit me to return the compliments."... Motion Picture Stages, Inc., and Jack Trop to produce a TV series tagged "Starlight Theater."... Bob Monroe to lecture in England this summer... Shirley Thomas, of Commodore Prod., due in from the coast this week. (She was recently awarded the single honorable mention in radio division of Frances Holme's award on her production of the Clyde Beatty show)... Denise Darcel went on "This Is Showbiz" Sunday night to discuss her "problem" of why American women don't like her. Lorraine Day, on the panel, cracked: "If you want to make American women happy, just go back to Paris." Incidentally, we loved the way Denise kept calling Clifton Fadiman: Mr. Fattyman.

- **CBS building a new station**, "Mr. Aladdin..."

- Vivian Kennedy, "County Fair's glamorous production assistant, middle-alagee with Walter Wright, ad exec., on June 4th... Roosevelt Raceway turning a deaf ear to B'way press agents who've been hounding them with requests to name races after their famous clients... Marlene Dietrich's daughter being set for TV debut on a coming Ken Murray stanza... Main St. Seen-ery: 29-year-old Robert Q. Lewis, who narrated the showbiz chapter of "The Golden Twenties," listening to Gloria Swanson's first hand report of that exciting era... Hal Block is easily TV's greatest booster. "Where else can you see so much for so little without peeping over a transom?" he sez,
Radio Stations Drop Skeds To Report Munitions Blast

(Continued from Page 1)

A seacoast town. Local station coverage, augmented by network programs continued throughout the weekend, with staffs working on round-the-clock schedules in several instances, as occurred at 7:25 P.M. Friday, when police jarred homes and store buildings in nearby New Brunswick where a Tank went into emergency opera- tion tracing the explosion, warning citizens to keep the highways and telephone lines clear and to be prepared for future blasts.

Coverage by ABC had an unexpected aid when W. Leigh Smith, WJAS, Roho, Va., who was visiting his mother in Sohambie, turned in a 10-minute-on-the-spot description to ABC newsroom in New York. Smith, who has a special telephone hookup to ABC, recorded Smith’s interviews with eyewitnesses and City Councilman Julian O’Leary; the interviews were aired later at 11:00 P.M. From winds at Madison Square Garden, Bill Crampton interrupted his history of commentaries during the evening for brief descriptions of the fire. Tape-recorded interviews between newsmaster Julian Anthony and residents of the stricken town were aired at 11:40 P.M. Friday.

NRC Shorthanded

NABC shorthanded, NBC’s news- room had an unexpected aid from a producer of WFAA, Dallas, Texas, who happened to be in New York to receive the Sigma Chi Award for on-the-spot news coverage for the year. In addition, Lockwood Doty and engineer in a mobile unit were dispatched by WNBC to cover the fire throughout the night. Interviews by eye-witnesses were recorded via telephone in the N. Y. pressroom and at 12:00 midnight, and at intervals following. Interviews with former governor Amos Hoffman, whose home was damaged, was aired Saturday at 7:00 A.M.

Military Salute

The 12th anniversary of the Army’s "People’s Hour" program was marked by the appearance of Frank Stanton and a number of military leaders on the 500-mile broadcast over CBS Sunday. Others appearing with Stanton were Secretary of Defense Louis Johnson, General J. Lawton Collins, Lt. Gen. Idwal H. Edwards, Admiral L. D. McCormick, Gen. Leonard Heites, Stanton, in a brief talk, handed the award of free discussion and free opinion.

Stock News

A five-pound, eight-oz. daughter, their first child, born to Mr. and Mrs. George Kevk at Harkness Pavilion, May 13. Father is WOR engineer, mother formerly a CBS-TV staffer.
NETWORK SONG FAVORITES

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

Survey Week of May 12-18, 1950

<table>
<thead>
<tr>
<th>TITLE</th>
<th>PUBLISHER</th>
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<tbody>
<tr>
<td>Are You Lonesome Tonight?</td>
<td>Brounne</td>
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<td>Ask Me No Questions</td>
<td>Walmark</td>
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<tr>
<td>Baby Won't You Say You Love Me</td>
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<td>Bewitched</td>
<td>Chappell</td>
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<tr>
<td>Candy And Cake</td>
<td>Oxford</td>
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<td>C'est Si Bon</td>
<td>Leeds</td>
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<td>Chattanooga Shoe Shine Boy</td>
<td>Acult &amp; Rose</td>
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<td>Daddy's Little Girl</td>
<td>Beacon</td>
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<td>Dearie</td>
<td>Laurel</td>
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<td>Den'tcha Go 'Way Mad</td>
<td>Advanced</td>
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<td>Down The Lane</td>
<td>Broadcast Music</td>
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<td>Enjoy Yourself</td>
<td>E.H. Morris</td>
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<td>Home Cookin'</td>
<td>Famous</td>
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<tr>
<td>Hoop Dee Doo</td>
<td>E.H. Morris</td>
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<tr>
<td>I Don't Care If The Sun Don't Shine</td>
<td>Famous</td>
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<tr>
<td>If I Had You On A Desert Island</td>
<td>D.Dreyer</td>
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<td>If I Knew You Were Coming</td>
<td>Eaton</td>
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<td>I'm Gonna Paper All My Wills With Your Love Letters</td>
<td>Gaddy</td>
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<td>It Ain't Fair</td>
<td>Wilco &amp; Music</td>
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<td>My Foolish Heart</td>
<td>Shanti-Joy</td>
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<td>Old Piano Roll Blues</td>
<td>Leeds</td>
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<td>On The Outgoing Tide</td>
<td>Shapiro-Bernstein</td>
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<td>Rain</td>
<td>Miller</td>
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<td>Roses</td>
<td>Hill &amp; Range</td>
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<tr>
<td>Sentimental Me</td>
<td>Koecherberger</td>
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<tr>
<td>Stay With The Happy People</td>
<td>E.H. Morris</td>
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<td>Sunshine Cake</td>
<td>Burke-Van Huesen Assoc.</td>
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<td>They Say It's Wonderful</td>
<td>Besle</td>
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<td>Third Man Theme</td>
<td>Chappell</td>
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<td>Wilhelmina</td>
<td>Feist</td>
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Second Group

<table>
<thead>
<tr>
<th>TITLE</th>
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<tbody>
<tr>
<td>Buffalo Billy</td>
<td>Lauret</td>
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<tr>
<td>But Me I Love You</td>
<td>Campbell</td>
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<td>Count Every Star</td>
<td>Paxton</td>
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<tr>
<td>Cross Your Heart</td>
<td>Harms</td>
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<tr>
<td>Dream Peddler's Serenade</td>
<td>Capitol</td>
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<tr>
<td>Have I Told You Lately That I Love You</td>
<td>Duchess</td>
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<td>I Wouldn't Anyone Tll You</td>
<td>ABC</td>
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<td>I Wanna Be Loved</td>
<td>Supreme</td>
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<td>If You Were Only Mine</td>
<td>Robbins</td>
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<td>In Santiago By The Sea</td>
<td>Life Music</td>
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<tr>
<td>In The Valley Of Golden Dreams</td>
<td>Beacon</td>
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<td>La Vie En Rose</td>
<td>Harms</td>
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<tr>
<td>Music Music Music</td>
<td>Cromwell</td>
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<tr>
<td>On An Ordinary Morning</td>
<td>Remick</td>
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<tr>
<td>Rag Mop</td>
<td>Hill &amp; Range</td>
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<tr>
<td>So This Is Love</td>
<td>Walt Disney</td>
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<tr>
<td>Spaghetti Rag</td>
<td>Shaprio-Bernstein</td>
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<tr>
<td>Sweetest Words I Know</td>
<td>Life Music</td>
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<tr>
<td>There's An X In The Middle Of Texas</td>
<td>Simon House</td>
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<tr>
<td>Where Are You Gonna Be When The Moon Shines</td>
<td>Lombardo</td>
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<tr>
<td>Where In The World</td>
<td>Oxford</td>
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CINCY UNITS TO SCAN TV-SERVICE

Big Ten's Ban On TV Criticized by Cramer

Detroit—The action of the Western Conference in banning television transmission of member college football games was scored this afternoon by Leonard P. Cramer, executive vice-pee of the DuMont Laboratories. Cramer told a group of Detroit tele dealers that there was nothing wrong with sports attendance that better ball clubs and better games cannot cure.

TV is not the only factor to be considered when measuring sports attendance fluctuations, he said, and quoting from the U. of Pennsylvania Jordan survey, pointed out that the major factors to be considered included shorter hours and higher incomes, management, performance and team publicity.

Hitting directly at the Western Conference decision to prohibit the telecast of Conference football games, Cramer said: "Last season, with more telecasts than in any other section of the nation, a higher percentage of the schools increased attendance than in any other area of the country. Small colleges (with less than 10,000 attendance per game) had an even better record than any other section. 88 per cent of small colleges in TV areas increased attendance while only 44 per cent of the small colleges in non-TV areas showed attendance increases," he said.

Redlin To Produce Series Based On 'Uncle Remus'

Marking the first time live animation has been used for the screen, "Uncle Remus' Little-Folk Tales," a 15-minute daily video film series for children, has been scheduled for filming and distribution by Jerry Fairbanks Productions, the firm announced yesterday.

To be produced by Redlin Productions, the new series is scheduled for full release and will feature original and public domain Uncle Remus stories.

Making possible complete animation of animal faces, new type rubber masks have been developed for the series and special costumes created.

Press-Time Paragraphs

Selph Named KPIX Vee-Pee

San Francisco—Colin M. Selph has been named sales vee-pee for Station KPIX, KPIX, it was announced yesterday by Wesley I. Dunn, president of Associated Broadcasters, Inc. Dunn and Selph were formerly partners in the Wernitz Corporation, the Northern California Mutual franchisee. Selph has been active for the past fifteen years in the advertising and publications fields.

WLY-C To Feed Programs Now

Columbus, Ohio—A new service of WLY-C, a station of the Crosley Broadcasting Corporation's three-station chain, to WLY-D, its sister station in Dayton, for telecast in that area, was inaugurated May 13. Until now, WLY-C has been the terminal point of the company's network, receiving programs originating in Cincinnati and in Dayton through Crosley's own microwave relay station in Mechanicsburg, one of the few of his type in the nation.

Station, Biz Ass'n Will Cite Good Repairmen

(Continued from Page 1)
Educational Web Links 13 Stations

(Continued from Page 1)

director of WNYC, reported yesterday. The series, which was begun in the latter part of February, is being supported by funds provided by Cooper Union. Shows are transcribed on tape at various places with the distribution handled through the Chicago office.

Full series was made in Boston in cooperation with the Lowell Institute Cooperative Broadcasting Council. "We Human Beings" was the title of the first group while the second was on "A Long Life." The latter included talks on cancer, arthritis, senility, and other diseases.

The series on "Great Themes in the Great Hall" was provided at Cooper Union in marking its 90th anniversary. Speakers include Ralph Bunche of the UN, Walter White of the NAACP, Nultas of Bangladesh, and the Advancement of Colored People and Carlos P. Romulo of the UN.

Army Band Included

Fourth series features the concerts of the United States Army Band while the fifth titled "Music for the Conscience" concludes mainly of discussions by David Randolph.

Programs of the British and Canadian broadcasting companies will be made available in the sixth and seventh series to be produced later. UN presentations will be utilized for still another group.

Plans for the educational broadcasts were laid during June and July of last year at a meeting on the campus of the University of Illinois. Siegel, who was among those drawing up the so-called "All-lenten Report," also packed the plans to work and was instrumental in arranging the present programs.

Commenting on a recent article by Robert Siegel of the University of Chicago in the BBC Quarterly which deplored the lack of educational broadcasting, Siegel noted that the present programs are evidence of constructive work being done in the field.

The recordings, thus far, have been produced on a very small budget given by Cooper Union and no funds have been necessary. The shows are available only for non-commercial stations.

Stations Listed

Those stations now carrying the series in addition to WNYC are: WUOM, Ann Arbor, Michigan; WOI, Ames, Iowa; WJA, Madison, Wisconsin; WILU, Urbana, Illinois; WJSC, Los Angeles; WJSC, Pullman, Washington; and WSOU, Columbus, Ohio. Also: WNAD, Norman, Oklahoma; KUSD, Vermillion, South Dakota; WQPB, Milwaukee, Wisconsin; WUA, University, Alabama; and WLSU, Baton Rouge, Louisiana.

Stations which will be running the series soon are: WINK, WINS, New York; WDTR, Detroit; WWHI, Muncie, Indiana; WFUI, Bloomington, Ind.; WITC, Topeka, Kansas; WITC, Wenatchee, Washington; WJR, Cleveland; WCLK, Rochester, New York; WFL, St. Louis, Missouri; WCT, Colorado Springs, Colorado; WCLB, Bryce, Utah; WBSR, Denver; WJMW, New York; WBC, Jackson, Mississippi; WJHL, Johnson City, Tennessee; WJAC, Altoona, Pennsylvania; WYOU, Moline, Illinois; WYBJ, Des Moines, Iowa; WKBK, Carbondale, Illinois; WSPS, Sparta, Wisconsin; WSR, Somers, Wisconsin; WAKL, Kalamazoo, Michigan; WCOX, Urbana, Illinois;

Homo Games On WKNY

Kingston, N. Y.—WKNY has contracted with the Beverwyck Brewery to air all the home games of the Class B Colonial League Ball Dick McCarthy, WKNY sports director and announcer, will handle the broadcast, in addition to the station's special events men and staff announcers, Ed Eckert and Ernie Ward. The Beverwyck contract was placed this spring through McCann Erickson in New York.

WTUX Forms Tots Club

Wilmington, Del.—Roy Ambrose, WTUX announcer and better known as "Uncle Roy," signs a "Tiny Tot" show announcement deal with Macy's of Wilmington. Recently, the Tiny Tot Club was organized, with each member receiving a card to attend the Tiny Tot party at Macy's every Friday. The party program format consisted of an amateur show and a contest to name the characters in the Tiny Tot Library.

Kurt Meyer In WSTC Series

Stamford, Conn.—Kurt Meyer, internationally famous pianist, who survived the war years in concentration camps by playing the piano for his Nazi guards, is being heard every Monday night on WSTC and WSTC-FM. It began May 22, at $4.55. Meyer came to the United States after his rescue by American troops in 1946, and was acclaimed by critics after two Town Hall concerts. He appeared on a network piano recital, on several television programs, and supplied the musical background for a radio dramatization of his experiences which starred Paul Muni. Meyer joins Ervin Strauss, son of operetta composer Oscar Straus, in the WSTC and WSTC-FM "Dinner by Candlelight" artists series.

WSBP Students Day

Saratoga, Fla.—In co-operation with the first High School Students Day here May 15th when students of the high school took over the running of the city and county offices, WSBP, CBS, and WAKL, Schenectady, N. Y., handled the entire operation of the station over to the student body. All disc jockeys, commercial announcers and newscasters, bookkeeping, copywriting and general management, were performed by students assigned to the station. Chairman of the day was the leader of the civic leaders, along with the students, who took their places for the day, appeared in a half-hour program over WSBP, at which time the students returned the keys to the various offices which they held.

WVSH, Huntington, Indiana; WPUV, Unger, Ohio; WAB, Sheffield, Ohio; WERK, De Kalb, Ill.; WSKY, Lexington, Ky.; WMUB, Miami, Ohio; WOUY, Louisville, Tenn.; WEPH, Sharpsville, Pa.; WJAL, Stockton, Calif.; WJGR, East Lansing, Michigan; and WICU, Urbana, Illinois.

Special KVOE Program

Santa Ana, Calif.—On May 18th, KVOE presented a transcribed public service program commemorating the opening of the new building of the bank of the Bank of America. KVOE announcer Art Spindler, Jr., conducted a 15-minute program interview with the bank's president. The program opened with an explanation of the new expanded features of his particular department. Members of the public visiting the opening of this new building were also interviewed, being asked to give their opinions of this new Bank of America building. The program was recorded via KVOE's mobile unit at 4:30 Friday afternoon and then played back over the air at 7:00 p.m. Friday night, May 19th.

WPFB Sat. Morning Sked

Middleton, O.—According to George Long, who is in charge of WPFB Saturday programming has now been revised to favor the "school's out" listeners. Two and one-half hours, from 9:30 until 12:00 noon are devoted to young people, beginning with District Schoolhouse and Boy Land at 10:30 and the new "scooter" story "Kid Reporter," the junior-teen-teen-income. The noon hour is reserved for "school's out" crowds.

Request Feature On WERE

Cleveland, O.—Were has turned its night show, which is aired Monday through Saturday 11:00 to 1:00 a.m., into a free-for-all request show for the first time in its history. The program invites listeners to telephone in their requests during the show. Calls are taken by Gill Gibbons, the announcer, and requests are answered on the spot for records, piano music by Grant Wilson, and songs by winners of WERE's annual "Audition America" show who appear on the night program each week. The first night of this new feature approximately 250 requests were taken and many more could not be answered because of the switchboard tie-up.

General Mills Buys New Package On NE

(Continued from Page 1)

den for the "live like a millionaire" roles.

The program will originate in Hollywood and a sale of the production was heralded in NBC circles as evidence of a major advertiser's continued interest in summer television. It indicates that Nelson, Masterson and Redd, who has been expanding as producers of the radio and TV field, still have lively interest in network packages.

Plans For RCA Expand Announced Yesteryear

(Continued from Page 1)

general manager of the company's home instrument division. The new Canonsburg factory will have a capacity of more than a million radios a year and will, it is expected, be completely built by 1948. Production is expected to start about August 1. The building, a record manufacturing plant which was opened by Red Victor in 1947.

Most of RCA's radio and phonograph production will be moved from Canonsburg to Blooming- ton to permit a broad expansion of television manufacturing facilities in Indiana. Before the end of the current year, Blooming- ton will be voted exclusively to TV production.

The RCA Victor home instrument division operates five other factories in addition to Canonsburg. The other factories produce radio and TV tubes.

Plan Brokenshire Day

"Norman Brokenshire Day" to dominate the scene of Palace Amusement Park on May 24, while the veteran WNYC combination "Dance Party" gets honored by loyal fans. At 12:15 p.m. broadcast, Brok- enshire will greet listeners, judge sweepstakes, and climax the celebration selecting the "youngest gran- mother" at the park.

CHOICE SPACE FOR LEASE

Suitably Particular for TV or RADIO BROADCASTING STUDIO

Ballroom and ante-rooms; high ceilings; completely air-conditioned; comprising approximately 10,000 sq. ft., with PRIVATE street entrance on 51st St., between 6th and 7th Avenues. ONLY 1/8 BLOCK FROM RADIO CITY

MUST BE SEEN TO BE APPRECIATED!

For Details, Phone: Mr. Zuch, Circle 6-9400

ABBEY HOTEL, 151 West 51st St., N. Y. C.
TV LEADERS REPORT ON '50 EXPANSION

icc Reports TV Sale; Seven AM's Transferred

Woods And DuMont Among Speakers At Luncheon

Woods and DuMont Among Speakers At Luncheon

Questions Validity Of Rating System

Child Of Future To Benefit From TV—Miss Waller

Public Service

The National Daily Newspaper of Commercial Radio and Television

WORLDWIDE DISTRIBUTION

NEW YORK, WEDNESDAY, MAY 24, 1950

TEN CENTS

The FCC has announced that it will sponsor "Tea Test" this week on the full Don Lee Network of 45 stations, beginning June 5th, it has been announced.

Gamble Tells British Of American Enterprise

Graduation Exercises Held By RCA Institutes

Two hundred and eighty students were graduated yesterday by RCA Institutes, Inc., at commencement exercises in NBC's Radio City Studios. Generally, diplomas were awarded.

NBC-TV Leads Nielsen List; DuMont Drops Out Of Top 20

"Tootie Star Theater" (79.8), "Godfrey's Talent Scouts" (90.3), and "Godfrey and His Friends" (55.2) are the three most popular television programs now being aired, according to the latest Nielsen National TV Report, just out. The report shows that NBC-TV has increased its lead to twelve of the Top Twenty rated programs and that Du Mont has dropped completely out of the Top Twenty. The Du Mont entry in the top previous listings was "Californie of Stories," which apparently lost viewers to NBC-TV's "Saturday Night Review.

Other programs which finished in the top bracket include "Toast Of The Town" (55.1), "Stop The Music" (91.2), "Gillote Cavalcade of Sports" (81.1), "Lone Ranger" (49.1), "The Goldbergs" (49.0), "The Big Story" (48.4) and "Lights Out" (47.5).

In the second half of the top Twenty, the finalists were "Fireside Theater," "Philco TV Playhouse," "Studio One," "Ford Theater," "Howdy Doody," "Kraft TV Theater," "Original Amateur Hour," "We The People," "Martin Kane—Private Eye," and the Wayne King program.
COMING AND GOING

MANUEL MARCELINO MORTOLA, manager of the J. W. Forster Thompson office in Buenos Aires, Argentina, and JOHN HUMPHREYS, assistant in the Jacquez's Bombay (India) office, are currently visiting at the home office, New York, where they are making clients contacts and studying various departmental activities.

ROY E. FERRETT has returned to WHOD, Pittsburgh, after having attended the meeting of the PNQ.

ERNST LEE HANSCKE, JR., and IVOY KENN
WAY, representatives of the American network, yesterday were in Hartford, Conn., on business. Jacobs will travel to New York, while Kun
road will continue on to Boston. He'll be back Friday.

LEE C. MIKESSELL, manager of KSAN, San Francisco, is motoring back to California foll
owing his business trip to New York. While here he attended the meeting of the Foreign Language Quality Network.

EMANUEL H. DEMBY, publicist, is in Havana handling public relations for the later-American t
mer for North and South anti
terrorism political leaders, too. He will add

FREDERICK R. GAMBLE, president of the American Association of Advertising Agencies, has arrived by plane in England. He will ad

DOROTHY BULLITT, executive vice-president of TV-Miller, Toronto, is in town.

Questions The Validity Of Hooperating Plan

Pulse and found a greater difference in daytime than at night. Hooper's figure was 14.1 from 9 a.m. to 6 p.m., in November, 1949 while Pulse showed 24.1 and Simul-Pulse, 21.5. The six to eight p.m. hours, however, reported, were lower. Hooper had 30.1, Pulse 32.2 and Simul-Pulse 30. Video's share of audience in the same period from 9 a.m. to 6 p.m., per cent according to Hooper, 16.9 per cent by Pulse and 17.5 per cent by Simul

Pulse. This type of material lends

COMEBACKS: WNBC, WOR, WJZ, WJZ, WOR.

Child Of Future To Benefit From TV-Miller Plan

(Continued from Page 1)

ulation, speaking here at the Comm
dated, New York City, and marked the end of an era for radio.

Discussions Censorship

WITT HEADS AGENCY OFFICE

Los Angeles—Harry W. Witt has been appointed to manage the Los Angeles office of Calkins & Holden, Carlcock, McCallum, while the station's new identification will be WMSC. Manager of the station is C. Wallace Martin.

Changes Call Letters

Change in call letters has been announced for WKID, CBS radio affiliate in Columbia, South Carolina. WAGC, which operated in the Columbia Market, is 5580, while WMSC, which is 5581. The station's new call letters are WMSC. Manager of the station is W. S. Martin.

Dave Kissock

Dave Kissock, first radio editor of Toronto Telegram, died at Sunnybrook Hospital, Toronto of a heart attack sustained by world war as press agent at the station. His name is a household word in the Toronto broadcasting world.

Witt Heads Agency Office

Los Angeles—Harry W. Witt has been appointed to manage the Los Angeles office of Calkins & Holden, Carlcock, McCallum, while the station's new identification will be WMSC. Manager of the station is C. Wallace Martin.
New Twist

New twist in the radio-TV shuffle devised by Bob Patt, sales promotion director for WCBS Radio, who has arranged to place the following morning's AM schedule on the WCBS-TV screen at the close of each day's operations. His plan of staff's personalities plus appropriate promotional announcements.

Graduation Exercises Held By RCA Institutes

In the fields or radio broadcasting and servicing, TV transmission and maintenance, radio telegraph operating and advanced technology in electrical communications.


ANA Prepares Check List To Study Market Report

A "checklist" for evaluating market reports has been released by members of the Association of National Advertisers by the ANA advertising research committee, the association has announced.

Questions which might be answered by advertising executives themselves were placed in one group while questions which might require the help of research technicians were placed in a second list. Included in the former were: Was the report POSTED clearly and briefly stated early in the report? Who did and who paid for the research? Is there anything unusual or irregular about the TIMING of the research? Are the LIMITATIONS of the study and the findings clearly set forth? Is the INTERPRETATION in line with the facts?

The latter questions included: "Was the proper KIND of research used to answer the problem? Was the QUESTIONNAIRE or report form properly constructed to achieve the objectives? Was the FIELD SURVEY properly conducted and supervised? Is the sample REPRESENTATIVE of the market or area which should be covered? Is the sample size for each comparison large enough for that particular comparison? Does the PRESENTATION of facts follow good statistical and research standards?"

According to the chairman of the research committee, Dr. H. H. Moulton of General Foods, "If the advertising manager asks these questions, and if the answers are honest, the advertising man and the research man can be fairly sure that the research findings will give him the type of information he can use with confidence."
SAN FRANCISCO

JOHNNY THOMPSON and his KBNC flackery working overtime lining up interviewees for visiting firemen. NBC artists who have hit the town in the past fortnight and stayed long enough to see them ideas viewed in local radio columns are Howard Duff (Sam Spade), Walter O'Keefe (Double or Nothing), Robert Young (Father Knows Best), Hal Peary (The Great Gildersleeve). Then, of course, Arturo Toscanini and his entourage caused a little excitement when he arrived, special train and all.

Peter Voorhees, KCBS engineering, and Pat Popejoy, former transcription librarian, will be married this month. Jerry Senwell takes over Pat Popejoy's spot when she resigns to become full-time housewife.

Julie Dunes, sales manager, KCBS, is on route to New York on business. Arthur Bull Hayes, CBS veepee, is returning from there. Alwyn Bach has joined KNBC as vacation relief announcer. Bach was formerly with KXY in Philadelphia.

International Mineral and Chemical Co. (Accent) has signed for a talk program by the Jane Todd Show. KCBS. J. Walter Thompson is the Ad Agency.

Join Ziv Sales Force

Announcement of the addition of Henry Z. Unger, Arnold Nygren, and Norman Land to the sales force of the Frederic W. Ziv Company, producers of transcribed radio programs, was made recently. Unger, a veteran of 20 years in radio sales, including experience in Toledo, Ohio; Detroit, Michigan; Youngstown, Ohio; and Washington, D. C., has been assigned to the company's North Central Division, which includes eastern Ohio, northwestern Pennsylvania, and western New York State. He will headquarter in Youngstown, Ohio.

Nygren, until recently with Trans-World Radio, is a veteran of many years in radio sales, including experience in Jamestown, New York; Philadelphia, Pennsylvania; and New York City. He has been assigned to the company's Eastern Division, and will make his headquarters in Boston.

Land, whose sales experience has been in Philadelphia, Dallas, and Houston, has been assigned to the eastern half of Pennsylvania, with headquarters in New York.

Main Street

By SID *WHITE

Man About Manhattan...

• • • ONCE OVER LIGHTLY: Poll of broadcasters on new audience measurement service to be known as Broadcast Audience Measurement is proceeding slowly. Proposal is being received with mixed reactions, some for and others against the plan. Morton Downey will shortly announce a new automobile TV receiver. 

• • • QUOTABLE QUOTES: Martin Block: "I never judge a person at his or her face value, I always like to look at the RECORD." . . . Ken Murray: "When I select guests for my TV show, I choose established favorites. The public should not be forced to invite into its parlor via TV anyone it wouldn't welcome in person."

• • • THE MORNING MAIL: "Dear Sid," writes our old pal, Alan Courtney, from Miami, "Here is a very important trade 'first' that came about on my show during the recent Democratic primaries for Sen. between Sen. Claude Pepper and Congressman Geo. Smathers. In the interests of public service, I invited both of them to appear on my program. They both came, but not together, and here is the important thing. Each man sat in front of the mike with no script and answered phone calls directly from the listeners who asked anything they pleased. You can readily see what a tremendous reaction we got to this stunt since I don't believe any candidate ever took that kind of an approach to electioneering. As you know, the campaign was a very bitterly contested fight and the actions of the candidates in opening themselves so to speak to any kind of a loaded question was really a test of free speech and true democratic practice."

• • • IMPRESSIONS: Sid Caesar and Imogene Coca: Caesar & Cuckoostra. ... Andrews Sisters: Trioomph. ... Ted Husing: Disc-tinguedish. ... Denise Darcel: Video-la-la. ... Martin & Lewis: Cronby and goonyboy. ... Frank (Boris) Gallop: Ghost Rider. ... Dennis James: Wrestlinist. ... Roberta Quinlan: Rug doll.

• • • IN ONE EAR: Add George Hogan to the growing list of all-time chatterers from restaurants. George, former WOR announcer and now doing "High Adventure" on NBC Sundays, moves his "Hogan's Alley" into the Headquarters Restaurant this Monday for a daily 7 to 8 a.m. session over WOR. ... The A & S, Lyons office has signed Jan Miner for J'word representation. ... Jack Poppele, of WOR, back from a two-week vacation where he spent most of his time visiting television plants in the local area. ... Wanda Oswald, wife of Geo. Oswald, Eddy agency exec., staging a spring dance recital as a charity benefit at the Pleasantville High School Sat. night.

LOS ANGELES

A part of National Defense Week celebration, KECA broadcast City's famous "Home Town" program, May 17. Top Hollywood stars, as well as important military leaders participated in the broadcast, which featured KECA's Frank Scully as misters-of-ceremonies.

Associated Food Sales Co., L. A. branch, is sponsoring a number of free food, sponsoring many children's programs, "The Kid From Pow'r River" Monday through Friday 6 to 7 p.m., "The Great Camping Day," Sunday, will be almost purely instructive. The ways of the Old West will be the main character being taught to the children. I'll be watching the shooting by the men who teach the picture cowboys.

Colgate Will Sponsor Tello-Test On Don Lee NBC

(Continued from Page 1) ed by Ward Ingrum, Don Lee vice-president in charge of sales. Currently broadcast each weekday in the 630-6:45 spot, "Tello Test will move to 10:15-10:30 A.M. The new sponsor's Sherman Muelleke in New York is agency setting Colgate-Palmolive-Peet. Dr. Simmons, John Blair & Co., N. Y., is the representative for National Sales representation for the network.

Lux Radio Theater Leads New York Pulse Ratings

The Pulse ratings in the metropolitan New York area for the week of May 1 through 7 show CBS tying six positions, ABC three at NBC one. Lux Radio Theater 165, Jack Benny at 152, You Are There at 143, and Godfrey's Talent Scouts at 139—all on CBS took the first four spots. Next three, Waller Winchell at 133, The Pat Man at 117 and T. V. Is Your FBI at 115, were on ABC. Hollywood Playhouse on CBS 115, Fibber McGee & Molly on NBC at 112, and Suspense on CBS at 110 completed the list.

• • • THE VOICES OF ADAM HATS & YR.

Jingles

That don't Jangle!

A.M. & T.V.'s MOST COMPLETE
EFFECTIVE JINGLE SERVICE
YOUR JINGLE Song—or-
Written, Packaged, Recorded

' Lanny & Ginger' GREY
1300 Madison Ave., New York 28
AT: 5-4092

S A L I C E T & B U T T , S T O R E Y ' S Y R .
The Book Of The Year

Radio Annual

Has now been mailed to all paid subscribers

A limited number of books are still available to new subscribers

U. S. and Canada, $10 per year. Foreign, $15 per year.
California Special Service Subscription, $15 per year.
### KLEE Sale Okayed; 7 AM’s Transferred

(Continued from Page 1) mitted three new FM operations. Top among the transactions was the $90,000 paid A. L. McCarth and J. H. Wolpers by the Popla Broadcasting Company for KWC, Popla Bluff, and KWWF.

KMMJ, Grand Island, Nebraska, paid $63,500 to John B. Hughes and 20 others for KXXX, Colby, Kan., while FM station WFMW, Madison, Ky., paid $60,000 to Pierce J. Lackey to take over WCIP, Madisonville. Whether Lackey will continue to operate WCIP-FM, or will surrender its license, was no b

The Commission approved the sale of 64.68 per cent of the stock of KRUX, Glendale, Ariz., by Gen. Burke Brophy to Rence S. Donnelly. Cushman for $31,500. Mrs. Cushman already had a 10.23 per cent interest, while Miss Brophy retains 24.65 per cent.

WDOX Transferred

Transfer of control of WDOX, Cleveland, O., was okayed, with a $100,000 payment for the property. No new FM stations acquire an additional 30 cents per share. The stock from Fred Wolf, A. W. Hasagana and Victor Lahti paid $55,000 to R. L. Fought for KXBR, Red Bluff, California, while C. Stanley Brewer paid $9900 to James R. Littlejohn for 46.29 per cent of the stock in KOPP and KOPP-FM in Ogden, Utah.

New FM authorizations were granted Rollins Broadcasting, Inc., Georgetown, Delaware, and KISX Columbus, Nebr. A non-commercial educational FM operation was awarded the Jordan College of Music, in Indianapolis.

### Renew News Sponsorship

Sage Laboratories for Sage Air Refreshers and Plexo Starch has renewed its sponsorship of the 7-4 a.m. News over WCBS, New York. For another 13 weeks on Mondays, Wednesdays and Fridays, it was announced by Don Miller, WCBS sales manager. Harry Clark is the voice on the WCBS 7:45 a.m. news which is presented Monday through Saturday. Agency for Sage Laboratories is Paris & Pearl, Inc.

### FOR COMMERCIAL FILMS THAT SELL

ARCHEER PRODUCTIONS, INC.
WINNER OF
ART DIRECTORS CLUB
“AWARD FOR DISTINGUISHED MERIT”

35 West 53rd Street, New York 19
Judson 6-2660

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### Cable Insulation Damage Caused By Microbes

Providance, R. I.—Reporting their findings after laboratory study, John T. Blake and Donald W. Witter, engineers of the Simplex Wire and Cable Company, Cambridge, Mass., told a recent District Meeting of the American Institute of Electrical Engineers here, that living organism, too small to be seen by the naked eye, exerts a toll on natural and synthetic rubber insulated cables laid in soil.

**Key Moisture Not Responsible**

Both engineers reported that it has been demonstrated that the loss of insulation resistance in active soil was due neither to water absorption nor to the action of soil chemicals but to an organism moving by means of a frug, in both cases, however, action of the microbes caused low insulation resistance.

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### Over 1,000 Registered For AFA’s Convention

More than one thousand persons are expected to attend the sessions of the 46th annual convention of the Federation of Agencies held in New York, America, opening at Detroit’s Hotel Statler on May 31. AFA reports that advance registrations are currently coming into New York and Detroit and indicate a record attendance.

Guest speakers for the three-day meeting include: Eric Sounder of the Motion Picture Association; Charles Luckman, former head of Lever Brothers; Fairfax M. Cone, chairman of the AAAA, and Paul Hoffman, ECA chairman. J. S. Stolz will speak on “Radio Station Activities in the "New Selling Area" covering the AM side, while Clarence Hatch, Jr. of D. P. Brother and Company will speak on television.
TV ‘GREATER FORCE’

SUNDAY NIGHT REVUE
Sold Out For Fall

“Saturday Night Revue,” over NBC-TV, will be completely sold out for the complete two-and-one-half hours, when it returns to the air on September 3, Sylvester L. Weaver, NBC-TV’s see-pee, announced yesterday. The New York portion of the show has already sold all the same stars when it returns in the fall under the aegis of nine separate sponsors.

The tab will be picked up, he continued, by three sponsors, each of whom has bought half-hour segments of the program, and six others who have purchased one-minute commercials.

The three half-hour advertisers are: Campbell Soup (through Ward Wheelock Company), which will sponsor the 8:00-8:30 p.m. portion of the program; Snow Crops Food (Waxen, Inc.), 8:00-8:30 p.m., and Crosley Division of Avco (through Benton & Bowles), 10:00-10:30 p.m.

The six one-minute commercial advertisers are: 8:30-9:00 p.m., portion of the program, Whitman’s Chocolates (through Ward & Company); Johnson’s Wax (Neddham, Lewis and Brorby), and Wildroot Hair Tonic (through BBDO). For the 9:30-10:00 p.m. portion, there are three sponsors, the Minnesota Mining & Manufacturing Co. (for Scotch Tapes through BBDO), S.O.S. (through McCann-Erickson in San Francisco), and the Bvrsus Watch Co. (through J. D. Tarter Company).

Says TV Aids Children
Beneficial effects of video on children were pointed up yesterday by Leon Levine, CBS director of development, who has more than 200 members of the Association for Childhood Education.

“Television will make them happier, better educated, more understanding of the world we live in,” he said.

“By bringing them closer to people of all ages and races, we can make them better citizens.”

NBC Obtains TV Movie Rights On “Cisco Kid” From Zv Co.

Sale of “The Cisco Kid” on film for exclusive use on television by a major network was announced yesterday by John L. Simms, president of Ziv Television Programs, Inc. The deal covers a period of three years and is said to involve $1,000,000.

NBC purchased the Cisco Kid rights for use on its own and operated television stations, NBC, New York; WNEW, Washington and WKBV in Cleveland for showing on a 95-week-per-year basis. The series will start in the fall.

Film of the Cisco Kid series are being shot in color and can be shown either on black and white TV or on color TV. Thirteen units have already been completed in Pioneer Town, California studios.

Co-stars of the TV series are Don Chardol and Leo Carillo who are also stars of The Cisco Kid picture series. Both Ronald and Carillo are reported to be under 7-year contracts with Ziv.

The Frederic W. Ziv company, with which Ziv Television Programs, Inc., is affiliated, also owns exclusive radio and merchandising rights to the series.

TELEVISION-DAILY

SUNDAY NIGHT REVUE

Saturday Night Revue

Sold Out For Fall

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RADIO DAILY

PROMOTION

COAST-TO-COAST

NEW BUSINESS

Statistical Brochure

Titled "A New Suit of Statistics," a colorful promotion brochure put out by NBC outlines the latest conclusions drawn by the U.S. 17th Decennial Census and by Broadcast Measurement Bureau's Study No. 2. Figures released show that of 43,000,000 families in the country, 40,700,000 own radios, and 41 percent of the families owning radios to underprivileged children. The average family is now listening to radio 4 hours and 44 minutes per day. Between 5:00 and 10:00 each evening, there's an average listening audience of 34,700,000. Further, the report showed that the cost of network radio time rate (for one 30-second spot) is 11 per cent lower today than it was ten years ago.

Qualitative Survey

Results of a four-month qualitative survey of listeners has been reached by WQQX. Primarily directed at advertisers seeking a particular audience group, the survey shows that the average listener to WQQX is older and better educated than the non-WQQX listener. Also noted is the fact that more executives and professional workers tune in WQQX than other stations. On income, nearly 50 percent of WQQX families averaged $5,000 a year or more against only 27.9 percent for the non-WQQX families in this category.

The Poinsett survey also reported on radio station preferences and the number of WQQX listeners not tuning to other stations. WQQX's program and the circulation is also quoted.

For the Good Cause

Radio time went on the auction block recently at KTOP, Topoka, Kans., when the station chipped in five quarter-hour segments free to anyone making the highest donation there was for children's research. Having asked local merchants to contribute merchandise for auction via radio and bids by telephone, KTOP went one step further than donating time and talent for the "Auction On The Air" program. The result: $13,000 in merchandise, the unselfishness of children—$80 of which came from a local candy man who bid the highest for the five quarter-hour segments of air time.

Will Give Away Car

A 1951 Kaiser four-door sedan is the prize being offered by NBC's "Travel-Talk." The winner of the new car contest called "Travel-Tavel." It began May 22. Emcee Tommy Bartlett will play a recording of a scrambled talk survey or quotation, and listeners must guess the correct answer and the winner. The winner and his or her hint will be dropped daily on the program until the contest is won.

Fred Geiger Named Chairman

Syracuse, N. Y.—Fred I. Geiger, account executive for WSYR, has been named chairman of the speak- er's bureau of the Syracuse Onondaga Chapter of the American Red Cross. Geiger will work closely with the Red Cross public relations division in recruiting work for the organization. He joined the staff of WSYR in January after resigning his post as N. Y. State representative for the Frederic L. Trascation Company.

WTFM Equipment On Black

Tiffin, O.—Equipment of WTFM will be sold at sheriff's sale May 31, to satisfy a judgment of approximately $3,600 obtained against the Tiffin Broadcasting Co. by the local Savings Bank. The station has been silent since the bank attached its equipment last year. Among articles to be offered for sale is a 165-foot tower and broadcasting equipment.

Golden Slipper Award

Philadelphia, Pa.—Newscaster, John Facenda of WPIL, will be honored June 1, 1959, with the presentation of a certificate of award from the Golden Slipper Square Club. The news of the award to Facenda came from Norman H. Furman, the club's manager. The citation is for the contribution Facenda made in publicizing the work of the Broadwood Hotel.

Electing Advertising Pres.

Springfield, Mass.—Robert F. Donahue, manager of WMAS and WMAS-FM has been elected vice-president and chairman of the advertising committee.

Rolleg Names Chairmen For Coast UJWF Drive

Hollywood—Sid Rogell, industry chairman for the United Jewish Welfare Fund announced new chairman of four campaign divisions. For the first time, television has been included in the United Jewish Welfare Fund campaign, with five chairmen assuming responsibility for the various radio and TV breakdowns. They are: John Brown, Harry Evin, Klein, Harry Malitz and Lou Mef-

Will Broadcast Address

By V. P. Barkley Friday

The address by Alben W. Barkley, Vice-President of the U. S., which will be a feature of the fourth-day session of the Junior United convention of the International Ladies Garment Workers Union in Atlantic City, N.J., will be heard over the CBS radio network Friday, May 28 at 11:15-11:30 P.M. Talk will be heard locally over WCBS, New York at 11:45-12:00 Midnight.

Join WCBS Sales Staff

Kent Peterson has joined the sales staff of CBS's Pittsburgh affiliate. Peterson has been with the Pittsburgh wagon paper, a chain of newspapers. He will be sales representative for Composers and Lyricists.

Addrs Merchandising Consultant

Greenville, S. C.—WESC and WESC-FM have added to the staff a full-time merchandising consultant, Helen Parris, of New York City. Helen has been connected with many civic campaigns throughout the nation, and has been affiliated with all media to further such drives as cancer and local concert associations, and in addition has done free-lance public relations.

Kops Elected To Add Club

New Haven, Conn.—At the recent annual election of officers in the directors of the local Advertising Club, Daniel W. Kops, vice-president and treasurer of the "Air" on WAVZ, was elected a director and was also appointed to the guest reception committee of the organization.

Grady Cole Honored

Charlotte, N. C.—Grady Cole, WBTV announce, has been presented by the County Day School here with a Certificate of Merit awarded at the National Education Arts, Inc. Faculty for his contribution of promotional efforts to the school in its fund-raising activities during the year. Grady was honored with his 20th anniversary at WBTV.

Sets Seed Promotion Record

Milwaukee, Wis.—A new record has been set this year in the number of requests from listeners to WTMJ for "Good Time Gourds" seeds. This promotion conducted by Gordon Thomas on the "Top O' the Morning" show attracted 19,000 requests, the highest in eight years. The previous high set last year was 16,086 requests. Annually, in the fall, WTMJ conducts a Good Time Exhibit where listeners enter their prize gourds and unusual novelities made with gourds.

WMAA, New York: Sterling Dv. Company for Bayer's Aspirin To Pay

The National Broadcasting Company, beginning May 15 through Dancer-Fitzgerald-Sample, Inc.; Crowell-Collier Publishing Company for 13 weeks, beginning May 15 through Keens Agency, Inc.; Carter Products, Inc. for Artid, a 13-week spot drive, beginning May 22 through Sullivan, Staats, Accardo, Inc.; Pepsi Cola, a 21-week spot can begin beginning May 22 through The Show Company; and Shellco Products, Inc. for Shellc products, a 52-week spot campaign through N. W. Aycer & Son, Inc.

KNX, Los Angeles: Kelite Products through Little & Co., Los Angeles, by Keens Agency, Inc., beginning May 15, through Pacific Tel. & Tel. Co., San Francisco, new for 15 weeks of three week spot; BBDO is the agency. A Frotn Electra City comes new week spot for 52 weeks; Western Agency. McCann-Gray Corp., San Francis, renewal of radio only, plus national television for 13 weeks in the "Sunrise Salute—Housewives Protective League" program; agency was Font Cone & Belding.

KNXU, Houston, Tex.: Spot time has been bought by Hillstrom & Company, Font Cone & Belding Agency of Los Angeles for the California Fru Growers Exchange. Time is scheduled on "Corral Call" Monday through Friday to promote the sale of concentrated Orangede and Lemons, and will run through October, 1950. McCann-Gray Corporation of New York, purchased a 10-minute newscast for 52 weeks to be air-stripped. The National Biscuit Company, Newscast is scheduled at 12:43 noon, Monday, Wednesday, Friday.

WCAX, Burlington, Vt.: M. I. Mayer has purchased "Real Estate World," a half-hour newscast, for $100 per month, from WPTV, New York, purchased "Women World," featuring Carol Klein. WCAX Women's Editor, for 15 weeks, three times per week. Fred irck will be full line of Philco appliances. The IGA Stores, through the supply company, bought CBS News of America, the CBS co-op program, three times per week, for a year. A new ad campaign was halted. On the national sales front, Schaefer bought a total of 18 spots, half-minute and five-second breaks, per week, for 6 weeks.

Tay Gets Promotion

Chicago—Clarence S. Tay, former general manager of the National Broadcasting Company’s Chicago distributing division, has been named president and board chairman of the distributing division of the Ad- miral company. The four branch managers located in New York, Chicago, Los Angeles, and Kansas City have been elected vice-presidents and directors of the branches.
FCC ORDERS REVOCATION OF 3 LICENSES

TV Repairmen Organize; Write ‘Ethics Code’

The National Daily Newspaper of Commercial Radio and Television

NEW YORK, THURSDAY, MAY 25, 1950

TV Repairmen Organize; Write ‘Ethics Code’

Confab In Chicago Lists Standards For Service

Chicago—A code of ethics for television installation servicemen was proposed last night at an organizational meeting of the National TV Installation and Service Association in the Hotel Sherman. More than 125 guests from Chicago and other principal cities were expected to attend.

Liberty Asks Refund On WU B.B. Charges

Washington Bureau of RADIO DAILY
Washington—The Liberty Broadcasting System, which furnishes black broadcasts to as many as 3 Texas stations, has asked the FCC to direct Western Union to remit a total of $7,972.10 paid out April 1 of last year, with six percent interest charges on the various payments made up this year.

BI Program Gains In Rating Popularity

The FBI has zoomed in popularity in recent weeks, at least according to the latest national Nielsen ratings for the week of April 16 to 22, released yesterday. "FBI in Crime" has been the highest rated show of the week.

Reports On TV

Hollywood—Hubbell Robinson, CBS vice-president in charge of programs, in Hollywood for conferences with network executives, said that he expected all top radio names to make television appearances in the fall. He added that all CBS TV time had been sold out for the fall season with the exception of two half-hour periods.

Jones Warns OAB Of Move To Stifle AM Broadcasting

Columbus, O.—Sound broadcasting is seriously endangered by "multiple-interest broadcasters," Commissioner Robert F. Jones of the FCC told the Ohio Association of Broadcasters last night. AM and TV can live side by side, he said, but a number of the most powerful broadcasters—with the best sound facilities to bring in the cream of the advertising dollar—are now planning to concentrate on TV and try to shut out AM.

Volunteers Support

Support of NAB in the crusade to clean up unsanitary practices among some TV servicemen was volunteered by Justin Miller, president, in a telegram to RADIO DAILY. "The problem of the association in this worthy campaign," he said, "is being confronted with the realization of further changes in the TV receiver set.

Radio Stations Hit By Commission Ruling

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday cracked down on three stations for alleged misrepresentation with regard to ownership details, and ordered the revocation of the three licenses. To be yanked, according to the orders, are the authorization of KTQX, Austin, Texas; KTSM, Fort Worth; and KXAS, Dallas.

Buying To Continue, Parts Confab Is Told

Chicago—Continued heavy buying of radio and electronic parts until at least March, 1951, was forecast yesterday by Jerome J. Kahn, president of Standard Transformer, at the Radio Parts and Distributors Show in the Stevens Hotel. More than 8,000 delegates have registered for the three-day confab sponsored by the National Association of Radio Dealers.

Florida Broadcasters Plan Meeting In Orlando

Florida broadcasters will hold their annual two-day meeting on June 2nd and 3rd at Orange Court Hotel, Orlando, according to president Win Esch, of WMPJ, Daytona Beach, who announced the tentative plans.

Tribute To Flood Victims

A tribute to the flood victims of Winnipeg will be aired over all of the Canadian stations and the Mutual network tomorrow night from 8:30 to 8:55 p.m. and from 9 to 9:30 p.m. (EDT). The broadcasts will originate from the Maple Leaf Gardens in Toronto before an audience of approximately 20,000 persons. Entertainment will be provided by Jack Carson, Fred Waring and his Pennsylvanians and others. The Toronto Symphony Orchestra, led by Sir Ernest MacMillan, will also be featured. John Fisher of CBC will outline the situation in the flood-ravaged city of Winnipeg.

Tony Co. Expands ABC Radio Shows

The Tony Company of Chicago has bought three ABC programs for periods ranging from 10 days to more than two months. James L. Stilton, sales manager of the network's central division has announced. May 29 is the starting date for all three. "Modern Romances" will be heard under the Tony sponsorship, Monday, Wednesday and Friday, from 11:15 to 11:30 a.m. until June 9. "Quick As A Flash" will be on the air, starting May 29.

AFRA's Annual Ball Scaled For June 2

The broadcast performers' annual ball, sponsored by AFRA, is shaping up this year into a fun festival and square dance, with 2,000 actors, singers, and entertainers expected to attend. According to honorary chairmen Ezio Pinza and Lawrence Tibbett, the performers will gather at the Palace Hotel on June 2.

Commission Announces New Antenna Rules

Proposed new rules to consolidate into a single document all requirements of location, marker, illumination, and inspection of lighting of antenna structures were released yesterday by the FCC, with comments asked before July 3. The rules contain criteria and standards.

Jones Warns OAB Of Move To Stifle AM Broadcasting

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Multiple-interest broadcasters," he said, include those "whose investment and annual return on sound broadcasting is a small fraction of (their) total investment, and annual return, in TV station ownership, TV network ownership and operation, and in TV receiver sets, is a bonus.

CBS To Erect ‘Television City’ On The West Coast

(TURN TO PAGE 7)
FRANK STANTON, president of the Columbia network, tomorrow will leave on an extended motor trip.

KATHI NORRIS, women's shopping commune, is back in town after having served as a hostess at a charity fashion show last week at the New Rochelle Country Club. She was accompanied by BABS DIONGHER, coordinator of the TV program.

J. ERIC WILLIAMS, owner and manager of WOR, New York, has joined the executive contingent currently in New York for a station business.

VINCENT RIGGIO, chairman of the American Tobacco Co., sailed yesterday aboard the Queen Mary for London.

HAROLD STEIN, photographer extraordinaires, has taken time off from his ACS chores, is pursuing pikers at South Wind, Woodside, N.Y. While up there, he will say hello to DAVID RANDOLPH and his kid brother, Semeon, now appearing at the resort.

C. KING, general manager of WGM, Mutual station in Buffalo, is in town on station and network business.

FRANK BURKE: COMING AND GOING

HUGH R. NORMAN, president and general manager of KSTT, Mutual network outlet in Davenport, Ia., yesterday was in conference with officials of the web.

DOUG SILVER is in town. He's the owner and manager of WIRA, Ft. Pierce, Fla., an affiliate of CBS.

LEON LEVINE, director of education programs for CBS and JOHN FESKER, director of the CBS-TV program, "People's Platter," tomorrow will be in Washington at which point the show will originate.

FRANK V. WEBB, general manager of KFV, Wichita, Kans., is expected in New York momentarily. He has been attending the National Sales Executives Convention, held this week in Detroit.

CHARLES B. BRITT, vice-president and general manager of WLDS, Asheville, N. C., was welcomed yesterday at the New York headquarters of the Mutual network, with which the station is affiliated.

CLYDE W. REMBERT, general manager of KLBD, Dallas, Tex., is back at the station following his recent trip to New York. Station is a CBS affiliate.

Mary Irene Clune
Miss Mary Irene Clune, telephone operator and receptionist at WMCA for the past six years, died suddenly of an ailment early yesterday. Miss Clune had worked until 11 p.m. the previous evening and was stricken with a heart attack yesterday morning. She is survived by a sister.

This pusseykat is pretty lavish with her affection for her pet dog. And she looks for all the world as if she were sipping a secret into his receptive ear.

Let us whisper a great big secret about Baltimore radio into your ear. The big bargain buy for low-cost sales is W-I-T-T-H. Yes, sir! W-I-T-T-H delivers a BIG audience to you at LOW cost. W-I-T-T-H regularly provides more listeners-per-dollar than any other station in town. That's why you can do so MUCH on W-I-T-T-H for so LITTLE money.

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

Campbell Drops Murrow
Campbell Soup Company, still emphasizing daytime radio, will drop sponsorship of Edward L. Murrow newscasts over CBS of June 30. Murrow, heard Monday through-Friday from 7:45 to 8 p.m., is reported to have a new sponsor already lined up.
Seeking To Put "W" In WNBC; Cott Plans Big Promotion

According to Cott, was the signing of pianist Stritch Heenderson in early morning and noontime disc jockey. In the early morning slot, Henderson will replace Bob Smith. Henderson has been guaranteed a $75,000 per year minimum income from the station, will be ballyhooed more than any other talent ever has been at WNBC.

Will Be Cross-Plugged
Promotion-wise, he will be crossed plugged over both WNBC and WNET constantly during operating hours; will be backed by a $34,000 advertising campaign in the New York general press with full page ads already scheduled in the Herald Tribune, World-Telegram & Sun, Journal American and Daily Mirror; will receive a promotional point-of-sale tie-in with trade Records which has Henderson under contract for recordings; and will get strong publicity build-up.

The Henderson deal, Cott says, represents a major talent deal in the history of WNBC and may eventually represent a talent development comparable to Arthur Godfrey's at CBS.

Pointing out that radio is here to stay and that his station is in a 10 to 12 per cent market, Cott says that the WNBC operation will be molded to fit the pulse of the community it serves, with a heavy emphasis on programs, promotion, personnel, ideas and advertising. Additionally, he continues, the name of the whole station will be that "NBC Serves The Nation—WNBC Serves New York."

" haven't Fired Anybody"
Regarding WNBC personnel, a subject which was rife with rumors when Cott's appointment was announced, Cott says that "I haven't fired anybody yet" and estimates that many of the personnel are built around an expansion of his force in all departments. A reporter's observation around the station is that personnel morale

Liberty Asks Refund On WU B.B. Charges

The complaint filed yesterday by Attorneys Cohn and Marks contains an appendix listing the various checks for service during the last 14 months.

It was observed that the Commission had carefully decided not to order suspension of the Western Union tariffs during the determination of its legitimacy, since subscribers have a legitimate opportunity to seek a refund. . . . on any charges which they may pay . . . in excess of the charges found to be lawful by the Commission after investigation and hearing.

Joins CBS Sales Staff
Alan H. Schroeder has joined the sales staff of Radio Sales, Chicago, effective immediately, it is announced by Gordon F. Hayes, sales manager, and controls AM for Radio Sales, Chicago, radio and television stations representing CBS. Schroeder was a sales rep for WOR in Chicago for six years.

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!
RUSSELL K. JONES AND NEWMAN P. McEVoy have been elected vice-presidents of Cunningham and Walsh, Inc. Jones joined the agency (formerly Newell-Emmett Company) in 1929 and is now an associate executive. The McEvoy joined the agency's media department in 1928 and was made director of media in 1947.

WPOR, American network affiliate in Portland, Me., has appointed Everett McKinney as national representative.

A. SCHRADER'S SONS, division of the Scovill Manufacturing Company, Inc. to G. M. Bedford Company.

The City College of New York will offer summer courses in advertising, starting on June 12 and 13 at 430 West 50th Street. For beginners and those who want to improve their understanding, the college will offer a 30-week course. Two advanced courses will also be offered.

SYDNEY RUBIN, radio and television director of The Frederick-Climax Company, Inc. has been appointed a vice-president of the agency.

LESLIE KAY has been elected a vice-president of the A. W. Levin Company. Also, Richard Gulick, a vice-president, has been made a member of the plans board, and Robert P. Engoko has been placed in charge of research and marketing.

THELMA J. YOUNG has joined Robert W. Orr & Associates, Inc. as a copywriter. She was formerly with L. Bamberger & Co.

JOHN W. TAYLOR PACKING COMPANY of Hallwood, Va. to H. W. Fairfax Advertising Agency, Inc. Radio and trade papers will be used.

FASHION ADVERTISING COMPANY will be known as Mervin and Jesse Levine, Inc. after June 1. Mervin Levine, president, reports that the agency originally specialized in apparel advertising when organized 25 years ago, but now carries accounts in varied fields.

WALTER KANE ASSOCIATES, New York, has been named to handle public relations for the Wilson Lines, New York division, exclusive American agencies.

MUSICIAN MAKES A FELLER

By SID WHITE

Man About Manhattan...!

- - - ONCE OVER LIGHTLY; So you think the mole is superior to the female on sports topics, hey? Well, have another think. Sports-caster Guy Lebow, one of the most sponsored TV fellows in the biz, conducted a survey and sex women have averaged 75 per cent correct answers to sports queries while the best the men could do was 61 per cent... Betty Hutton definitely not interested in a regular TV series... Top radio and TV officials are plenty worried because television has not increased employment. In most cases, employees are doubling up in both media... The Barlett ad agency in Chic. handling the Tea Council, is budgeting a large figure for radio next season. Heretofore, they confined ad expenditures to print... Kermit Schader's new TV package, "Quick on the Draw," which premiers on WMNT this Sat. with Bob Dunn and Eloise McElhone, has been bought by Westinghouse in co-operation with the Vim stores... Johnny Morgan cancels the varsity variety series, "Name it and Claim it," which NBT has scheduled Monday night at 8:30 p.m. for a one-shot showing for commercial consideration. Series has been packaged by the Mildred Fenton office and is the video version of their "Detect and Collect."

- - - The new success of Emery Durr is the talk of the trade and we're happy to report it here. His first song collaboration with his wife, "The Old Gypsy Fiddler," is getting that play which carries all the earmarks of a hit. His daily two-hour show via WPAT has a high rating and his romantic gypsy music at the Hotel Plaza seems to be reviving a trend in that direction. And we, who remember when Emery was musical director for CBS and have heard him play his delightful brand of music through the years, are happy over the whole thing.

- - - Lunching with Shirley Thomas, of Commodore Prod. (producers of the Clyde Beatty and Hopalong Cassidy shows) shows yesterday, we were completely fascinated with a presentation she had of a fabulous new TV series. Fabulous, that is, from the feminine viewpoint—not especially ours. Show is tagged "Glamour Girl!" and that's exactly what it is. With the aid of top makeup artists and designers from the H'wood studios, Shirley takes a gal out of the audience, any gal, and in 30 minutes of telecasting (with suitable explanations along the way) transforms even a Plain Jane into an exotic thing of art and beauty and glamour. Can you imagine how the gals are gonna latch on to a show like this? Shirley's stopping at the Ritz Carlton if you want any more info on this.

- - - IN ONE SHOW, Frank Bear, producer of film shorts for television, left Wed. for Buenos Aires and Rio de Janeiro. Bear will be the only TV cameraman on the Braniff Airways' inaugural flight to B.A., and will film highlights of the trip as well as cover news events on route for Telenews... One of the top geniuses on Jack Barry's "Juve Jury" pointed to a grownup standing around after the show and whispered: "He's not very b-r-i-g-h-t."

- - - Norman and Irving Fiscus, producers of "Mr. I. Magination," have the answer to all those charges hurled at TV (and rightly so) about so many gory murder yarns now filling up the screen. The Fiscus brothers have come up with a new "Ellery Queen" series starring Richard Hart, with accent on mystery and slaming off on murder and the blood-and-thunder angle. What's more, with Richard Hart in there, the show packs a strong bid for the feminine trade. New series has already been kine'd, with 3 agencies hot on its trail.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIC" Why WBAL? Contact EDWARD PETRY CO., 1224 B E. 4TH ST. BALTIMORE 1, MD.

W.O.V.'s Rome AM Studios Produce 3 Shows Daily

The Rome studios of W.O.V., now marking their second year of operation, are currently producing three programs daily. One is the daily news commentary by Pietro Novario, broadcast at 6:30 p.m. The lighter side of the news is dealt with at 1:30 p.m. on "Pettegolezzi." The third feature is "Grand Famiglia" heard daily at 1:15 p.m. The latter is recorded in remote towns and villages by Giulietti Gianelli. Plans are now being made to extend the program to Philadelphia, Detroit and other cities. Shows are taped in Italy and shipped to America for rebroadcasting.

NEW STORES broadcasting of music and shopping hints into 150 Jew. Food Stores will switch to its FM outlet in four years as a result of a contract just signed between Consumers Aid, Inc., which services the Jewel chain, and FM station WBAW, Evanston. The new contract becomes effective May 2, 1951, upon the expiration of the agreement with FM station WMOR.

Myron Lewis, Consumers Aid, general manager, explained the new economies would be effected with the change-over, inasmuch as WBAW is now servicing 34 FM stores, and could handle both chains at less expense than two separate operations.

FBI Program Gains In Rating Popularity

(Continued from Page 1)

The FBI's "ABC Radio Theater" on CBS at 25.7. The theater showed a gain of 4.4 points in a week, Nielsen reported.

Other shows hitting the upper brackets were: Jack Benny (CBS) at 19.4; Godfrey's Scouts (CBS) at 18.8; Walter Winchell (ABC) at 17.9; Fibber McGee and Molly (NBC) at 17.2; My Friend Irma (CBS) at 16.5; Charlie McCarthy (CBS) at 15.5 and Amos 'n Andy (CBS) at 15.2.
Jones Warns OAB Of Move To Stifle AM Broadcasting

(Continued from Page 1)

Florida Broadcasters Plan Meeting in Orlando

(Continued from Page 1)

manufacturing — and frequently more than one of them." The interest of such broadcasters in sound radio "is about to be small compared to the vast potential of earning power in this new medium.

You sound broadcasters are not confronted with a competitor who is primarily interested to see this medium live, but one who may be interested in seeing it live just long enough to make the transition to the new medium.

He quoted "one Ohio multiple-interest broadcaster" as saying that his company's ambition was to 'replace the more than a million radio sets we manufacture a year with sound TV sets.' Jones also stressed the use of the word "replace," which he said does not mean supplement.

Sees License Program Standards

He quoted another multiple-interest Ohio broadcaster as saying that the FCC takes the traffic step — presumably upping the limit on broadcast power — sound broadcasting "Facing the competition of TV, may have to lower its program standards in a point approaching complete deterioration."

These statements, Jones said, are clear evidence of "a pincers movement against sound broadcast licensees, who rely upon sound broadcasting exclusively for their livelihood." On the one hand is the clear-channel demand for super-efficient and clear TV. "So to stay in sound broadcasting you cannot follow the philosophy that to save sound broadcasting super-efficient TV is essential to clear-channel stations." It is obvious that if a clear-channel station has such a dim concept of sound broadcasting without super-efficient TV, it is only a matter of time until his attention is attracted to the ease with which the rising billing dollar can be garnered in the new medium of television...and he will be quite willing to break his own rate card."

"Now let's look at the network multiple-owner. Whenever the network decides that there are enough TV sets in the mass areas so that the TV dollar is easier to garner than the sound broadcast dollar, then the networks can blow the whistle on every network-affiliated sound broadcaster's rate card by merely refusing to renew the affiliation contract at a lower rate. When that happens, you who have built economy of station operation — one upon network affiliation must know that no matter what the network with which you are affiliated, your income is going to be reduced as soon as your contract is up for renewal."

"The networks among themselves will not be able to hold the present floor of your rate cards if any one of the networks cuts rates. So if your income is based upon network programs, once the network program for 20 per cent less, your station is either going to be left off the list or your income will be down 20 per cent."

"The only way you can escape the effect of such a bogeyman is by placing more emphasis upon your local program—selecting time on a local basis to local merchants."

Jones warned also that future licensees of UHF TV stations may "find yourselves in the same box that FM is in." He spoke of the cost of converters to permit present TV sets to bring in UHF programs. But here the solution lies again, he said, in exploiting the need of local merchants and distributors for time on the air. Already there are indications that national manufacturers cannot get desirable TV network time. The way it looks presently the small time company will have to pay more with his area products and his distribution system is almost completely crowded off the TV market, and therefore lie to re-organizing his utilize the UHF and make it pay."
WORDs And MUSIC
By TED PERSONS

- Due over CBS the 31st of this month is the Chesterfield-sponsored show, "ABC's of Music," offering Robert Q. Lewis, Ralph Flanagan's orchestra, male and female guest vocalists and three visiting disc-jays (one local, two out-of-town) pitching their selections. The re-airing by NBC, after a lamentable absence of many years, of "The Chamber Music Society of Lower Basin Street," has been promised for some time in July. This highly popular showcase of " Dixieland" will naturally revert to the musical direction of Prof. Henry "Hot Lips" Levine and will feature Jane Pickens. WSM very happy with the Red Foley show which they pipe to the NBC net across-the-board, 9:00 to 9:30 a.m. Featured with him are the Jordanaires and Judy Martin. The Don Ball program director of WCRS has written the definitive book of instructions for playing the instruments. No less an authority than Arthur Godfrey says of the authors, "There just isn't any greater axplayer in the United States!" BMI will publish.... Sammy Kaye goes into the Waldorf's Starlight Room June 28th. Peggy Lee will make her first appearance in New York in over 18 months when she headlines the Paramount show starting June 28th. Andy Wyse will be in Chicago June 7th to record Frankie Moundes in some more tunes (including a couple of originals. "Tuttif-Flutter" and "To Be Or Not To Be") for Associated Program Service. Ham Sylvern has just finished a series of transcriptions with songstress Gwen Williams for World.

- Sid Tepper and Roy Brodway will be the first song-writing team to guest on "Alice Siegel's Music Shop!"–the event to take place this Friday at 7:30, WOR-TV. It has leaked out that they will not only act but will have their arms twisted to perform their current tune, "Thanks, Mr. Florist!.... A Portsmouth (Va.) minister, Ernest Emurian, has ghost-written the whole point of view on the Jonah incident—in the form of a novelty song, "Jonah And The Whale," published by Fortune Music, Inc... With the ending of Thomas "Fats" Waller Memorial Week (May 16th to 23rd), Ed Kinkley, his intimate associate and manager for many years, announces that he is readying a Waller biography, in collaboration with Duncan Schiedt, for fall publication. The Fran Warren record of "Cloudy Morning" was released June 22nd, represents the first product of a new song-writing team, Marvin Fisher and Joe McCarthy. The song for success is good: a generation ago their fathers, Fred Fisher and Joe McCarthy, turned out together such hits as "There's A Little Bit Of Bad In Every Good Little Girl" and "Ireland Must Be Heaven."

- GREAT EXPECTATIONS: Billy Eckstein's "I Wanna Be Loved" and Ziggy Elman's "I'll Get By" on MGM.... Mildred Bailey's first record since her illness, Gordon Jenkins' "Blue Prelude" backed by "Cry, Cry, Cry" and Ethel Merman's first release under her new long-term contract. "She's Shimmery On The Beach Again" backed by "Calico Sal," on Decca.... Vic Damone's sensational rendition of Red Evans new tune, "Vagabond Shoes" on Mercury.

- Three firms have cause to rejoice over Rosamary Clooney: Kramer-Whitney ("I Only Saw Him Once"), Remick ("On An Ordinary Morning"), and, of course, Columbia Recording. Not content to rest on the laurels garnered by Red Foley's "Mississippi," Decca is hard-pressed to get a version, a marvelous one by Ella Fitzgerald.... And, Walter Bishop-is publishing a tune, "Mother Mrs. Sippin" written by himself and Andrew Donnelly, Sr.... The first side cuts by the Frankie Laine-Patti Page duo, for release June 1st are "If I Were You I'd Love Me" and as a flip, as if to illustrate the powers of suggestion, "I Love You Like That." (Patti, by the way, is stopping the show at the Paramount—unusual in a house reputed warm only to male singers.)

BEHIND THE MIKE

WITH his three-hour daily broadcast show over WHAM, R Chester, completely sold out (as a waiting list, yet), Mort Nussbaum is impatient now to get his talk show on WHAM-TV. Highly successful on AM for over a year Mort's show would be a natural for a TV buyer.

Get Sam Gill to play his latest jug commercial for you—a wonderful take-off on singing commercials.

Comic Jack Gregson, star of Friday night video "Anchlox," a program, told of being an art auctioneer like his Dad at the age of 7. "Yeah," he sez, "I was auction blockhead to begin with...."

Kornheiser Promoted
Phil Kornheiser has been appointed general professional manager of the Edward B. Marks Music Corp. Kornheiser, for many years professional chief of other firms, assumed his new duties Monday. For the past year and a half he has been handling the promotion of the extensive Marks standard catalog.

At the same time Harold Lee becomes executive assistant to Robert E. Marks, president of the concern. Lee also assumes the position of general manager of the mechanical department.

PLUG Tunes

They Keep On Recording It!
SENTIMENTAL ME
Morehead-Cassin
This time it's RUDY VALLEE, who does the terrific job!!!
KINCIWERCKERSONGS, INC.
1619 Broadway New York

Riding For A Hit!
BUFFALO BILLY
Laurel Music Corp.
1619 Broadway New York 19, N. Y.

Sweeping The Country
THANKS, Mr. FLORIST
Mills Music, Inc.
1619 Broadway New York City

From Six to Sixty
They'll Love
Me and My Teddy Beal
MUTUAL MUSIC SOCIETY, INC.
R.K.O. BLDG. N.Y. 20, N.Y.

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R.K.O. BLDG. N.Y. 20, N.Y.
CBS to Erect TV City on Coast

TELE TOPICS

OLD TIMERS in show business who watched the mad antics of Dean Martin and Jerry Lewis on the Milton Berle show on Tuesday night need lament no loss of the passing of the "good old days." These boys are terrific! Having them in person in action at the Copa in New York, it's safe to say that their act was every bit as good on video as it was on the radio floor. Poignant point to the whole proceeding was the fact that long-time comedians shared billing with the very young, a great oldtimer if there ever was one. It was a rewarding experience to see the old and the new side by side, the new more than carrying its own weight. Show business, despite the dreamy young visions of TV executives, is a business — and a bright one — just long as the proportion of Martin and Martin keep coming up. And, given fairness, they will get an assist from us.

ATTENTION TV FILM PRODUCERS: MGM Associates are looking for a story of half or full hour films for TV translation. Deadline and Details of Meghan's Burning are being asked to do a tele soap serial column on the air. WOR-TV extended the "Lautner Riders" teleweekly to 45 minutes. WJIM-TV is affiliated with the Dub web. That web's "The Plainsman" will end its weekly teleweekly in Consolidated Cigar Co. Arnold's latest addition to the next Hope tele show,... Letter to his wife, "Mr. and Mrs. Friend," are preparing a video package based on their experiences helping the lonely.

NEW TV WILL TELECAST the World Series of the Roler Derby from Madison Square Garden on June 4, 5, 6, 8, and 9. WOR-TV aired its first live telecast of the series, thanks to its Television Laboratories mobile unit.

WAVE-TV will telecast the Belmont Stakes on June 7, and the Newport Handicap on June 8 at 5:30 p.m. The race originates in New York City; WAVE-TV is in Louisville, Ky. WAVE-TV will take the New York race on WNBT.

Pravda on TV

Newswave Magazine, just out, reports the following:

"The program in the course of one week... by a single television following radio active deaths, consisted of 6 robberies, 10 thefts, 4 burglaries, 3 kidnappings of children, 2 suicides, and 1 case of blackmail." After a few more spirit-chilling "facts," the article concluded: "There is nothing surprising about the fact that even some of the outstanding figures in the United States begin to jump out of windows."

Walters Says Video Is Not "Baby Sitter"

Long Beach, Calif.—Any potential evils in youth's devotion to video will be overcome by "common sense, ingenuity and reliance on the part of parents, teachers, and children themselves," Judith Waller, public affairs and educational director for NBC's central division, told the more than 3,000 delegates attending the 54th Annual Convention of the National Congress of Parents and Teachers.

"We should all realize that the child is not just perceived as only a radio set or as an electronic baby sitter," she said.

"The appeal of the "lively" arts of radio and television, she said, is in the healthy curiosity of a healthy people. Their blessings far outnumber their cancers, and some of their curses are disguised as blessings.

"Acknowledging that radio and television programs generally contain elements not addressed especially to children, she said, it would be as impossible to build each program with only one audience, the child, in mind, as it would be for publishers to publish newspapers only for children." She urged her listeners, representing a congress membership of 6,167,000, to guard against codes to improve programs.

Web To Purchase Gilmore Property In Hollywood

A three-fold plan which will eventually result in the construction of a new studio building in Hollywood was yesterday announced by the network.

According to the web's statement, CBS will purchase the acreage of land now occupied by Gilmore Stadium in Hollywood near Beverly Hills, and will initiate an "exhaustive functional engineering survey designed to capitalize on past CBS experience as builders and producers of radio and television shows, and to take advantage of all foreseeable future trends in design and techniques," and "concurrently there will be an architectural study which will encompass the revolutionary concepts of the most effective and efficient forms and designs."

CBS says that the site selected was chosen after months of study during which time "every developed and undeveloped property in Hollywood was examined." The network finally eliminated existing moving picture properties because it felt that "only by starting from the ground up could a plan be planned and constructed which would adequately serve television's unique requirements on both a near and long term basis."

The web expects to start construction on what will be called "CBS Television City" by July 21, 1951, just 20 years after CBS "inaugurated America's first regular schedule of television broadcasting in New York City."

"Gilmore Island," currently owned by Earl B. Gilmore, is part of Rancho La Brea. The coming sale was negotiated by Coldwell, Banker and Company for the sellers, and James L. Hinsdale of New York acted as consultant to CBS.

The property is adjacent to the Farmers Market and Gilmore Field. It extends three blocks along Beverly Boulevard and for more than a block on Fairfax Avenue. It is equally accessible from Hollywood and Beverly Hills.

Joints ABC-TV Sales Staff

Stanley Smith, a former account exec for WMCQ and MGM's radio department, has joined the ABC-TV sales staff, said an announcement this week by scloun Chapin, ABC's eastern TV sales mgr. In previous years, Smith has been an account exec for the radio services of the Associated Press.
FCC Okays Ithaca License

Ithaca. — The staff of WITF-FM, 10-watt College educational, radio station, observed open house for two days to celebrate the granting of a license by the FCC. Mayor Stanley C. Shaw, Ithaca College President Leonard B. Job and Michael R. Hanza, general manager of WRBU and P&C Rural Town Network, were among those who congratulated the station in radio talks. WITF broadcasts on its assigned frequency of 91.7 megacycles. The station operates Monday through Friday from 5 to 9:15 p.m., plus additional days and hours when special college events are scheduled. Fred Heckman is station manager, Robert Bischoff and David Ridener are program directors.

J product WLS Sales Staff

Becky, W. Va. — William S. Jackson joined the staff of WLS on May 20th, Jackson, who has been associated with both WEXZ and WEAU in Eau Claire, Wisconsin, during the past two years, will work in the sales department. Prior to his Wisconsin radio work, he served as a staff announcer at WLS.

Public Service Program Debuts

Charleston, W. Va. — “This is Your Town” is scheduled to make its debut on WQKV AM-FM, Monday, June 5th, highlighting the cultural, industrial, and business development of the community. Special on-the-scene broadcasts originating from the machine shops, the mailing rooms, the offices, the hospitals, the playgrounds, and other places of interest, the broadcast will trace the growth of the various activities from their beginnings to their stature of today. Especially created for broadcast by the WQKV AM-FM special events department, plans are being developed in cooperation with the Government, the giant Carbide and Carbon Chemicals Corporation Plant, the Diamond Development Store, the city parks and recreation commission, and many more of the important phases of the community life.

Case Of The Missing Labradors

Edmonton, Alta. — When two valuable black Labradors, both champion dogs, were reported missing, CFRNR polished up its “Sheriff’s Badge” and went into action. Gorden Williamson made the announcement on the morning broadcast. Within five minutes of the broadcast, two anxious residents of the city began to phone the station. Through their information the owner was able to follow the dogs’ wanderings, see the thing through to a happy ending. After another announcement, word was received from a White Mountain lodge that the dogs had been sighted. By this time the dogs were picked up by the owner.

Air Classic Request Program

England, Ct. — Jack Zablen, WDRC commentator, attended the wedding of Lowell Thomas, Jr., and Miss Mary Pryor, Saturday, May 20th, at Greenwich. A color story of the wedding, including interviews with Leslie Biffle, Mrs. Clare Booth, Mrs. Ethel Snow, Mrs. Murdock Dolepart, Brian McMahon, John Davis Lodge, James Melton, and others at the wedding was broadcast by Zablen on his “Needle Club” program Monday, May 22.

WITF’s broadcast station, operated by the College of William and Mary, is located in neighboring Newport News, Va., and is heard in the city of Williamsburg, Va.

WWSTF Features Double-Header

Pittsburgh, Pa. — WWST is now giving local listeners a “double-feature” baseball program when the Pirates play evening baseball. This week, the station also carried a National League game from another city in the Eastern section of the circuit. Out-of-town games are re-created in the studio by Rosey Roswell and Bob Prince from telegraphed play-by-play reports. Local games are also handled directly from the field. There is no television baseball available to Pirates fans this season.

WLC Transferred

Sandusky, O. — Transfer of control of WLC from L. A. Pixley of Columbus to Albert R. Heiser and Heiser and Associates, through stock transfers totaling $83,500, was granted recently by the FCC.

Games Promoted At WHAT

Philadelphia, Pa. — Annette Orommon, program director of WHAT, has just appointed Jerry Gaines, chief announcer of the station. Jerry joined the station March 4, 1950 when the station started its full-time operation operating with increased wattage.

Voted Highway Safety Award

Dayton, O. — The Coca-Cola Bottling Company here, through its automobile program “What’s On the Road,” has been voted the Alfred P. Sloan 1949 Radio Award for Highway Safety, “Man on the Street,” heard on WING at 12:15 p.m. Monday through Saturday, has been sponsored by Coca-Cola for the past 15 years. Conducted by the WING chief announcer, Jack Wyner, the program in 1949 devoted Monday broadcasts to safety talks with Paul Goss, managing director of the local Safety Council.

Forums For Living Finals May 28

Boston, Mass. — Officials of the “Forums For Living” broadcast over WEEG have announced that tickets for the final broadcast of the series, May 28th, are now available. The final broadcast will be held in the Dorothy Quincy Suite of the John Hancock Building. The quarter-finals of Forums For Living were held May 7, and the five winners surviving from the broadcast appeared on WEEG at 12:15 p.m. May 14th. During the final broadcast on May 28th, high school seniors will be making their last bid for college scholarships ranging in value from $100 to $2000.

WDRC Represented At Wedding

Harford, Conn. — Jack Zablen, WDRC commentator, attended the wedding of Lowell Thomas, Jr., and Miss Mary Pryor, Saturday, May 20th, at Greenwich. A color story of the wedding, including interviews with Leslie Biffle, Mrs. Clare Booth, Mrs. Ethel Snow, Mrs. Murdock Dolepart, Brian McMahon, John Davis Lodge, James Melton, and others at the wedding was broadcast by Zablen on his “Needle Club” program Monday, May 22.

WWSTF Features Double-Header

Pittsburgh, Pa. — WWST is now giving local listeners a “double-feature” baseball program when the Pirates play evening baseball. On this week’s broadcast, the station also carried a National League game from another city in the Eastern section of the circuit. Out-of-town games are re-created in the studio by Rosey Roswell and Bob Prince from telegraphed play-by-play reports. Local games are also handled directly from the field. There is no television baseball available to Pirates fans this season.

Inter-Com Systems Featured

A post-war trend evident at this convention is the increased use of inter-communication systems. The Dress Air plotters are used to that they hardly seem the squawk boxes of yesterday. Their way to the control tower and radar consoles are now made with as many as 50 “stations,” and are designed eliminate the high-pitched squawks. Sponsoring organizations of show include the Radio Manufac turers Association, Association Electronic Parts and Equipment Manufacturers, Sales Managers (eastern division) the West Coast Electronic Manufacturers and National Electronic Distributors Association.

Commission Announces New Antenna Rule

(Continued from Page 1) which will, in many cases, apply to all classes of radio stations to select in advance of which will be satisfactory to each point of view of air navigation will enable them to make a necessary property arrangement said FCC.

The proposed rules are the result of studies initiated more than a year ago in co-operation with the Civil Aeronautics Administration and operate in the interest of government department operations. When it has been held, w both the radio industry and aeronautical interests participating w wide range of interests and development, it has been found impossible, because certain basic conflicts, to satisfy points of view. The proposal, the only of the systems, is a compromise in which both the aviation and radio interests accept some sacrifice to their complete completion of the a

AFRA’s Annual Ball

(Continued from Page 1)
UN Code Of Ethics Proposed By Committee

An international code of ethics for journalists has been prepared by the UN subcommittee on freedom of information and of the press meeting in Montevideo, Uruguay. The code will be submitted to the Economic and Social Council in July and if approved by that group, it will then be
(Continued on Page 6)

swiftHeads WCBS-TV; Worden Also Upped

Q. Richard Swift has been appointed general manager of WCBS-TV in a network move which practically assures the Columbia New York flag station of autonomous operation, according to an announcement yesterday by J. Kelly Smith, CBS vice-president in charge of television administration. Swift has been general manager of WCBS as well as New York AM outlet. Smith's announcement also named
(Continued on Page 7)

ILRB's Ruling On AFM May Affect Radio, TV

Washington Bureau of RADIO DAILY
Washington—An ILRB trial examiner has ruled that it is not in violation of the Taft-Hartley Act for a booking agent to refuse to
(Continued on Page 6)

Citation

A citation from the Republic of Ecuador has been presented to WKTU, Miami Beach, Fla., for its relief efforts following the disastrous earthquake of 1949. Signed by the President, Minister of the Treasury, Secretary of State, and president of the Red Cross, the citation is first to be awarded a station by a special resolution of Ecuador.

SPECIAL HOLIDAY SHOWS ANNOUNCED

Internat'l Journalism Code Includes Radio-TV

On the Human Interest Side

Walter Robinson submitted a song title on the "Claude Thornhill presents Win A Holiday" program through WBET, Brockton, Mass., and won a week-end all-expense trip to New York as guest of RCA Recorded Program Services. Walter, however, won't be able to make the trip. He is confined in the Norfolk County Prison Colony at Brockton and his sentence has four years to run. Robinson, when advised of his winnings, elected to award his holiday to two war-disabled soldiers from the Lovell Army Hospital, Ayer, Mass. The veterans will make the trip and will deliver Walter's latest composition to Claude Thornhill in New York.

Father's Day Salutes Planned By Radio, TV

Prospects for radio business promoting Father's Day (June 18) are being given a sizable boost by spot announcement transcriptions and copy material which are being distributed across the nation by the National Father's Day Committee. Many of the plans for radio and television promotion were revealed yesterday by Alvin Austin, director of the committee, during a press conference.
(Continued on Page 8)

Miller Formally Resigns From Hoover Committee

Washington—Judge Justin Miller, in a letter to Robert L. Johnson, chairman of the citizens committee for the Hoover Report, has announced his resignation from that committee.
(Continued on Page 2)

Atlanta Wheels Stop; TV Is Store Salesman

Atlanta, Ga.—Due to the emergency caused by complete transportation strike in Atlanta, Rich's, the South's largest department store turned to television this week. With housewives trapped at home, unable to come to the store, WSB-TV, Atlanta, brought the store to them, three hours daily starting Thursday. With cameras and production crew working inside the store, viewers
(Continued on Page 6)

Westinghouse Petitions FCC For WOWO Edict

Westinghouse asked the FCC yesterday for a final decision concerning the raise in power of WOWO, Ft. Wayne, Ind., from ten to 50 kw without regard to the Commission's rules.
(Continued on Page 2)

Set-Mfrs., Distributors Cool To TV-Service Reform Unit

Chicago—Efforts to enlist the aid of television manufacturers and distributors in a campaign to clean up TV servicemen abuses met with a stalemate here at an organizational meeting of the Television Installation Service Association of America called by Frank J. Moch.

"Evidently the industry is not yet ready to co-operate to straighten out the mess of TV service overcharges and incompetent service," Moch declared yesterday. "However, we in the service contracting field will go ahead anyhow and set up an organization to fight these excesses."

Although manufacturer and distributor representatives at the well-attended meeting of over 100 television men declined to go on record, the service representatives from Chicago, Philadelphia, Detroit, Toledo and other cities, unanimously adopted a code of ethics designed to raise standards of service and guarantee good workmanship, Moch, who is president of the
(Continued on Page 8)

Religious, Sports Programs Lead Schedules

Memorial Day this year will be observed by special broadcasts over major networks and New York stations. The lineup for the most part features religious services on Memorial Sunday, May 28 and speeches and sports events on May 30. In a sense, baseball will be king for the holiday.
(Continued on Page 8)

Sponsors Renew Two ABC Programs

"The Lone Ranger" and "The Adventures of Ozzie and Harriet" have been renewed for 52 weeks over ABC, it was announced on Friday. General Mills, through its agency, Dunne & Fitzfield—Sample, Inc., signed a new contract for "The Lone Ranger" over 132 stations, Monday, Wednesday and Friday from 9:30 to 10 p.m., effective June 2.
(Continued on Page 2)

Five Applications Considered By CBC

Montreal—CBC board of governors have completed hearing representation on five applications, including three for new radio stations. The applications came from: 1.
(Continued on Page 6)

Speedster

"Miss WOW," an outboard motorboat named after radio station WOW, New York, has been entered in the Albany to New York race which takes place on Sunday, May 28. Pilot of the craft is Richard E. O'Dea, Jr., son of the station's president, who has been working out on the Hudson. The race is an annual event on the Hudson River.

www.americanradiohistory.com
COMING AND GOING

WILLIAM S. PATEL, chairman of the CBS directorate, is expected back in New York over the week-end, thus completing an extended trip that took him to the West Coast and Hawaiian Islands.

BOBBY COLT, Admiral Records playing singer, has left for Pittsburgh, where he will make several appearances on disk-jockey shows. He is accompanied by NICHOLAS R. CARRANO, president of Admiral.

JACK BENNY, now on a personal appearance tour with his CBS program companies, will play Detroit today, Toledo tomorrow, Cleveland Sunday and Pittsburgh Monday.

JOHN REED KING, master of ceremonies on "The Almanac Goes a-Shopping," today will deliver an address at the annual graduation breakfast held by the students of Scarsdale High School.

FREEMAN GOSDEN, the Amos of "Amos 'n' Andy," has arrived in New York. He'll be here for three weeks.

VAL GIELGUD, British Broadcasting Corporation television producer, and MRS. GIELGUD, who have been visiting in the United States, today will sail for England aboard the Columbia.

BOB DIXON, sheriff on the "Chuck Wagon" program over CBS-TV, will go up to Alpine, N. J., where he will be guest of honor at the Boy Scout Camporee.

JOEY ADAMS, comic, off for Phoenix, Ariz., to headline the new show at the Goldfield Resort Hotel.

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The Miller resignation from the committee was first known earlier in the month (Radio Daily, May 1). But the NAB president said: "I have delayed forwarding to you this letter of resignation because I had hoped that the Citizens Committee itself would take action in opposition to some of these plans."

Right smack on the head!

If you're driving nails, there's only one good place to hit them: right smack on the head! And that's the only good way to buy radio time, too. You've got to hit the nail on the head by selecting the best radio station in each town.

In Baltimore, the nation's sixth largest market, the answer is easy. You just buy W-I-T-H, the BIG independent with the BIG audience. For W-I-T-H delivers more listeners per-dollar than any other station in town.

W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area. If you want low-cost sales in this rich market, call in your Headley-Read man and get the full W-I-T-H story.

The DETROIT AREA'S Better Than Ever Buy!

Adams, J. Young Jr., Inc.  
National Representative  
J. E. Campeau, President

With

Baltimore, Maryland  
TOM TINSLEY, President  
Represented by Headley-Read

RADIO DAILY

Friday, May 26, 1939

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THANK YOU
PROFESSOR!!

THE NOW FAMOUS WOODBURY
COLLEGE IMPARTIAL SURVEY
SHOWS THAT WHEN ASKED . . .
"WHICH STATION DO
YOU USE MOST?"

KLAC-TV

WAS MORE POPULAR THAN FIVE OTHER
STATIONS IN THE LOS ANGELES AREA

BASED ON A SURVEY OF 3000 TV SET OWNERS
IN THE 16 ECONOMIC DISTRICTS OF LOS ANGELES

*ASK YOUR KATZ AGENCY REPRESENTATIVE FOR COPIES OF THIS SURVEY

THANK YOU
MR. SPONSOR!!

IN THE MONTH OF APRIL

KLAC-TV

HAD IN EXCESS OF 1850 ADVERTISING
UNITS... (A UNIT OF ADVERTISING IS A SPOT—
A PARTICIPATION OR A SPONSORED PROGRAM)

LOOK FOR THE SPONSORS...
THAT'S WHERE THE LISTENERS ARE

KLAC-TV LUCKY CHANNEL 13

HOLLYWOOD, CALIFORNIA

*REPRESENTED NATIONALLY BY KATZ AGENCY, INC., NEW YORK
By NOEL CORBETT

EXAMINER radio ed Dwight Newton, who conducts a Mon-
Wednes-Fri. 11 a.m. KGO "Schoolcast-
program, has received a commendation from the Public Schools Week Committee in recognition of his help to establish a new record of attendance at the City Public Schools during the week. David Crandell, KGO-TV director-
producer, in charge of studio tele-
casts, spoke this week before the Alpha Delta Sigma advertising frater-
nity. His discussion was on various aspects of tv production.

Ben Alexander and his bride, Leslie, are now on a Wednesday KPIX program sponsored by Acme Beer. Hoard on 5 p.m., the show is designed to back up the current Acme billboard campaign.

Wesley J. Dunn, proxy of Asso-
ciated Broadcasters, has announced the appointment of Colin M. Selph as veep in charge of sales for KPIX. Lou Simon will continue as Commercial Manager.

"Plaza 7-1255"
by Lou Dahlman

Rx for Summer Complaint (TV burn).

Now that the good ole summer time has snuck up on the unwary TV pro-
ducer his thoughts turn to saving face reddened by TV burn—a com-
mon complaint brought on by smaller budget, and sponsors who are try-
ing to creep back into those burrows for the summer. His head’s swim-
ing, his back is achin’ and his next show is written around a Ja-
panese spinet that is really the murder weapon. Just when he’s ready to give up the ghost and tell his favorite veeppee he is going to do a chailk talk instead, one of our chief diagnosticians, Mr. Stanley Phillips arrives with his little black bag full of Dr. Dahlman’s Fort Lee Remedy—guaranteed to cure the designees, shoppers, producers, dire-
ctors and writers of the deee vees, and budget blowhards.

He advises a visit to DAHLMAN and DAHLMAN—where the best properties cost less.

Graphic Arts and Office, 517 West 47th St.

Costume Department 3 West 61st St.

Film Laboratory 619 West 54th St.

Scenic Shop Properties and Sound
Studio Fort Lee, New Jersey

Reference Department 130 West 42nd St.

End of story: The producer lived to the ripe old age of a twenty-six weeks renewal—and showed a saving of face and 33 and a third per cent.

"Main Street"
by SID WHITE

Man About Manhattan...!

- - - FRIDAY-DREAMING: So many rumors about Trygve Lie’s con-
stab with Stalin that the UN Sec’y has been advised to take to the airwaves to tell the public first hand just what did take place...

CBS’ Doug Edwards got a neat break in “timely” by having it as his guest Willard E. Espy, author of “Bold New Program,” dealing with Point 4 of Pres. Truman’s Economic Plan (aid to backward nations) the very day that Sen. Taft rapped the project on the hill... Take it from Joe Franklin, what television needs is less people telling what television needs... Al Siegel leaving his post as assistant publicity director at Republic Pix to resume as scripter and publicist for “Candid Microphone,” which resumes on the air June 6th. ... Martin & Lewis will do the film bio of Phil Baker in the fall. Titled “Rainbow In the Night,” it’s being produced by Hal Wallis. ... Dennis James “Okay, Mother” starstruck will probably be extended for a full hour daily in the fall. ... Warren Hull sees with the bookie round-up, the only Gambling around town these days is John B. ... Eddith Knight has won a couple of sides with Dick Hyman for Decca. ... Lisa Kick checks out of "Kiss Me Kate" next week and may do a B’way theater p.r. before taking all for the coast... Toni Arden sees of a B’way phone? He’s one of the most prominent unknowns of our time.

- - - Looks like the Wilbur Stark-Jerry Layton combo has come up with another money-maker in the “Col. Humphrey Flack” TV series they’ve just developed. A lot of commercial interest has been whipped up in the series based on the exploits of the flamboyant old eponymous man who exposes the types of swindlers in which he used to participate—and excell.

- - - AROUND TOWN: Buddy Bosch will write the new TV round-up col’m for True Movie and Television, new mag to be published by Toby Press, Inc., with first issue due Aug. 15th. ... Associated Programs Service, which soon celebrates its 14th years, has just resigned Vic Damone. Vic got his start as wax via Associated. ... Milo Bullock, who enciced “We the People” for 4 years, returns to the TV scene in the fall with his animal show gymnastic, “The Original Animal Hour.” ... Jane Barton, N. Y. State Radio Bureau program director, has just been made officer in charge of the Albany WAVE Reserve with the result that area stations have been grabbing her for plenty of guest interviews. ... Bruce Wendell, former WHN disc jock, back in town after just being released from the army. He’s been on duty in radio in Germany these past few years. ... It’s nice to have friends. It was Bob Hen who insisted on having Chan. Sanford conduct on his TV session. (Sanford conducted his Hop during latter’s vaudeville days.)

- - - This Sunday begins one of the busiest weeks of Guy Lombardo’s career. On that day, he’ll test run his reconstructed speedboat, “Tempo VI,” in Detroit. On June 1st, he starts his 15th engagement at the Waldorf’s Starlight Roof. June 3rd he airs his Mutual show, “Lombardoland, USA,” and on the 4th, his show will be introduced on CBS in the vacationing Jack Benny’s spot.

- - - APPLAUSE DEPT: Sydney Smith’s “Television Shopper” via DuMont. (She’s the wife of Lee Cooley, ad exec, and the daughter of Loring Smith, of “Texas, Lil Darlin’”). ... Leo Fuchs’ songy new record, “Yassa,” on the London label. ... Jack Gregson on TV’s “Auctionaire” starstruck. ... Bobby Cole’s Admiral platter of “When You Were A Tulip.” ... The 3 Suns’ murk and songmanship. ... Alan Dale’s Col. disc of “You’re My Treasure.”
Le-Tone Offers Five-Way TV Combo

Nothing new in the way of a binatone TV set has been intro-
duced by Tele-Tone Radio Corpora-
tion in the company's effort to
bid for the highly competitive
TV market. Tagged by Tele-
as a "Five-Way" combo unit
it's 16-inch rectangular TV tube, it fea-
tures a revolutionary de-
vice in which the radio-phonograph
is independently contained
and may be sold separately by
the user. The entire console is mar-
keted at $299.95.

The announcement was made by
managing salesman, Alon M. Schwa-
artz, who declared the price of the
new combination was "below any
cereal brand name set on the
market today."

Model 316-B, the set is
constructed so that the TV receiver, but
employs the 16-inch rect-
angle tube, nestled snugly into the
radio-phonograph unit, ap-
ing exactly as any conventional
designed television console set.

Since the radio-phonograph
unit is incorporated in a sep-
ate cabinet, it is connected to the
TV circuit and electrical outlet
by the customer.

"We are going forward with Le-Tone
units," Schwartz disclosed.

First 17-Inch DuMont Rectangular

A new 17-inch rectangular TV viewing tube has been announced by
the 17-inch TV tube division of Allen B. DuMont Laboratories, Inc.,
according to Irving G. Rosenberg, division manager. The new 17-inch
rectangular Television tube increases the picture area over the popular 16-inch
round tube which presents a picture of about 145 square inches in the
truncated-circle picture shape. The new tube offers 150 square inches,
and gives the viewer a rectangular picture in the same aspect ratio
as the TV camera televises a scene.

Pencil Size AM Antenna Improves Reception

A new metal core antenna, not
much larger than a lead pencil, has
been announced by Henry L. Crow-
ley & Co., Inc., West Orange, N. J.
Called the "Croloy Radio Rod," the
new metal-core antenna, which con-
tains a single layer winding of ins-
ulated wire, can serve as an
antenna system in place of conven-
tional outside antennas or the built-
in loop types.

According to the manufacturer,
the new antenna greatly reduces the
signal-to-noise ratio, thereby re-
ducing objectionable and
static or background noise. Signal
pickup is considered better than
that of the usual air loop.

RCA 'Microstick' Aids TV Picture Analysis

A television "ruler" which can
measure the millivolts of a second
it takes for a TV signal to travel
across the face of a kinescope has
been devised by the RCA tube
department as an aid to servicemen
in TV picture analysis.

The RCA television "Microstick"
is a transparent plastic ruler which
in use is held flat against the safety
glass of a TV receiver to check a
number of factors important to re-
ception. The ruler is scaled for use
with all picture tube sizes.

Conceived by John Mahler, RCA
tube department TV specialist, the
Microstick is designed to aid tech-
nicians, students, etc.

ENGINEERS-CONSULTANTS

McNARY & WRATHALL
RADIO ENGINEERS
5 Nat'l Press Bldg. 1407 Pacific Ave.
Huntington 6, D.C. Santa Cruz, Cal.
Member APECC

W. ANDREWS, INC.
RADIO CONSULTANTS
219 WHITAKER BLDG.
Davenport, Iowa
Phone 2-7824

ENGINES-CONSULTANTS

RALPH B. AUSTRIAN
Television Consultant
1270 AVENUE OF THE AMERICANS
NEW YORK 20, N. Y.
Tel.: CO. 5-6848

A. R. BITTER
Consulting Radio Engineers
4125 MONROE STREET
TOLEDO 6, OHIO
Tel.: Kingwood 7631

FIVE NEW EXECUTIVES
APPOINTED BY PHILCO

Greatly increased sales in TV and
refrigerator products by Philco
Corporation has prompted the com-
pany to make five new executive
appointments which were an-
ounced this week by William S.
Bluderston, president.

The appointments, made with a
view toward expanding Philco's
advertising, merchandising, sales
and service organizations, named
John F. Gilligan, advertising mana-
ger of Philco since 1944 and a veter-
an of 28 years' service with the
company to the post of vice-presi-
dent—advertising of the corporation
and will be in charge of the corpor-
ations entertainment program.

Palaise a Vice-President

Henry T. Paise, Jr., with Philco
for 22 years and director of quality
control; TV and radio division, dur-
ning the past year, has been named
vice-president—service and quality
for Philco Corp.

Raymond B. George, associated
with the company since 1886, and
who has been sales promotion man-
ager for the past three years, has
been appointed to the new post of
vice-president—merchandising of
the television and radio division.

Hytron Names Dir. of Quality

Edgar K. Wimpey has been
named as director of quality con-
tral for Hytron Radio and Elec-
tronics, according to Charles F.
Streuer, vice-president of the
company. In this capacity, he will
serve the development and applica-
tion of methods for controlling the
quality of incoming materials, parts
assemblies and the finished product,
as well as the approval and control
of final test applications instituted
by the organization.

SMALL 17-INCH DU-MONT TV TUBE

... More details on the advancements in the telecommunications sector are discussed in the text.
NEWMAN ON WLIB

Mitchell Air Conditioning Com-
pany is to schedule its new series for
Monday through Saturdays. Newman
was formerly sports director of
WHN (now WGMG).

L. R. BLOOM has joined Kenyon & Eckhart, Inc., as media di-
rector in the Detroit office. He was formerly media director of Geyer,
and Ganger, also in the Detroit
office.

AMERICAN MOLASSES COM-
pany to the Charles W. Hoyt
Company, Inc. for advertising of
Grandma's Molasses, Sucrest Sugar
and other Products.

SENeca TEXTILE DIVI-
Sion of United Merchants and Manufac-
turers Inc. has appointed Federal Ad-
vertising Agency, Inc.

JAMES M. NEVILLE as joined
the public relations department of
the John LaCerda Agency of Phila-
delphia. He was formerly with the
Sendak Cupples and was located in
the Philadelphia Inquirer and Re-
cord, the New York Journal, the Sunday Herald-Tribune and the Los
Angeles Examiner.

T. F. QUINN of VanSant, Dug-
daile, & Company, Inc. of Baltimore,
has been elected president of the
Maryland Industrial Marketers, Bal-
timore chapter of National Indus-
trial Advertisers Association, Inc.

RICHARD MANVILLE RE-
search has moved to new quarters in
the New York Central Building at
225 Park Avenue. New phone
number is Oregon 9-2435.

FOELL PACKING COMPANY
of Chicago to Gordon Best Company,
Inc. Foell is packer of Rose brand
cajun meat products.

PLAZA STUDIOS to Yates,
Wert-
heim & Babcock, Inc. for advertis-
ing of their line of blouses and
skirts. Television spots and space
advertising will be used.

WRD & WARD TO WEIGHT-
MAN, INC. of Philadelphia.
The company has a chain of men's stores in New Jersey and Pennsylvania.

THE NEW ENGLAND BAKERY,
INC. of Watertuck, R. I. to Horton-
Noyes Company of Providence on
June 1.

EDWARD SAMBERS has joined
Horton-Noyes Company of Provi-
dence. He was with Buchanan &
Co. for 15 years and recently had
his own agency.

T. RICHARD GASCOIGNE has
joined the John Mather Lupton
Company, Inc. He was formerly with
McGraw-Hill.

CHARLES GRANT, JR. has
joined the Pan American Broad-
casting Company as assistant ad-
vertising manager. He was formerly
with Alfred M. Best Company.

MRS. JOSEPHINE SMITH has
joined the copy staff of William
tovich & Co., Inc. She was previ-
ously with Peter Hilton, Inc. and
Life.

RALPH P. OLMSTEAD has
been elected vice-president in charge
of advertising of the Kellogg Company.
Also, E. T. Swann has been named
vice-president in charge of sales.
Both are members of the board of
directors.

ROBERT M. SMITH of the sta-
tion WSZ and New York City. has
been re-elected secretary-treas-
urer of the Huntington Advertising
Association of Huntington, West
Virginia. Bill Tracey, publicity-promotion direc-
tor of WSZ and WSZ-TV, was
elected to the board of directors
of the same organization, an APA
affiliate.

Five Applications
Considered By CBC

(Continued from Page 1)
book a name band into a theater if the theater has not come to terms
with the local AFM, regardless of
whether the issue on which the ne-
gotiations have broken down is
featherbedding. With reference to
both the Lea Act and the Hartley
Act, Examiner William Spencer
recommended dismissal of the
complaint by the Palace Thea-
er, Clerkenwell, O. again against
the AFM local. The complaint
followed the cancellation of a scheduled per-
sonal appearance by the Roy Acuff The-
ter, the local and the Akron local were still apart on the
question of house musicians to
be.

Significance of the ruling for TV
and broadcast studios is under study
here, since this is the first case in
which the featherbedding issue has
been treated alone. It was believed,
however, that it had a far-reaching
result, not only for the Akron local but in other AFM locals where
such rules were followed.

Atlanta Wheels Stop
TV Is Store Salves

(Continued from Page 1)
watched a steady stream of mo-
ments, including the current Miss America, women's costumes received during the
past 24 hours, camp cortege with suggestions of places to
moppe this summer, an infor-mation stand with the local store's
advertisements for毫无疑问 as to what is coming in the store right now, and a display of var-
ious housewares and appliances.
store's shopping service system adapted to fit unusual video
technique. Interested viewers call the store, ask to see items
wanted, then examine samples played before cameras.

Merchandise was displayed on store's regular sales people, and
from that to the store's variable prices, as well.

The idea of telecasting an entire shopping service, during the
transit tie-up, was tossed in to
executives by John M. Outter,
WGBH's manager. The idea is
asked for a 15-minute option of
idea as well as the time, then sit
up.

Taylor Speaking Tour
Lists 5 Engagements

ABC commentator Henry J. T.
will make a series of five speech,
dresses in Memphis, Nash-

ABC's, within a period of four
beginning on Tuesday, May 30
that day. Taylor will speak at
the Memphis Rotary Club Lun-
the afternoon and in the even-
will be principal speaker at a
ner of the local Executives Club.

On Thursday, June 1 the ABC
mentator will be in Nashville.

Tennessee Businessmen's As-

for following day, Taylor will ad

General Motors salesmen's lu-

the dinner of the Nashville Chirn.

For Commercial Films
That Sell
ARChER PRODUCTIONS, IN
WINNER OF
ART DIRECTORS CLUB
"Award For Distinctive Merit"

35 West 53rd Street, New York
Juliet 6-2690
V CAN HELP MOVIES—STREIBERT

TELE TOPICS

THE PEOPLE marks its second anniversary as a simulcast tonight. The program has been on both CBS and ABC and is now an NBC property. "Golden Young Show" has been renewed. CBS-TV by Eevo and will run through threemonths. There's a good bet that the Ed Wyen Show will be fed by Camel's despite the reports of cancellation. A decision on the show next week. "Sugar Chile" Rab"and the De Marcos, a dance team, been inked for the Bob Hope show for monorning rein. NBC reports, taly, that Dave Garaway will use original set of a song for a number by Jack Hass... Helen Claire has been signed by ABC and "Out of Production" to do a mini-video interview show, "Man El House.

NEW YORK

SWIFT

(SwiftHeads WCBS-TV; Worden Also Upped)

(Continued from Page 1) Clarence Worden as Swift's assistant, with Swift heading up the web's AM and TV operation in the New York area. Concurrently with the announcement that Swift would also assume responsibility for CBS TV operation in the metropolitan area, it was announced that the station would expand its program operation for daytime and late evening TV.

In addition to Swift and Worden, the appointment of Richard Doan as director of programs and George R. Dunham Jr. as sales manager, were announced.

Swift has been with CBS since 1962 in a variety of capacities. He joined the network in that year as assistant director in CBS Network Operations, and since then has been in charge of popular music for Columbia's program department; assistant director and assistant general manager of WCBS. He is reputed with having developed the early morning Arthur Godfrey show, Bill Leonard's "This Is New York," Phil Cook, Margaret Arlen, and more recently, Jack Sterling. Worden has been with Columbia since 1968 exclusive of three and a half years in military service during the war.

WOR—Mutual Exec. Bids Industry Wake Up

West Coast Bureau of RADIO DAILY

Hollywood — Describing motion pictures as a "shortsighted" industry which may be committing commercial suicide by ignoring TV, Theodore C. Streibert, chairman of the board of MBS, thinks Hollywood needs an "economic hot-foot," he said.

"The picture industry should wake up," said Streibert. If it does not, it will find that before long it will be too late to get together with television. Hollywood has a "short-sighted" attitude about TV. The picture business is forgetting — on purpose — the fundamental of the entertainment world — that 'the show is the thing.'

"Short on Memory," Streibert said. "Movie executives are only short on memory. They forget that not too many years ago a new medium called radio made its debut. Newspapers, at first, completely ignored radio; said it couldn't last. Today, of course, radio and newspapers work hand in glove throughout the nation because both are great medium of entertainment and knowledge."

Streibert, president of WOR in New York, and former assistant dean of the Harvard Business School, added: "Picture producers are deliberately shutting their eyes to television. Nearly all these producers say television is 'great,' a fine medium,' but they choose to ignore it.

Streibert, who predicted television eventually will dominate radio, said some of the biggest movie outfits are going to be left out in the cold. "Hollywood," he said, "complains about the drop in box-office receipts. Actually, television could be the best medium of advertisement that pictures could have. 'Trailers' on TV, ballhooing new pictures, would put people back in the theaters."

The mutual executive predicted that color television will be a "common thing within two to four years."

Baker Auditions June 2

Phil Baker, who on June 2 takes his record to AIBC to audition his TV program, will revive on the show his famous heckler, "Beezle," who will be heard as a voice from the audience, but will not be seen. Phil painted a word picture of the program yesterday when he was dined at the General Lunchen of the National Laugh Foundation.
Father's Day Salutes Planned By Radio, TV

(Continued from Page 1) conference preceding a Waldorf-Astoria Luncheon honoring distinguished fathers of the year. Subscribing department stores and manufacturers are being provided with spot announcement copy driving home the slogan: "Remember father—molders of our children's future." In addition, networks and stations are being sent quarter-hour dramatic transcriptions and one-minute announcements starring Jean Hersholt.

Leading fathers in the fields of public life, radio, television, stage, motion pictures, and sports were acknowledged by medals and citations which Austin presented during the course of yesterday's luncheon before an attendance of over 1,000. Selected "Radio Father of the Year" was awarded to WWA from Philadelphia, with William M. Cox, Jr., named "Television Father of the Year," in recognition of his work for hospitals and public health for school children.

Gosden's In The East
Freeman Gosden, who plays Amos and de Kingsh on CBS' "Amos n' Andy," arrived in New York from Hollywood, following the season's end of the popular comedy program, for several weeks' visit to the city. Mrs. Gosden, he plans to attend the graduation of his son, Freeman Gosden, Jr., at Princeton June 13 and then to escort his son in New York.

RADIO DAILY

Memorial Day Observance Scheduled By Webs, Indies

(Continued from Page 1) throughout the country with those fans not at the parks, tuning in their favorite team on radio or television. Other major events was the parade in Indianapolis, Indiana Classic which will be broadcast by Mutual. Four times have been scheduled by the network: from 11:45 a.m. to 12:45 p.m.; 1-3:10 to 4:15 p.m.; 3 to 3:15 p.m. and 4 to 4:15 p.m. Mutual will follow the race with the "Game of the Day." Saturday Service Scheduled In a more sombre vein will be the religious services on "Memorial Sunday." Sole network having a program in this category is NBC. From Arlington National Cemetery, NBC will air the Memorial Services of the Fourth Degree of the Knights of Columbus from 10:30 to 11 a.m. In addition to music by the Carmelite Choir, Bishop Peter Breitenbrucker and Brigadier General J.H. O'Neill will take part. In New York, WMCA will carry a "Salute to Memorial Day" from 10:30 to 11 a.m. Later, at 7:30 p.m., "That They Might See" conducted by Ralph Montiwilli will be heard. On WBNX, "Memorial Service" will be marked by a program at 5 p.m. prepared by the Protestant Council of New York City. On WWRL, the 500-vote choir of the Ottville Orphan Home in Jamaica will be heard from 8 to 6:30 a.m. A dramatic tribute to the four chaplains who died in the sinking of the Dorchester will be aired by WNYC on Sunday at 8:30 p.m. "The Old Was Four Hours" will be narrated by Alax Secoury and produced by Jerry Sandler.

The Tuesday schedule includes a description of the Memorial Day parade over WNYC at 11:30 a.m.; a "Memorial Day Dedication" over WBNX at 9:15 a.m.; and taps and special music over WINS from 10 to 12 p.m. "The Story of Monte Cassino" will be featured over WOV on May 30 at 3 p.m. The program was produced and directed in Italy and will be heard in Italian. Another foreign language station, WHOM, will air special messages in Italian, Polish, Jewish, German, Spanish and English during their language periods. Also, WQXR will present part of Sir Roderig's "My Maryland" at 7:05 p.m. and WLIB from 2 to 3:30 p.m. will present a program which includes a reading of "If I Shall Not Die" by the late Walter Huston. Speakers for the day include: Clyde A. Lewis, VFW Commander in Chief, over ABC at 4:45 p.m.; Louis Hoffner, President of the New York State CIO, over WEDV at 4:45 p.m.; and Matthew Woll, A. P. I vice-president over Mutual at 10:45 a.m.

Chi. Repair Group Finds Mtrs. C

(Continued from Page 1) Television Installation Service, of Chicago, stated TISA will abide 100 per cent by code, and will encourage members in Chicago to do likewise. (TISA represents about 30 of the service and repair firms in the city.) Present at the meeting were representatives from Admiral, Mola, Sentinel, Capelb, RCA, Victor Distributors, Anhemol, tennus, Zenith, Hi-Falicrafters, Siley, Stromberg-Carlson and Saxon Distributors.

A second meeting of the TV Installation Service Association, be called within a few week, elect officers, Moch said.

Bert Parks Gets Away
Presentation of a certificate "accomplishment and appreciation" to Bert Parks will be made on Sunday (May 29) broadcast "Break the Bank" by the pick of the City of Hope, a free, national non-sectarian medical center in Duarte, Calif. The certification be presented by Harold R. Academy Award winner and national commander of AMVETS, co-sponsor with Parks of the project of Hope.

Send Birthday Greetings To—

May 26 Margaret Fuller Howard Parker
Cecile MacKaye Jules Albert
William Hepburn Martin Stone
May 27 Cedric Adams Evelyn Morin
Richard Sanville
May 28 Bob Hope Al Jolson
Walter King Andy Kirk
Phil Regan
May 29 Oliver Wakesfield Jim Owens
William Hines Wes Griffin
May 30 Russ Brubaker Norris Golf
Benny Goodman Mel Blanc
Sidney Walton Madeleine Lee
Cornelis Oils Skinner
May 31 Fred Allen Don Amchee
Joe Kelly Hugh Studebaker
Jack Patrick Costello
June 1 Roy Heberitson Werner Janzen
Marshall Pope Milton Samuel
Ernie Rolle

Westhousen Petitions FCC For WOWO Edict

(Continued from Page 1) deliberations about a possible uniform policy for dealing with users and applicants of antenna law violations. As it arged last month in the one day hearing on this policy, Westhousen maintained its anti-trust record in no way "suggests a lawless or immoral attitude" in the matter of Westhousen's record because of the amount of evidence that it would not comply with the law and the Commission's regulations.

In addition, the petition recurred in some detail the 30-year history of Westhousen in AM broadcasting, TV and FM.

Joints RCA Record Sales
Geoffrey B. Bennett has been appointed Chicago representative for RCA Victor Record Sales Division, it was announced by James P. Davis, manager of the local branch. Bennett a native of A. E. Hindle, Chicago manager of Custom Record Sales, before joining RCA, Bennett was branch manager in Calcutta of the Columbia Graphophone Co., Ltd.

STARR-WINS MOVIE PREMIERES...

Of all the Hollywood premiers launched by radio, last year, WINS' Starr (Martin) covered all but three. It's one of radio's all time records of major movie companies concentrating their opening night pitch on one station (WINS) and commissioning the best reporter in the field of film coverage to tell it to the movie public.

"MOVIE STARR DUST"

Mon., Wed. and Fri.
7:00 P.M.

WINs

50k New York City

Radio Station Corporation

faces facts figures wins
EARLY SALE OF DON LEE WEB FORECAST

Cleveland Will Host AWB, Starting Wednesday

**TV Set-MF’s Full Blast; AM Gains Slightly**

Washington—TV set production continued in its open-throttle pace in April, while the turnout of sound radio sets showed a slight gain, according to RMA figures released Friday. JMA also reported that its members sold 498,624 cathode ray tubes to receiver manufacturers—of which 49 per cent were 12 inches or larger, and 51 per cent 14 inches or larger. TV set production by RMA members totalled 420,026, with the count covering a four-week period. A total of 848,352 home radio sets was reported, along with 234,754 auto sets. Of the home radios reported, 78,005 included FM bands, as did 56,397 of the TV sets.

**Wrigley Co. Buys 36 CBS Half Hours**

Purchase of 36 half-hour broadcasts from June 14 to August 8 by the William Wrigley Company was announced Friday by J. L. Van Volkenburg, CBS vice-president in charge of network sales.

Six CBS package shows are involved in the deal. They are: "Broadway's My Beat," "The Adventures of Philip Marlowe," "Your Story" (Continued on Page 5)

**New TV Recording Process Bows At ABC**

Vidapix," an entirely new and major development in the reproduction of television programs for syndication on 16mm film—a major improvement over the present system of video recordings, has been developed by engineers and technicians of ABC," it was announced Friday at a New York press demonstration by Frank Marx, vice-president (Continued on Page 7)

**Sterling Nominated For Another FCC Term**

Washington—President Truman Friday nominated George E. Sterling to serve another seven years as a member of the FCC. The Maine Republican has been a member of the Commission for two years, after having served for many years as Assistant Chief and Chief Engineer of the FCC. During the war he was in charge of radio intelligence (Continued on Page 8)

**Modified Horse Race Bill Proposed By Sen. McFarland**

Washington — The Senate Interstate Commerce subcommittee reported a bill Friday to forbid the broadcasting of gambling information immediately prior to horse races, except for special events such as the Kentucky Derby, the Preakness and the other blue ribbon races. The bill is considerably milder than what was offered the committee by the Justice Department last month, when it was urged that the ban on such broadcasts hold until an hour after each race. The new bill would release all restrictions once the horses take off. The measure now goes to the full committee.

**Bids Being Sought For West Coast Properties**

West Coast Bureau of RADIO DAILY

Hollywood — Early sale of the Don Lee network as well as other properties of the Thomas S. Lee Enterprises, Inc., was forecast here Friday with Ben H. Joseph, public administrator, issuing a call for bids beginning today. The radio-TV station holdings of Don Lee as well as the affiliations (Continued on Page 6)

**Net, Indies In Chicago Aid In Street Disaster**

Chicago — Chicago's radio networks, television stations, and indies gave immediate and extensive coverage of South Side street-car crash Thursday which claimed 33 lives and injured more than 50 persons. Scarcely 30 minutes after the loaded trolley crashed into an 8,000-gallon gasoline truck and exploded (Continued on Page 5)

**Special Summer Shows Produced By N. Y. Indie**

"The what, when, where and how for a pleasant weekend will be offered in a new series of Thursday programs over WNEW, beginning Thursday, June 1. The hour-long program will be divided into four (Continued on Page 2)

**Will Carry Address**

The four major radio networks and NBC television's network will carry Secretary of State Dean Acheson's report on the London and Paris Big Three meetings Wed., May 31. Schedules of the address are: ABC and Mutual—12:30:1:00 p.m.; ETS and Mutual—1:30:1:00 p.m.; TTI—10:00 a.m. (Continued on Page 8)
Modified Horse Bill Propose by Sen. McFarland

This (continued from Page 1) chairman of the subcommittee which prepared the measure, said that his subcommittee had felt that the original bill had a serious drawback in that it discriminated against radio stations by requiring an hour's delay in the broadcasting of, or the reporting of a horse race. We have avoided that discrimination in the bill we have presented by merely prohibiting the broadcasting or televising of certain information immediately prior to a race. That prohibited information has been defined as gambling information, and according to all of the evidence, it is not information which the ordinary listener is interested in.

This, in no way, prevents the broadcast of the progress of a race. Moreover, for such nationally and internationally known horse race events as the Kentucky Derby, the Belmont Futurity, the Withers and the Santa Anita Derby, special exception is made permitting the broadcasting or televising of all details before, during and after the race. As a matter of fact, radio stations or networks may broadcast as many as two events in a year from each track, but our bill protects the radio licensees, who operate under a public interest clause in the Communications Act, will restrict their broadcasts and telecasts to the events which are now regarded as worthy of such attention.

Says Bill Is "Specific"

He said that "to conform to court decisions, we have spelled out specifically what is prohibited gambling information, and have provided that it is no longer gambling information when the event to which it relates has begun. Thus, the transmission of bets or wagers, scratches, jockey changes, weights, probable winners, scheduled starting time of race, betting odds and changes in betting odds may not be transmitted or received in interstate commerce before the race starts or may be sent as soon as the race begins.

Officers Introduced At Pioneers Luncheon

(Continued from Page 1) well, first vice-president and editor of Tele-Teach; Arthur B. Church, 2nd vice-president and head of KMBC in Kansas City; Paul Morrey, executive vice-president and secretary of WTIC. Hartford; Carl Haverlin, vice-president and treasurer and head of BMI; Jack Poppele of WOR, Radio Corporation of America; and Martin Campbell of WFAA, Dallas, Texas, also a vice-president. Church, Morrey and Campbell were not present at the luncheon.

Raymond Gay, IRE president, Dorothy Gordon of the New York Radio Club, and A. W. Kaney will also serve with the above on the executive committee, in addition to committee chairman. The latter includes Sydney Kaye of BMI, head of the legal committee, M. H. Shapiro of BMI publicity head, Larry Lowerman of CBS-TV, finance chairman, Mark Woods of ABC, head of the awards committee; Joe Barnett of the Fairbanks program chairman, Bill Hedges of NBC, head of the historical committee and Haverlin, membership chairman.

Summer Schedule Set

The summertime broadcasts of the "Chicago Theater of the Air" will be launched over Mutual on June 3. The 10 to 11 p.m. programs will replace the regular broadcasts of operas and operettas during the winter. First show features Carol Smith and Donald Gramm. Henry Weber will conduct the orchestra, Robert Oden will voice the narration, and Colonel Robert Mc-Cormick will speak.

Strange Bedfellows

You wouldn't expect a monkey to pick out a bunny rabbit for bunk-mate. But there they are, both as comfortable as can be.

There's a sure-fire way for tv buyers to be comfortable, to about their clients' radio advertisers in Baltimore. You just buy WJ-T-H, the BIG independent with the BIG audience.

WJ-T-H is the bargain buy in this rich market, sixth largest in the country. WJ-T-H delivers more listeners per dollar than any other station in town. That means you can buy BIG results with WJ-T-H for just a LITTLE money.

So if you're in the market for low-cost results, get the whoo WJ-T-H story from your hearing Reed man today.

Maizlish In New York

Harry Maizlish, general manager of KFWB, Warner Brothers Station in Los Angeles, arrived in New York over the week-end. He is spending a few days here on business.

No Paper Tomorrow

Tomorrow, May 30, is Memorial Day, a legal holiday in most of the States of the Union. In consequence, RADIO DAILY will not be published.
They climbed the world's tallest tower so you could see farther

Installation of NBC's television antennas has been a job for daring steeplejacks!

No. 6 in a series outlining high points in television history

Photos from the historical collection of RCA

Dwarfed ant-small by their height above Manhattan's streets, skilled and daring workmen—in 1931—offered New Yorkers a sight as exciting as the highwire act at a circus...but much more significant.

Task of these men, as they clambered about atop the tower of the Empire State Building—1250 feet in the air—was to install an antenna for experimental telecasts from NBC's television station. "Why did it have to be so high?" was a question on thousands of watchers' lips.

As might have been expected, with television an unfamiliar art, the average layman thought of it in relation to radio broadcasts, whose waves he knew could circle the globe. That telecasts were fundamentally limited by the line of the horizon was little known. To increase this limiting range, scientists, engineers, and technicians, sought the highest available vantage point.

With its antennas installed, this experimental television station was able to transmit pictures a distance of about 42 miles, and farther under highly favorable conditions. Receivers dotted around the New York area picked up the first telecasts, providing encouraging and instructive information to be studied by RCA's scientists.

Facts gathered in this period included new data on the behavior of very short waves, as well as how to handle them. New knowledge about interference was acquired, including the fact that much of it was man-made and therefore could be eliminated.

Other studies undertaken at the time included basic work on the "definition" most suitable for regular commercial telecasts. Definition as coarse as 60-lines was used in early days. Then came 341-line, and 441, until today's standard of 525-line definition was finally adopted.

That we may now, as a matter of course, see sharp, clear pictures on the screens of our home television receivers is in good part the result of experimental work initiated by RCA scientists, and carried out by NBC engineers since the erection of the first station in the Empire State Building. A share should also be credited to the steeplejacks who climbed to dizzy heights so that you could see farther!

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

BROWN BOLTE, JOHN COBBS, JR., AND ALAN SIDNAM have been elected vice-presidents of Benton & Bowles, Inc. Bolte continues as supervisor of Procter & Gamble and Norwich Pharmacal drug products, Cobbs continues to supervise activities in connection with the Association of American Railroads and Sidnam becomes supervisor for Procter and Gamble's Tide.

ERIC HARTELL has been elected vice-president in charge of advertising for Zonite Products Corporation. He joined the company in 1936 and has been general advertising manager since 1943.

GORE-SOTTERS ASSOCIATES have been named to handle publicity and promotion for the annual New York City Pageant.


JAMES N. RICE has joined Joseph P. Schneider, Inc. as an account executive.

CONRAD W. MIKORENDA has joined the television department of William Warren, Jackson & Delaney as commercial copy writer.

RALPH C. KIRCHER, president of Kircher, Helton & Collett, Inc., has been appointed director of the advertising bureau of the United World Federalists.

A. D. ADAMS ADVERTISING will move to 277 Broadway on June 1.

WELLS BARNETT, JR., assistant to the president of John Blair and Company, radio reps in Chicago, will head up the promotion of AM stations in New York for Blair after August 1.

DAN SCHMIDT will join the New York sales force of George Hollingsby Company, radio reps, on June 1. He was formerly in the Atlanta office.

THE ADVERTISING CLUB of New York will hold its last Celebrity Luncheon of the spring season on Wednesday, June 7th, at the club headquarters, 23 Park Avenue. The speaker will be Virgil Pinkley, publisher of the Los Angeles Mirror, who will report on "Europe Today."

The Land of the Free

Dramas of American Opportunity
This week: William E. Woodward
It's a Donald Peterson Production for The Harding College National Program

SOUTHWEST

TAKE A BREAK TIME, name of four new show KXYZ. They are sponsored by Lone Star Brewing Company of San Antonio, whose catch phrase is a break, Agency is Thomas F. Roy, Inc., and Ward Wilson, count executive. Two of the shows feature music, one popular and one Western.

Station sportscaster Guy S., has the third, and the evening "Take A Break Time" has a slant in radio entertainment. "Lonesome Gal," it has a solo-violin girl who talks to listeners against a background of light music.

DAYLIGHT

and

OVERNIGHT

DC-6

MAINLINE

300s

11 hrs. nonstop

to LOS

ANGELES

"the Hollywood"

"the Los Angeles"

Leave 11 am, arrive 6:55 PM

Leave 11:55 pm, arrive 7:50 AM

Fights operate on Standard Time.

Call

UNITED AIR LINE

OR, AN AUTHORIZED TRAVEL AGENT
Wrigley Co. Buys
36 CBS Half Hours
(Continued from Page 1)


Another 1/2 Hr. Sold
Sale of a half-hour audience participation program titled, "Carnavale's Hollywood Party," was also announced by CBS Friday. The Carnation Milk Company will sponsor this program from 10:30 to 11:00 p.m., EDT, Saturdays beginning July 1st. This sale combined with their "Frigley business and Coca Cola commitments totals $1,130,000 in new business the past week, CBS reported.

a popular feature on WBBM, CBS' Chicago station, will make its network bow.

The dates and times of the broadcast are as follows:

"Broadway's My Beat," Mondays, 8:30-9:00 p.m., EDT, Sept. 3-10-17-24-31. It is now heard Fridays, 9:30-10:00.

"The Adventures of Philip Marlowe," Wednesdays, 10:00-10:30 p.m., EDT, June 14-21-28 and July 5-12-19, and Fridays, 8:00-8:30, July 28 and Aug. 4. It is now heard Tuesdays, 10:30-11:00 p.m., EDT.

"Your's Truly, Johnny Dollar," Thursdays, 10:00-10:30 p.m. EDT, June 15-22-29, July 6-13-20-27 and Aug. 3. It is now heard Tuesdays, 10:00-10:30 p.m., EDT.

"Pursuit," Saturdays, 8:00-8:30 p.m., June 14-21-28, July 5-12-19. It takes over the vacating "Gene Autry Show"

"Romance," Tuesdays, 9:00-9:30 p.m., EDT, June 20-27, July 4-11-18-25 and Aug. 1-8. It is the summer replacement program for "Life With Luigi."

"Cloud Nine," Fridays, 8:00-8:30 p.m., EDT, July-14-21.

Miller Leaving KRNT;
Covey Will Succeed Him
Des Moines—After six years as program director with KRNT, the Des Moines Register and Tribune Broadcasting Station, Charles (Chuck) Miller is resigning, and Manager Robert Dillon, vice-president of the Cowles Broadcasting Co., has appointed Dick Covey to the position.

Miller, whose resignation takes effect June 15, expects to join another broadcasting firm after an extended vacation trip with his family through the West.

Dick Covey, former WKY radio man, was Miller's assistant and head of the KRNT continuity department until January this year when he was named Manager of KGKY to open and manage KGKY. He is resigning that post to return to KRNT.

Revise Sunday Schedule
Of WGAR Programs
A revision of Sunday morning programming at WGAR, Cleveland, will discontinue programs of the Nationalities Bureau but will continue under approximately 15 successive years of broadcasting. Replacing the Nationality programming will be continuity hour long drama, 30-minute slot on Sunday station personnel, and four CBS features.

Following the 7:50 a.m. sign-off, the station goes network from 8:00 until 8:00, airing: News (8:00), Charley Winkle (8:05), and CBS "William Calling" (8:30). "Infinite Worship" will continue to be heard from 8:00-8:30, followed by Regency's "Romance," as a part of program of religious songs. CBS "Trinity Choir" takes over at 8:45. With

Anti-Discrimination Series
Offered By N. Y. Bureaus
The first of two anti-discrimination programs titled "Opportunity Unlimited," produced by the New York State Labor Bureau for the State Commission Against Discrimination, will be broadcast by WJZ on Saturday, June 3 at 10:30 p.m. EDT.

New Show At WFIL
Philadelphia, Pa.—LeRoy Miller, WFIL disc jockey, has added another hour of air time to his daily broadcasting schedule by launching a new participating program of recorded music."Heavenly Chorus" will be heard Mon., June 4-Mon., June 11, from 12:30 p.m. to 1:30 p.m. with a five-minute timeout for a 12:35 news broadcast. Earlier this month WFIL added 46 minutes to Miller's morning show, now aired daily except Sunday. In addition to broadcasting his regular shows during the week, Miller conducts the WFIL-TV "Features for Women" telecast every Thursday.
CONVENTION OF AWB
To Open Wednesday

(Continued from Page 1)

prominent Washington correspondent, the UN station relations coordinator for the United States, Mrs. Dorothy Lewis, and the NAB government relations director Ralph Hardy.

Last year's convention drew 220 registrants, including all the contracted exhibitors, and invited guests swelling the overall attendance to between 400 and 500, NAB said. It is expected that this week will see as large a turnout.

Among the topics to be gone into in detail are news coverage, women in broadcasting, and, of course, the latest in TV, reasons for buying time on a woman broadcaster's program, public relations and programming for children.

Participants in a panel on the reasons for buying time on a woman broadcaster's program will be Linda E. McArthur, chairman for J. Walter Thompson; Dorothy Coon, WOTL, and LaSalle & Koch Department Store, Toledo, and Anne Hayes, KCNO, Kansas City, Mo.

NAB SERVICE IS VITAL.

Esson Tells Virginians

(Continued from Page 1)

president and general manager of WSJS, Winston-Salem, N. C. He said such basic services are "the classic reasons for belonging to a strong trade association. Services tailored to your individual needs, or geared to the needs of the whole industry, are services beyond any association's contract. You get them, as a plus, from the NAB."

Esson said the current "paper crisis" in NAB affairs was predictable. "Every five years or so—it works in Ceylon, like the weather, merry-go-rounds and women—the NAB can get into one of these paper crises," he said. "Broadcasting, like the press," he said, "is a medium of mass communication. . . . broadcasting, by its very nature, means broad impact, with great speed. That's why government—any government in full possession of its senses, wants to control broadcasting, dictate its programming. Tell it what to say."

That, he declared, is why the NAB has stood on Constitutional protection of free speech and free press in fighting such control.

"Look around you in the world," he told the Virginia broadcasters. "and you'll see that the application of the muzzle and the gag is followed immediately by the hand in the till and the padlock on the cash register."

Richard F. Doherty, NAB employee relations department manager, told the delegates that 70 per cent of stations showing a profit in their operations are NAB members, and that 60 per cent of those showing a loss are not members of the association.

ALLIED RADIO DAILY

Monday, May 29, 1950

CALIFORNIA COMMENTARY

- - -

Joy Bergdoll, of the Webster Advertising Agency, was awarded second place for the best complete advertising campaign classification in the annual Frances Holmes awards given by the Los Angeles Advertising Women. Mrs. Bergdoll won her award for her Trade Advertising campaign for the Don Lee Broadcasting System in 1949. . . . Allen Boter, currently a CBS announcer, has been named to replace Evelyn Lushchulte as production supervisor. Miss Lushchulte is Joining Ward Wheelock Company as assistant to Diana Boubon, head of their radio department. . . . KTWB news commentator Clete Roberts has returned from a 19,000-mile jaunt. Roberts broadcast short wave descriptions of the launching of the Navy V-4 Rocket, interviewed Navy Chief William Smith and Marine Sergeant Elmer Bender at Pearl Harbor. . . . Ralph G. Tuchman has been appointed assistant to Harrison M. Dunham, general manager of KTVU, and his duties will entail coordination of liaison with film producers in connection with projected plans for film syndication. . . . Evelyn Knight has signed a personal management contract with artist representative Thomas H. Shells.

- - -

Joe Graydon, KLAC-TV baritone, was grand marshal of the Long Beach parade, which was held to select "Miss Long Beach" for the annual "Miss America" contest at Atlantic City. . . . Ben Wrigley was guest on Tex Williams' "Western Caravan" over KMBH the other night. . . . With the new Natalie Kalms television sets in mass production President Jack Richmond announces he is looking for a big variety of TV shows. The company wants a full orchestra built around a name singing personality, vocal group, and the format to include weekly prominent guest stars. . . . Harry Hickey has written a new tune, "I Won't Take No for an Answer," which Johnny Mercer and Dottie O'Brien are scheduled to cut for Capitol. . . . As a result of her successful engagement at Charlie Morrison's Mocambo, former screen star Mae Murray is besieged with offers from nightclubs and theaters throughout the country. Miss Murray is in New York talking about doing a musical on Broadway. . . . Singer Norwood Smith starts a five-night weekly show over KNX, for Forest Lawn shortly. . . . Carlton Winkler has returned from a short trip to San Francisco where he discussed TV operations with Dave Crandell, program director of KGO-TV, the ABC. Winkler is KECA-TV's production manager. . . . Hazel Power has joined the Don Lee network as secretary to A. M. Quinn. . . . Larry Finley has set panonimo comics Eddie and Tony for a series of thirteen transistorized radio shows, with first platter to be chiseled June 15. . .

- - -

Jimmy Wakeley has hit the top of the records sales market with his Capitol platters passing the 2,000,000 mark. Wakeley sales received a terrific hyp through his recordings with Margaret Whiting, including their new hit, "Let's Go to Church Next Sunday Morning." Wakeley tore up a long-term starring pact with Monogram about a year ago when the studio insisted he cut the number of songs he was singing in his Westerns. Now probably they wish he was back on their roster. . . . Bing Crosby has recorded his visits to more interesting places in Paris which will be heard on his Monday Night broadcasts over Station KNX. . . . LaVaugha Hanson, formerly with the Leo Burnett agency, has joined Y&H. . . . Phil Bowman, radio director of Y&H, Chicago, in town for a week on "The Halls of Irvy" business, and Ed Smith, manager of general advertising is attending the Western States Chain Grocers Convention in Sun Valley, Idaho. . . . Frank DeVol will premiere his newest song, "Saxes, Fifth Avenue." on the Oxydol Show over CBS before the program takes awhile of the airwaves for a summer vacation. DeVol will also disk the instrumental for the Capitol label next month.

EARLY SALE EXPECTED

OF DON LEE NETWORK

(Continued from Page 1)

ated network of some 42 stations will attract many builders and it is expected that bids ranging from $5,000,000 to $10,000,000 will be made for the broadcasting properties alone.

Numbered among the prospective bidders are said to be Music Corporation of America, CBS; Colonel A. L. Lintner and Ed Pauley, Theodore F. Preble, chairman and president of WOR, on the coast the past week, is reported to have also expressed an interest in acquiring the properties.

It is known that MCA executives have had several buddies the past week with Don Lee executives on the fourth floor of the new $5,000,000 Don Lee building at which time the owner has been seeking detailed information on the Don Lee properties.

SAY FINANCIAL HOUSE INTEREST

Another report current in Hollywood is that Louis Allen Weiss, chairman of the board, and Willet H. Brown, president of Don Lee, have received backing from a financial house and will come up with a bid.

The Don Lee radio and TV properties include KKH, 5,000 watts, and KTSL, TV station in Los Angeles. In addition they own KFPK, 5,000 watts, San Francisco; KGB, 1,000 watts, in San Diego and KDB, 1,000 watts in Santa Barbara. All the stations are affiliated with the Mutual Broadcasting system.

CBS, according to reports, has had its eyes on KTSL as a TV station for some time. Whether the network would also be interested in the Don Lee radio properties remains to be seen.

Another speculative rumor is that MCA hopes to acquire the Don Lee web as the first step toward acquisition of the Mutual network in collaboration with Metro Goldwyn Mayer.

STORK NEWS

Amy Sedell (Mrs. Howard Shugerman), who is Cherry Davis on the "Mark Trail" program over Mutual, gave birth to a six-pound baby girl, Wednesday, May 24th.

FOR COMMERCIAL FILMS

THAT SELL

ARCHER PRODUCTIONS, INC.

WINNER OF
ART DIRECTORS CLUB
"AWARD FOR DISTINGUISHED MERIT"

35 West 53rd Street, New York 19
Judson 6-2650
New TV Recording Process Bows At ABC

(Continued from Page 1)

president of ABC in charge of engineering.

Marx said the Vidapix process was made available in Hollywood for the first time in video recordings, but allowed that it was comparable to the quality of platter recordings at the time of the advent of sound tape recordings. The process will not render affiliate station's equipment obsolete, but such equipment will require modification in order to utilize the new process.

Offers Quick Editing

The new process has the advantage of being completely developed for the past eighteen months, affords, according to Marx, instant editing and is comparable in quality to present commercial film. It has an advantage, Marx said, of complete control.

The press in attendance at the demonstration saw a series of tests which compared the new process with video recordings dating back to 1948, with motion picture film as represented by excerpts from "The Lone Ranger," and with other contrasted methods. The ABC developed process compared favorably with the best of the other films exhibited.

Will Top Chicago, Hollywood

Marx said that the New York studios of ABC were the only ones equipped to transmit the improved process. Film now but said that Hollywood and Chicago outlets would soon be so equipped. Kinescopes will be made available to New York stations to be used by viewers within the next few weeks and will eventually find their way into ABC affiliates as quickly as is possible.

Another TV First

Philadelphia—Hahnemann Hospital here is the first hospital in the world to install on RCA multiple-outlet master TV antenna system. The system will provide clear and uniform TV reception for patients and staff members in virtually any part of the 20-story building. Completion of the multiple antenna installation was revealed at a preview and demonstration Friday.

Phonevision Being Boycotted: McDonald

Chicago—Phonevision is on the way out of the Hollywood film producers boycott, spokesman for Zenith Radio Corp. and Teco, Inc. reported late last week. According to a press release issued by the two companies, members of the Motion Picture Association of America, Inc., have refused to rent first-run, high quality motion picture films to Zenith for the proposed 90-day Phonevision test to be conducted here next fall.

Company Officials Comment

Commander Eugene McDonald, president of Zenith, and Thomas J. McNicholas, vice-president and operating head of Teco, Inc., were the spokesmen for the two groups. Teco, Inc. is a Zenith organized company which is to promote Phonevision.

Immediate cause for the release was a spectacular price rise in the subscription receipts for Teco stock. This when-issued stock has skyrocketed in the over-the-counter market from an original price of $10 a share to $40 a share in thirty-four days.

"I see no reason for this advance," Mr. McDonald said.

Mr. McNicholas said, "Teco is primarily a booking agency for television programs broadcast by means of the Phonevision subscription system."

Lightning Strikes Twice

Cincinnati—The saying "lightning never strikes twice in the same place" was proven wrong last week when WKRC-TV, doing a remote by remote was hit during an electrical storm. The lightning struck the station antenna, causing it to fail. The storm lasted for about ten minutes when lightning hit the antenna again, causing it to fail. The storm lasted for about ten minutes when lightning hit the antenna again, causing it to fail. The storm lasted for about ten minutes when lighting hit the antenna again. The station's equipment was back on the air in about ten minutes. No engineer had touched the remote box between the two storms.

Hard To Get Data On Interference, Coy Reveals

Washington Bureau of RADIO DAILY

Washington—The FCC's hearings on color-TV delay to a close Friday, with the parties expected to supply proposed findings and decisions next month. Two days of cross-examination of Color Television, Inc., at a brief flurry of argument between CBS and RCA over the filing of a CBS exhibit on which RCA had no chance to react, closed the hearings— which started September 30 of last year. Members of the Commission insist they cannot tell now how the case will be decided at the end of the hearings. Chairman Wayne Coy remarked Friday as he accepted a CTI exhibit on interference which had been challenged by other participants that the rather dubious character of the exhibit "brings into sharp focus the difficulties which were the Commission faces. It is apparent that a successful television system cannot be maintained unless a sound allocation plan is established. A sound allocation plan is not possible unless the Commission has adequate interference data. It has been the consistent expert of existing emissions of this and other proceedings that it is virtually impossible to get from parties adequate interference data. So far as the parties are concerned, no adequate interference data was offered by any of the parties at the outset. Moreover, when, after extensive probing by the Commission, the parties did produce some interference data, it is apparent that not nearly as much effort and ingenuity went into the preparation and presentation of such evidence as compared with other aspects of the parties' cases."

It is merely a repetition of the situation where the industry appears to be perfectly willing to have the Commission allocate on the basis of inadequate interference data and then go out well. However, when things do not work well strong plea are made the Commission similarly by that portion of the industry which at that time happens to be favored by existing circumstances to relieve the situation by not licensing any further stations that would aggravate the interference problem."
Merchandising Plan

An intensive grocery products merchandising service, combining a six-weeks' women's program with point-of-sale exploitation of special products, will be launched in June by the newly formed Radio Advertising Bureau of North America, established at KYW, Philadelphia. The plan, calling for cooperation between grocery and food retailers with the Radio Advertising Bureau, will employ a staff of five people concentrating exclusively on food products selling. Approximately 1,000 grocery stores through the KYW coverage area will co-operate in the plan. Field workers will contact stores, introduce new items, place displays, check customer preferences, and seek to improve shelf locations for products on sale.

Program Service

Students at Wilmington College, Wilmington, Ohio, are writing and taking part in 21 quarter-hour programs being sponsored by James Gaylord of WLW, Cincinnati, for broadcast in seven European and Asiatic countries. For each of the seven countries, three programs are being prepared in the native language. They will be broadcast by stations serving each country in a public service effort to spread an understanding of American college life. Dr. Marble, president of Wilmington College, is supervising the student activities in the project.

Plummer Fixes Blame For TV Interference

(Continued from Page 1)

Interference problems in TV, Plummer said the Commission finds that some complaints of interference from television dealers and service people have been purely casually dismissed by poorly trained service personnel, who without analysis of the situation or any form of diagnosis, stated that the interference was caused by one of the licensed radio services, mentioning it by name.

"Now, none of us can deny that this is a rapid diagnosis, but it does not seem to be very sincere and certainly is not scientific. It gives the complain an incomplete picture and often results in improper condemnation of the licensed station to which interference is attributed."

With reference to harmonic interference from FM stations, Plummer said regulations to control it are being more efficiently carried out and that other services are as frequently offenders. In cases where individuals have proper facilities and are heavily in TV receiving equipment only to be plagued by interference problems, he added, it is not unusual for the Commission to be asked to force time allocation on a station in another type of service which is apparently causing the interference.

"No amount of explaining will convince the viewer that the offending station has a right to be on the air," Plummer said, "nor will he be convinced that he took a calculated risk in investing such a large amount of money in his receiving equipment." 

Plummer said dealers and service men "could perform a much greater service to the public and to the Commission by accurately analyzing the interference for what it actually is. This seems to be a very complex problem, and would go a long way toward keeping the customer sold."

"If I think we have to be realistic about what the Commission can do to correct the problems, I would then have to report that the Commission has offended some of the party offended, and would go a long way toward keeping the customer sold."

Monday, May 29, 1939
ANNUAL AFA CONVENTION OPENS TODAY

United Nations Support Sought By Spokesman

Plan Coast Radio-TV Workshops

Hollywood—NBC and the University of California at Los Angeles will combine forces to offer advanced workshops in the fields of radio and television during the week of June 18 through July 25.

Director of the radio workshop will be Andrew C. Love, NBC producer and director, with Alan Courtney, Assistant Public Affairs Director at NBC as Associate Director. Robert V. Brown, director of Western television programming for KNBR, will be in charge of the television workshop with Ruth Swanson, Instructor in Theater Arts at U.C.L.A., as Associate Director.

Consultants who will assist with special phases of the instruction will include: Wayne M. Stotts, vice-president, NBC; Art Bremerly, studio and field engineer, NBC Western Division; Richard H. Graham, attorney for NBC and RCA; Tom McFadden, general manager, KNBR-NBC; Richard Simms, writing specialist, NBC; Edward Sabol, executive producer, KNBR-NBC, and Roger Guggenheim, in charge of film operations, KNBR-NBC.

Three Day Session Gets Underway In Detroit

Detroit—The 46th annual convention of the Advertising Federation of America gets underway here today at the Hotel Statler. Registrations for the three day session began last night and this morning, the opening panel will be held. Presiding over the first meeting on "How to Get the (Continued on Page 5)

Reports CBC Deficit To House Of Commons

Montreal—A. D. Dunton, chairman of the CBC Board of Governors, has said preliminary figures indicate that the publicly-owned corporation ended the 1949-50 fiscal year with a deficit of $262,000.

Testifying before the Commons committee on radio broadcasting, Mr. Dunton said the figure compared with a deficit of $46,000 in

Four A's Incorporating As Non-Profit Group

The American Association of Advertising Agencies has been incorporated as a non-profit membership corporation under laws of New York State. It was announced Friday. The certificate of incorporation was ap-

Fisher Leaving NBC Post; Will Join Reader's Digest

Sterling W. Fisher, manager of the NBC public affairs and educational department, has resigned to take charge of the Japanese edition of the Reader's Digest. Fisher's resignation becomes effective in July.

Fisher has been active in educational radio since 1937 when he joined CBS as director of education and radio talks. He resigned his position in 1942 to join NBC as assistant to Dr. James Rowland Angell, then the network's public service (Continued on Page 6)
COMING AND GOING

EDGAR BERGEN wound up his broadcast season on CBS Sunday and arrived in New York Thursday afternoon. He is expected to return from a European trip next week.

HELEN SIOUSSAT, director of talks on CBS, last Friday went down to Washington, D. C., for a two-week vacation. She will return here next week.

CHARLES GODWIN, station relations executive for Mutual, today left for New Orleans, where tomorrow he will present WNOE's power boost to 50 kw. Then he'll leave for Fort Smith, Ark., and San Antonio.

TOMMY BARTLETT, host on NBC's "Welcome Travelers" show, is in Raleigh, N. C., where today he will be seen at the premiere of the Warner Brothers feature film, "The Bright Leaf."

WALLACE H. LANCOTON, radio and television director of Jackson & Co., to Buffalo, N. Y., where he and his family will be the guests of Mr. and Mrs. Warren Kelly. Kelly is disc jockey at WGR and formerly served with Lancot on WOR.

NRCDA's Conference To Spotlight Radio-TV

(Continued from Page 1)

proved on April 27. Aspects of the association were transferred on May 1. The operations committee of the board of directors has voted to adopt for the corporation the same by-laws used by the predecessor organization. The AAAAA was established in 1871.

Loyalty Documentary

Loyalty probes in the U. S. will be the theme of the seventh hour-long dramatic documentary on the ABC network June 5 (9-10 p.m., EDT). Originally launched by ABC President Robert E. Kintner, the program will be entitled "Clear and Present Danger" and will consist of dramatic sequences strung together by the voice of a narrator. Selected script-writer for the special program is Joel Saywer, script writer and correspondent, who has revealed that the program will be based on known loyalty cases and will be concluded with an outline of the ABC network's recommendations regarding the three-year probe.

BRING ON THE FEED BAG!

Those uptuned noses will turn down fast when the food appears. For these two pups are all set for a big meal.

Are you all set for big, profitable sales in Baltimore? One thing is sure—if you're using W-L-T, you are indeed! W-L-T-H is famous for producing low-co results.

You see, this BIG independe with the BIG audience regular delivers more listeners-per-dollar than any other station in town. And that means that a LITTLE money will do BIG things.

So get set for the tough, conquest sales days ahead. Get W-L-T-H on your schedule fast. Call your Headley-Reed man and get the full story today.

FINANCIAL

NEW YORK STOCK EXCHANGE

(May 29)

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WHERE THE ACTION IS

FM

WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed
Advertising Agency News And Notes From Here And There

JOSEPH CREMER, advertising and promotion director of WOR-WOR-TV, has been named di
rector of the radio and television side of the advertising and selling force sponsored by the Advertising Club of New York. The appointment is for the 1950-51 season.

YOUNG ADVERTISING AGEN
Y INC. of Buffalo has been elected membership in the American Association of Advertising Agencies.

HOWARD F. OLDS has joined
ZELS & Norling Studios, Inc., as election supervisor. He was for
summer with Bitten, Barton, Dur
Byers & Osborn, Inc.

LILLIAN L. MOONEY of Lawrence
ng, Inc. has been re-elected Head of the Philadelphia Club
Advertising Women.

HARLEY M. HAIMANN has join
nt Advertising Associates as ac
account executive. He was as a long Island University's Ad
vertising Student of the Year.

XIGI has appointed Independent K
ropolis Sales as national rep
resentative. Burn-Smith formerly represented the station.

BOB HARTER of WHO has been
lected president of The Advertising Club of Des Moines, Iowa. Other officers chosen are: vice-
president in charge of programs, Woody Board of the Des Moines Register and Tribune, vice-presi
de in charge of publicity, John Schwelker of WHO; secretary-treasurer, E. S. Kinney of General Insurance; house chairman, W. H. Jamison of Fane F. Vawter Com
pany; membership chairman, Lowell Nichols of the Better Business Bureau; and vigilance chairman, Fred Hoeve of the Kellogg Com
pany.

PARKIN-WILBUR, INC., has be
come William Wilbur Advertising, Inc.

SHAW & SCHREIBER, INC. OF PHILADELPHIA, has moved to
1420 Walnut Street.

LINDSAY MACBARRIE has joined Calkins & Holden, Carlock, Mc
Clintock & Smith, Inc. as manager of radio and television production. He was radio production supervisor and television producer and supervisor with Young and Rubicam for the past five years.

ALVIN H. KAPLAN OF KAP- LAN AND BRUCK, has been elec
ted secretary-treasurer of the American Association of Advertising Agencies. He replaces John E. Wiley, who has resigned.

HOWARD L. LETTS, controller of the RCA Victor division, has been elected director of the Philadelphia control, Controllers Institute of America.

HERC OCK MANUFACTURING COMPANY OF PHOENIXVILLE, PA., makers of paints and paint prod
ucts, to Rolley & Reynolds, Inc.

PETER FOX BREWING COMPANY OF CHICAGO to Tim Morrow Advertising for Fox de Luxe and Patrick Henry Beers in all places but Michigan.

PERHAM C. NAHL, associate di
rector of research for Needham, Louis & Brorby, Inc., has been elec
ted president of the Chicago Chapt
er of the American Marketing As
sociation.

FRANKLIN, BERTIN & TRAG
ERMANN, INC., will move to 23 West 44th Street on June 1.

EMER HORTON has retired as a partner of Horton-Noyes Company. Horton and William Larcher formed the Larcher-Horton Company in 1921 and following the last
er's death in 1939, the agency assumed its present name. He is a former board member of the AAAAA. The three remaining partners, Fred
rick C. Noyes, C. Darrell Pratz
man and Carroll H. Richard, will carry on the business.

HOWARD D. JOHNSON COM
PANY will launch a national cam
aign on June 3 for their restaurants. National magazines and local radio spots and newspapers will be used. N. W. Ayer is the agency.

HERBERT S. LENZ has joined
son, Huff and Northcliff of Cin
ncinnati as senior account executive and director of merchandising. He was formerly with Young & Rubicam and R. H. Macy.

EARLE A. BUCKLEY OR
IZATION has become The Buckley Organization and is now located at 2108-12 Lincoln-Liberty Building in Philadelphia.

LOUIS WATCH COMPANY to William Wilbur Advertising, Inc.

"PI," we understand, is trade jargon for an arrangement between advertiser and broadcaster whereby the station is paid on a basis of cost Per Inquiry.

We're against PI. Why? Because, obviously, it means that different advertisers pay different prices for the same commodity. It is a step away from the goal of fair, standardized rates for one and all. It means that some advertisers pay more than their share of valid media costs.

This, we submit, is bad for advertising.

We're against PI for another reason, too. We have something better.

It's PRARLOC — Proved Returns At Rates Listed On Card.

This, you'll agree, is good for advertising — your advertising. You'll find our rates listed in Standard Rate & Data, and your Free & Peters representative will provide plenty of case histories that prove our sales
power in six of the nation's leading markets.

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

www.americanradiohistory.com
Man About Manhattan...!

* * * TALK OF THE TOWN: Billy Rose's pals will tell you the real reason he turned down that fabulous television deal from NBC wasn't because of all the work involved—but because he's just plain scared to death of TV... A top ad agency is so sure that Gloria Swanson will win an Academy Award for her role in "Sunset Blvd." they've already whipped up a big budget variety TV show around her... Kitty Carlisle hopes it'll be a boy... They say there'll be big news popping up on the TV front for Eddie Cantor whose sponsor has for a long time been anxious for Eddie to adopt a variety format for a TV show... Maybe this will be a shot in the arm for the song sheet music and record biz. A vending machine is being readied to distribute sheet music and recordings in motion picture theater lobbies. When top musicals are featured there, you'll be able to buy the music from that film on the way out... Not Abramson recovering at home from a successful eye operation. She'll be back at WOR in two weeks.

* * * Leo Fuld, the international singing favorite, will get his big break in America this summer—a Roxy Theater date. Leo can blame it all on his smash hit tune, "Where Can I Go," which has made him a local draw despite the fact that he hasn't worked in N. Y. since he broadcast to the Dutch Underground during the war while doubling at Leon & Eddie's here... Screen stardom Peggy Wagner's appearance on the May 28th Big Story TV show was in the nature of an unusual audition for a role in an upcoming Bway drama. The director of the show, ill in bed and unable to hold try-outs for the role for some weeks, agreed to 'catch' Peggy on the program. Bernie Proctor, producer of the show, on learning this, fattened Peggy's part to give her every break... Ted Husing introduces a new theme on the WMGM Bandstand this week. Lyrics and melody by Joel Herron, vocal by Ray Anthony.

* * * Jim Farley's much-publicized memory is shoddy only by Georgie Jessel's. It's legend that there isn't a show tune in the history of musical comedy that Jessel couldn't sing the verses of (badly, it's true) with at least three of the encore choruses... Alot the show hasn't even gone into rehearsals yet, the demand for tickets to Irving Berlin's "Call Me Madame" is biggest in Bway history. No wonder. The book is by Howard Lindsay and Buck Croze, direction by Geo. Abbott, dances by Bob Alton, production by Leland Hayward—and the star is Ethel Merman... Oddest angle on the feud between radio and TV is the fact that one of the largest sponsors of radio shows is a TV manufacturer and distributor. Maybe the nets should begin advertising on TV, 20th Century-Fox, which startled R'wood with its plans to make religious films on a permanent basis, will present them at the Roxy.

* * * The commercial industries are jumping on the "band" wagon with recordings containing commercial plugs—Irving Fields' "Take Me To Jamaica Where The Rum Came From" and "The Anheuser Busch" song, to mention a few. All pale takeoffs on press agent Art Franklin's campaign last year for the Puerto Rican rum industry when Art had another client, Noro Morales, record the "Rum and Sodas" song... Harry Warren, one of R'wood's top composers, skedded to do a Theater Guild musical this fall. It will be his first Bway venture... Rating for early ayesm spot on WMGM has doubled since Ted Brown took it over 8 months ago.

The Commercial Industries are Jumping on the "Band" Wagon with Recordings Containing Commercial Plugs—Irving Fields' "Take Me To Jamaica Where The Rum Came From" and "The Anheuser Busch" Song, to Mention a Few. All Pale Takeoffs on Press Agent Art Franklin's Campaign Last Year for the Puerto Rican Rum Industry When Art Had Another Client, Noro Morales, Record the "Rum and Soda" Song... Harry Warren, One of R'Wood's Top Composers, Skedded to Do a Theater Guild Musical This Fall. It Will Be His First Bway Venture... Rating for Early Ayesm Spot on WMGM Has Doubled Since Ted Brown Took It Over 8 Months Ago.
**Radio Support Of UN Asked By Miss Lewis**

(Continued from Page 1)

ries. First stop on the coast motorcar will be the convention of the Association of Women Broadcasters to be held in Cleveland June 1. Later in the same month he will make major addresses at the University of New Mexico, the University of Iowa and the National Association of Business and Professional Women in San Francisco on July 6. Mrs. Lewis will also conduct radio educators enroute to lay the groundwork for a series of UN educational lectures to be given in the 1950-51 season.

**Commercial In Prospect**

Commercial radio and TV sponsorship for programs originating at United Nations are in prospect for next fall and will probably be launched in connection with the opening of the General Assembly at the United Nations. Miss Daily will conduct radio and TV promoting for United Nations sponsorship.

WBAL, Baltimore: The Simon & Company signed for six weeks, 20 word spot schedule. Business placed through John H. Sampson Company, Chicago. Consolidated Gas, Electric Light & Power Company, 30-second spot campaign Monday through Thursday. Miss Daily, author of the program, will feature viewers as salesmen, giving the "sales pitch" for items they wish to sell. Travelers Television of Northern California has purchased a weekly hour and a half strip, picking up the sponsorship of the "Ruby Hunter Show," a new variety matinee.

**Marx Signs With NBC; McConnell Comments**

(Continued from Page 1)

Chrysler Corporation will continue sponsorship. Commenting on the negotiations, NBC President Joseph H. McConnell said: "This is one of a series of planned acquisitions of top talent and programs to maintain outstanding lineup on radio and television." McConnell is reported to be keen to sign both Benson and Bergren in the NBC network fold.

Though the new agreement covers television, the plans indicate that the programs have been made. Negotiations were conducted by Gummo Marx and the William Morris Agency, representing both parties. The contract is for Benson and Bergren in the NBC network fold. The NBC president said that the case will be appealed if dissatisfaction is not achieved in the district court.

The argument tomorrow will actually be on the motion of the Public PA Board for a dismissal of the claim. If it is found that the dismissal is not sufficient, trial on the merits will still be heard. It is likely, however, that the merits of the case will be argued during the hearing on the motion, and considerable interest is also anticipated in the radio industry. So far, the FCC has not moved on the complaints before it against the transit radio operation.

**Firm Name Changed**

Effective at once, the Mass-e-Barrett Co., with headquarters at 723 Seventh Avenue here, will be known as Barrett International Forwarders, Inc. It was announced on Monday by William Barnett, president of the firm. The company, long a leader in the forwarder's industry, was founded in 1871, Barnett has been associated with it since 1919.

**Stork News**

Hollywood—A daughter, weighing 7 pounds and 15 ounces, was born May 1, to Mrs. David Van de Walk er. Father is office manager of Young & Rubicam, Inc., Hollywood.

**World Series On TV**

An NBC-TV sports program Friday afternoon announced that the network was dickering for the video rights to the World Series. A Mutual spokesman Monday had radio rights and first refusal on video said that he knew nothing of a pending deal and added that when it was early to attempt to make one. Gillette is contracted as sponsor for the series.
Reports CBC Deficit To House Of Commons

(Continued from Page 1)

1948-49. A deficit of $900,000 has been forecast for 1950-51 unless the CBC obtains new sources of revenue.

A tentative statement of income and expenditures in the fiscal year ending March 31, 1949, showed that revenues were $7,908,600 as against expenditures of $6,029,000.

The revenues were made up of $5,494,000 from the $2.50 annual licence fee on radio receiving sets and from licences of private stations, $2,350,000, from commercial listeners paid $10,000 from miscellaneous other sources.

The largest item in expenditures was $2,262,000 on which covered the cost of programs.

Mr. Dunton said that on the basis of present operations the current fiscal year will end with a deficit of $900,000. This figure would rise in subsequent years because of the continuing pressure from rising costs. It would not provide for any expansion or improvements in services.

Unless the CBC obtains new sources of revenue, it will be unable to balance its budget without cutting out programs, reducing the quality of programs, and eliminating some services.

The CBC has not yet considered what services it might eliminate under such circumstances. Mr. Dunton said possibly the committee could help decide what should be eliminated and where the cutting should start.

Toscanini Recording Plans Include ‘Requiem’ In Italy

Arturo Toscanini has notified officials of RCA Victor Records that prior to his departure for Europe on June 8 he plans to make recordings with the NBC Symphony Orchestra.

The maestro also has requested RCA Victor to arrange to record his performance of Verdi’s “Requiem,” which the conductor will perform with members of the La Scala Opera and Orchestra in Milan late in June. Arrangements are now being made to set up this recording session in the hope that the “Requiem” will be released in America in time to commemorate the 50th anniversary of the Verdi’s death in January, 1951.

NETWORK SONG FAVORITES

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

Survey Week of May 19-23, 1950

<table>
<thead>
<tr>
<th>TITLE</th>
<th>PUBLISHER</th>
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</thead>
<tbody>
<tr>
<td>A Dream Is A Wish Your Heart Makes</td>
<td>Walt Disney</td>
</tr>
<tr>
<td>Are You Lonesome Tonight</td>
<td>Bourne</td>
</tr>
<tr>
<td>Ask Me No Questions</td>
<td>Witmark</td>
</tr>
<tr>
<td>Bewitched</td>
<td>Robbins</td>
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<tr>
<td>But Me I Love You</td>
<td>Campbell</td>
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<tr>
<td>Candy And Cake</td>
<td>Oxford</td>
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<tr>
<td>Choo’a Gum</td>
<td>Bregman-Voce-Conn</td>
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<tr>
<td>Count Every Star</td>
<td>Paxton</td>
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<tr>
<td>Cross Your Heart</td>
<td>Harms</td>
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<tr>
<td>Daddy’s Little Girl</td>
<td>Beacon</td>
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<tr>
<td>Down The Lane</td>
<td>Broadcast Music</td>
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<tr>
<td>Enjoy Yourself</td>
<td>E. H. Morris</td>
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<tr>
<td>Gone Fishin’</td>
<td>Goldmine</td>
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<tr>
<td>Hoop-Dee-Doo</td>
<td>E. H. Morris</td>
</tr>
<tr>
<td>I Don’t Care If The Sun Don’t Shine</td>
<td>Famous</td>
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<tr>
<td>If I Knew You Were Coming</td>
<td>Robert</td>
</tr>
<tr>
<td>If You Were Only Mine</td>
<td>Robbins</td>
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<tr>
<td>It Ain’t Fair</td>
<td>Words &amp; Music</td>
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<tr>
<td>La Vie En Rose</td>
<td>Harms</td>
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<tr>
<td>Music Music Music</td>
<td>Cromwell</td>
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<tr>
<td>My Foolish Heart</td>
<td>Samilty-Joy</td>
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<tr>
<td>Old Piano Roll Blues</td>
<td>Leeds</td>
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<tr>
<td>On The Outgoing Tide</td>
<td>Shapiro-Bernstein</td>
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<tr>
<td>Ragnar</td>
<td>Hill &amp; Range</td>
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<tr>
<td>Sam’s Song</td>
<td>Spalter</td>
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<tr>
<td>Sentimental Me</td>
<td>Knickerbocker</td>
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<tr>
<td>Somewhere</td>
<td>Witmark</td>
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<tr>
<td>Stay With The Happy People</td>
<td>E. H. Morris</td>
</tr>
<tr>
<td>Sunshine Cake</td>
<td>Burke-Van Hessen Assoc.</td>
</tr>
<tr>
<td>Third Man Theme</td>
<td>Chappell</td>
</tr>
</tbody>
</table>

Second Group

<table>
<thead>
<tr>
<th>TITLE</th>
<th>PUBLISHER</th>
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<tbody>
<tr>
<td>Baby Won’t You Say You Love Me</td>
<td>Fels</td>
</tr>
<tr>
<td>Buffalo Billy</td>
<td>Laurel</td>
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<tr>
<td>C’est Si Bon</td>
<td>Leeds</td>
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<tr>
<td>Dearie</td>
<td>Laurel</td>
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<tr>
<td>Doncha Go ‘Way Mad!’</td>
<td>Advanced</td>
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<tr>
<td>Get The Sun In The Morning</td>
<td>Berlin</td>
</tr>
<tr>
<td>I Wanna Be Loved</td>
<td>Supreme</td>
</tr>
<tr>
<td>If I Had You On A Desert Island</td>
<td>D. Dryer</td>
</tr>
<tr>
<td>I’m gonna Paper All My Walls With Your Love Letters</td>
<td>Goday</td>
</tr>
<tr>
<td>It’s So Nice To Have A Man Around The House</td>
<td>E. H. Morris</td>
</tr>
<tr>
<td>Let’s Go To Church Next Sunday Morning</td>
<td>Beechwood</td>
</tr>
<tr>
<td>Rain</td>
<td>Miller</td>
</tr>
<tr>
<td>Roses</td>
<td>Hill &amp; Range</td>
</tr>
<tr>
<td>Scattered Toys</td>
<td>Gold Mine</td>
</tr>
<tr>
<td>So This Is Love</td>
<td>Walt Disney</td>
</tr>
<tr>
<td>There’s An X In The Middle</td>
<td>Stanford</td>
</tr>
<tr>
<td>Where Are You Gonna Be When The Moon Shines</td>
<td>Lombardo</td>
</tr>
<tr>
<td>Where In The World</td>
<td>Oxford</td>
</tr>
<tr>
<td>Why Do They Always Say No</td>
<td>Stanny</td>
</tr>
<tr>
<td>Wilhelmina</td>
<td>Felst</td>
</tr>
<tr>
<td>You Are My Love</td>
<td>Harms</td>
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<td>You Dreamer You</td>
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Fisher Leaving NBC For Post In Japan

(Continued from Page 1)

vice counselor, Fisher organized a directed the NBC University of Air, and blueprinted and supervised the annual NBC-National projects.

Prior to entering educational radio Fisher was active in both education and journalism in Japan. If several years he served as Far Eastern editor of the New York Times and made an extended tour of the Orient for the newspaper, taught English at Rikkyo University in Tokyo, Japan, from 1922 to 1929.

Fisher will join the staff of Radio Ladies, the Reader’s Digest in Japan to take up his new duties.

New RCA Labor Group Headed By R. G. Sprague

(Continued from Page 1)

Walsh-Healey Act. The committee will confer with labor department representatives. It will meet next week at the RCA convention, Chicago.


WAAT Rebroadcasts Mass

WAAT, Newark, rebroadcast fro 10 to 10:30 p.m., Tuesday a part of a solemn pontifical high mass sung by more than 1000 children representing 240 parochial schools. The celebrant was the Most Rev. The Most Rev. Walsh, bishop of the archdiocese of Newark. The Reverend Th. J. Gilhooley did radio commentaries.

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TELEVISION DAILY

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PER-PROGRAM UNIT SEEKS FUNDS

TELEVISION

TELEVISION - March 31, 1950

TV News Study Shows TV Sets Now Total Lack Of Trained Men 5,846,000 As Of May 1

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Wants More Money For Pact Deals With ASCAP

The Television Per-program Committee, which has been involved in negotiations with ASCAP in an effort to establish a basis upon which TV stations will be charged for the use of ASCAP compositions, will seek funds for the continuance of its activities, it was revealed Monday by Stuart Sprague, the committee's counsel.

Sprague announced a statement contained in a report to video station owners throughout the nation which was submitted by Dwight Martin, WLWT, Cincinnati, the committee chairman, who said that "The committee is presently studying a plan for financing its future operations.

The statement followed a three-page report to the television broadcasters who had authorized the committee to undertake negotiations with ASCAP. The report noted that the committee had met with officials of ASCAP on nine different occasions since formation of the negotiating body in November.

Commenting on the report, which revealed that the committee thus far has been able to agree with ASCAP on a basic formula for licensing, Martin said: "Television stations now using ASCAP music are doing so on terms of an interim agreement which has been put into effect by ASCAP in order to give its representatives and ours time in which to form permanent licensing arrangements.

"Numerous factors presently are holding up completion of a mutually acceptable plan, but principal among these is agreement between us on proper payment to be made to ASCAP for a per program license. This is a license in which the broadcast pays ASCAP only for those programs in which ASCAP music is used. Under blanket license terms, as now practiced in radio broadcasting, the licensee pays a percentage of his income and can use ASCAP music on any or all programs,"

Martin now wants to be paid a per program rate for spot announcements that are adjacent to programs employing ASCAP music. He stated that committee's belief that this would set a precedent "breaking down one of theicipations for which we fought in 1940." Martin said that presently there is no indication that the negotiations will be concluded satisfactorily at an early date.

CBS-TV Extending Cable: Web To Total 60

In an unprecedented move, CBS has ordered that AT&T extend, by September 30, the coaxial cable as far south as Birmingham and Jackson- ville and as far west as Omaha. It was announced by Herbert V. Akerberg, CBS v-p in charge of station relations. A web of roads says that such a move is the first by any network. The move will give Columbus a total of 60 affiliated stations, 44 of which will be connected by micro-wave and coaxial cable. The move will add new NWC cable to the weekly box and wrestling cards at Dexter Park and to offering lease to same to ad agencies.

NEW YORK: NWHC has added new WABC to their telecasting schedule, effective this week.

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Fishing Contest
Boosting their appeal with rural listeners, Gordon Thomas and Hugo Murray, owners of the southwestern Missouri station, drew a crowd of 3,000 in a town with a population of only 900 by staging a fishing contest. The contest grew out of an ongoing verbal feud on the airwaves between Thomas, emcee of the “Top O’ The Morning” show, and Murray, who gave a livestock report each morning on the show via a remote from the stockyards. Held at Winneconne, Wis., the duel divided the town, with merchants on one side showing displays for Thomas, and those on the other side backing Murray while the two broadcasts were paralleled through the town in an open car. Result: Murray won—9 fish to 1.

Luther Dolls Planned
Frank Luther, star of his own NBC radio show, heard Saturday, 8:30 on “Amos ’n Andy,” an agreement with Lane’s Dolls Creation, Inc., which calls for the doll firm to manufacture several of Luther’s radio created characters, including Sheepcis, Whale, May—That’s Me, and Silly-Pilly. The dolls will be made available this summer.

WCSD Serving Baseball Fans
Columbus, Ind.—WCSD has mailed out to the public, on request, complete schedules of the Cincinnati Reds baseball games. Official rule books are also available for the 1939 season. WCSD’s sports editor Julian Pericelov, is covering all sports. The station is also planning to carry the Purdue University football games next fall.

WIRE Has New Program
Indianapolis, Ind.—Bea Byers, a newcomer to the WIRE staff, on Tuesday, May 2, 1939, introduced to the listeners, a new woman’s program known as “The Bea-Line.” Bea gathers and writes her material to fit her own style of reporting and weaves in much interesting information to the housewife and mother, concerning up-to-the-minute fashions, household hints and news about women in business and the public eye. The “Bea-Line” program is being aired Monday through Friday at 11:05 a.m.

WRDC Conducting Drive
Hartford, Conn.—An autograph of General Dwight D. Eisenhower, president of Columbia University, was auctioned for $100 for a summer camp for children, Camp Courant, over WRDC. Jack Zaiman, president of the “Needle Club” is conducting the drive for the camp’s funds.

Two Join KXOK Staff
St. Louis, Mo.—Bill Murphy and Bob Shea have joined the announcing staff of KXOK. Prior to joining the station, Murphy was with WPLS in Evansville, Ind. Shea was formerly associated with KGWD of this city and in the sales department of a local food concern.

BWAY thrilled with Mary O’Flyon success story. Only a few years out of high school, she replaced Nanette Fabray as star in “Arms and the Man” when it closed Sat. and now H’wood, TV, radio and recording companies are all after her.

The tempo that tickles your ear best comes from the Roosevelt Griffin via the various networks. The new inventive perfection of the perfect ear permits you to hear the tenderest tunes without the noises of 50 people.

Jack Barry’s “Life Begins at 8” has been renewed for another weeks by NBC. Show’s high rating has a sponsor ready to pick up tab.

Red Gable again dicking with the Village Barn to do a TV show from the spot.

Leo De Lyon, a four-week-old, over click at London’s Paladium has been re-signed for another appearance next year.

Producer standing star who will make his professional debut at Birdland next week, is a protege of Frank Baker.

WRNL Richmond, Va., signed up the Smoothie for 16 weeks on a station in South Eastern network show as “Big Band Spot.”

Jack Gregson to re-vive his “You Stand-In” program, a click for a long via CBS on the coast.

Representing Regional Washington—Independent Metropolitan Sales has been appointed national sales reps for the newly formed Metropolitan Network. The five member stations in the Washington area are: WRLH, WBCF, WDCV, WJZ, and WPFR. The purpose of the net is to enable a spot buyer to buy five stations with one contract.

CBS Quiz In 3rd year “Sing It Again,” CBS music quiz, started its third year on the air with the broadcast of Saturday, May 25. Since its debut on May 25, 1943, listeners—contestants have taken more than half a million dollars in prizes. Program is broadcast Saturdays, 10-11:00 p.m. and has two sponsors, Carter Products and Sterling Drug.

It may be profitable for you to begin an investigation about finding a place in your company or this versatile, radio program creativity, writer, producer and sales promotion ready with several novel program formats to earn real profits for your radio or TV network and advertising agency. This should interest you, too, Mr. Sponsor? What have you to offer?

Replies confidential. Address Box No. 137, Radio Daily 151 Broadway New York 12, N. Y.