

EQUIPMENT
PRODUCTION
STUDIOS

RADIO DAILY TELEVISION DAILY

SPONSORS
BUSINESS
AGENCIES

VOL. 56, NO. 25

NEW YORK, MONDAY, AUGUST 6, 1951

TEN CENTS

COAST-TO-COAST TV FOR SEPT. 30

FCC's TV-Allocation Proceedings Clarified

Inquiries On Filing Dates Answered By The FCC

Washington Bureau of RADIO DAILY

Washington—Because of numerous inquiries concerning dates for filing sworn statements and exhibits in the TV allocation proceeding, the FCC on Friday issued a clarification of its order of procedure announced July 25. One of the most prevalent questions had to do with this:

(Continued on Page 7)

Baseball Spokesman Would Curb AM-TV

Washington Bureau of RADIO DAILY

Washington—Some restrictions must be worked out on major league baseball broadcasts and telecasts in minor league areas or the minors face severe economic losses, George Trautman, minor league president, told the Celler Monopoly subcommittee of the House Judiciary Committee Friday.

The only protection to minor

(Continued on Page 2)

Urges United Effort To Promote AM Interests

"Radio's reputation as a resultful advertising medium must be built on regular, consistent proof," Miss Lee Hart, BAB sales and advertising

(Continued on Page 3)

All Radio, TV Construction Frozen Until Oct. 1

Washington—All commercial construction, including new radio and TV stations, was frozen by the Government Friday until October 1 in a revised order issued by the National Production Authority.

Only construction that will require less than 200 tons of carbon steel, 200 pounds of copper and no aluminum, stainless steel or alloy steel will be permitted to begin before October 1.

Only buildings for which foundations already have been poured will be permitted to go on, NPA said.

On October 1, NPA will place into operation a dual permit system for all construction. Application must be made to NPA for permission to build and for allotment of controlled materials under the controlled materials plan which becomes effective October 1.

Ten New Sponsors Sold By DuMont Web

Ten new sponsors and 27 events, totalling in excess of \$1,200,000 was the result of a busy and profitable week for the newly reorganized sales and sports departments of the DuMont TV Network.

Negotiated by Lennen and Mitchell, a long-term contract was closed for the P. Lorillard Company's network sponsorship of "Down You Go," Thursday night quiz program,

(Continued on Page 6)

Contest Judges Appointed For 'Voice Of Democracy'

Washington Bureau of RADIO DAILY
Washington—The fifth annual Voice of Democracy Contest, sponsored by the NARTB, RTMA and U. S. Junior Chamber of Commerce, was formally launched Sunday with distribution of contest man-

(Continued on Page 2)

Public Service Report Credits Radio And TV

A total of eighteen major public service campaigns were conducted last year to help step up mobilization efforts and arouse citizen participation in public problems in the U. S. through the work of the Advertising Council, it was announced yesterday by the Council in issuing its ninth annual report, covering the year ended February 28, 1951. The report was signed jointly by Samuel C. Gale, chairman of the

(Continued on Page 8)

Ford Sets \$1,200,000 For Aid To Radio, TV

A Television-Radio Workshop aimed at adding a new dimension to TV and radio programs has been established by The Ford Foundation.

The Workshop has immediately

(Continued on Page 3)

Micro-Wave Plans Announced By A. T. & T.

Forecasting coast to coast TV transmission on September 30th, the Long Lines department of A. T. & T., announced Friday that the transcontinental micro-wave relay facilities will begin carrying telephone calls on Friday, August 17. In announcing the micro-wave system, A.T.&T.

(Continued on Page 7)

Easing Of Credit Curb Aiding AM-TV Sales

Increased radio and TV receiver advertisements and greater promotional efforts were noted on Friday among retailers taking advantage of the easing of credit curb restrictions as announced by the Federal Reserve Board effective midnight last Tuesday.

The easing of the control, Regulation W, has provisions cutting down-

(Continued on Page 3)

High Court Appeal Filed In Transit Radio Banning

Washington Bureau of RADIO DAILY
Washington—Washington Transit Radio, Inc., the Capital Transit Co. and Public Utilities Commission of the District of Columbia jointly petitioned the Supreme Court Fri-

(Continued on Page 3)

ASCAP Per-Program Answer Filed In TV License Case

Answering the application filed by the Voice of Alabama, Inc., in behalf of television stations, for determination of reasonable license fees, ASCAP Saturday filed an answer in U. S. District Court Friday, in which they asked not be required to furnish "per program licenses" to Broadcast Music subscribers. Their petition also set forth that ASCAP should be entitled to

make a charge on income from "spot announcements" adjacent to programs using music in the society's repertory.

In a summation of the ASCAP's answer which was filed in United States District Court, Southern District of New York Friday: "The Society prays that (a) the Court determine that the fees requested

(Continued on Page 6)

TV-Film Deal

Hollywood—KLAC-TV has acquired from Quality Films the television rights to 52 feature films for a period of one year. The contract gives to KLAC-TV the exclusive right to this market for 12 months. Quality Films obtained some of the product from indies, some from Chemical Bank and Trust Co. and some from Standard Capital.

Pax

The American Federation of Radio Artists on Friday announced the settling of the six-month-old strike with the Langworth Transcription Service. The strike, lasting from February 6 to midnight last Tuesday, reportedly arose over Langworth's refusal to sign the AFRA transcription code governing wages, contracts and hours.



Established Feb. 9, 1937

Vol. 56, No. 25 Monday, August 6, 1951 10 Cts.

JOHN W. ALICOATE : : Publisher

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

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WASHINGTON BUREAU

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

WEST COAST OFFICES

Ethel Rosen
6425 Hollywood Blvd. Phone: Gladstone 8436

CHICAGO BUREAU

Frances B. Clow
Suite 3013, 333 No. Michigan Avenue
Phone: Franklin 2-3238

ROME BUREAU: John Perdicari, Ludovisi 16.
PUERTO RICAN BUREAU: Antonio Alfonso,
Edificio Ochoa, San Juan, P. R.; P. O. Box 3385;
Telephone: 2-2305.

FINANCIAL

(August 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	127 1/2	123 1/4	123 1/4	- 1/8
Admiral Corp.	23 1/2	23 1/4	23 1/4	+ 1/8
Am. Tel. & Tel.	157 3/8	157 1/8	157 3/8	+ 1/4
CBS A	29 1/2	28 5/8	28 5/8	- 3/8
CBS B	29 3/8	28 7/8	28 7/8	- 3/8
Philco	23 3/8	23 1/4	23 1/4	- 1/4
RCA Common	21 5/8	21 1/4	21 1/4	- 1/4
Stewart-Warner	18	17 3/4	17 3/4	+ 1/4
Westinghouse	37	36 5/8	36 5/8	- 1/4
Zenith Radio	60	59	59	- 1
NEW YORK CURB EXCHANGE				
Du Mont Lab.	153 3/4	153	153 3/4	+ 1/4
Hazeltine Corp.	33 3/4	33 3/4	33 3/4	+ 1/4
Nat. Union Radio	3 3/8	3 5/8	3 5/8	- 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	11	12 1/2

Will Become Publicist

Jo Anne Wallace, secretary to Ray Diaz, national director of program operations of the ABC network, leaves her position on Monday, August 6, after three years with the network to take up her new duties handling publicity in the New York Metropolitan area for Fred Waring. Miss Wallace, a resident of New York City, is a graduate of the University of Tulsa, Okla., and holds an AB degree.

WFIL

560 kc • PHILADELPHIA

Beamed to

6 Million Shoppers

ABC Affiliate—Rep: The Katz Agency

★ COMING AND GOING ★

JACK CARSON, television and movie star, together with a theatrical troupe, including MARIAN COLBY, PINKY LEE and the HONEY FAMILY, sailed Saturday aboard the Queen Mary for Europe.

E. JOHNNY GRAFF, national sales manager of Snader Productions, has left for Atlanta to open a regional office for the organization.

JOAN BENNETT is at Mountain Home, Pa., where tonight she and her daughter, MELINDA MARKEY, open in "Susan and God" at the Pocono Playhouse.

EILEEN FARRELL, soprano, on Saturday left by plane for Cleveland.

REV. CHARLES SCHMITZ, WESLEY GOODMAN and DR. CLAYTON T. GRISWOLD, all of the Protestant Broadcasting and Film Commission, are in Wooster, Ohio, to conduct a religious radio workshop for ministers and other religious leaders.

CHICK VINCENT, producer of Mutual's "Magazine Theater," and other programs, is vacationing in Canada.

Contest Judges Appointed For 'Voice Of Democracy'

(Continued from Page 1)

uals and the selection of judges. The contest is for the nation's high school students.

This year's judges will be Sen. J. W. Fulbright (D., Ark.); Sen. Margaret Chase Smith (R., Me.); Seymour N. Siegel, director of WNYC, New York, and president of the National Association of Educational Broadcasters; FCC Chairman Wayne Coy; the Rt. Rev. Angus Dun, Episcopal Bishop of Washington; Mrs. Hiram Cole Houghton, president, General Federation of Women's Clubs; General Hoyt S. Vandenberg, Chief of Staff, U. S. Air Force; Joseph B. Chaplin, president, National Association of Secondary School Principals; Miss Jan Geister, winner of the 1947 Voice of Democracy Contest; Philip Murray, president, CIO.

Justice Clark Honorary Chairman Associate Justice Tom C. Clark of the Supreme Court, a pioneer in development of the broadcast script contest, again will serve as honorary national chairman.

High school students in the tenth, eleventh and twelfth grades will be asked to write on the subject, "I Speak for Democracy," and make five-minute transcriptions of their talks.

JANE BARTON, program director of the New York State Radio-TV-Motion Picture Bureau, to St. Albans (L. I.) Naval Hospital, where for two weeks she will be training officer at the WAVE Recruit School.

PAUL LUKAS went to Cleveland yesterday by plane, and is expected back in New York today.

JACK FOSTER, producer of Ford Bond Radio Productions, off to Pine Camp at Watertown, N. Y., where he will spend two weeks in active training as assistant public information officer of the 42nd Division, National Guard.

KENNETH MANUEL, in charge of the radio-TV department of the D. P. Brothers Agency of Detroit, to New York for two weeks of conferences with staff members of Jerry Fairbanks Productions.

STEVE GIBSON, leader of the "Red Caps," vocal-instrumental group, to New York to discuss guest TV appearances for the aggregation during the coming Autumn.

STANLEY BURNS, disc jockey on WPAT, Paterson, and MURRAY JORDAN, a deejay on WLIB, are a vacationing twosome at Schroon Lake, N. Y.

FANNIE ENGLE, head of women's programs at V. S. Becker Productions, combining business and vacation for two weeks in upper New York State.

VAUGHN MONROE and the members of his band, now doing a series of one-nighters, on Saturday appeared in Youngstown, Ohio.

WALLACE A. ROSS, publisher of Ross Reports on Television, left Saturday for Hollywood, where he'll open a West Coast office and gather material for a TV film report. He'll be away three weeks.

Baseball Spokesman Would Curb AM-TV

(Continued from Page 1)

leagues is to forbid the broadcast or telecast of major league games within 50 miles of the minor league cities during game times, he said. A survey made last month showed that in 64 minor league cities 188 radio and TV outlets carry major league games. In 1949 only 75 stations were airing the big league tilts, he said.

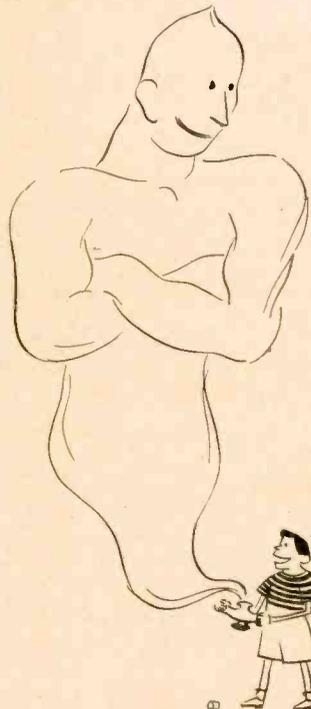
Sees Minor Leagues Hurt

Trautman told the committee that after baseball fans listen to or view "three or four major league games" they're not interested "by the time our games are played in the evenings." That lack of interest is cutting deeply into the minor league box office receipts, he stated.

Trautman declined to say whether the broadcast and telecast of baseball places the national sport in interstate commerce and subject to anti-monopoly laws.

Seek To Transfer Control

Washington—Application of KFBB, Great Falls, Mont., for transfer of control from Fred Birch to the Fairmont Corp. has been designated for hearing September 24 in Great Falls by the FCC. Commissioners Webster and Sterling dissented and Commissioner Henneck did not participate.



LIBEL

Invasion of Privacy
Plagiarism • Piracy •
Copyright

INSURANCE

For the Wise Broadcaster
OUR UNIQUE EXCESS POLICY
provides adequate protection
Surprisingly Inexpensive
CARRIED NATIONWIDE

For details and quotations write

Employers Reinsurance
Corporation

Insurance Exchange Bldg.
Kansas City, Missouri

You get a lot for a little*

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

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



Ford Sets \$1,200,000 For Aid To Radio, TV

(Continued from Page 1)

available \$1,200,000 to produce programs combining cultural, public service and entertainment qualities for use in the normal stream of commercial broadcasting. In general, the programs will be designed to serve the purposes of the Foundation set forth in the Trustee report of September, 1950.

In connection with the announcement of the establishment of the Workshop, James Webb Young, consultant on mass communications to The Ford Foundation, said:

"This Workshop will be staffed by the best professional talent we can employ. It will use its funds to produce shows with the maximum of available skills, techniques and facilities.

"These shows will be offered without charge to commercial broadcasters who have already indicated a desire to cooperate in this venture by providing time to put them on the air. They will then be offered for sale to appropriate commercial sponsors, either national or local. If sold, the stations will get their time revenue and the Workshop its production costs.

"Production of the television shows will be primarily on film, probably through an independent Hollywood producing unit. This will enable us to secure greater circulation through flexible time schedules for first-run broadcasting. It will also permit even wider use by such educational stations as may come into existence, through second and third commercial runs, through non-theatrical film programming and other outlets.

"This proposal has been warmly received by leading networks, by the directors of the National Association of Radio and Television Broadcasters, and by all individual station operators to whom we have had opportunity to present it. It has also brought us numerous applications from top producing, writing and acting talent with a desire to participate in this venture. Requests have been received from a number of national advertisers and agencies for an opportunity to consider programs for sponsorship.

"Program plans include both radio and television. Major emphasis will be on television, in which medium programs for both children and adults are under consideration. The first show, however, now in production, is a radio one which will go on the air in November, in cooperation with the Columbia Broadcasting System."

Replacement

St. Paul—KSTP's Randy Merri-man, whose local daily audience participation shows, "Fun For Your Money" on KSTP, and "Cash 'n' Carry" on KSTP-TV have brought him fame and popularity among Northwest audiences, will replace Warren Hull as master of ceremonies on "Strike It Rich" during the last two weeks in August on CBS-TV. The program originates in New York.

High Court Appeal Filed In Transit Radio Banning

(Continued from Page 1)

day for a writ of certiorari in the U. S. Court of Appeals decision which banned commercials and announcements on Transit Radio.

The petition alleged that the Appeals Circuit of three judges erred in holding:

(1) The actions of a privately owned common carrier, operating under government authority, is 'governmental action within the meaning of the Fifth Amendment to the Constitution.'

(2) The reception of broadcasts in vehicles of privately owned carriers deprive objecting passengers of liberty without due process of law.

(3) That the Government is required by the Fifth Amendment to restrain communication with public conveyances if some passengers object.

(4) That the first amendment does not protect the dissemination of news programs, weather reports and other announcements important to the convenience and safety of the public and that it does not protect "commercial advertising" where the necessary effect of its elimination would be to terminate the dissemination of news, music and other information important to the convenience and safety of the public.

(5) That the public has no constitutional right to utilize the services of a common carrier.

(6) That the Public Utilities Commission erred as a matter of law in failing to find that radio reception on Capital Transit vehicles constitutes unreasonable service, in finding such reception not inconsistent with public convenience and in failing to stop such reception.

(7) That respondents' private rights were invaded by the PUC order dismissing its own investigation into questions of public convenience, comfort and safety.

Sterling Sales Up

Sales of Sterling Drug, Inc., and subsidiary companies for the six months ended June 30 were \$79,374,550, an increase of \$11,179,269 over those for the corresponding period a year ago, James Hill, Jr., chairman and president, reported.

At the same time, he noted that earnings before taxes were 24 per cent higher, but that net profits had increased nine-tenths of 1 per cent.

Urges United Effort To Promote AM Interests

(Continued from Page 1)

specialist, told the mid-Summer meeting Thursday of the Illinois Broadcasters Association.

Stressing the need for united effort to build radio's advertising reputation, Miss Hart told IBA members that a "project-by-project plan to supply the necessary proof" was well organized and under way at Broadcast Advertising Bureau. She cited the new BAB retail radio advertising contest as a first step in "a project which can become an institution in the radio advertising business, supplying vitally important, specific information about radio advertising in the same way the Brand Names contest and the NRDGA newspaper and radio contests have become vitally important annual projects which form the backbone supply of specific information about their type of advertising."

Cites Fall Survey

The BAB sales presentation based on ARBI surveys to be released in the Fall was also emphasized by Miss Hart as another method of promoting radio advertising. Current projects, she stated, were just the beginning of BAB's continuing drive to produce broad proof of radio results for advertisers. She pointed out that future projects can be limited only by the degree to which stations limit their membership in BAB.

Easing Of Credit Curb Aiding AM-TV Sales

(Continued from Page 1)

payments from 25 to 15 per cent and raising time terms from 15 to 18 months on household appliances as well as radio and TV sets. It is believed that the relaxing will act as a much-needed sales stimulant to benefit both retailers and manufacturers.

The section of amended controls permitting retailers to make trade-in allowances as full or part down-payments was called by conservative retailers a serious loophole in the regulations but there appeared to be no evidence of the abuse as yet.

Desire to move large stocks of merchandising may temporarily overload, bring overly-generous allowances, it was observed, but such practice is not likely to last long. Meanwhile, the lighter controls are looked to by many as a stimulant to offset the usual slump in TV set sales occurring in the summer months.

Will Change Frequency

Washington—Under an FCC grant KNBR, North Platte, Neb., will change frequency from 1280 to 970 kc. and install a new directional antenna. The station, owned by John Townsend, operates with one kw. daytime only.

Profitable TV Audience
exclusive with

WGAL-TV

Channel 4
LANCASTER, PENNA.

Only TV station in—only TV station seen—in this large, rich Pennsylvania market area.

NBC
TV AFFILIATE

Clair R. McCollough, Pres.

A STEINMAN STATION

Represented by

ROBERT MEEKER ASSOCIATES

New York Los Angeles San Francisco Chicago

WEAV

PLATTSBURG, N. Y.

AMERICAN BROADCASTING CO.

CONSISTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET

JOSEPH HERSHEY McGILLVRA, Nat. Rep.

CHICAGO

By FRANCES CLOW

CHICAGO radio received one of its greatest surprises when Frank McGivern announced his resignation as general manager of WCFL. He will join WONS at Hartford, Connecticut.

Publicist Danny Newman is spending the entire week in New York, to help out on national publicity in connection with "Miss U. S. TV Contest." Preparations are being made for the grand finals to be held in Chicago late in December.

"They Stand Accused" will again be taken locally to WGN-TV from 9:00 to 10:00 p.m. on Tuesday nights.

Jane Porter and Helen Farano of Schwimmer Productions both chose a jaunt through Mexico for their annual summer holiday.

Jack Brickhouse, the man who's had some of the choicest assignments on both radio and television, is again in line for envy. He will emcee the preview on WGN-TV of the Chicago finals for the "Miss Chicago" contest and the midnight coronation at Chicago's Pump Room. Patricia Stevens, Inc., Chicago, is sponsoring the search for "Miss Chicago" and Arthur Meyerhoff & Co., Chicago, is the agency handling the account. Fortunate "Miss Chicago" will receive an 11-day-all-expense air tour to Havana, a complete wardrobe, and, of course, her trip to Atlantic City for the "Miss America" pageant.

Rhonda Fleming and Mark Stevens are among the top-name guests who will appear this week on WBBM's "Matinee at Midnight."

Ted Bailey, chief engineer WJBC, Bloomington, Ill., announced the arrival of a second son on July 27th.

The sixty-voice Will County Rural Chorus will be heard on WGN's "Songs We Sing" broadcast Friday, August 3, 8:30 to 9:00 p.m. The chorus represents the Will County Farm and Home Bureaus and is part of a state-wide rural chorus extension project sponsored by the College of Agriculture at the University of Illinois.

Television stars Carmelita Pope and Peggy Taylor joined "The Pet Shop's" guestbook of famous pet-owners Saturday, July 28th, on WGN-TV.



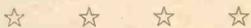
● ● ● It's nice to hear that Cy Langlois and AFRA have settled their differences. . . . Cy, one of the respected veterans of library field, has some great programming in the Lang-Worth library program service. . . . Frank Zuzulo's elevation to director of press at Mutual is regarded in the trade as a deserved promotion. . . . Zuzulo, with Bob Schmid, v.p. in charge of advertising, publicity and planning, did a whale of a job launching the web's "Mister Plus" trade mark during the last NARTB convention. . . . Jack Herbert's sales approach on summer package shows for the NBC radio network is paying off with new clients and many inquiries. . . . Herbert, v.p. in charge of radio network sales, believes in laying the package availabilities and prices on the line for any and all takers. . . . Watch the fur fly this fall when the competing TV package firms make a bid for station business. . . . Already the TV film show producers are vying for new stations and sponsors. . . . John Royal's exit from NBC as a retiring v.p. brought scores of telegrams and letters of friendship from top executives and artists in the radio and TV trade. . . . John Cameron Swayze caught lunching at Cavanaugh's in New York. . . . Could John be cooking up a radio or TV feature on the famed old restaurant?



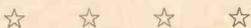
● ● ● Moishe Oysher, internationally famous cantor who returned to the "American-Jewish Caravan of Stars" program over WMGM, found that American plays and American music get top billing in Israel. Oysher has just returned from a ten-week concert tour of the Near East Republic.



● ● ● Ruth Lyons is featured in the forthcoming issue of the national magazine, "TV Show," in an article about "Cincinnati . . . TV Big Town." Included with the story of WLW-TV's "50 Club" telecast and the audience reaction are pictures of the program's popular femcee and her sidekick, Bill Thall.



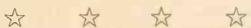
● ● ● Mal Boyd wound up his chairmanship of Hollywood's big "TV Academy Week" by doubling the original membership of the Academy of Television Arts and Sciences. Last effort of Boyd's before entering seminary to study for Episcopal priesthood next month.



● ● ● On the 6th floor of NBC, Milton DeLugg ditty-lighting the folks waiting to get into the 11 p.m. video show with his impromptu medley of Rogers and Hammerstones. . . . Two of the Cleveland Indians baseball team stars, pitcher Bob Lemon and third baseman Al Rosen, are considering an offer to turn disc jockey for a Cleveland station. . . . Kermit Schafer planning a trek through the hinterlands this month on a writing talent search. He'll present a series of stories by newcomers in the Fall, if present arrangements materialize. . . . The Southern Biscuit Co., through Dan Lindsay Advertising Agency, has bought "Boston Blackie" on TV from Ziv Television Programs, for showing in three cities.



● ● ● War correspondent, news writer and broadcaster Jack Walters took off for Tokyo, Japan, where he will join the other members of CBS team of newsmen, George Herman, John J. Jefferson and Robert Pierpoint, covering the Tokyo-Korea area. Walters will be heard on regular CBS radio network programs next week.



● ● ● Gus Lesnevich, the former light-heavyweight champ of the world, becomes the first "name" fighter to invade the disc jockey field when he and his verbal sparring partner, Bob Emerick, launch their platter chatter program on WOR, August 11, 4:30-5 p.m.

PROMOTION

Birthday Celebration

Fifth birthday of WLAN, Lancaster, Pa., will be celebrated next Thursday in fine style, with the ABC affiliate playing host to some 40 agency time buyers and members of the trade press. They will be flown from New York in a special plane to the heart of the Pennsylvania Dutch country where they will be met by the mayor of Lancaster and Frank H. Altdorfer, owner of WLAN, as well as other prominent citizens.

Luncheon at the Lancaster Country Club, swimming, golf, visits to the home plants of the Hamilton Watch Company, the Armstrong Cork Company and the Tube Division of RCA, followed by a buffet supper at the Altdorfer country home, are included on the crowded agenda.

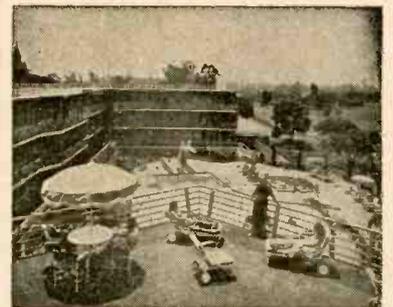
In line with the anniversary, all station identifications all day will be made by a five-year old girl selected through a series of auditions. The preceding day, all five-year-olds within the WLAN listening area will be treated to all the ice cream they can eat at Wiggins Restaurant.

Gets Graphic Arts Award

Ed Casarella, assistant art director of ABC's Sales Presentation Department, has been awarded a Fulbright Grant. Casarella, a resident of Brooklyn, N. Y., will depart for Rome, Italy, on September 25, where he will pursue the study of graphic arts for a one-year period. His wife will accompany him during his year's study in Rome.

REALLY LIVE

at the



HOLLYWOOD COUNTRY CLUB HOTEL

Chas. LaTorre, (Fellow actor)

Res. Manager

Swimming Pool, Cocktails, Dining Room

Rates

From \$5. up. Also Monthly Kitchen Apts. Special Rates to Professionals.

445 N. Rossmore Ave. Phone: Hollywood, Calif. HO. 9-2701

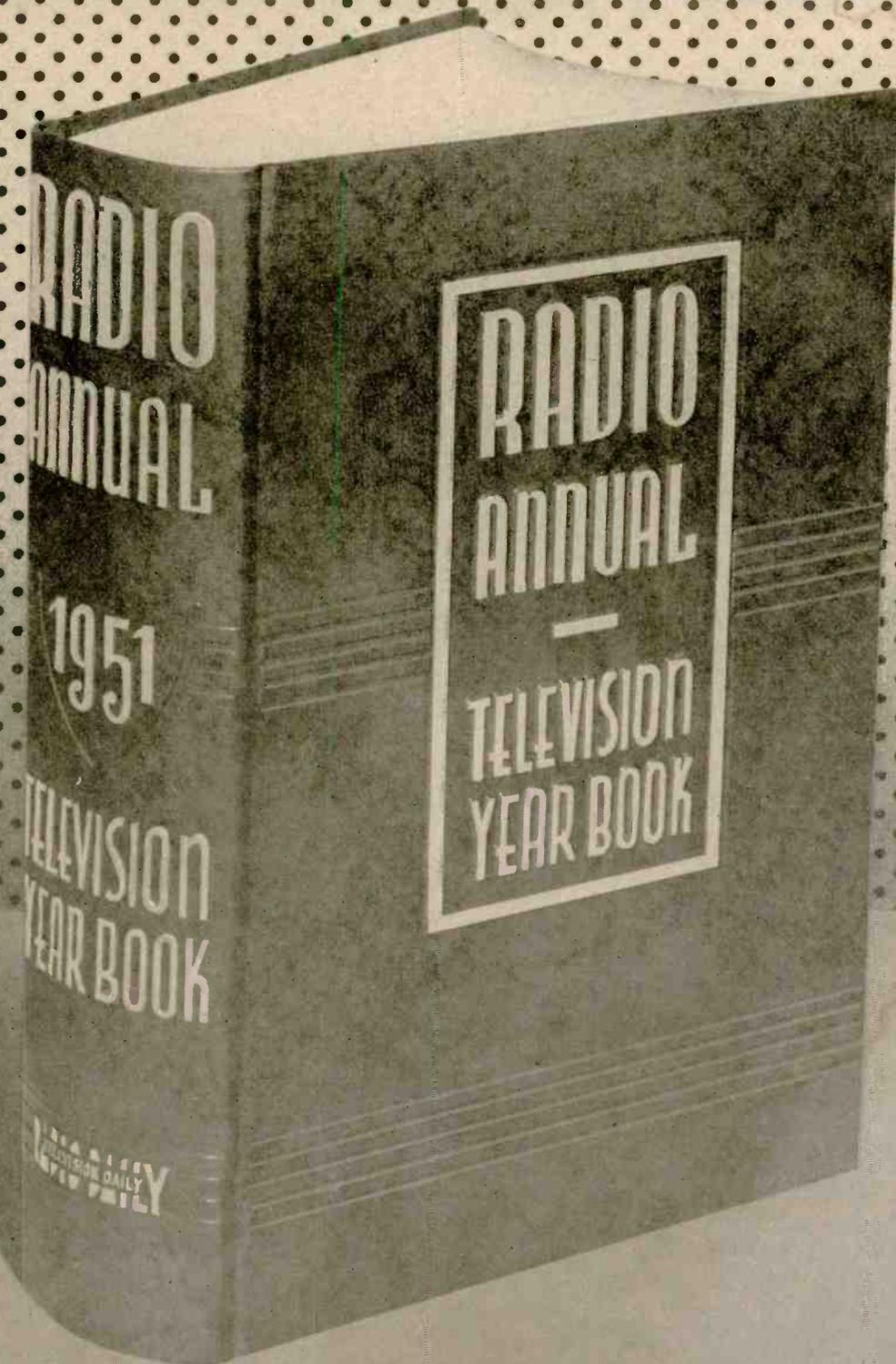
WFIL

560 kc PHILADELPHIA

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

ABC Affiliate—Rep: THE KATZ AGENCY

THE REFERENCE BOOK OF THE YEAR



The 1951 Edition contains a complete list of ADVERTISING AGENCIES and their personnel, and Radio and Television Accounts handled by them.

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ASCAP Answers Plea For New TV Permits

(Continued from Page 1)

by the Society in the per program license are reasonable; (b) an interim fee be fixed by the Court pending final determination; and (c) such other and further relief be granted as to the Court may seem just and proper."

An affidavit filed in behalf of Otto A. Harbach, president of ASCAP, sets forth in detail why the society contends they should not be required to service BMI licensed stations and the reasons for seeking license revenue from spot commercials carried by TV stations.

At one point the affidavit charges: "BMI has also urged broadcasting companies to obtain 'per program' licenses from the society rather than 'blanket' licenses, despite the fact that BMI licenses are on a blanket basis."

Continuing the statement says: "It is respectfully submitted that the Society should not be compelled to issue per program licenses to radio and television broadcasting companies which have licenses from BMI. It is further submitted that the amended final judgment should be modified accordingly."

Regarding Spot Announcements

In referring to "Spot Announcements," the affidavit in part reads:

"The Society has at all times maintained that where 'spot announcements' of an advertising character precede or follow a program containing copyrighted musical compositions in its repertory, the use of music in such programs contributes to the presence of an audience and so adds value to the 'spot announcements,' and therefore the amount received from adjacent 'spot announcements' should be deemed to be part of 'the sum paid by the sponsor of such program.' If the language of the amended final judgment is too restricted to warrant this interpretation, it is submitted that the amended final judgment should be modified so as to permit this charge in express terms."

Adams Contract Extended For Another Four Years

Minneapolis—Cedric Adams signed an agreement Friday extending his contract with WCCO through 1955. Announcement of the new agreement which gives WCCO exclusive rights to Adams' services for the next four years was made by Gene Wilkey, manager of the CBS-owned station in the Twin Cities.

Adams, who had been a newspaper columnist on the Minneapolis Star and Tribune for many years, started his first regular series of radio newscasts on WCCO in 1934. His popularity in the five-state area covered by WCCO has increased steadily in the 17 years since his first broadcasts.

California Commentary

By ETHEL ROSEN

● ● ● Robert Young will serve as master of ceremonies for the annual Fisher Body Company Scholarship Awards program in Detroit, August 14. . . . "The Radio-TV Outlook for Fall, 1951," is the subject to be discussed with Mitch De Groot when he addresses the luncheon meeting of the Los Angeles Advertising Club, as guest speaker, August 7th.

Hollywood

. . . Margaret Whiting and Frankie Laine will be regulars each week on KLAC's recorded "Stars of the Week" heard Monday through Saturday. . . . Gisele MacKenzie is maintaining her position as "Canada's First Lady of Song" even while living here, where she is featured each Sunday on the "Mario Lanza Show." She is heard five days a week over the Canadian Broadcasting Company network, via tape recordings which she makes here and rushes to Canada by air. . . . Tony Pastor and orchestra and June Hutton, songstress, are stars of ten Snader TeleScripts to be filmed by Louis D. Snader in color. Duke Goldstone directs. . . . Frank Worthy has begun scoring and recording the music for Roy Rogers' first TV show. . . . Dennis Day, now vacationing in Honolulu, surprised his radio boss, Jack Benny, with a lineup of Hawaiian musicians and hula girls when the comic stopped in Honolulu after his Korean junket, by hosting a pineapple party for Benny when he arrived at the airport. Day returns with Benny again this fall on CBS.

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● ● ● Rhonda Fleming has received a citation from the Sister Elizabeth Kenny Foundation for her aid in helping raise needed funds for the foundation's work via her transcribed radio appeals. . . . Robert Merrill in New York to meet with NBC-TV executives to discuss a once-weekly video layout starring the singer in capsule versions of famous operas. Merrill wants to film the series for a two-fold purpose, leaving time open for concerts and "live" opera roles plus his desire to lease the films to motion picture "art" houses around the country after they've made the rounds of NBC's television network. . . . King of the western swing, Spade Cooley, celebrated his third year in TV on KTLA's "Spade Cooley Show" Saturday (4th). Stars galore were on hand to help Spade launch the beginning of his fourth year. . . . Eunice Kettle, a member of the "Pinafores," singing trio of the Gene Autry show, was married Saturday to James O'Bryan.

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● ● ● KTLA account executive Gordon Walker has returned from a vacation in the Hawaiian Islands. . . . Charles J. Conrad, Hollywood Assemblyman, has joined the growing list of motion picture people who have gone into television. Charlie is substituting for Announcer Bill Karpel at KTLA during his vacation and, in addition, is host on a new program, "Look and Learn." . . . Lloyd Brownfield has returned to his desk following a two-week vacation in the High Sierras. . . . Jules Hack, formerly with the radio-TV commercial writing staff of Y&R, Chicago, has joined the staff of Erwin, Wasey & Company in the same capacity.

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● ● ● Lillian Kramer, Y&R publicity, in San Francisco to make arrangements for an "Unbirthday Party" cake contest in connection with Swans Down. . . . A. E. Joscelyn has been named radio-television representative on the board of directors of the United Appeals Plans. The organizing committee is preparing a proposed merger of all major charity solicitations into one annual drive similar to those held in Detroit, Toronto and other Eastern cities. . . . Carl Haverlin, president of both BMI and the Radio Pioneers Club, remained in town following the BMI-SCBA all-day program clinic held at the Hollywood Roosevelt, July 31, to address the luncheon meeting of the Hollywood Advertising Club, August 6. He'll talk to the ad clubbers on recent trends in commercial shows on both radio and TV.

Ten New Sponsors Sold By DuMont Web

(Continued from Page 1)

on behalf of Old Gold Cigarettes. Another newly signed contract was closed by the Lawrence Gumbiner Agency for its client, S. A. Schonbrunn Company, makers of Savarin Coffee. Calling for a total of 260 eight-second announcements four evenings a week, on WABD, effective Aug. 21.

Through Foote, Cone and Belding, Inc., a contract was arranged for Liebmann Breweries, Inc., for Rheingold Beer, with 13 five-minute filmed programs to promote the annual Miss Rheingold contest on WABD. A fourth contract is with the Strauss Stores.

Initial week of Tom S. Gallery, new sports department head, was a successful one, with contracts for telecasts of 27 top sports events for the web, with most of them sponsored. First on Gallery's list was the Aug. 5 telecast of the All-American Golf Tournament and the Aug. 12 Tam-O-Shanter Golf Tournament, both sponsored by the George H. May Company on behalf of its business engineering services.

Other Events Listed

Other top events coming up are the Aug. 16 Yonkers Derby to be telecast under sponsorship of Pabst Beer; Admiral Corporation's sponsorship of the Aug. 17 telecast of the All-Star football game from Chicago's Soldiers' Field; the Sept. 9 video coverage of the Chicago Bears-Cleveland Browns Football Game, under sponsorship of the Fred Miller Brewing Company of Milwaukee, for Hi-Life Beer. A series of 22 professional football games will begin on Sept. 30 over the web, with DuMont cameras following the Cleveland Browns wherever they play for ten games, and then will turn to the Chicago Bears or Chicago Cardinals for the other 12. The Atlantic Refining Company and the Brewing Corporation of America for Carling's Red Cap Ale, will sponsor the games.

To round out the football schedule, DuMont earlier announced that it would present the National Professional Football League title game, from an eastern city, at the end of the football season in December. DuMont will also present, under cooperative sponsorship, the Winter series of Saturday night wrestling exhibitions from Chicago.

Stations Taking Recess

Washington—Two stations have been granted authority by the FCC to remain silent until mid-September pending reorganization of the licensee corporations.

WLOU, Louisville, which operates on 1350 kc. with one kw. daytime only, was authorized to remain silent until September 15.

KGIB, Bremerton, Wash., which operates on 1540 kc. with one kw. daytime only, was authorized to remain silent until September 16.

Coast-to-Coast TV Slated For Sept. 30

(Continued from Page 1)

said: "Over the new communications skyway, words and pictures will be relayed between 107 towers stretching from New York through Chicago and Omaha to San Francisco. Construction of the first section of the coast to coast system started in 1948 and the completed project represents an investment of 40 million dollars."

Programs Being Shifted

Anticipating the availability of coast to coast TV transmission this Fall networks, sponsors and agencies are realigning program schedules to fit the expanding coverage. When two-way TV transmission is available from the west coast it is expected that some programs now seen on TV film will originate live on the west coast as well as the East.

With the inauguration of the coast to coast service one circuit will be available from east-west and from the west-east. Because of the limitation on available circuits at this time, A. T. & T. indicated Friday, that an allocations plan will have to be worked out with NBC, CBS, DuMont and ABC TV networks. It was pointed out that the microwave relay system can accommodate one westbound and one eastbound program at the same time.

Time Zone Problem

One of the problems which will face TV networks when the coast to coast transmissions begin will be the time zones. With three hours difference in time between the two coasts it may be necessary to either repeat telecasts or kinescope some live shows for the accommodation of sponsors who wish their shows telecast at preferred time periods.

Though exact program schedules for the initial coast-to-coast microwave relay telecasting are not yet set up, the networks are planning on their top shows to make the TV history record.

Plan Originations

CBS-TV will probably have Burns and Allen and Alan Young, and possibly Jack Benny, slated for the first shows on Sept. 30. NBC-TV is thinking in terms of four of its chief week-end attractions, the Colgate Comedy Hour featuring Eddie Cantor, the All Star Revue with Durante-Carson-Wynn and Thomas, the Red Skelton show and Bob Hope, to originate from the West in the record-making coast-to-coast live video shows. Likewise, DuMont and ABC-TV will probably have their top shows set for the initial telecasting.

★ ★ TELE TOPICS ★ ★

NEW start in life was made possible for a Kansas family made destitute by the recent floods, on the CBS-TV "Strike It Rich" program. The story, which reads like a modern Horatio Alger tale, serves further illustration of the terrific pull of TV: Marcelino Fernandez, his wife and two of their four children, were flown to New York from Kansas City, where they lost home, car and all belongings, especially for the telecast in an effort to help them get a lucky break. After they won \$220 in cash, a flood was caused. . . . This time a helpful one—of phone calls with offers to help the victims. The owner of a western meat packing firm promised to match the winnings of the family; an Englewood, N. J., housewife called to say she was sending a check for \$100; a Cedarhurst, N. J., dress shop offered to furnish complete outfits of clothing for the children; a Pittsburgh department store executive promised to furnish an entire home for Fernandez; and two New York youngsters, Ed and Kathleen Gates, sent in \$1.76, their earnings from selling lemonade. The new deluge completely overwhelmed the grateful family, who, thanks to TV, will ride the crest of happy life again.

TODAY'S TV Personality:

COL. HOWARD NUSSBAUM, radio and TV director, a newly created post in the Harry B. Cohen Advertising Agency, is a pioneer in both commercial and military use of radio and TV. Organizer of the first radio department for the Air Force after Pearl Harbor and organizer of combat reporting of the European invasion where he set up the first broadcast from a combat plane and personally reported a bombing mission from a B-17 over Germany. Nussbaum also developed the first plane-to-plane and plane-to-ground television broadcast technique. He continues in an advisory capacity to the Secretary of Defense in



NUSSBAUM

matters relating to the North Atlantic Security Pact. Prior to joining the Cohen Agency last month, Nussbaum was special assistant to W. Stuart Symington, of the National Resources Board. Before the war, he was a TV producer-director for NBC, where he produced such pioneer ventures as the 1940 political conventions. Aware of the close relationship of movie and TV techniques, he spent a year in Hollywood as associate producer at Warner Brothers. After he took leave from the Armed Services, he joined ABC as national production manager and eastern program manager, leaving to rejoin the Defense Department.

OFFICIAL permission for increased power granted WPIX, which began operating Friday at 26.3 kw. Three other New York stations, WNBT, WCBS-TV and WABD, expected to follow suit, pending FCC okay. WAVE-TV, Louisville, Ky., increased its operating power nearly three and a half times Friday. . . . Ezra R. Baker, Jr., new director of sales promotion at International Movie Producers' Service. . . . Dallas-Fort Worth area has 125,720 TV sets in use, according to Aug. 1 count made by WBAP-TV research department. . . . Felix Jackson, former Hollywood movie producer, will be executive producer of the new "Schlitz Playhouse of Stars," full-hour live dramatic program that will have its premiere Oct. 5 on CBS-TV. . . . Johnny Johnston, co-star of the Broadway musical, "A Tree Grows in Brooklyn," will act as host for vacationing Ed Sullivan on "Toast of the Town" next Sunday. . . . Rube Goldberg, dean of the cartoonists, will guest on the Garry Moore Show on Friday.

ANNIVERSARY report of the bombing of Hiroshima will be made on Thursday on "Your Esso Reporter," at 9 p.m., EDT, over CBS-TV. A special crew of film cameramen and reporters, directed by the web's correspondent, Robert C. Pierpoint, is flying from Tokyo to Hiroshima, first city on which the atom bomb was dropped. Film will show reconstruction work today and give eyewitness accounts of the destruction by survivors. . . . NBC-TV's news department is flying camera crews to the North Pole and the turbulent Middle East. The Iranian oil question will be covered by Brad Kress and John Hofen of the Washington staff, who will film and record on-the-spot news breaks and exclusive interviews with top-ranking officials. After Iran, they will go to Madrid to interview Franco, and then will cover Berlin, Britain and North Africa before returning stateside. Meanwhile, Gene and Charlie Jones are en route to the North Pole to report telewise on the progress of America's Northernmost defenses.

Procedure Clarified On TV Allocations

(Continued from Page 1)

where a party has filed both a comment and an opposition and the two filings were listed by the Commission in different alphabetical groups, resulting in different filing dates for the comment and the opposition, what is the correct filing date?

The Commission said that part of the affirmative case which is directly related to each separate pleading must be filed on the filing date specified for each such pleading. Complete filing dates by groups and areas affected were published in the July 27 edition of RADIO-TELEVISION DAILY.

As an example the FCC said where a party has filed an opposition listed in Group A and a counter proposal listed in Group Z, that part of the case which relates to the opposition must be filed on the date for filing documents with respect to pleadings listed in Group A.

Statements and exhibits relating to the counter-proposal itself, however, need not be filed until the date for filing with respect to pleadings listed in Group Z.

In order to get a clearer picture of the Commission's latest order, attorneys and broadcasters must have copies of the order of procedure issued July 25 and the order of hearing procedure released July 18. The latter contains more than 2,000 separate filings.

In its clarification order, the FCC said any statement or exhibit filed as part of the direct or affirmative case of any party, whether it relates to a counter proposal or opposition, must be filed on the dates specified. This includes any person who has filed appropriate comment or opposition with respect to appendices C and D of the third notice, issued March 22.

In general, said the Commission, the direct or affirmative case constitutes the case that would have been presented on direct examination had hearings been oral.

No direct or affirmative case may be made by documents filed pursuant to 5(C) of the order of hearing procedure. This provides that any person eligible to submit sworn statements or exhibits will be permitted to submit statements or exhibits directed against statements or exhibits offered by other parties pursuant to the direct or affirmative case clause. Only evidence that would have been submitted at an oral hearing through cross-examination and rebuttal will be considered in documents filed pursuant to 5(C).

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COAST-TO-COAST

Anniversary Present

Cincinnati, O.—An Eastern home is happier today because of the interest shown by the cast of "Midwestern Hayride," which originates in the WLW-TV studios. Bill Thall, emcee of the wagonload of rural talent, received a letter from a viewer in Seneca Falls, N. Y., which read: "Will you please play 'Now Is the Hour' on the guitar for my husband's 66th birthday and our 15th wedding anniversary. I am a bedridden cripple and am unable to give my dear husband a present, so thought this would be a very pleasant surprise for a gift to see and hear on TV." The request was played on the network show by Jerry Byrd, who has been cited as one of the top steel guitarists in the country, accompanied by the cast's best wishes.

Joins NBC Affiliate

St. Paul, Minn.—Ruth Clymer, formerly associated with the Mason City Globe Gazette in Iowa, has joined the continuity department of KSTP-TV.

Trained Staff

Waynesboro, Va.—WAYB obviously likes to choose its staff members from among the graduates of the Columbia Institute in Philadelphia. Latest addition is John Buckland, announcer. Others are Walter De Puy, copy writer, and Al Charles, chief announcer.

New "Dr. Jive"

Woodside, N. Y.—Selected from an auditioning field of 45 Negro disc jockeys from throughout the nation, Tommy Smalls, 25-year-old Savannah, Georgia d.-j. and newspaper editor, takes over as master of ceremonies on the "Dr. Jive Show" on WWRL. Prior to this commitment, Smalls conducted disc jockey shows over WJIV, WSAV and WDAR, in Savannah, served as editor of the weekly "Savannah Herald" and was the emcee of several leading night clubs.

Polio Protection

Hartford, Conn.—The teenage panel of the "Mind Your Manners" program over WTIC recently discussed the problem of protection against infantile paralysis. Allen Ludden, moderator, stated that it was the first discussion of its kind in the program's history. Sources of authority for the panel's suggestions were a bulletin issued recently by the Connecticut Department of Health and an article in this month's issue of Parents Magazine.

KLIX is Klickin' in Idaho's First Farm County 1st in Intermountain West 56th in the Nation
ASK HOLLINGBERY
TWIN FALLS, IDAHO

THE WEEK IN REVIEW

... Radio-TV Highlights

By BILL NOBLE

AS the FCC received more than a score of requests for authorization to increase power from stations in many sections of the country, engineers this week forecast improved TV reception, especially in fringe areas. Already, three of New York's six TV stations were granted FCC authorization to increase power. They are WOR-TV, WPIX and WJZ-TV, first to begin with increased power.

Another issue to be decided by the FCC at its theater TV hearings to begin Nov. 26 were charges raised by the Fair Television Practices Committee last week that box-office TV is illegal and constitutes an "entirely new question." According to Max Goldman, general counsel for the FCC, the only FCC jurisdiction in connection with theater TV thus far has been to grant AT&T applications for experimental frequencies for microwave relay stations.

The NARTB-TV program standards committee listed four basic sub-committees last week to begin work on standards for TV programming. It was agreed at the Washington meeting that an association committee should act as a "reviewing" body to interpret the standards. The committees' reports will be announced Oct. 2-3.

The Army and Air Force recruiting service plans to use 35 per cent of its 1952 advertising budget for radio and television, it was disclosed last week by Maj. Gen. T. J. Hanley, Office of the Adjutant General, before a House Appropriations subcommittee during hearings on the Defense Department's appropriations bill.

TV receivers should not be subjected to excise taxes because the public has come to rely on broadcasting and telecasting as a major source of general information, it was announced last week by Ralph W. Hardy, NARTB government relations director in an appearance before the Senate Finance Committee. Hardy appeared in behalf of the radio-TV industry opposing the proposed 25 per cent excise tax on radio and TV sets.

The total number of TV sets in the United States is estimated at over 13 million as of July 1, according to figures released by Hugh M. Beville, Jr., last week. Beville, NBC's director of plans and research, claimed that six of the nation's 63 TV markets now have more than 500,000 sets.

The CBS 1951 Fall radio program promotion campaign met last Monday and Tuesday with over a record-breaking attendance of 110. The Fall campaign will spend over \$7,000,000 on radio, local and network, with \$1,000,000 on newspaper and magazine advertising.

DuMont plans for the net TV Center to house the DuMont TV network operations at the site of the old Central Opera House build-

ing in New York were announced by Chris. J. Witting, the web's director and general manager.

Radio was credited with having done a "magnificent" job during the rehabilitation period which followed the midwest floods, according to Roy S. Moulton, coordinator of Civilian Defense at Kansas City last week. In a letter sent to RADIO-TELEVISION DAILY, Moulton said, "... nothing rendered a greater service to the people of the affected area than the radio stations of Greater Kansas City."

The 12th annual Shows issue of RADIO-TELEVISION DAILY listed more than 1,000 program ideas for radio and television for the Fall and Winter season, 1951-52. It showed radio as a thriving institution despite the gains of telecasting throughout the year.

Rounding out the highlights of the week in review was the announcement of the new merchandising plan by Emerson Radio & Phonograph Corp., in which black-and-white TV receivers will be sold for one to three months with a two-year program guaranteeing the purchaser a trade-in for any make color TV set which comes into the market.

Public Service Report Credits Radio And TV

(Continued from Page 1)

board that year, and T. S. Repler, president.

Campaigns for U. S. Defense Bonds, Fight Inflation, Student Nurse and Armed Forces recruitment were some of the major programs carried on voluntarily by the Advertising Council.

One of the most significant developments during the year was the inauguration of a new Television Allocation Plan patterned after the Radio Allocation Plan which has operated successfully throughout the Council's history. In the TV plan, national advertisers voluntarily allot time periodically to public service messages based on Council campaigns.

Wide Cooperation

In setting up the plan, all four major TV networks and more than 50 network advertisers cooperated, it was reported. Estimated circulation for the period was about 267,506,000 television home impressions.

Through the Council's Radio Allocation Plan, American business companies contributed major radio support to 19 top-priority campaigns and gave additional coverage to 34 others. Estimated circulation contributed to all campaigns by commercial programs alone was more than five billion radio home impressions. Individual stations reportedly contributed even greater support to local and national causes.

AGENCIES

J. WALTER THOMPSON COMPANY announces addition of Henry Johnson as representative in the New York office, Mrs. Janet Wolf and Miss Marjorie Paul to the copy staff there, and Frank W. Linder in the Miami office. Johnson is a former account executive for Benton and Bowles.

WARNER S. SHELLY has been elected to the board of directors of N. W. Ayer and Son, Inc., of which he has been vice-president since 1938.

JOSEPH NORMAN KAPLAN ASSOCIATES, Miami Beach, have been appointed by the Schine Hotels in Florida.

PEERLESS CAMERA STORES have named Sidney W. Rosen to direct sales planning and newspaper, magazine and direct mail advertising; and Morris Bragin as coordinator of public relations, display and special promotion for the organization.

H. G. TAPPLY has been appointed copy chief and special consultant on accounts in the sporting field for Reilly, Brown and Willard, Inc., Boston advertising agency.

EVERETT REIMER has joined W. R. Simmons and Associates, research organization. He was previously with the Survey Research Center of the University of Michigan.

RICHARD T. MORRIS has been appointed administrative manager of the Nemethy-Davis Company, Detroit. He formerly was with the Gibson Art Company, Cincinnati.

STEPHEN GOERL ASSOCIATES have been named by Riverdale Products, Inc. to handle advertising for Pompon d'Or Confections and Old Europe Coffee.



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RADIO TELEVISION DAILY

SPONSORS
BUSINESS
AGENCIES

VOL. 57, NO. 17

NEW YORK, WEDNESDAY, OCTOBER 24, 1951

TEN CENTS

SURVEY REVEALS TV SET SALES UP

RCA Reports Extent Of Color Experimentation

Press Conference Shown 5 Color TV Tubes

RCA's unveiling of its five color tubes, characterized by Dr. E. W. Engstrom, vice-president in charge of RCA Laboratories Division, as "the most important electronic contribution, carried to completion since the end of World War II," disclosed the vast scope of the corporation's re-

(Continued on Page 8)

Color TV Meeting Set For Tomorrow

Washington Bureau of RADIO DAILY

Washington — The television set manufacturing industry will receive guidance at a Thursday meeting here this week on how far it may go in spending materials for research and development of color receivers, a step following last week's instruction banning the production of such equipment until further orders.

The session, asked by Defense

(Continued on Page 6)

Radio Executives Heard At BMI Program Clinic

An emphasis on new ideas, promotion and programming suggestions, and advice on research methods were some of the major highlights of talks at the closing session

(Continued on Page 6)

Poole's Folly

Acrophobia sufferers are common, but Stanley Poole of Babylon, L. I. can't be counted among them. Stanley climbed to the 560-foot level of the WOR-TV tower in North Bergen, N. J. before police brought him down. He said he was interested in geography, topography and construction of towers. Cost of the venture was a \$25 fine by police.

Favor Monopoly Rights

Washington—A poll of 103 baseball writers shows that they favor monopoly rights for baseball over televising ball games, the House committee investigating baseball has revealed. Three out of four writers were in favor of the monopoly. The poll was taken by the subcommittee before it was decided that no investigation of radio and TV rights would be made during the hearings. Recently, the major league club owners decided that the rights should rest with the individual clubs and not the league.

Balaban Appointed To Paramount Post

Appointment of Burt Balaban, son of Barney Balaban, president of Paramount Pictures, to the post of director of programming and production for Paramount Television Productions, Inc., and John Howell as director of sales and merchandising, was announced yesterday by Paul Raibourn, president of Paramount Television Productions.

Balaban who has been associated with Paramount the past six years,

(Continued on Page 6)

Mail Pouch To Sponsor Mutual 'Game' Summary

The Mail Pouch Tobacco Company, makers of Kentucky Club Tobacco, starting Saturday, Oct. 27, will sponsor a five-minute roundup preceding and a five-minute summary following Mutual Broadcasting System's presentation of the football "Game of the Week," according to an announcement made

(Continued on Page 2)

New TV Company Formed On Coast

West Coast Bureau of RADIO DAILY

Hollywood — Announcement of the formation of Peerless Television Productions, Inc., with Edward Small as president and George Shupert as vice-president in association with Sol Lesser, producer, was announced yesterday.

The company will produce films especially for TV, set up a distribution organization and serve as representatives for the 30 feature films

(Continued on Page 8)

BMI Will Syndicate Goodman-WNEW Series

As part of its continuing public service project to promote the broadcasting of concert music, BMI will syndicate Benny Goodman's program commentaries for symphonic concerts to radio stations throughout the nation at cost.

The new BMI effort, resulting from arrangements just completed

(Continued on Page 2)

New York AP Broadcasters Oppose News Restrictions

Albany—A resolution condemning President Truman's order to civilian agencies to withhold information for security reasons was adopted by the New York State Associated Press Broadcasters Association at the broadcasters' annual one-day meeting this week. The association added in the resolution that the President's action was "contrary to the spirit of the free dissemination of news."

The broadcasters claimed that

under the President's directive "news releases from federal government departments, bureaus and commissions are to be subjected to limitations indicative of a censorship which squeezes news within the artificial limitations of so-called 'security regulations.'"

In another resolution, the broadcasters said the imprisonment of AP correspondent William N. Oatis

(Continued on Page 2)

Dealers In Major Cities Report Increase

Reflecting a decided upturn in TV receiver sales in recent weeks and a preference for pictures 17 inches or larger, Jack H. Levin Associates yesterday completed a survey for RADIO-TELEVISION DAILY of TV dealers in most of the major markets throughout the country. In making the sur-

(Continued on Page 6)

Wayne Coy Speaks On Morano Charge

Washington Bureau of RADIO DAILY

Washington—FCC Chairman Wayne Coy has notified Rep. Al Morano (R., Conn.) that the Commission "will take up further" with WMCA, New York, his complaint that Barry Gray, a night-time disc jockey, assailed one of his constituents.

"The act of Congress under which we operate specifically bars the

(Continued on Page 6)

Best Foods Buys Series 2 Hrs. Weekly On WABD

Best Foods, Inc., through Benton & Bowles, Inc., yesterday pacted one of the largest contracts ever negotiated for a single sponsorship in a multi-station TV market when the company purchased a weekly

(Continued on Page 2)

Gift To AFRS

"The Playhouse Of Favorites"—one of RCA's 25 syndicated programs—has been given to the Armed Forces Radio Services for use in its "Bookshelf Of The World" series, it was announced by A. B. Sambrook, manager of RCA Recorded Program Services Sales. Series includes "A Tale Of Two Cities," "David Copperfield," and "Treasure Island."

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

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PUERTO RICAN BUREAU: Antonio Alfonso, Edifilio Ochoa, San Juan, P. R.; P. O. Box 3395; Telephone: 2-2305.

FINANCIAL

(October 23)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Du Mont Lab., Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Row includes Stromberg-Carlson.

Phil Rosen

Hollywood — Funeral arrangements for Phil Rosen, pioneer motion picture director who died at his home here, were pending last night. Rosen is survived by two sisters, Bessie and Ethel Rosen, the latter in charge of the local offices of RADIO-TELEVISION DAILY and Film Daily. Rosen, who worked for many major studios, was one of the organizers of the American Society of Cinematographers.

WFIL

560 kc • PHILADELPHIA

It's Not the Size... It's the Selling Power!

ABC Affiliate—Rep. The Kafz Agency

COMING AND GOING

KEN SPARNON, BMI field rep, has left New York to attend the NARTB District 6 meeting in New Orleans tomorrow and Friday. He will spend a few days in Chattanooga enroute back to cover the NARTB District 7 meeting in Louisville, November 8 and 9.

BURT ARNOLD, vice-president of KDER, Albuquerque, N. M., is visiting Mutual officials in New York.

A. C. ENTER, manager of KWKC, Abilene, Tex. is in New York on a business trip. He can be contacted through Mutual.

A. HARTWELL CAMPBELL, manager of WGTC, Greenville, N. C., a Mutual affiliate, is on a business trip to New York.

ROBERT J. BURTON, BMI vice-president in charge of publicity, left for Cleveland last night. He will speak Thursday at the sales conference of the Ohio Association of Broadcasters.

CHARLES VANDA, vice-president in charge of television for WCAU, will sail today on the Ile de France. He will make a month's survey of circus acts in France and Spain.

HARRY G. BRIGHT, stations relations manager for International Events, Inc., is in Statesville, N. C. to supervise a campaign for WSIC in that city.

CARL BRISSON, radio and TV performer, has arrived in New York for a four-week engagement at the Plaza Hotel.

FRED FREED, CBS staffer, has flown to London. Later he will travel to Israel and Rome on a month-long trip.

AL MORGAN, CBS staffer, has arrived in New York following a month in Europe.

Best Foods Buys Series 2 Hrs. Weekly On WABD

(Continued from Page 1)

two-hour program on WABD, according to an announcement made by Ted Bergmann, director of sales for the DuMont network.

The thirty-nine week contract, effective Oct. 28, covers the two-hour period from 4:00-6:00 p.m. and was negotiated for the sponsors' products—H. O. Quick Oats, H. O. Cream Farina, and Presto Self-Rising Cake Flour.

Program will be entitled "Sunday Matinee" and will feature Rex Marshall as master of ceremonies. First production will be "One of Our Aircraft is Missing," starring Godfrey Tearle, Eric Portman and Joyce Redman.

Mail Pouch To Sponsor Mutual 'Game' Summary

(Continued from Page 1)

yesterday by Adolph N. Hult, vice-president in charge of sales for the network.

Al Helfer, Mutual's voice of sports, featured on the weekly "Game of the Week" broadcasts, will also handle the five-minute football roundups, which include predictions, results and highlights of the day's outstanding college football games. Account was placed through Charles W. Hoyt Co., Inc., advertising agency.

Stork News

Mr. and Mrs. William Parker are the parents of a seven pound, four ounce son, David, born Saturday, October 20, at the Hackensack Hospital, Hackensack, N. J. Parker is an executive of the Ted Bates Advertising Agency in New York.

Ray Goulding, half of NBC's talented team of "Bob and Ray," became the proud papa of an eight-pound daughter born Sunday, Oct. 14, in Lowell (Mass.) General Hospital. Their third child, the baby has two older brothers. Mrs. Goulding is the former Mary Elizabeth Leader.

AP Broadcasters Oppose News Curbs

(Continued from Page 1)

in Czechoslovakia "poses a threat to all free-gathering and dissemination of news in communist-dominated countries."

The resolution called upon the federal government to "continue all possible steps to effect the prompt release" of Oatis, who was sentenced in Prague last July 5 to 10 years in prison on alleged espionage charges.

Newly-elected president of the association is Jim Healey, WOKO, Albany, who succeeds Gunnar O. Wiig, WHEC, Rochester. The group also elected William I. Mennam, WGY, Schenectady; Monroe Benton, WNYC, New York, and Ralph Knox, WHEC, Rochester, as directors. Thomas Brown, WGVA, Geneva, was elected vice-president while Norris Paxton, chief of The Associated Press Bureau in Albany, was reelected secretary.

Stork News

The stork favored WTVJ, Miami, with two visits last week. Ralph Renick, news director of Florida's first television station, became the father of a girl, Kathryn Elizabeth, on Oct. 12, and two days later, Robert Ross, station comptroller, greeted the arrival of a son.

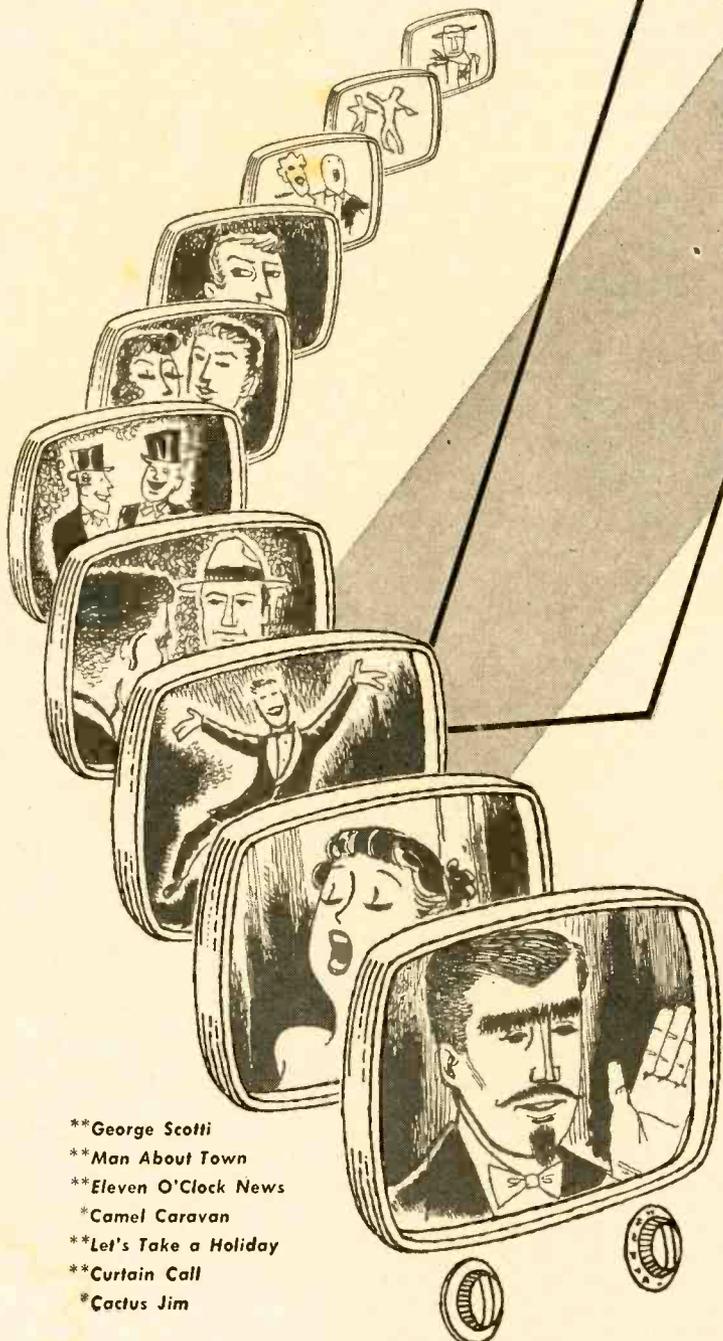


You get a lot for a little*

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

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





out of 10...
TOPS!

That's a remarkable record for any TV station in any market. In Detroit, **WWJ-TV** has it!

According to Pulse, Inc. July-August ratings—seven out of the top ten multi-weekly shows are on **WWJ-TV** Five** of these seven originate with **WWJ-TV** and its staff.

Two* are NBC shows.

This teaming of talents and reliability of production have consistently enabled **WWJ-TV** to provide its advertisers with the largest and most responsive audience in the great and prosperous Detroit Market—where family income is the highest of all major cities in the U. S. A.

- **George Scotti
- **Man About Town
- **Eleven O'Clock News
- *Camel Caravan
- **Let's Take a Holiday
- **Curtain Call
- *Cactus Jim

FIRST IN MICHIGAN *Owned and Operated by THE DETROIT NEWS*

National Representatives: **THE GEORGE P. HOLLINGBERY COMPANY**
ASSOCIATE AM-FM STATION **WWJ**



CHICAGO

By FRANCES CLOW

BURR LEE, in addition to his duties as ABC-AM production manager for the Central Division, has been appointed manager of producers and announcers for the web's Chicago offices.

In order to better serve advertising agencies and their clients, WMCA, New York, WIND, Chicago, WLOL, Minneapolis, and KIOA, Des Moines, have united to open their own sales offices in New York and Chicago. Wilmot H. Losee heads the New York office. The organization will be known as AM Radio Sales, and will be in operation by November 1st.

WBBM's 7:15 a.m. news has been assigned to announcer Joe Foss, replacing Larry Alexander. Mr. Alexander, who has handled the show for over four years, has gone to New York to do announcing and dramatic work on a free-lance basis.

"The Story of Mary Marlin," which started over the ABC network recently, marks return of radio serial originations to Chicago. The new fifteen-minute show stars Eloise Kummer in the role of Mary Marlin, Everett Clark as Joe Marlin and Laurette Fillbrandt as Madam Tao Ling. Scripts are by Mona Kent, and Don Painter directs for ABC.

WIND has inaugurated a new morning variety program, 7:00 to 7:40 a.m. daily on WLS. Where most morning radio fare is recorded, the show is all live talent with Captain Stubby and the Buccaneers, Phyllis Brown and other National Barn Dance stars joining Red Blanchard who emcees the forty-minute revue.

Peggy Heaton, secretary to Caesar Petrillo, WBBM-CBS music director, leaves WBBM after eight and a half years to join Robert Meeker Associates, radio representatives in Chicago.

Ezra Stone, of "Henry Aldrich" fame, spent a week in Chicago to do the initial supervising of a new show at Chicago's Blackhawk Restaurant—"Laugh It Off—A Tale of the Turbulent Thirties." He is scheduled to be in New York next week to handle an all-star NBC-TV series for Ed Wynn, Danny Thomas, Martha Raye and Ezio Pinza.



By TED GREEN

● ● ● Phil Alampi, WJZ's farm news editor and president of the National Association of Radio Farm Directors, is proudly showing friends an invitation from John R. Steelman, assistant to President Truman, to attend a White House conference on major national problems and policies with a group of leading citizens. Alampi has left for Washington today to sit in on the conference, with the President, Acheson, and Snyder. Gen. Omar Bradley, Charles E. Wilson and Eric Johnston will participate.

★ ★ ★ ★

● ● ● Jimmie Melton, sitting in one of his ancient Stanley Steamers the other afternoon, waiting for a tow-car to come and drag him home, was encountered by a minister. The Rev. asked if Melton was on a trip and Jim answered, "Yes, to Boston." Shaking his head sadly, the cleric said: "I think you had better go by way of Providence."

★ ★ ★ ★

● ● ● Met stars Richard Tucker and Bidu Sayao, are among the guests on "This Is Show Business" who sound like clacqueurs when they rave about Henry "Hank" Sylvern's musical direction on that stanza. . . . Is Bob Banker being offered a producer's berth? If he is he certainly deserves it. . . . Bert Cowlan has been signed to do the commercials for the first half-hour of "The Big Show" on NBC. . . . Dean Martin and Jerry Lewis, the famous comic team of TV and movies, have been named honorary chairmen of the \$2,000,000 fund drive to build the first cardiac hospital in America.

★ ★ ★ ★

● ● ● "Now Hear This," heard over NBC radio earlier this month on Sunday at 5:30 p.m., combines swell adventure stuff with just enough selling to make the Navy look good. Program must have an audience—a couple of weeks ago, following an indirect persuasion talk for blood donations, 104 unscheduled donations were made in Washington alone. We would like to hear this show back on the air-waves. Chick Vincent is producer.

★ ★ ★ ★

● ● ● DuMont execs wearing grins like the proverbial cheshire cat over the tremendous success of their daily space thriller, Captain Video. The program pulling down the most tremendous amount of fan mail in DuMont history. . . . The Claire Mann Glamour show seen and heard on WJZ-TV (sponsored by Buitoni starch-free spaghetti) has gone network. . . . Singer Frankie Laine racking up a \$125,000 week at the Paramount. NBC talking a huge TV show for him as well as a radio deal cooking.

★ ★ ★ ★

● ● ● The East Side Music Lovers League will honor Charles Sanford, musical director of Max Liebman's "Show of Shows" at the Central Plaza, Sunday evening, November 4th, on the occasion of his having been selected by their 2,000 members as TV's outstanding conductor. Charles will be presented with a special award during the dinner tendered in his honor.

★ ★ ★ ★

● ● ● Kudos to Irving Stark, who not only proves that radio is a vital medium but who also has just brought almost 100 new accounts to WPOE, Elizabeth, N. J.—that's an FM station, fellows. Who said radio isn't a vital force when advertisers are willing to buy on the FM side of the picture, as well as to continue via AM?

★ ★ ★ ★

HOLLYWOOD

By ETHEL ROSEN

GAIL PATRICK has been made associate producer on the Perry Mason TV series. She will act as liaison between the author Erle Stanley Gardner and Bing Crosby Enterprises, who will make the films. Miss Patrick will also be in charge of all casting and will have final approval of scripts. The Perry Mason series has sold over 60,000,000 (sixty million) books and has been on daytime radio for eight years for Procter and Gamble. Erle Stanley Gardner organized his own company in association with Cornwell Jackson. The first film is scheduled to roll in the near future.

Evelyn Knight and her personal manager Tom Sheils are planning to part company. The Decca thrush has been managed by Sheils for two years and the parting will be on a friendly basis. Miss Knight will not retain another manager and will continue bookings through the Wm. Morris Agency. Miss Knight goes to New York shortly for a series of radio and TV appearances returning to the coast for the Xmas holidays. She opens at the Palmer House January 10. Sheils continues to manage the Modernaires, Clarke Dennis and other talents.

Publicity and public relations firm of Foladare, Greer and Bock has moved its Hollywood offices to the Hollywood Security Building. Maury Foladare, Norman Greer and Hal Bock are members of the company.

Ralph Linkroum has been granted a leave of absence by Harry Ackerman, CBS veepee, to work up a new television series with Vincent Price. Ralph Levy takes over his spot as director of the Jack Benny TV show from here November 4th.

Producers Jack Rabin and Irving Block made their TV bow at KTLA Sunday (21) when they appeared as guests on "Magazine of the Week." They plugged "Unknown World" which they recently produced for Lippert Pictures release.

Dick Aurandt has been renewed for 52 weeks as musical conductor on the radio version of the "Wild Bill Hickok" series.

Dumont TV officials are discussing the previously-aired ABC Network program starring Dick Haymes, "I Fly Anything," as a television package for this fall.

HERBERT LEROY RICE AGENCY

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30 Rockefeller Plaza

Leading Insurers in the Radio and Advertising field for over 20 years

ALL KINDS INSURANCE

We Don't "Settle" Claims—
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WFIL

560 kc PHILADELPHIA

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

ABC Affiliate—Rep: THE KATZ AGENCY

Color TV Meeting Set For Tomorrow

(Continued from Page 1)

Mobilizer Charles E. Wilson, basically is a meeting of the NPA TV equipment advisory committee. But the invitation has been broadened, without precise specification, to include all companies which are researching or experimenting in color television.

While it has been made clear to manufacturers that color set production is out "for the duration," it has not, up to now, been made clear what effect the mandate will have on the laboratory work.

Carolina Broadcasters Addressed By Richards

Asheville, N. C.—Robert K. Richards, NARTB director of public affairs, told the North Carolina Association of Broadcasters here recently how they can get the real pulse of their listeners. He suggested in a luncheon address that each station—particularly those in smaller communities—assign staffers to make ten calls to listeners per week during a two-month period. Each year, at the end of the period written reports would be given the station manager. In turn the manager would write each listener whose views on programming were obtained by the staff members.

NLRB Turns Down Bid To Form Unit At WBAL-TV

Washington Bureau of RADIO DAILY

Washington — Efforts of Local 1400, IBEW, (AFL) to organize a unit of non-performing members of the WBAL-TV, Baltimore program department have been rejected by the National Labor Relations Board. IBEW had requested a unit of nine employees but the NLRB held that the two floor directors and an assistant film editor, the only non-supervisory employees in the unit requested by IBEW comprise an arbitrary segment of such group and do not constitute an appropriate unit. IBEW's petition to organize the non-performing program employees was dismissed without prejudice to the filing of a new petition for an appropriate time.

Annual Luncheon

The tenth annual luncheon given by Pulse this year will feature Murray B. Grabhorn, managing director of the National Association of Radio and Television Station Representatives, speaking on "The Importance of Audience Research to National Spot." The luncheon will be held today at the Hotel Biltmore. It will be attended by leading advertising agency, advertisers and broadcasting figures.

Large Screen Sets Favored, Television Survey Reveals

(Continued from Page 1)

vey, representatives of the Levin organization asked four questions of dealers. The questions were:

"What are the prospects for TV receiver sales?"

"Has there been a noticeable pick-up in receiver sales since the slump of the past summer?"

"Do dealers experience resistance from consumers waiting for the color receivers to reach the market?"

"What sets are most popular—table models or combinations? Picture sizes?"

Some of the cities reporting and a resume of dealer comments follows:

ATLANTA: "Sales prospects good; some sales resistance because of prospects of color; 17-inch table models most popular."

MILWAUKEE: "Prospects are good with 1952 models out and a step-up in trade-in business. Owners of small screens are converting to larger. Console and table model sales about even. 17-inch or larger in favor up to 21-inch pictures."

DALLAS: "Receiver sales improving. 17-inch table and 19 and 20-inch console models most popular."

LOS ANGELES: "Prospects for receiver sales are fair to good. 17-inch table and console models about equal in demand."

NEW YORK CITY: "Slight increase in business noted. 17-inch table models most popular."

BUFFALO: "Business is slightly under normal with 17-inch sets in most demand."

NEW HAVEN: "Excellent business reported. 16 to 17-inch sets selling. No resistance because of

Radio Executives Heard At BMI Program Clinic

(Continued from Page 1)

of the BMI program clinic at the Waldorf-Astoria Hotel.

After a brief introduction by Carl Haverlin, BMI president, at the morning session, talks followed by Carleton McVarish, Mutual's manager of audience promotion, Elliott Sanger, executive vice-president of WQXR, N. Y., and Doris Corwith, supervisor of talks and religious programs at NBC.

Afternoon Speakers

The ability of religion and spiritual comfort to promote radio was emphasized by Wallace C. Spears, vice-president of James McCutcheon, at a special luncheon address. Afternoon speakers included Walter Haase, manager and secretary, WDRC, Hartford, Conn.; Jim Brown, manager of radio and TV promotion and publicity, BBD&O; Michael Hanna, general manager of WHCU, Ithaca, New York, and Joseph T. Connolly, vice-president in charge of programs, WCAU, Philadelphia.

prospects of color noted."

NEW ORLEANS: "Business is excellent. Table models 17 and 20-inch moving."

SEATTLE: "Good business here. Noticeable pickup since summer slump. 21-inch combinations popular."

BOSTON: "Most stores were overstocked during summer. Since then sales have picked up. Sets with pictures 17 and 19 inches most popular."

MINNEAPOLIS: "Indications are that sales will pick up in the near future. 16-inch table models are popular sellers."

BALTIMORE: "Credit restrictions were responsible for below normal sales. In this city due to the low per capita income, table models with 16-inch pictures are most popular."

PITTSBURGH: "Advent of winter season and stepped up sports telecasting has improved the prospects of receiver sales. 17-inch table models popular. Not many calls for 20-inch pictures."

CHICAGO: "Sales situation fair to good. Pickups noted in certain areas especially where new apartment buildings have gone up. Table models—17-inch—most popular in apartments. Home sales about equal in 19 and 20-inch pictures."

ST. LOUIS: "Survey of dealers indicates sales are up. 17-inch table models most popular."

WASHINGTON: "Business only fair. Proposed raise in salaries to government employees in office is expected to stimulate receiver sales. 16 to 19-inch pictures in most demand."

Georgetown 'U' Plans Anti-Commie AM Series

Washington Bureau of RADIO DAILY

Washington—Georgetown University added a new dramatic show to its radio and television activities with the presentation Sunday, October 21 of the first chapter in the anti-communist radio series known as "Prologue."

Fight Communism

"Prologue," which will be broadcast every Sunday from 9:30 to 10:00 p.m. over the Liberty network and a number of independent stations, is designed to fight communism by examining and exposing the red menace through the drama.

The hard hitting series of plays takes its title from the quotation "The Past is Prologue—Study the Past," which is ascribed on the Archives Building in Washington. The quotation becomes the keynote of the dramatic programs, for each of the dramas takes its theme from the pages of history.

The format for the series calls for four subdivisions in thirteen week cycles.

Balaban Appointed To Paramount Post

(Continued from Page 1)

headed the company's TV film department and worked in association with George T. Shupert, who recently resigned from the Paramount organization.

Howell joined the staff last fall as a merchandising executive handling the campaign on "Time For Beany" and other Paramount TV properties.

In announcing the appointments Raibourn said: "These new appointments will concentrate on an aggressive policy of obtaining rights to and producing the highest quality television film properties, and will pursue the vigorous sale of these programs on a national, regional and local basis."

FCC To 'Take Up Further' Complaint Against Gray

(Continued from Page 1)

Commission from censoring program material," Coy informed Morano. "As a result the Commission may not and does not prescribe what may or may not go out over the air. And I am sure that you would agree that that's as it should be."

But Coy expressed belief that the complaint filed by Morano "does get to the heart of the responsibility of the station licensee" and that "the matter you complain of should be brought to the attention of station WMCA."

Morano had written Coy, October 10, enclosing a copy of a letter from Bernard Yudain, managing editor of the Greenwich Time, complaining that Gray had attacked him on the air. Yudain advised his congressman that when he called a station executive he was informed that the program in question was "not monitored in the studio and no recording is made."

Morano told Coy that "freedom of speech does not include freedom to malign individuals over the public airways without any record or transcript—with no containing authority exercised to insure good taste and absence of malevolent rancor."

Cooperation

When the May Company, Baltimore department store, staged "DJ Day" last week, inviting customers to come in and get autographs from their favorite disc jockeys, WBAL's Galen Fromme found himself stationed in the bargain basement behind the ladies lingerie counter, where callers were few. Al Ross of WBAL, more favorably stationed on the third floor, solved the problem by asking customers: "Have you seen Galen Fromme; he's downstairs in ladies' underwear." From then on, Fromme was mobbed.

Advertising Agency News And Notes From Here And There

MIKE JABLONS, of Gainsborough Associates, has been named director of radio and television exploitation for the Herald Tribune Fresh Air Fund. Jablons, who handled the radio-TV activities of the fund for the Summer campaigns of 1950 and 1951, will co-ordinate all radio-TV and special events programs for the fund. During the past two years, various New York radio and television stations have held special Fresh Air Fund days, during which all programs and station break announcements were devoted to the work done by the fund. Jablons will be assisted in his new capacity at the fund by Miss Jane Mead, formerly with the United States mission to the United Nations.



JABLONS

CHURCH ATTENDANCE DRIVE was planned by members of all religious faiths at a special meeting Monday at the Advertising Club, to spur the Religion in American Life movement, of which Charles E. Wilson, director of the Office of Defense Mobilization, is national lay chairman.

KIRK L. BILLINGS has been appointed advertising director of Emerson Drug Company, manufacturer of Bromo-Seltzer.

DAVID S. HOGMER, former space director at the Duane Jones Agency, has joined Grey Advertising Agency as director of space and media.

REG EVANS has been named vice-president of Ad-Film Distributors, Inc.

NEW HAVEN CLOCK AND WATCH COMPANY is launching the last advertising campaign in its 134-year history for the Christmas season.

MONROE GREENTHAL COMPANY, INC. has been named by the Bilnor Corporation of Maspeth, L. I., for plastic wading pools and toys. The Greenthal agency is resigning on Nov. 1 the account of Doughboy Industries, toy manufacturer.

C. J. HERRICK ASSOCIATES have been appointed by the Barclay Knitwear Company, Inc. for an expanded campaign.

W. T. OWENS, public relations director of Tube Turns, Inc., Louisville, has been elected governor of the Fifth District of the Advertising Federation of America, at the recent convention in Columbus, O. Other officers include first lieutenant governor, Roger C. Fleming, director of advertising and public relations of the Allison Division of General Motors, Indianapolis; second lieutenant governor, Ellis Perlman, Coleman Todd and Associates, Mansfield, O.; and secretary-treasurer, G. Patricia Wagner, of Doe-Anderson Advertising, Louisville.

PRICE, ROBINSON AND FRANK, INC. has been named by Reynolds Metals Company, for advertising in the pigment market, effective Jan. 1.

MILLER ASSOCIATES will direct promotion for the Sherry-Lynn Buying Office ready-to-wear shops, Natlynn Originals and Gaynor Junior Dresses, Inc.

FREDERICK - CLINTON COMPANY has been named by the Lockwedge Shoe Corporation, Columbus, O. R. S. Buckbinder is account executive.

MARY ELLEN CHURCH has been appointed advertising manager for United States Time Corp., manufacturers of Timex and Ingersoll watches. Miss Church was formerly with Street and Smith Publications.

TOM R. TALMADGE has been promoted to assistant sales manager of the Packard-Bell Company.

WALTER J. ANDREE, director of merchandising of Morey, Humm and Johnstone Advertising Agency, has been elected a vice-president.

ROBERT J. ASHERMAN has been made production manager of Visual Media, Inc.

ROBERT SIMPSON has joined Erwin, Wasey and Company, Inc., as director of television production. He previously was executive producer of TV at Geyer, Newell and Ganger Agency. For two years before that, he had been on the directorial staff of CBS-TV, and previously was director of radio and motion pictures for Young and Rubicam in Canada.

NATIONAL VALENTINE'S DAY COUNCIL is planning an extensive promotion drive to increase sales on all kinds of merchandise.

JAMES A. GILRUTH has been appointed advertising and sales promotion manager of the Atlas Powder Company, Wilmington, Del.

DANIEL P. WEINIG has been appointed to the radio sales staff of the Katz Agency, assigned to the New York office. Since 1947, Weinig has been with WELI, New Haven; and prior to that, he was with WLEU, Erie, Pa., and has also served as public relations director of WYBC, radio station of Yale University.

DOYLE, KITCHEN AND McCORMICK AGENCY announces resignation of the account of Charles Pfizer and Company, Inc., Brooklyn, effective Dec. 31.

BUCHANAN-THOMAS ADVERTISING AGENCY, Omaha, is readying an extensive 1952 campaign for Jolly Time Pop Corn, which will use newspapers as the core of the promotion, supplemented by other media.

R. T. O'CONNELL COMPANY will direct advertising for the Atlas Plywood Corporation, Boston. George Laffin Miller is account executive.

GORDON BAIRD ASSOCIATES have added the following accounts: Health Insurance Plan of Greater New York, Rising Paper Company of Housatonic, Mass.; Creative Plastics, Inc., of Stony Brook, N. Y.; and Master Video Systems, Inc.

BEESON-REICHERT, INC. is the new name of the former Beeson-Faller-Reichert Agency. Arthur Reichert is the newly elected president, succeeding John O. Munn who has been named vice-chairman.

DON HARRINGTON ASSOCIATES has been appointed by Lugen, Inc., opticians.

KENNETH E. NELSON has joined the staff of G. M. Basford Company as an account manager. He was formerly promotion manager of Power, a McGraw-Hill publication.

GEYER, NEWELL AND GANGER AGENCY has launched one of the largest advertising campaigns in the history of Knox Hat Company.

DAYTON RUBBER COMPANY has started a \$250,000 special Christmas sales campaign.

B. T. BABBITT, INC. announces the resignation of Robert Brenner as director of advertising and merchandising.

SYBIL RICKLESS has joined the public relations department of Grant Advertising Agency. She formerly was with WERC, Erie, Pa.

CHARLES DALLAS REACH COMPANY is currently preparing a special Christmas campaign for the L. E. Waterman Company, fountain pen manufacturer.

OTTO KLEPPNER, head of the Kleppner Company Advertising Agency, will be speaker at the Advertising and Selling Course conducted by the Advertising Club of New York, on Thursday. His subject will be "The Social and Economic Place of Advertising."

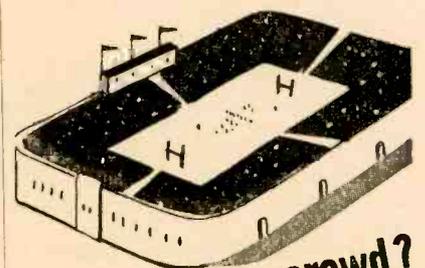
KATZ AGENCY has been appointed national advertising representative for WOOD-TV, Grand Rapids, Mich., effective Oct. 20. The station is the only TV outlet in that city and is affiliated with all four TV webs.

COURTLAND D. FERGUSON ADVERTISING AGENCY, will direct promotion for the King Kone Corporation. Initial campaign for the firm's product, Old London Sandwiches, will be started immediately in New York, using newspapers and television.

ALPHA DELTA SIGMA, professional advertising fraternity, went in a group advertising to give blood at the Red Cross Blood Donor Center, 70 W. 40th St., New York.

Made Sales Co-ordinator

Minneapolis-St. Paul—The appointment of Richard A. Jensen, former local sales coordinator for WTCN and WTCN-TV, as national sales coordinator for four North-west stations and one TV station, was announced by Robert B. Ridder, general manager of Ridder Radio Stations, and F. Van Konyneberg, vice-president and general manager of WTCN and WTCN-TV. Jensen will now represent WDSM, Duluth-Superior; KILO, Grand Forks, N.D.; KSDN, Aberdeen, S.D.; WTCN and WTCN-TV on a national sales level, working closely with national representatives of the four stations and one TV station.



the roar of a crowd?

you can pick out each individual voice with

CLEAN SOUND

by *fulton* recording
80 WEST 40th ST. • N. Y. 18
Lackawanna 4-1803

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

on "RADIO BALTIMORE"

Contact
EDWARD
PETRY CO. **WBAL**

TV Reviews

Probably the best example of interesting integration of film in a half-hour program was produced on NBC's "Battle Report" Sunday 3:00 to 3:30 p.m., when Secretary of State Dean Acheson answered questions on the State Department's foreign policy and the war in Korea. NBC provided film clips of the man-on-the-street directing questions to the Secretary of State. Mr. Acheson in turn speaking from the Washington studios answered the questions. The use of the film clips and the straightforward answers of the Secretary of State made for a smooth, informative half hour and demonstrated conclusively that film and "live" programming can be highly entertaining on the same program.



Worthington Miner who has demonstrated his capabilities as a TV producer on "Studio One" on numerous other occasions again scored with his production of Shakespeare's "Macbeth" on CBS-TV Monday night. Here was an instance where the know-how of stage settings, lighting and direction were as important as the artists who portrayed the roles in this immortal tragedy. Creditable performances were given by Charlton Heston as Macbeth and Judith Evelyn as Lady Macbeth. The director was Franklin Schaffner; set designer, Willard G. Levitas and Robert Giras was credited with the special make-ups.



Boxing from St. Nick's or Westchester Center may be entertaining to fight fans but a bit boring from the standpoint of camera coverage and commentary. It seems that the fight commentaries have fallen into a routine rut of giving the past accomplishments of boxers and referring to them as their seconds work over them between rounds. Often the cameras give you a good rear view of a bald-headed second instead of the principal. Why not vary the coverage for a change? After all, televising of boxing matches is one of the older presentations. Experiments have been made to develop fight coverage techniques and certainly the present stereotyped methods cannot be the best. Room exists for improvement and must be found. Maybe some human interest character studies of fight fans or dressing room scuttlebut would improve the shows program-wise.

★ ★ TELE TOPICS ★ ★

ARTURO TOSCANINI'S opening concert with the NBC Symphony Orchestra will be simulcast, Saturday, Nov. 3, at 6:30 p.m. from Carnegie Hall. The occasion will mark Toscanini's first appearance on TV since April, 1949. Program will open with the "North Star Overture," infrequently played opus by Meyerbeer. Major selection on the concert will be the "Symphony No. 1 in C. Minor" by Brahms. Radio producer of the concerts is Don Gillis. Douglas Rodgers will be television director for the program with Ben Grauer acting as narrator.

TODAY'S TV PERSONALITY: **ROBERT FRYER**, currently assistant to Worthington Miner in the production of "Studio One," "The Goldbergs" and "Mr. I. Magination," over CBS-TV-way, was recently named casting director for the



FRYER

network's television operations. Bob has been with CBS-TV since January, 1949. During World War II he was a special service officer for the Army Ground Forces Replacement Depot at Fort Meade, Md., where he produced and directed one soldier show a week. Bob studied theater management on a fellowship from the Rockefeller Foundation and in 1946 was assistant to Richard Aldrich, working on the casting and production of "Pygmalion," starring Gertrude Lawrence, and "Playboy of the Western World," which had Burgess Meredith as the star. Bob, in following seasons, was liaison between the American and British companies of the Old Vic Theater with Laurence Olivier and Ralph Richardson, and also worked with George Abbott on "Look Ma, I'm Dancing." He also produced a road tour of Zasu Pitts in "The Late Christopher Rand," and produced four plays at the Shubert Lafayette Theater in Detroit, as well as putting in a season at the Cape Playhouse in Dennis, Mass. and another summer as managing director at the Ogunquit Playhouse, Me.

THE forthcoming Broadway musical comedy, "Top Banana" will not only have TV for its theme, but will use actual ABC-TV cameras on the stage. Prior to Phil Silver's initial song number, the ABC-TV test pattern will be flashed on a giant screen. . . . Wendell Corey will play opposite Margaret Sullivan in Noel Coward's "Still Life" on "Schlitz Playhouse of Stars," Friday, Oct. 26 at 9:00 p.m. over CBS-TV. . . . Claire Mann, "Glamour Show," WJZ-TV, seen Mondays at 2:00 p.m., will give her time and talent when she presents a showing of new Italian fashions at a glamour luncheon to be held on Wednesday, Oct. 31 in the Crystal Room of the Savoy-Plaza. Program is being held for the Association for the Help of Retarded Children, Inc. with Mrs. Vincent R. Impellitteri, Mrs. Joseph A. Neff and Mrs. Dorothy Clark Norman among the patronesses. Among the models donating their services will be Loris Peterson, Nadia Paterson and the new Miss Rheingold, Anne Hogan. . . . Coverage of last week's American Legion Convention in Miami was presented to local viewers as a public service by WTVI. Besides carrying the speeches of Gen. MacArthur, Robert A. Lovett, Cecil B. DeMille and Mrs. Anna Rosenberg, the station also covered the parade in both afternoon and evening segments.

OPENING luncheon today of the American Television Society, Inc., to be held in the grand ballroom of the Hotel Roosevelt, will hear from Paul Raibourn, vice-president of Paramount Pictures Corp., and chairman of the board, International Telemeter Corp. and Robert H. O'Brien, secretary-treasurer, United Paramount Theaters on the subject "To Pay Or Not To Pay." WCBS-TV will telecast the popular Roller Derby on Saturdays, live, from the Teaneck, N. J. Armory, starting with the scheduled contest between the Jersey Jollers and the Philadelphia Pan-Jets, Saturday, Oct. 27, from 3:00 to 5:30 p.m. The program replaces the station's scheduled color football games. Announcement of the new schedule was made by Leo Seltzer, president of the Roller Derby Associates. . . . The Chateau Martin Fashion Revue, via WPIX, Saturdays, at 8:15 p.m. has been much improved by the presence of Jean Alexander as commentator. Sid Robbins produces the stanza with Lou Florence directing. . . . For late Sunday viewers, Harvey Marlowe's dramatic series "Trapped," WOR-TV at 10:00 p.m. is a recommendation. . . . Look magazine, out yesterday, seems to have gone TV-wise. In addition to highlighting, "Mary Sinclair: Her Way Is Up," the mag also presents the second installment of Leo Rosten's profile on Red Skelton "I Dood It!" plus the debunking of triskaidekaphobia (fear of 13) and other superstitions at the Silvermine Guild of Artists ball, by TV actresses Elaine Stewart and Jo Sullivan. . . . Tommy Greenhow has joined Frederic W. Ziv Company, handling talent and new program development on the West Coast. He comes from Famous Artists Corporation.

NEW BUSINESS

WCBS-TV: Young and Rubicam has negotiated for seven weeks of Wednesday and Friday participations in the "Margaret Arlen Program" for the Personal Products Co. on behalf of Co-Ets. Other new business includes Wayne County Produce Company, apple sauce, 26 weeks of 11:10 p.m. Thursday announcements, through Rose-Martin, Inc.; Wheatena Corp., 26 weeks of Tuesday and Thursday 1 p.m. announcements, through Brisacher, Wheeler and Stag; and Greyhound Lines, 13 weeks of 11 p.m. Friday and 10:15 p.m. Saturday announcements, through Beaumont and Hogan, Inc. Renewals reported are O' Cedar Corporation, for Dri-Glo and Sponge Mops, 13 more weeks of Tuesday through Saturday participations in "The Late Show" and 2:30 p.m. Monday-through-Friday announcements, through Young and Rubicam, Chicago; Sunshine Biscuits, Inc., 13 additional weeks of Monday, Wednesday and Friday participations in the "Margaret Arlen Program" and 2 p.m. Tuesday and Thursday and 12 noon Saturday announcements, through Cunningham and Walsh; and American Cigarette Company, for Pall Mall, 13 more weeks of Monday, Wednesday and Friday participations in "The Early Show," through S.S.C. and B., Inc.

KGO-TV, San Francisco: Jene Sales Corporation has the tab on the Paul Dixon Show, telecast Thursdays, from 10 to 10:30 p.m., which originates from WCPO-TV, Cincinnati.

WFIL-TV, Philadelphia: "Gretz Cavalcade of Girls," one of the most ambitious TV programs ever to air in Philadelphia, bowed in on Oct. 4, at 11:30 p.m., under sponsorship of the William Gretz Brewing Company. Format of the show is built around local girls although variety acts and other live talent air in Philadelphia, bowed in on long stanza. Agency is Seberhagen, Inc. Program is produced by Phil Edwards and Associates, New York.

WDTV, Pittsburgh: INS-Telenews World Report, with Clete Roberts, has been purchased by the Sun Drug Company, for telecasting Mondays, Wednesdays and Fridays, starting Oct. 1.

WABD, N. Y.: One-minute participations by Caro, Inc. and Hair Stylist, Inc. on the "Ethel Thorsen Show" began for 13 weeks on Oct. 15 and Oct. 16 respectively. Caro takes the 60-second participation for Mondays, Wednesdays, and Fridays. Hair Stylist joins on Tuesdays to Fridays.

TOPS T.V.
in FILMS!

"CITY WITHOUT MEN"
A Major Presentation Starring Linda Darnell, Glenda Farrell
and an All-Star Cast

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

RCA Displays Five Color TV Tubes

(Continued from Page 1)

search and engineering development, yesterday at a special press conference held in the RCA Exhibition Hall.

As presented by Dr. Engstrom and explained by E. W. Herold, member of the staff at the David Sarnoff Research Center of RCA, Princeton, New Jersey, the exhibit consisted of five types of tricolor tubes, each capable of operation on all known television systems, as well as the field sequential method and standard black-and-white.

Papers Published

Coincident with the publication of eleven papers explaining the RCA system of color-TV, in the special October issue of Proceedings of the IRE, yesterday, Dr. Engstrom revealed that RCA was ready to proceed in asking FCC approval for the corporation's color system, up until the Defense Mobilizer Charles E. Wilson, last Friday, asked cessation of color-TV operations. Even with the scheduled procedure, Dr. Engstrom explained, it would be from one to two years before RCA color would be available to the public, that is, if the corporation was granted FCC approval.

The five types of color-TV, on exhibit, illustrated basic designs covering a wide range of principles. Dr. Engstrom said that RCA research scientists have studied and investigated many ideas and concepts of color picture tubes, including those shown by companies outside of RCA. He also revealed that with RCA's approval of the tricolor tube, the corporation has opened a pilot plant at Lancaster, Penna., which is capable of turning out 100 tubes a month for other firms, plus a number kept by the corporation for use in dismantling and re-assembling, in order to facilitate new methods for assembly-line procedure.

Pilot Production

The tube in pilot-plant production was described as a three-gun tube for either simultaneous presentation of the three primary colors—green, red and blue—as in the RCA system, or sequential presentation of the same colors. The tube comprises a glass plate and a metal shadow mask. On the plate are 600,000 small, closely-spaced phosphor dots, each .014 inch in diameter, arranged in triangular groups. Behind the phosphor dot plate is the shadow mask, a thin metal sheet perforated with 200,000 tiny holes, and which acts as a mask so that each electron beam as it scans can "see" only one dot of each color group.

In response to a question as to whether Wilson's order, stopping color-TV, would affect RCA's continuance of color research, Dr. Engstrom replied that if Government orders were not increased over the present, there should be no reason why the corporation could not continue.

NETWORK SONG FAVORITES

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

Survey Week of October 12-October 18

TITLE	PUBLISHER
A Ghost Of A Chance	Mills
A Kiss To Build A Dream On	Miller
And So To Sleep Again	Paxton
Because Of You	Broadcast Music
Bela Bimba	Goday
Blow Blow Winds Of The Sea	Lion
Blue Velvet	Meridian
Cold Cold Heart	Acuff-Rose
Deep Night	Advanced
Detour	Hill & Range
For All We Know	Feist
Getting To Know You	Williamson
Got Her Off My Hands	Harms
Here Comes The Fattest Man In Town	Life
I Get Ideas	Hill & Range
I Love The Sunshine Of Your Smile	Johnstone-Montei
I Ran All The Way Home	Laurel
In The Cool Cool Cool Of The Evening	Burke-Van Heusen & Assoc.
It's All In The Game	Witmark
Just A Moment More	Paramount
My Dream Christmas	Life
Old Soft Shoe	Shapiro-Bernstein
Painting The Clouds With Sunshine	Witmark
Shanghai	Advanced
(It's No) Sin	Algonquin
Undecided	Leeds
Up And Down Mambo	Life
We Kiss In A Shadow	Williamson
Wonder Why	Robbins
World Is Waiting For The Sunrise	DeSylva-Brown & Henderson
You'll Know	Chappell

Second Group

TITLE	PUBLISHER
Come On-A My House	Duchess
Domino	Pickwick
Don't Cry Little Girl	Beacon
Down Yonder	LaSalle
End Of A Love Affair	Duchess
Hello Young Lovers	Williamson
I Still See Elisa	Chappell
I Wish I Wuz	United
I'm Late	Walt Disney
Laura Lee	Plymouth
Longing For You	Ludlow
Loveliest Night Of The Year	Robbins
Mary Rose	Shapiro-Bernstein
Maybe Its Because I Love You Too Much	Berlin
More More More	Remick
Morningside Of The Mountain	Remick
Never	Robbins
Rudolph The Red-Nosed Reindeer	St. Nicholas
Syncopated Clock	Mills
Tinkle Song	Vinrob
Too Young	Jefferson
While You Danced Danced Danced	Spitzer

Copyright, 1951, Office of Research, Inc.

New TV Company Formed On Coast

(Continued from Page 1)

controlled by Small. Number among the Small pictures available for TV are Last of the Mohicans, Count of Monte Cristo, Twin Beds, Man in the Iron Mask, My Son, My Son and Brewster's Millions.

New York offices will be established with Shupert in charge. Shupert recently resigned as vice-president of Paramount Television Productions, Inc., to become associated with Small and Lesser in the new firm.

New Appointments Made By CBS In N. Y.-Hollywood

Appointment of Kenneth L. Yourd as director of business affairs and of John F. Meyers as director of business affairs in Hollywood, were announced for the CBS radio by James M. Seward, administrative vice-president, CBS radio division.

Yourd is currently director of business affairs, network program department in Hollywood. He will come to New York shortly to assume his new duties. He joined CBS in 1941 as Washington attorney and assistant director of the network's Washington office.

John F. Meyers joined the network in January, 1951, in the capacity of assistant, business affairs, network program department, Hollywood. Prior to his association with CBS Meyers had been an artists' representative with the Music Corporation of America.

At the same time Seward announced the appointment of Anne Nelson as assistant director to Meyers in Hollywood. Mrs. Nelson joined CBS in 1945 as assistant to the network sales service manager and three years later was named office manager of the network program department in Hollywood.

NARND Invites Entries In Contest For Awards

Macon, Ga.—Nominations for the National Association of Radio News Directors fourth annual competition for outstanding news presentation are now being accepted, it was announced by Ben Chatfield, NARND president and news director of WMAZ, Macon.

The 1951 awards will again be given in two divisions—radio and television. Both awards will be based on outstanding presentation of news for the period of Sept. 1, 1950, to Sept. 1, 1951.

Competing stations will be judged on a report on special coverage of one or more major news events, plus a report on special coverage of community activities or problems. These provisions are intended to make it possible for the judges to give special weight to individual meritorious programs against a background of general excellence.

EQUIPMENT
PRODUCTION
STUDIOS

RADIO TELEVISION DAILY

SPONSORS
BUSINESS
AGENCIES

VOL. 55, NO. 23

NEW YORK, WEDNESDAY, MAY 2, 1951

TEN CENTS

RADIO, TV EYE '52 NAT'L CONVENTIONS

NBC Rate Reduction Plan Ready For Affiliates

SPAC Members Will Meet Here Tomorrow

Members of the Stations Planning and Advisory Committee of NBC will gather at the network's headquarters in New York tomorrow to discuss the network radio cuts which will be inaugurated by the web, if approved by the committee. At tomorrow's meeting Joseph McConnell,

(Continued on Page 4)

Seven NBC Programs Will Plug RCA Victor

Camden—In one of the largest block purchases of radio network night advertising time, the RCA Victor Division of RCA announced yesterday that it had signed to sponsor seven major radio programs each week on the full NBC network. Participation will begin

(Continued on Page 2)

'Voice' Given Setback By Committee Action

The Voice of America suffered a setback Monday when the Senate Appropriations Committee concurred with the House in slashing the VOA funds originally asked for this year by 90 per cent.

The State Department had asked

(Continued on Page 2)

Send-Off

A farewell luncheon was tendered by Joseph H. McConnell, president of NBC, at the University Club to the 37 members of the NBC reserve unit which was activated yesterday. The special unit, entrained for psychological duty, goes to Ft. Reilly, Kans., sometime this month. This is the largest single network unit to return to service so far.

Theater-TV Going Into 22 More Para. Houses

A decision to install theater-TV equipment in 22 houses of United Paramount Theaters was announced yesterday by Leonard H. Golden-son, UPT president. Installation will begin shortly; operation will start early in the Fall. Order includes 20 units from RCA, the other two being of the Paramount intermediate film type. When completed, UPT will have a lineup of 27 houses throughout the country offering theater TV.

Names and locations of the UPT theaters which will receive the new installations will be decided in about three weeks, it was revealed yesterday by a spokesman for the movie circuit.

Canadian Advertisers Meeting In Toronto

Toronto—Thirty-sixth annual convention of the Association of Canadian Advertisers this week will feature sessions on various aspects of marketing and advertising, with television to be highlighted on the final day, May 4, of the three-day conference. It opens today in the Royal York Hotel, Toronto.

Prospects of television in Canada, with emphasis on factors affecting the development of the medium and

(Continued on Page 6)

Quaker Oats Renews On 434 Mutual Stations

Chicago—Quaker Oats renewed their faith in radio as a medium by signing for 434 Mutual stations for "Challenge of the Yukon," on Sundays beginning July 1 from 6:30 to 7 p.m., and bought the same pro-

(Continued on Page 2)

RCA First Quarter Earnings Highest In Company's History

With close to one thousand stockholders present in Studio 8-H in Radio City, Brig. Gen. David Sarnoff, chairman of the board of the Radio Corporation of America presided at the 32nd annual stockholders meeting yesterday. He revealed that net earnings of the corporation for the first quarter of this year amounted to \$11,901,542, highest first quarter in the company's history.

Gen. Sarnoff said that the volume of RCA business has increased to

Ohio Broadcasters To Discuss Rates

Columbus—Members of the board of directors of the Ohio Broadcasters Association at a pre-convention meeting at the Deshler Wallick Hotel last night voted that the radio rate problem was the most important subject to come before the two-day session and discussions on rate will lead off the agenda today.

The opinion of the board members is divided regarding the affiliates committee report on their efforts to

(Continued on Page 5)

UN Spokesman Begins 30-City Tour

Dorothy Lewis, coordinator of U. S. Station Relations, UN Radio, is off today on a 10,000-mile tour of 30 key cities, to confer with broadcasters and civic leaders on the job the UN Radio is doing in reporting

(Continued on Page 8)

Query G.O.P. And Democrats For All-Out Drive

Washington Bureau of RADIO DAILY

Washington — Television and radio are making plans for the most comprehensive coverage of the 1952 political conventions in the history of the media, Bill Henry of MBS, chairman of the Radio Correspondents Association's political coverage committee,

(Continued on Page 4)

NLRB Challenges NABET Authority

The National Labor Relations Board injunction suit against the National Association of Broadcasting Engineers and Technicians, scheduled to be heard yesterday morning at the Federal District Court House, was adjourned without date pending the final determination of the NLRB of the issues involved.

The adjournment is subject, how-

(Continued on Page 6)

Counter Suit Filed By A. C. Nielsen Co.

Denying all charges and instituting counter suit for \$2,250,000, A. C. Nielsen Company served its answer this week in the action brought by Sindlinger and Company, Inc., Electronic Radio Corporation, Albert E. Sindlinger and Harold R. Reiss

(Continued on Page 8)

Blames Commission

Chicago—Blame for increasing unemployment in the TV-set manufacturing industry was placed with the FCC by Frank Darling, president of I.B.E.W., Local 1031. The union executive charged the Commission was holding up the industry expansion by delaying the lifting of the "freeze" imposed on construction of TV stations.

During the course of the two-hour

(Continued on Page 5)

RADIO DAILY TELEVISION DAILY

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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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FINANCIAL

(May 1)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include DuMont Lab., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Row includes Stromberg-Carlson.

New WLIB Series

Lorenzo Fuller, featured in "Kiss Me Kate," launched a new hour-long show over WLIB, New York, this week with an all-star roster of guests including Gordon Jenkins; songstress Valaida Snow and Jacques Wolf and the cast of Musical Legend. The program, titled The Larry Fuller Show, will air from 7-8 p.m. Mon.-Fri., and will continue through the summer.

WFIL

560 kc • PHILADELPHIA

Sells All of

America's 3rd Market

ABC Affiliate—Rep: The Katz Agency

★ COMING AND GOING ★

DOROTHY LEWIS, United Nations co-ordinator of U. S. station relations, today will leave on a two-month tour, during which she will confer with station managers, civic officials and educational leaders. First stop—tomorrow—is Pittsburgh.

LISA SERGIO, women's commentator, today will board a United Airliner en route to Akron, Ohio.

THEODORE C. STREIBERT, president of WOR, and CEDRIC FOSTER, commentator on WOR-Mutual, today will leave from International Airport on a three-week overseas tour and broadcast series. They'll take passage on the inaugural flight of El Al Israel Airlines. Foster will be heard Friday from Tel-Aviv.

JUDSON BAILEY, of the CBS sports staff, today will leave for Louisville, where he will direct the network's filming of next Saturday's Kentucky Derby for later TV broadcast.

DOUG McNAMEE, director of the Margaret Arlen radio program on CBS, is back from Washington, where he completed a two-week hitch with the Naval Reserve.

BERTRAM LEBHAR, JR., director of WMGM and Metro-Goldwyn-Mayer Radio Attractions, and RAYMOND KATZ, program director, left yesterday for the West Coast, where they will huddle with M-G-M executives at the Culver City studios.

STUART NOVINS, formerly director of public affairs at KNX, Hollywood, has arrived in New York to take over his new duties as director of the Columbia network's division of discussion.

WALLACE H. LANCTON, radio and television director of Jackson & Co., and SCOTT YOUNANS, merchandising manager, are in Philadelphia conferring at KYW on promotional plans for the Pequot Mills, a client of the agency.

'Voice' Given Setback By Committee Action

(Continued from Page 1)

for \$97,500,000 to build up its facilities for the beaming of the VOA broadcasts to other nations as part of this country's ideological war with Russia. The Senate Committee agreed with the House of Representatives figure of \$9,533,939 for the entire Voice program. This sum is approximately equivalent to the sum needed to broadcast a full day's schedule of programs for one week over a network here in the United States.

The Senate group also made an even deeper cut than the House had in fiscal allocations for the Civil Defense Administration, allowing only \$84,000,000 of the \$403,000,000 that had been requested. These two economy actions were taken by the committee in approving a bill to provide supplementary funds for financing a number of Government agencies for the rest of the current year that ends on June 30.

Foster In Near East

Beginning Friday, May 4, over WOR, Cedric Foster will be heard broadcasting from the Near East and the Mediterranean areas. Originally scheduled for Monday, May 7, the over-seas broadcasts will be heard by short-wave radio from Tel-Aviv, Israel, on Friday, Monday and Tuesday, May 4, 7 and 8.

Subsequent broadcasts will originate from such other Mediterranean news centers as Ankara, Turkey, and Athens, Greece.

Dine Elected To Club

Josef C. Dine, director of publicity of NBC was elected to the board of governors of the Overseas Press Club last week.

Quaker Oats Renews On 434 Mutual Stations

(Continued from Page 1)

gram for a Saturday series on 400 outlets beginning July 7th, 5:30 to 6 p.m. (local time). The sponsor also renewed its Saturday afternoon one hour show for the fall and winter season and will use "Man on the Farm," over 421 stations.

In buying "Challenge of the Yukon," Quaker Oats drops the Roy Rogers show sponsorship. The Rogers show goes over the air the latter part of June.

Seven NBC Programs Will Plug RCA Victor

(Continued from Page 1)

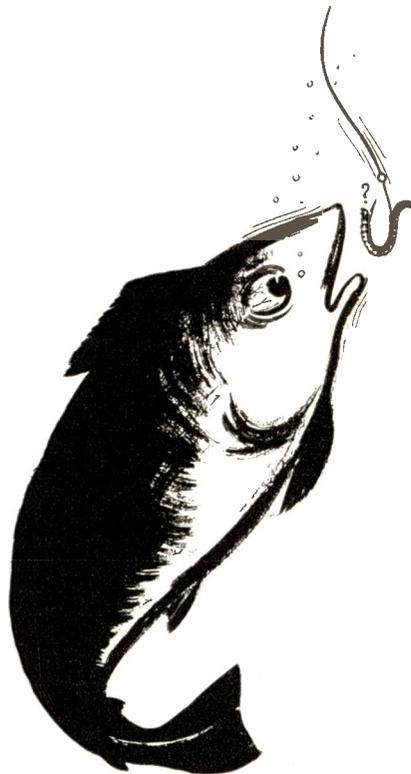
this week with the debut of two new shows. Schedule will be in full operation by the week of May 13 when five established programs are to be added.

Involved in the purchase are the sole sponsorship of two new half-hour programs, "The Private File of Rex Saunders," starring Rex Harrison, which debuts tonight and "RCA Victor's Musical Merry-Go-Round." Co-sponsored shows are NBC's five-show "Spring Tandem," which includes The \$64 Question, "The Boston Pops Orchestra," "Screen Director's Playhouse," "The Man Called X" and "The Magnificent Montague."

Statement by Buck

Walter A. Buck, vice-president and general manager of the RCA Victor Division, who made the announcement, declared in a statement issued yesterday:

"The significant purchase of radio advertising time is a reflection of RCA Victor's continued faith in the future and effectiveness of radio advertising, and its ability to sell the many advantages of RCA Victor radio, television receivers, phonographs and records through the medium of the 70 million radio receivers in operation in American homes today."



You get a lot for a little*

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

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



WSTC and WSTC-FM STAMFORD, CONN. 'The Gateway to New England' ABC Affiliate Representative: EVERETT-McKINNEY, Inc.

WNOX

*an outstanding
CBS station.*

★
★
★
Announces

★ RATE INCREASES effective July 1, 1951

★
★
★
★
★
*Because**

★ **MORE LISTENERS THAN EVER****

★ (KNOXVILLE Sets-in-use at all-time high—*no television competition*)

★ **BETTER SERVICE AND PROGRAMS THAN EVER****

★ (More for your money in every way)

★ **HIGHER HOOPERS THAN EVER****

★ (Among the highers in the country)

★ **BIGGER MARKET THAN EVER****

★ (Station WNOXVILLE area is booming)

★ **MORE ADVERTISERS THAN EVER****

★ (With many waiting for vacancies)

★
★
★
★
WNOX

WNOX IS A BETTER BUY
THAN EVER AND WILL
BE EVEN BETTER THAN
EVER TOMORROW (July 1)

10,000 WATTS - KNOXVILLE, TENN. - 990 KC

**ASK A BRANHAM MAN FOR THE PROOF AND ALL THE FACTS ABOUT THIS GREAT
SCRIPPS-HOWARD RADIO STATION.

*The same reasons applied when all rates were increased November 1, 1950, and again when
some rates were raised April 1, 1951.

NBC Radio Rate Cuts Ready For Affiliates

(Continued from Page 1)

president of NBC, Charles R. Denny, executive vice-president, and other web executives will outline the rate cut plan and ask authorization to place the reductions into effect at an early date. The plan, according to reports, will involve a 10 per cent rate cut in both radio and TV cities. In addition the web will recommend that AM affiliates in some markets increase the radio rates to conform to circulation expansion based on recent surveys.

All Sections Represented

The decision as to whether or not the NBC pattern for rate cuts will be acceptable to the affiliates rests with a committee of broadcasters who represent all sections of the country and embrace both radio and TV stations. This committee is composed of Howard Pill, WSEA, Montgomery, Ala.; Milton Greenebaum, WSAM, Saginaw, Mich.; John Murphy, director of TV for Crosley Broadcasting Company, Cincinnati; C. Robert Thompson, general manager of WBEN, Buffalo, N. Y.; B. T. Whitmore, general manager of WFBC, Greenville, S. C.; Ralph Evans, executive vice-president of Central Broadcasting Company (WHO, Des Moines and WOC, Davenport, Iowa); Jack Harris, general manager of KPRC, Houston, Texas; S. S. Fox, president, KDYL, Salt Lake City; Richard O. Dunning, president and general manager of KHQ, Spokane, Wash.; Martin Campbell, general manager of WFAA, Dallas; E. R. Vadeboncoeur, vice-president and general manager of WSYR-TV, Syracuse, and Dean Fitzer, general manager of WDAF-TV, Kansas City.

King George To Be Heard

King George VI of England and Sir Oliver Frank, British Ambassador to the United States, will be heard in a special CBS broadcast, "Festival of Britain" Thursday, May 3. The program will be heard over WCBS from 11:45 a.m. to 12 noon. The Festival of Britain is a nationwide celebration in which England expresses its confidence in the future and holds open house to the world.

WFIL
560 kc PHILADELPHIA
 Operating at 560 kilocycles, WFIL's 5,000 watts provide coverage equal to 100,000 watts at double the frequency... 1120 kilocycles.
 ABC Affiliate—Rep: THE KATZ AGENCY



By SID WHITE

Man About Manhattan . . . !

● ● ● **TRADE WINDS:** Personnel cut-backs in the radio departments of NBC headquarters in New York and owned-and-operated stations of the web are reported underway in an economy wave instituted recently. Rumors have it that employees are being dropped in almost all radio departments. . . . United Paramount Theaters reported to have around \$10,000,000 ear-marked for TV development and that considerable will be spent in the advancement of theater television. . . . Policy of not televising performances of the Ringling Bros. & Barnum & Bailey circus at the Madison Sq. Garden is reported paying off at the box-office. Circus is practically sold out for the balance of its engagement at the Garden. . . . Newest deal being offered Jimmy Durante, Danny Thomas and the other rotating (once-a-month) comics by NBC is to do a half-hour show every other week next season. Web feels—and—rightly—that audiences don't seem to be able to follow the schedule this way. Comedy has a selective audience and a comic naturally plays better when his fans know when to get him. . . . Carter's Pills about to take over the sponsorship of Drew Pearson. . . . Rumors persist that the Garroway show will be switched to New York. . . . So many feuds going on at that TV show they oughta call it "B'way Open House of Strangers."



● ● ● Dean A. Myers, of the Columbus (O) Dispatch, comments on our comment about the teevee lanes being flooded with whodunits this summer. "Dear Sid," he notes, "they're flooded now. If your prediction comes true this Summer can be classified as The Deluge. Soon as I can get some decent plans, I'm going to build an ark to ride it out until fall."



● ● ● **AROUND TOWN:** Harry Wismer flying down to Lexington, Ky., Friday. H'll be the Governor's guest at the Derby. . . . Stork Dep't: It's a girl (Fran) at the Ted Ashleys—and a boy (David) at the Tom Reddys. . . . Emil Mogul ad agency exec Chuck Rothschild knows a guy who writes TV horror shows under a pain name. . . . Frank White, Mutual prexy, was tendered a luncheon at the Princeton Club yesterday by his network associates. The occasion was the 2nd ann'y of his becoming MBS president. "Mister Plus" with his prompter, Bob Schmid, acted as emcee. . . . Actress-songstress Beatrice Arthur's work on Bob Loewi's "Once Upon A Tune" brought her an RKO screen offer. . . . Eva Gabor, after 600 performances in "The Happy Time," will leave the Rodgers & Hammerstein hit in the middle of May to concentrate on a new half-hour teevee program. . . . Shep Fields and Snooky Lanson set for May 9th Kreisler Band Stand. . . . This week's "Ellery Queen" will feature Viola Roache, Donald Briggs and Constance Dowling. . . . Paul Taubman, new musical director on "Dr. Christian" ainer.



● ● ● Ben Blue will receive a bronze plaque for being chosen East Baltimore Boy of the Year at the annual dinner of the East Baltimore Boys to be held May 10th at the Phoenix Club down there. The club, founded by advertising agency head, Joseph Katz, is patterned along the lines of the famous Grand Street Boys of N. Y.



● ● ● **ONCE OVER LIGHTLY:** Should television be permitted to tamper with the classics as written? Conrad Aiken, when he created "Mr. Arcularis," achieved a classic because he imagined the thoughts of a man an instant before his death. However, Philco saved him from a fate worse than death. Well, we don't know. . . . Adrian Spies' excellent scripting helps "We, the People" to stay at the top of its class.

GOP, Dems Queried On 1952 Conventions

(Continued from Page 1)

announced yesterday. After meeting with the convention site committees of both the Democratic and Republican parties here Saturday, Henry yesterday sent letters to the four TV networks, asking full details on plans for covering the conventions. Henry leaves May 9 for Tulsa to meet with the Republican National Committee, which will determine on May 11 the 1952 convention site and date.

Both Meet in Same City

The Democratic National Committee will adopt the same convention city.

Preliminary plans call for pooling network facilities, although the five major AM networks are expected to handle their own pickups, Henry said. He has been accepted by both political parties as official liaison man with the radio and TV industry in handling broadcasts and telecasts from the floors of the two conventions.

Sponsorship Considered

The question of sponsorship of the proceedings is under consideration by both parties.

Maryland is not just Baltimore



Not by a long shot! There's a big, rich market in and around CUMBERLAND . . . the second largest market in the state.

More than 150,000 people live in the busy tri-state area. Cumberland is its center. Only radio can reach all these people. WCUM alone reaches 95% of them.

And get this: you can buy spots on WCUM for as little as \$4.20. If you're not already buying WCUM, just give your Meeker man a ring. He'll tell you the whole amazing story about Cumberland and WCUM, the CBS station.



A KARL F. STEINMANN ENTERPRISE, Tower Realty Company (Owners and operators of WCUM)

Quarter Earnings Of RCA At New High

(Continued from Page 1)

meeting Gen. Sarnoff credited television as the spearhead in establishing the new sales records for the first quarter and said that earnings were 6 per cent over the same period of a year ago.

After providing for preferred dividends, earnings per common share for the quarter amounted to 80 cents, compared with 75 cents per share for the first quarter, 1950.

After mentioning that the dividend of 50 cents per share on the common stock, voted by the board on April 5, 1951, would be payable May 28, 1951, Gen. Sarnoff declared that it is the intention of the board to place the common stock on a semi-annual dividend basis and to declare such dividends payable in May and November of each year.

Pays Tribute to Employees

Following a resume of 1950's operations and paying tribute to RCA's more than 50,000 employees on their "creative efforts and craftsmanship in achieving the splendid results which our reports reveal," Gen. Sarnoff announced that since June, 1950, RCA has received an increasing volume of Government orders for the design, development and manufacture of radio-electronic equipment for the Armed Forces. He further stated: "Government orders recently reached a volume that required conversion of some of our commercial production facilities to the manufacture of equipment for national defense. Since many of the Government orders involve long-range activity and extensive development work, it is anticipated that for the next two or three years substantial portions of our facilities will be devoted to the production of electronic apparatus for all branches of the Armed Forces."

Comments on TV Sales

Commenting on the fact that current sales of TV receivers are below levels established earlier in the year, he said that among the factors contributing to the decline were Regulation "W," which places a limitation on consumer credit, and the freeze which temporarily prevents erection of additional TV stations. He also said that 93 per cent of the RCA Victor sets produced in the first quarter, 1951, were 16-inch or larger.

Gen. Sarnoff also noted that while TV has advanced, last year 14,500,000 radio receivers were sold by the industry as a whole, compared with 11,000,000 in 1949.

As to developments in UHF, Gen. Sarnoff reported that RCA had expended more than \$2,500,000 in exploring that medium. Turning to color, he detailed the controversy which is now in the hands of the Supreme Court and explained to the stockholders the difference between systems now proposed.

Gen. Sarnoff also revealed that as of today, 55 different labels now carry the 45-rpm records and that in

AGENCY NEWSCAST

... personnel, sponsors and notes

WILSON A. SHELTON, former vice-president and copy chief of Dancer-Fitzgerald-Sample, Inc. has joined the William Esty Company, Inc. as a vice-president in the copy department.

HEWITT, OGILVY, BENSON AND MATHER, INC. has been appointed by McKettrick - Williams, Inc., women's dresses, and C. V. Hathaway Company, manufacturer of men's and women's dress and sports shirts. Mrs. Lucille Goold is account executive for the first account, and Brevoort Walden for the latter.

CHARLES W. HOYT COMPANY has been appointed to handle advertising for the Myrtle Bank and Tower Isle Hotels in Jamaica, British West Indies.

DANA C. MANNING, formerly with Bendix Aviation Corp., has joined the Jam Handy organization.

IRVING B. LEVIN has been appointed an account executive and made head of the radio and television department of Degner and Associates, Los Angeles.

THE HOUSE OF J. HAYDEN TWISS has been appointed to handle advertising for J. B. Calva Company, Minneapolis industrial engineers.

WILLIAM H. WEINTRAUB AND COMPANY, INC. has appointed Paul Munroe as executive director of radio and television production and Theo Gannon as director of radio and TV program development.

LEWIS AND GILMAN, INC., Philadelphia, will handle advertising for Ocean City Manufacturing Company, same city, and Montague Rod and Reel Company, Montague City, Mass.

GLENN ADVERTISING, INC., Dallas-Fort Worth-Los Angeles, has been appointed by Compete Hosiery Mills to handle the Comette Nylons account.

ALLEN G. BISHOP has joined Warwick and Legler, Inc., New York, as an account executive. He formerly was with Ruthrauff and Ryan, Chicago.

1950, more than one-third of pronograph sales by RCA Victor were 45-rpm.

He further said that NBC is aggressively developing the art of TV programming as a new service supplementing the vast coverage of radio broadcasting.

In conclusion, Gen. Sarnoff outlined the policies that govern the operations of RCA—from research through manufacturing, sales, servicing, broadcasting and world-wide communications.

GILBERT ADVERTISING has been named by Poirette Corsets.

WESTERN POLICE ACADEMY, Oakland, Cal. has appointed Ad Fried Advertising Agency. The agency recently handled the Oakland Police and Firemen Pension Campaign which won by a substantial majority in the April 17 municipal election.

GEYER, NEWELL AND GANGER, INC. report a new, broad scale advertising campaign soon to be launched by the Zippo Manufacturing Company, Bradford, Pa. The drive includes television stations in 30 key cities as well as national, business executive and trade magazines.

REINGOLD COMPANY, INC., Boston, has been named by the Table Talk Pastry Company, Inc., Worcester, Mass., to handle an advertising campaign scheduled for May which will include radio and newspapers.

Ohio Broadcasters To Discuss Rates

(Continued from Page 1)

hold the line on radio rate reductions. Some think that a war chest should be raised among the broadcasters to foster a campaign to promote the values of radio on a local level. Others believe that Broadcast Advertising Bureau should receive full support and the industry organization encouraged in its efforts to sell radio as a medium.

William B. Ryan, president of BAB, is scheduled to address the Ohio gathering today. In his speech, Ryan is expected to refer to impending radio network rate cuts and to urge the broadcast to get behind the organization's activities to re-sell radio as an advertising medium.

Campaigns For Radio

Denver — Stressing the effectiveness, economy and dominance of radio media today and the bright outlook for 1951, Charles C. Bevis, Jr., general manager of radio station KOA, gave an address last Wednesday before the Advertising Club of the University of Colorado. It was his first official speech since his appointment to KOA by NBC.

For the first time in 10 years...

KFWB is pleased to announce that

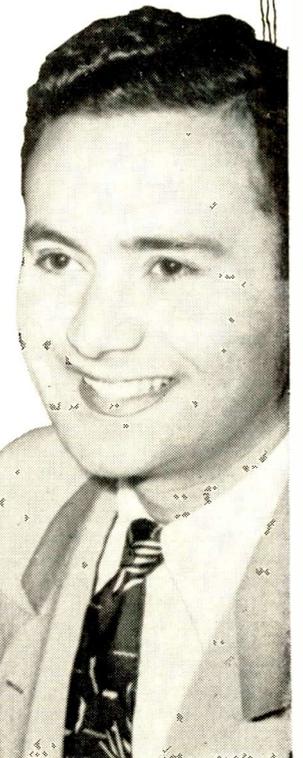
Southern California's top night-time disc-jockey show*

the Gene Norman show (10-12 PM)

is now AVAILABLE
on a participating basis
to select accounts.

*More than twice the listenership and four times the Sales impact of the next show listed, according to two impartial surveys. Let us show you!

contact **KFWB**
5833 Fernwood Ave.
Hollywood 28, California.
HEmpstead 5151 or nearest
Wm. Rambeau Office.



Canadian Advertisers Meeting In Toronto

(Continued from Page 1)

problems to be faced in its growth, will be described Friday afternoon by A. Davidson Dunton, chairman of the board of governors, Canadian Broadcasting Corporation. "Effects of the Video Virus on the Human Being" will be discussed by John P. Cunningham, executive vice-president of Cunningham and Walsh, in the same session. The latter will include a report on the changes in the social life and habits of the TV set owner as shown in the Videotown survey made annually by the advertising agency for the past three years.

ACA president Lee Trenholm will open the convention officially this morning. The convention is evenly divided into three separate days, with Wednesday devoted to education, Thursday the research day and Friday, marketing day.

Dr. E. B. Hinckley, president of Babson Institute of Business Administration, will give an address on "Training for Industrial Statesmanship" in the first morning session. He will be followed by Bennett S. Chapple, Jr., assistant vice-president of U. S. Steel Corp., who will discuss "Advertising's Challenge—And Opportunity—Today."

Dr. Hutchins to Speak

During the Wednesday luncheon, at which top-level executives will be head table guests, Dr. Robert M. Hutchins, president of the University of Chicago and associate director of the Ford Foundation, will be the principal speaker, addressing the delegates on "Why Education Has Failed."

Economics will form the basis of the afternoon program, with James Stewart, vice-president and general manager of the Canadian Bank of Commerce, speaking on "The Canadian Climate," followed by Dr. J. S. Petrie, research director for the Canadian Tax Foundation, giving an address on "The Impact of New Taxes on Marketing."

Thursday morning research session will feature Eric M. Wilson, advertising director of the Montreal Star, in an address on "I See by the Paper"; A. W. Lehmann, managing director of the Advertising Research Foundation, discussing "Increasing the Effectiveness of Advertising Through Research"; and H. H. Rimmer, Canadian General Electric Co., Ltd., who is chairman of the Canadian Advertising Research Foundation, and Mark Napier, J. Walter Thompson, Co., Ltd., Toronto, vice-chairman of the Canadian Advertising Research Foundation, who will discuss the topic "Validated Advertising Research Explained."

Other speakers on Thursday include A. C. Nielsen, president of A. C. Nielsen and Co., speaking on "Marketing Research in a Changing World"; Jack Genser, assistant general manager, Steinberg's Wholesale Groceries, Ltd., Montreal, on "Market Research Helps Introduce

California Commentary

By ETHEL ROSEN

● ● ● Freeman Lusk set to do a 15-minute, once weekly, show over KLAC-TV (13), starting May 3. Program, "V. I. P.," will feature interviews with well-known political personalities. . . Mrs. Hal Bock, nee Sybil Chism, entered Hollywood Hospital over the week-end for surgery, expects to return as organist for NBC's "One Man's Family" end of week. . . .

Hollywood

Edgar Bergen has invited the navy men from the Cruiser Los Angeles to be his guests at the May 6th broadcast—over 400 sailors with wives and girl friends. . . Howard Flynn opens the eyes of KMPC's listeners at 5:30 a.m. daily with a new program of news and music, "Wake Up With Flynn." . . PTA names KECA-TV's "Meet Your Children" outstanding public service program for April, 1951, show designed to solve problems of child guidance. . . Irving Miller and his wife off to Honolulu for a 10-day trip. The Millers celebrated their 25th wedding anniversary last week. . . Stuart Novins was honored with a luncheon at Brittingham's the other day before taking off for New York and his new assignment with the CBS Department of Public Affairs. . . Jack Benny was guest of honor at a regional conference in Salt Lake City of the United Jewish Appeal, May 1. . . John Farrow, motion picture director, has accepted the post of chairman of the stars' participation committee and will be in charge of securing stars to appear on the television film series, "Medicine On the March." . . Jerry Colonna makes his debut as star of his own television program, "The Jerry Colonna Show," with singer Frankie Laine as guest on the premiere telecast on KECA-TV, May 2nd. . . Charles S. Salik, president and general manager, KCBQ, San Diego, will be married May 27 to Louise Greven. They will take an extended honeymoon in Europe with stopovers in several isles of the Caribbean. . . Dan Russell, former program director of KFMV and Pacific Regional Network, has joined the program staff of KFWB.

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● ● ● Mike Nidorf, Jo Stafford's manager, has returned to New York. . . Irvin B. Levin has been appointed account executive and head of the Radio and Television Departments of Degner and Associates. . . Rex Allen, Western singing star of the CBS "Rex Allen Show," will make a seven-day series of one-nighters on behalf of the Cancer Society Fund Drive in Nebraska, Wyoming and Colorado. . . NBC's "Dragnet," starring Jack Webb, celebrates its 100th broadcast, May 3rd. Look Magazine of May 8th, will carry a story on "Dr. Christian's Prize Patients," dealing with the winners of the annual Dr. Christian Award script contest. . . Negotiations are under way for Jo Stafford to play the London Palladium this summer, and, while in the British capital to transcribe 52 half-hour radio shows for European distribution.

Self-Service Meats"; Henry King, research manager, Cockfield, Brown and Co., Ltd., on "Market Research Helps Bring Tourists to Canada"; and J. H. Sunley, sales promotion manager, American Can Company, Hamilton, on "Market Research Helps Sell Containers."

Speakers on Friday morning will be Samuel Cherr, vice-president and merchandising director of Young and Rubicam, New York, on "Changing Trends in Distribution"; and N. J. Leigh, chairman of the board, Einson-Freeman, Inc., Long Island City, N. Y., on "Ten Top Display Ideas and How They Grow." Movie star George Murphy will be the speaker at the Friday luncheon, choosing as his topic "Motion Pictures in the Battle of Ideologies."

Highlight of the annual banquet Friday evening will be the presentation of the 1950 ACA Advertising Awards. CBC commentator John Fisher will be the guest speaker.

Woman Commentator Signed By MBS Network

Hazel Markel, well-known Washington woman broadcaster, has been signed by Mutual to air a coast-to-coast radio commentary, every Sunday at 1 p.m. over the full network, starting May 20.

Featuring a commentary on national affairs, the leading woman broadcaster will also interview Washington notables and give inside stories of what goes on in the nation's capital. In addition to her MBS programs, Mrs. Markel will also air a daily Monday through Friday 15-minute women's program over station WWDC, Washington, starting May 21 or sooner. Broadcast time will be 12 noon or 12:15 p.m.

Former program director of WTOP, Washington, CBS affiliate, Mrs. Markel is first vice-president of the Women's National Press Club.

NLRB Challenges NABET Authority

(Continued from Page 1)

ever, to restoration to the motion calendar upon five-day notice in the event that the respondent, NABET, indulges in conduct in violation of the Taft-Hartley Act.

According to the NLRB petition the TelePrompter Equipment Corporation of 270 Park Ave., N. Y. rented electrical devices to prompt actors on TV shows to Calkins & Holden, Carlock, McClinton and Smith, an advertising agency putting on John Conte's "Little Show" over NBC's TV network. The employees of TelePrompter who operated the devices were members of Protection Union No. 1 of IATSE, but NABET, which has contract with NBC, insisted that the operation of the TelePrompter equipment be assigned to members of their union.

Strike Instituted Feb. 15

The argument resulted in a NABET-called strike at NBC on Feb. 15, 1951, and the cancellation of the agency's contract with TelePrompter's service. However, that same day the unfair labor practice charge was filed against NABET by TelePrompter. Since then the TelePrompter equipment on the "Little Show" has been operated by IATSE members without further strikes or work stoppage.

A spokesman for the NLRB at the Court House yesterday said that the suit would probably remain in adjournment as long as the NABET did not attempt any further violations of the Taft-Hartley Act.

Discuss Copy Testing

New York Chapter of the American Marketing Association will have a copy testing discussion group tomorrow at 12:15 at the Hotel Shelton. Speaker will be Henry Godfrey, copy and media research director of J. Walter Thompson, Inc., who will evaluate "National Advertising Via Direct Mail," in presenting the story of a continuing series of studies by the Ford Motor Company and J. Walter Thompson.

Meeting of the chapter will be held on Thursday, May 24, when James D. Shouse, chairman of the board, Crosley Broadcasting Corp., will discuss "Certain Economic Aspects of Europe and South America as They Relate to Our Own Economy."

Doodle-Do!

—Hollywood—Hoosier, Jr., a New Hampshire rooster, has been signed by NBC here as a singing-signature for Sam Hayes' morning West Coast newscasts. The lucky New Englander was chosen by Hayes after a three month elimination contest and is believed to be the first of his race to be signed by a radio network. Hoosier, Jr. is owned by Burt C. Sanders of Napa, Cal.

Milwaukee AM, TV Welcome MacArthur

Washington Bureau of RADIO DAILY
 Greatest single station radio and television coverage since General Douglas MacArthur returned to this country was presented last Friday by WTMJ and WTMJ-TV, the Milwaukee Journal stations, in broadcasting the General's triumphant return to his home town. WTMJ-TV, the only television station in Wisconsin, met a major test that surpassed coverage problems in MacArthur's earlier visits to San Francisco, Washington, New York and Chicago, where TV stations and networks pooled equipment and manpower.

Done as Simulcast
 WTMJ and WTMJ-TV did the broadcast of the General's homecoming as a simulcast, starting at 10:45 a.m., just 15 minutes before he arrived in a motorcade at the Milwaukee County line, and was continuous until the General's plane departed from Billy Mitchell Field at 5:55 p.m. It was sponsored as a public service feature by the First Wisconsin National Bank, with regular commercial messages omitted.

All-out usage of equipment was pressed into service, with 11 TV cameras in use, three field units and four microwave transmitters. One TV mobile unit was borrowed from WBKB, Chicago, with two of the station's own mobile units utilized. Sound portions of the broadcast were the same on both radio and TV. The stations used a total of 28 microphones, 21 special telephone circuits and three shortwave units. A special telephone line also fed portions of the broadcast to WSAU, the Journal station, Wausau.

An unprecedented amount of manpower was put into use, with 45 radio and TV engineers, nine announcers and 15 program directors and production personnel.

Texaco Star Theater Continues To Lead TV

Texaco Star Theater continues to lead in the per cent of TV homes reached in program station areas with a rating of 64.6 per cent of the homes, according to the Nielsen ratings of top TV programs for the two weeks ending March 24th. Other ratings in the top 10 and the percentage of homes reached are: Fireside Theater, 50.9; Colgate Comedy Hour, 48.7; Philco TV Playhouse, 48.3; Arthur Godfrey's Talent Scouts, 47.1; Gillette Cavalcade (boxing), 46.5; Hopalong Cassidy, 44.7; Lone Ranger, 43.9; Mama, 43.3 and Your Show of Shows, 42.2.

★ ★ TELE TOPICS ★ ★

"THE W. Somerset Maugham Theatre," as we've said before, is a production of such quality as to make the entire TV trade proud to be in the business. Monday night's show (NBC-TV, 9:30-10:30) presented what is generally considered Maugham's second best novel, "The Moon and Sixpence," and starred Lee J. Cobb in the leading role as Charles Strickland. In comparison with the movie version of some years ago, the TV production was not as glossy but had more of the realism found in the novel. Bramwell Fletcher was at ease as Dr. Coutes; Marsha Marcus as "Ata" was not quite as exciting as the Ata of the movie version, but was probably better fitted for TV. Olive Deering and Romney Brent gave supporting performances far above the average. And Lee J. Cobb's performance paralleled anything he has ever done—which includes a great many superb performances. Staged by David Alexander and directed by Daniel Petrie, the production made use of many good camera closeups to capitalize on Cobb's fine expression.

TODAY'S TV Personality:

JERRY HORWIN, newly appointed story executive for CBS, is a veteran of the Hollywood scene where he spent 20 years as story editor of Universal Pictures, idea man for David Selznick, writer and literary agent. He is regarded by many as being one of the five top men in the industry and has sold as many as eight original stories to the studios in a single year. Among some of his screen credits are "Rose of Washington Square," "The Sun



HORWIN

Never Sets," "Stormy Weather" and several of the "Goldigger" series. Jerry is also the co-author of "My Dear Children," which starred the late John Barrymore, as well as several other Broadway plays. His most recent achievement was the novel "Tasker Martin," screen rights to which have been purchased by RKO. As story executive at CBS, Jerry is responsible for servicing eight of the TV dramatic shows done weekly by the network.

"TELEVISION is a wonderful medium, offering almost unlimited possibilities," stated Jean Hersholt, veteran actor, in an interview Monday upon his arrival in New York for the 10th annual radio script awards for his Dr. Christian series, on which he has starred for 14 years. Recognizing TV as a wide-scope medium to foster all the creative talents, Hersholt is praiseworthy of its merits, but openly critical of its faults, and reminds all those who are too TV-minded and carried away with the new medium, that it can by no means eclipse radio which he states will always have its own very definite and specific place, no matter how greatly TV advances—and Hersholt is quite hopefully optimistic about the latter. Thinking in self-terms, he uttered his preference to do TV shows on film rather than live shows, not only for better results, but also with an eye to sales outlets abroad. One TV show monthly is his idea for steady and continued audience interest.

JACKIE LEONARD and Dagmar will get equal billing when they take over "Broadway Open House," late this month. . . . "The Thousand Yard Look," dramatization of the early stages of the Korean war, will be telecast Friday, May 11 at 9:00 p.m. EDT, over ABC-TV's "Pulitzer Prize Playhouse." Hal Boyle, Pulitzer-prize winning war correspondent of the AP will narrate the program which was adapted from his dramatic dispatches from the Korean war fronts. . . . Free & Peters, Inc. will show their TELEScrip Presentation Technique today at the Waldorf-Astoria at 4:15 p.m. The national representatives firm is holding a three-day sales clinic in New York. . . . St. John Terrell plans to use TV and radio in connection with his "Music Circus," which opens for its third Summer season at Lambertville, N. J., on June 9. . . . A total of 518,000 TV sets were reported in the WLW area as of April 1. The survey report was released by Don Miller, head of the Crosley Broadcasting Corporation's research department and embraces the three areas of the company's operations. Breakdown of the figures shows that 250,000 sets are in the WLW-T, Cincinnati, area; 125,000 are in the area of WLW-D, Dayton, and WLW-C, Columbus, accounts for the remaining 143,000 sets. . . . Salesman Arthur Godfrey will turn over part of the Pillsbury commercial to a Junior Achievement star salesman on the "Arthur Godfrey and His Friends," CBS-TV program tonight at 8:00 p.m. Sixteen-year-old Enrico Di Pasquale, Stuyvesant H. S. student and secretary-treasurer of Knickerbocker Novelties Co., a Junior Achievement Company, will sub for Arthur.

Kine Pic Distributing On Firm Basis: Lepore

In an address before the Society of Motion Picture and Television Engineers yesterday at the Hotel Statler, New York, Frank C. Lepore, manager of the film and kinescope recording operations at NBC, said that kinescope film distribution has withstood the test of time and trial by ordeal so that it is time that it don long pants and take its place beside its big brother, film distribution, to render a real service on a practical businesslike basis.

Lepore, in pointing out the special characteristics of kinescope film distribution, said that kine films must be ready for delivery to stations all over the U. S. in less than a week after the live show was recorded. At NBC, alone, this year they shipped over 40,000 kinescope prints to stations, using a seven-day-per-week operation for kinescope recording. Approximately 43 hours of recorded programs are processed each week by this method.

Cites Two Examples

Commenting upon the flexibility of Kine film distribution, Lepore used as examples a well-known weekly magazine that recorded by kine special commercials of the current week's cover on Monday and rushed these commercials to 12 stations so that they could be inserted into the previous Thursday's program, which plays the 12 stations the following Thursday, the day the issue hits the newsstands. He also mentioned a famous cigarette manufacturer's program that is topical and must be played off in less than a week after the live show date. However, station time availabilities for this program are not uniform, and prints had to be shipped separately to the stations in the shortest possible time.

Prior to Lepore's speech, Kendel Foster, of the William Ety Agency, N. Y., spoke on film problems from the point of view of the advertising agency. He stated that the main problem for advertising agencies is reaching the 38 single station markets with the use of kinescope films, and the need to build an adequate audience with the use of kines.

Other speakers at the yesterday morning session were Howard Chinn of CBS, who spoke on the over-all factors in TV recording operations; R. L. Garman, TV committee chairman, who delivered the committee report, and P. J. Herbst, R. O. Drew and S. W. Johnson, of the RCA Victor Division of RCA, who discussed the electrical compensation and photographic masking in the improvement of contrast and detail in televised film.

TOPS TV
in
FILMS!

Ask to See "MAGIC BOW"
 one of the greatest films of all time — portraying the life of PAGANINI with YEHUDI MENUHIN playing the violin selections. Starring STEWART GRANGER.

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

BEHIND THE MIKE

TODAY, the first day of National Health Week, will be marked by the guest appearance of Mrs. Forrest Adams, psychiatric technician at a New Jersey State Mental Hospital, as "Woman of the Week" on "Portia Faces Life," heard over NBC beginning at 5:15 p.m., EDT. Mrs. Adams has been widely commended for her work at the hospital, having demonstrated unique ability at winning the confidence and respect of the patients.

One modest youngster, writing in for membership in "Mr. District Attorney's teen-age club, remarked: "Although I don't think I've done anything outstanding to rate being an 'Honorary Mr. D. A.', please may-be I could become a 'Harrington Helper'?" 'Harrington' is the radio D. A.'s No. 1 assistant.

Barbara Joyce, who has done every kind of role on TV, will play the American Indian wife of "Pierre Dorian," famous fur trapper, on the Gabby Hayes show. Incidentally, Barbara has a rather unusual hobby—she is learning how to be a trapeze artist.

George, Hank Sylvern's cat, who has made many TV appearances on "Suspense," into the hospital.

Elizabeth Bentley, the former Communist now in the employ of the FBI, will guest on "The Kathi Norris Show."

Jack McCoy asked a 5-year-old boy on the "Live Like A Millionaire" show if he knew what a U. S. Senator was. The boy replied "Of course I do, he is a baseball player."

"Caroline Burke puts vacation into work" is the slogan sent in by a group of High School students who have been staying after school just to watch her Vacation Wonders travel show each weekday (Mon. thru Fri.). As the students aptly put it, it is the easiest way to enjoy geography.

Dick Brown signed for "The Family Circle" with Walter Kiernan on ABC. Show will be directed by George Wiest.

Al Helfer's broadcasts of "The Game of the Day" via more than 400 stations, earns for him over 1,000 pieces of fan mail a day, and his fans are planning on giving him an "Al Helfer Day" during the baseball season. Al certainly rates it!

Emery Aids Kiddies

Hundreds of children in the child-caring homes of New York Catholic Charities have become "hams," because of television and especially Bob Emery and his "Small Fry Club." For the second straight year, New York Catholic Charities and Emery have teamed up to present to video-viewers on WABD children from the Catholic Charities homes who sing, dance, play musical instruments, recite and just mug the camera.

COAST-TO-COAST

Sales Tax Debate In N. H.

Goffstown, N. H.—The sales tax was the topic of a lively debate, which was broadcast over stations WKBR, Manchester; WTSV, Claremont; WTSL, Hanover, and other affiliates recently. Speakers were Rep. Ansel Sanborn and Larry Pickett representing the Legislature in favor of the measure, and John J. Gaines and Med Chandler, of the opposing faction. The discussion lasted an hour.

Don Butler Pensacola Guest

Miami—Don Butler, emcee of WGBS' morning "Butler's Pantry," was one of a group of Miami businessmen flown from here to the Pensacola Naval Air Station recently for a three-day tour of the base. They were entertained by Rear Admiral Francis M. Hughes and Vice-Admiral John D. Price. The tour included a visit aboard the aircraft carrier Monterey to observe how Navy fliers train. Don made a tape recording from the carrier of the description of maneuvers and interviews with various personnel.

Kudos For "Safety Circus"

Washington, D. C.—Inspector Dick Mansfield, formerly of the Washington Police Force, is getting commendations for his half-hour weekly TV show, "Safety Circus," seen Saturdays 5:00-5:30 p.m. on WNBW. Show deals with safety rules for children, has songs, art, comics, prizes, games and contests for the small fry. Presented in the public interest, it is a carryover of Mansfield's weekly school talks to youngsters.

Counter Suit Filed By A. C. Nielsen Co.

(Continued from Page 1)

March 30, 1950 against A. C. Nielsen Company and C. E. Hooper, Inc. Original claim of the plaintiffs was for damages of \$2,500,000, but of this sum, \$1,000,000 was summarily dismissed in February by order of the U. S. District Court in Philadelphia. The answer was filed on Monday.

In its counterclaim, the Nielsen Company claimed malicious and fraudulent conspiracy by the plaintiffs to coerce A. C. Nielsen Company into granting Sindlinger and Company, Inc. a license to operate under Nielsen patents at a nominal cost and to coerce A. C. Nielsen Company into buying out the plaintiffs' "unsuccessful and worthless business" at an exorbitant price.

The Nielsen answer asserts that Sindlinger and Company, Inc., which is now inoperative, failed "by reason of the inefficiency, inaccuracy of the results obtained from and impracticability of the technique of audience measurement employed by the plaintiffs in their business, and by reason of the inefficiency, incompetence and inability of the plaintiffs in the conduct of their business.

WWNY Celebrates Birthday

Watertown, N. Y.—WWNY celebrated its 10th birthday on April 29th with a half-hour program, which included entertainers and station personnel who appeared on the opening broadcast 10 years ago. Earl R. Kelly, station manager, and James W. Higgins, assistant station manager and program director, were hosts at the broadcast and celebration. Civic leaders and local sponsors joined the entertainers and staff in congratulations on a progressive decade of broadcasting in the various sections of northern New York State.

"Breakfast With Danny & Jim"

Phoenix, Ariz.—Liberty has whipped up a foamy souffle tagged "Breakfast with Danny and Jim," which bows in bright and early Monday morning at 9:30 and will be around for 30 minutes. Program will be an across-the-board deal (Mon.-Fri.) and will feature Danny O'Neil and Jim Ameche, brother of Don.

CKNW Steps Up News Coverage

New Westminster, B. C.—CKNW now is broadcasting news every half hour. Seven years ago CKNW went on the air as the first station in the Dominion with news hourly on the hour, and now is pioneering again with news on the half hour and on the hour 24 hours a day, seven days a week. The thirty-minute service covers all local news of the Vancouver and New Westminster areas, using all available wire service facilities.

UN Spokesman Begins 30-City Tour

(Continued from Page 1)

to all parts of the world the work and varied activities of the UN and its Commissions and Agencies in building a lasting peace.

Her tour, which opens in Pittsburgh tomorrow with a conference with broadcasters at WCAE, will conclude June 30. Several broadcasts enroute will be featured.

To Confer with Station Officials

Conferences with local station managers, program directors and newsmen will present the various services and programs available for local presentation, both from networks direct and from UN Radio itself. Mrs. Lewis will confer with such local groups as the American Association of University Women, General Federation of Women's Clubs, Hadassah, League of Women Voters, National Federation of Business and Professional Women's Clubs, United Council of Church Women, YWCA, Rotary Clubs and educators which are officially represented in the United Nations by accredited observers through the Non-Governmental Organizations Division of the UN.

PROMOTION

TV Aids Campaign

A novel nation-wide opening by means of a TV network program and many local televiewing parties in various parts of the country launched United Cerebral Palsy's drive for \$5,000,000, on Saturday. Program was tuned in to be followed with mayors, city officials and other dignitaries.

The unusual presentation was made on the Ken Murray program over the CBS-TV network from 8:00 to 9:00 p.m. Stars of stage and screen appearing on the program, included Constance Moore, Phil Silvers, Robert Q. Lewis, Gypsy Rose Lee, Joyce Mathews, Eileen Barton and Abe Burrows. In many parts of the country, televiewing parties had been arranged at which the Ken Murray celebrities spoke at the local ceremonies. They include Chicago, Boston, New Orleans, Cincinnati, Cleveland, Philadelphia, Camden and Washington, D. C.

Magicians Take Over At Advertising Club

Blase advertising men will discover today that the hand is quicker than the eye when top masters of the mystic will perform at their prodigious best in the Magicians' Guild Day at the Advertising Club. The show, entitled "Modern Magic at its Best," is a preview of the coming hi-jinks at the combined convention of the International Brotherhood of Magicians and the Society of American Magicians, to be held May 27-30 in New York.

The show, which will be emceed by Julien J. Proskauer, co-founder of the Magician's Guild, will start at 1 p.m., following the noon luncheon. Participants in the show include Richard C. Richards, first vice-president of the Magician's Guild of America; Richard DuBois, national president of the Society of American Magicians; Walter Coleman, international president, International Brotherhood of Magicians; and Warren Simms, past national president of both the Magician's Guild of America and the Society of American Magicians.

Will Address Ad Men

Russell Anderson, foreign editorial director of McGraw-Hill Publishing Co., will address a meeting of the Metropolitan Advertising Men tonight at 118 E. 40th St.

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

on "RADIO BALTIMORE"

Contact
EDWARD
PETRY CO.

WBAL

MILLER SUPPORTS McFARLAND'S BILL

Impending Rate Cuts Arouse Network Affiliates

Stations Seeking Information From Webs

Station relations departments of the four major networks found it rough going yesterday as a sequel to the letter from the Affiliates Committee which was sent out to all network stations over the signature of Paul Morency, chairman, RADIO - TELEVISION DAILY learned yesterday. The

(Continued on Page 8)

NLRB vs. NABET In New York Today

Washington Bureau of RADIO DAILY

Washington—An injunction suit, the outcome of which may affect radio and TV throughout the nation, is scheduled to be heard at 10:30 a.m. today in the Federal District Court, Southern District of New York, in Room 506, Federal Court

(Continued on Page 2)

United TV Announces New Appointments

Tremendous expansion of activities during the last 60 days by United Television Programs has necessitated addition of executive personnel, it was announced by Gerald King, president.

Appointment of Ken Farnsworth.

(Continued on Page 8)

Reunion In Vienna

Films shot in Vienna showing the home-coming of Robert Vogeler, American executive, following his release by Hungarian Communists, were shown last night during the John Cameron Swayze "Camel News Caravan" on NBC-TV from 7:45-8 p.m. The films, which ran for five or six minutes, showed Vogeler in his Vienna garden with his family.

Testimonial To Fellows

Harold E. Fellows, president-elect of NARTB, will be tendered a testimonial luncheon by the Radio Executives Club of Boston, the Advertising Club and the Chamber of Commerce, at the Hotel Statler in Boston on Tuesday, May 8th. Fellows is winding up his affairs as general manager of WEEL and New England representative of CBS, before taking over the NARTB presidency in Washington on June 1st.

TV On SMPE Agenda As Convention Opens DuMont Gains Noted In Financial Report

The 69th Semi-Annual Convention of the Society of Motion Pictures and Television Engineers got under way yesterday morning at the Hotel Statler, New York, with an address by Nathan D. Golden, director of the Motion Picture Photographic Products division of the National Production Authority.

The convention is scheduled to last until May 4, during which time heavy emphasis will be laid on the newest technical improvements made in the television and motion

(Continued on Page 7)

TV 'Thaw' Not Near, Coy Tells Journalists

Washington Bureau of RADIO DAILY

Washington—Hopes of lifting the television freeze got a dash of cold water from FCC Chairman Wayne Coy last night when he addressed the National Newspaper Promotion Assn., meeting here at the Ward-

(Continued on Page 5)

Substantial gains in gross income as well as net profit was reported by the Allen B. DuMont Laboratories, Inc., in the annual report to the stockholders released yesterday by Dr. Allen B. DuMont, president.

The gross income for 1950 showed an increase of \$31,095,576, over the year 1949. Total gross for 1950 was \$76,362,665, as compared to a total of \$45,267,089, in 1949.

The net profit in 1950 was \$6,900,788 after taxes and other charges and net earnings per share of common

(Continued on Page 6)

NARTB And Writers Argue Copyright Law

Washington Bureau of RADIO DAILY

Washington—NARTB was pitted against ASCAP, the Authors' League of America and the American Book Publishers Council yesterday in hearings before a sub-committee of the House Judiciary Com-

(Continued on Page 4)

TV Can Help Lift Ad Budgets CBS Sales Executive Says

Washington Bureau of RADIO DAILY

Washington—TV can be the lever to lift advertising budgets back into line with the national income, Louis Hausman, CBS vice-president in charge of sales promotion and advertising, told the National Newspaper Promotion Association last night. Hausman addressed the annual convention banquet of the association at the Wardman Park Hotel.

Selling against television, he said,

is like "trying to make water flow uphill." Instead, Hausman advised, that TV be used as a "force to induce advertisers to expand their total advertising investment."

He quoted figures to show how the relationship between advertising and the national income has become unbalanced. Hausman pointed out that whereas the national income for 1929 to 1946 had increased 120 per cent, from \$87 billion to \$180 billion,

(Continued on Page 6)

Says FCC, Itself, Makes Changes; Hearing Ends

Washington Bureau of RADIO DAILY

Washington—Terming the Senate-passed McFarland bill (S-658) the "first major overhaul of the Communications Act since its enactment in 1934," President Justin Miller of the NARTB yesterday urged immediate passage of the measure by the House. He testified before the House

(Continued on Page 5)

Move To Stabilize TV Receiver Sales

Camden—In a move to strengthen and stabilize market conditions in the television industry RCA Victor yesterday informed its distributors at a series of meetings in all TV areas throughout the country that it is guaranteeing its current factory prices of TV receivers until Aug. 1.

At the same time company repre-

(Continued on Page 7)

Emerson Cuts Prices On Entire TV Set Line

The Emerson Radio and Phonograph Corporation yesterday announced a reduction in list prices of from \$15 to \$145 per set on its entire 1951 TV line. According to Benjamin Abrams, Emerson presi-

(Continued on Page 2)

Radio Affected

Failure of the transcontinental communications line between Los Angeles and Salt Lake City last Sunday night interrupted the broadcast of several ABC radio programs in the Rocky Mountain and West Coast regions. "Black-out" affected ten minutes of "Stop The Music," all of Walter Winchell and Louella Parsons and 10 minutes of "American Album."

RADIO DAILY TELEVISION DAILY

Established Feb. 9, 1937

Vol. 55, No. 22 Tuesday, May 1, 1951 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mesereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-Pres.; Charles A. Alicoate, Sec'y. Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free) United States \$15.00 one year. Foreign, \$20.00. Address all communications to Radio Daily, 1501 Broadway, New York, (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

WASHINGTON BUREAU

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

WEST COAST OFFICES

Ethel Rosen
6425 Hollywood Blvd. Phone: Gladstone 8436

CHICAGO BUREAU

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

HOME BUREAU: John Pardicari, Ludovisi 16.
PUERTO RICAN BUREAU: Antonio Alfonso,
Edificio Ochoa, San Juan, P. R.; P. O. Box 3585;
Telephone: 2-2305.

FINANCIAL

(April 30)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	14 1/8	13 7/8	14 1/8	+ 3/8
Admiral Corp.	23	22 1/2	22 3/4	- 1/4
Am. Tel. & Tel.	155 1/8	154 3/4	154 7/8
CBS A	32	31 5/8	31 7/8
CBS B	32	31	32	+ 1
Philco	23 1/2	23	23 3/8	- 3/8
Philco pfd.	88	88	88
RCA Common	19 1/4	18 7/8	19	- 1/8
RCA 1st pfd.	78 1/4	77 1/2	78 1/4
Stewart-Warner	18 3/4	18 5/8	18 3/4
Westinghouse	40 3/4	40 1/2	40 3/4	+ 1/8
Zenith Radio	65 3/8	64 3/4	65	- 3/8

NEW YORK CURB EXCHANGE

DuMont Lab.	17 1/4	16 7/8	16 7/8
Hazeltine Corp.	28 3/4	27 3/8	28 3/4	+ 1 3/4
Nat. Union Radio	4 1/2	4 3/8	4 1/2

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	12 1/2	14

Guest On Mohawk Show

Robert Alda, currently starring in "Guys and Dolls" on Broadway, will be the guest of Roberta Quinlan on the "Mohawk Showroom's" anniversary program, Wednesday, May 2. The program marks the beginning of the "Showroom's" third year in television, and an expansion from fifteen to fifty NBC-TV network stations.

WFIL

560 kc • PHILADELPHIA

It's Not the Size...
It's the Selling Power!

ABC Affiliate—Rep: The Katz Agency

★ COMING AND GOING ★

WILLIAM B. RYAN, president of the BAB, off to Columbus to address the Ohio Broadcasters Association.

KEN SPARNON, field representative of BMI, leaving for Hot Springs to attend a meeting of the Virginia Association of Broadcasters.

HAL COULTER, manager of advertising for the Mutual network, is in Sandusky, Ohio, on business. He'll be back tomorrow.

ED THOMAS, public relations director of Geyer, Newell & Ganger, is en route from Paris to Rome as a consultant to the United States Army.

ROLAND TRENCHARD, public relations director of WAAT and WATV, Newark, N. J., is back from Miami Beach, where he spent a six-week vacation.

LUISE RAINER arrived from Cleveland yesterday aboard a United Airliner.

LT. COL. BARNEY OLDFIELD, of General Eisenhower's European headquarters staff, visited in New York yesterday.

JOHN DERR is in Louisville making arrangements for the Columbia network's radio and TV coverage of this Saturday's Derby, also to handle the Derby "preview" programs during the week.

JACK BERTEL, agent for Phil Baker, is expected from California today.

FAY DAY, assistant research manager of CBS Radio Sales, is spending this week in Chicago on business.

JEANNE WARNER, vocalist on WNBW, Washington, D. C., is coming "north" this week to sing for servicemen.

ELLIOTT ROOSEVELT, accompanied by his wife, is in Geneva, Switzerland, making recordings for radio and television broadcasts of Mrs. Eleanor Roosevelt.

Emerson Cuts Prices On Entire TV Set Line

(Continued from Page 1)

dent, the step is in line with a similar successful move made last year by the company.

"We feel that lower prices will tend to open the door to TV ownership for the great mass of people who want to buy TV receivers, but have found the amount of down payment required by Regulation W a deterrent to their purchase," said Abrams.

The TV line which has been specially priced includes a 14-inch table model receiver at \$149.95; a 17-inch table model receiver at \$199.95; a 17-inch console receiver at \$249.95; a 19-inch console receiver at \$269.95, and a number of other models at corresponding low prices.

Blood Donors Respond

An urgent request from the Brooklyn Red Cross for O-Type blood donors broadcast on two news periods by WFDR, New York FM station, Friday, brought 35 volunteers to Red Cross blood center.

WDRC

HARTFORD 4 CONNECTICUT
WDRC-FM

3 R's = 1st

The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities.
Represented by Raymer



NLRB vs. NABET In New York Today

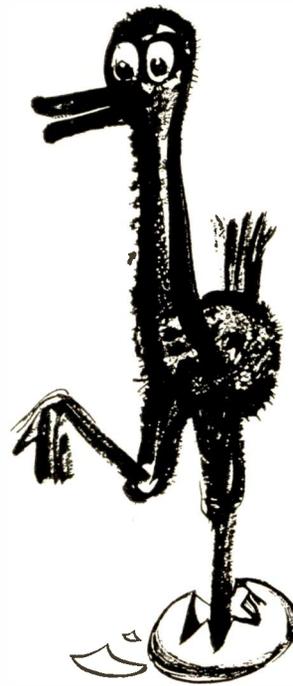
(Continued from Page 1)

House, New York. The National Labor Relations Board has filed suit against the National Assn. of Broadcast Engineers and Technicians, charging secondary boycott in violation of the Taft-Hartley Act. George J. Bott, NLRB general counsel, filed the action on complaint of Teleprompter Service. It involves the NBC-TV "Little Show."

According to the NLRB petition, employees of Teleprompter Service are members of IATSE. After Teleprompter entered into a contract with Calkins & Holden, Carlock, McCClinton and Smith, Inc., agency handling the "Little Show," Jan. 31, NABET demanded that is members operate the Teleprompter equipment, the NLRB stated, adding that "at no time has the NLRB certified NABET as the bargaining agent for employees of Teleprompter Service."

The argument led to a NABET-called strike at NBC, according to NLRB, and to cancellation of the agency's option with Teleprompter Service. Specific violation of Section 8(B) 4(D) of the Taft-Hartley Act is charged by the NLRB against NABET.

On April 24, Judge Irving R. Kaufman in New York Federal District Court, issued a show-cause order and set the case for hearing.



You get a lot for a little*

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

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



Advertising Agency News And Notes From Here And There

HEWITT, OGILVY, BENSON AND MATHER reveal promotion of Florence A. Karpowich as space buyer on print media, and the appointment of Forence Smith as radio and television time buyer. Miss Smith was formerly with H. B. Humphrey Agency, New York and Boston.

WEXTON COMPANY will handle a special publication and radio campaign for Reddi Distributors, Inc. for its product, Reddi-wip.

GRAND UNION COMPANY has announced appointment of Eileen Bennett as advertising manager of the route department, and promotion of Salvatore Vitella to assistant advertising manager of the division.

HELEN HALVORSEN, who has been advertising manager and fashion publicity director of Gunther Jaeckel, Inc., will begin her duties as copy chief of L. Bamberger and Company, Newark, on May 14.

WILLIAM OGDEN, formerly with LeValley Advertising Agency, has joined the American Broadcasting Company's Central Division as an account executive in the network radio sales department. He replaces William Wilson who joins Young and Rubicam's Chicago office as assistant director of radio and television.

WADE ADVERTISING AGENCY is dissolved. All future mail should be addressed to Geoffrey Wade Advertising, 20 N. W. Wacker Drive, Chicago 6.

GREY ADVERTISING AGENCY is handling the special advertising promotion Father's Day campaign of the Phillips-Jones Corporation, manufacturer of Van Heusen Shirts.

KASTOR, FARRELL, CHESLEY AND CLIFFORD, INC. have been appointed by Royal China, Inc., Sebring, Ohio.

ROBERT OTTO AND COMPANY, INC., international advertising agency, has moved to larger quarters at 25 W. 45th St.

MAURICE A. DEANE has been named advertising manager of Endo Products Co., pharmaceutical firm.

JEROME PICKMAN received the appointment of national director of advertising, publicity and exploitation of Paramount Pictures Corporation.

MAKE EVERY PERFORMANCE AN AUDITION promoting you . . . sent to the people who count! Prices to fit pinched budgets. Write **PROMOTIONS, UNLIMITED** Box No. 128, RADIO DAILY 1501 Broadway New York 18, N. Y. or Phone TR. 6-1639

JOAN SINCLAIRE, radio-television consultant, has been appointed production supervisor for Paula Stone-Michael Sloane Television Productions.

NORMAN DAVIS, formerly associated with Carl Byoir Associates, has joined Foley and Gordon, television package company as office manager.

TOM WRIGHT begins his duties today as vice-president and radio and television director of Dundes and Frank, Inc. He formerly was with BBD&O.

LIGE O'BRIEN takes over today as director of special events and New York and metropolitan area field representative for United Artists.

WILLIAM H. WEINTRAUB AND COMPANY, INC. has signed a long-term lease on the building now under construction at 46 E. 53rd St. The new six-story structure, to be known as the William H. Weintraub Building, will be ready for occupancy by June 1. The executive staff, as well as contact and creative personnel, will remain at 488 Madison Ave. which is to continue as permanent headquarters for the agency.

JAMES THOMAS CHIRURG COMPANY'S annual report shows a substantial increase in its net worth, a growth steadily maintained since the company's incorporation 13 years ago. Progress during 1950 comprised several new accounts, including Barium Steel, the Borden Company (chemical division), Dewey and Alma (consumer goods division) and the Norton Company (abrasive division).

H. L. ST. ONGE, assistant advertising manager of Martin-Senour Company, Chicago, has entered Army service.

STORECAST CORPORATION OF AMERICA reports promotion of Barbara Winter as area program director of the Chicago division, and appointment of Arthur R. Ross as its assistant program director.

JOHN BLAIR AND COMPANY have been appointed station representatives of station WWDC, Washington, D. C. Appointment is effective immediately.

LAUGHLIN - WILSON - BAXTER AND PEARSONS, INC. has moved its New York City office to 10. E. 40th St.

LEO BURNETT CO., INC. announces appointment of William Tyler and Andy Armstrong as vice-presidents, with each heading a creative group in the home office, Chicago.

LEWIS AND GILMAN, INC., Philadelphia, has been appointed advertising and public relations agency for General Refractories Co., same city.

THE BRANHAM COMPANY has been appointed exclusive national sales representatives for radio station KOB and television station KOB-TV, effective today. Both stations are owned and operated by the Albuquerque Broadcasting Company.

ROBERT CARLEY, former vice-president of Cecil and Presbrey, Inc., has joined Cunningham and Walsh, Inc., in an executive capacity. He also was previously associated with Geyer, Newell and Ganger, Inc. and Donahue and Coe, Inc.

THE O. L. TAYLOR COMPANY has been appointed national representatives of radio station WCBM, Baltimore, starting today.

RAY T. BAILEY, former assistant ad manager of Borden Company's special products division, has been advanced to advertising manager of Borden's Dog Food.

DEUTSCH AND SHEA, INC. has moved to larger quarters in the Herald Tribune Building, 240 W. 41st St.

DOYLE DANE BERNBACH, INC. has been appointed to handle advertising for the American Pencil Company, Hoboken, N. J. Cunningham and Walsh will continue to handle the account until June 30.

MERCREADY, HANDY AND VAN DENBURGH have been named by Bergen Brush Supplies, Lyndhurst, N. J.

CANNON MILLS, through its agency, N. W. Ayer and Son, will take its first step in radio advertising this month with an intensive campaign of participations and sponsorship involving five NBC network programs. The campaign involves some features of NBC's Operation Tandem, plus full sponsorship of a daytime half-hour show, Break the Bank on Tuesdays from 11 to 11:30 a.m. Participations in Tallulah Bankhead's "Big Show," the Screen Director's Playhouse, The Man Called X starring Herbert Marshall and Phil Baker's \$64 Question are also included.

WILLIAM WARREN, JACKSON AND DELANEY AGENCY announces that its account, the Ritz Fur Salon, New York, has signed a 13-week contract for participating sponsorship on the Dean Camerson Show, on WJZ Monday, Wednesday and Friday from 4:30 to 5 p.m.

Your Top TV Sales opportunity

WDEL-TV

Channel 7

Wilmington, Del.

In the Market which has highest income per family in the country.

NBC
TV AFFILIATE

A STEINMAN STATION

Represented by

ROBERT MEEKER ASSOCIATES

New York Los Angeles San Francisco Chicago

NARTB And Writers Argue Copyright Law

(Continued from Page 1)

mittee on H.R.-3589 to amend the Copyright Act of 1909. Herman Finkelstein, general attorney of ASCAP, declared the bill would "remove a serious injustice to novelists and poets arising out of developments in the art of mass communication which have come into being since the enactment of the 1909 copyright law."

John Schulman, counsel for the Authors League, said the measure "would remedy a manifest deficiency in the copyright law of 1909 which presently unjustly discriminates and works a hardship upon authors of books, poems and other literary material."

Publishers Urge Passage

Arthur E. Farmer, counsel for the publishers, urged passage of the bill "as a matter of fairness and justice and to close what is self-evidently a loophole in the copyright law revealed by technological advances."

Vincent Wasilewski, NARTB attorney, opposed the measure, declaring "it attempts to correct one inequity but compounds another." He urged Congress to completely overhaul the antiquated copyright law, rather than attempt to solve today's problems by piece-meal legislation.

Wasilewski objected particularly to a proposed \$250 penalty which would be levied against broadcasters using any form of literary composition. The proposed act might well be interpreted, in its present form, to prevent the "reciting of a poem on the floor of Congress," said the NARTB counsel.

Would Change Penalty Clause

He suggested elimination of the \$250 minimum statutory damage clause in the copyright law and substitution of a provision whereby the infringer would be liable for the actual damages which are proved.

Stork News

Denver—Starr Yelland, Time and Tempos announcer of KOA, Denver, is the father of a girl, Leslie Jean. The baby, the Yellands' second child, weighed in at seven pounds, nine ounces. Leslie was born April 9th.

WFIL

560 kc PHILADELPHIA

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

ABC Affiliate—Rep: THE KATZ AGENCY



By SID WHITE

Man About Manhattan . . . !

● ● ● **BIGTOWN SMALL TALK:** Nancy Craig starts her new teevee series on WJZ-TV five-days-a-week on May 14th from 4 to 4:45 p.m. . . . Now it's Dagmar and Frank Sinatra who're feuding. . . Herb Sheldon branches out into teevee as emcee of a new weekly beauty and talent search program which preems on WJZ-TV Friday nite from 10:30-11:30. Show, called "Video Venus," will select winners from contestants who will be judged on the basis of personality, grace, talent and figure. . . . When Jack E. Leonard moves into "B'way Open House," the Kirby Stone quintet will handled the music assignment. . . . Vivian Blaine being sought to play the role of Sophie Tucker in "Last of the Red Hot Mamas." . . . Si Rose new head writer of Jan Murray's "Sing It Again." . . . Ham Fisher's pals tossing him a shindig tonite at Toots Shor's celebrating Joe Palooka's 21st birthday. . . . Lena Horne nixed a lush offer to go on "Cavalcade of Stars" 2nd ann'y program June 1st. Doesn't wanna leave H'wood. . . . Nat (King) Cole's disc of "Too Young," on the Capitol label, is expected to be their first million-platter seller since "Mona Lisa."

☆ ☆ ☆ ☆

● ● ● **N.Y.U.** downtown students voted for Jackie Gleason as the outstanding new comic of their year and handed him a plaque Saturday nite at the Astor. However, the uptown branch picked Jack Carter as their boy and are giving him a plaque Friday nite at the Waldorf.

☆ ☆ ☆ ☆

● ● ● **ONCE OVER LIGHTLY:** The other day Ben Gross carried a gag in his col'm to the effect that some of those Brooklyn bookies who've been 'chirping' might make good guests on "Sing It Again." Wouldn't you know that an agency exec squawked on the grounds that the col'm was implying that the program was employing bookies as guests! . . . That "Meet the Press" session with Rudolph Halley was videoed at its zingiest. Incidentally, "American Forum of the Air," which featured the other members of the Kefauver Quiz Show, paid "Meet the Press" the compliment of using its newsmen-asking-the-Questions technique. . . . At the graduation exercises of the Feagin School of Drama and Radio last week, John Tillman, guest speaker for the day, advised the grads: "In television, to succeed, you must do one of two things: Develop talent—or develop like Dagmar!" . . . Far be it from this Giant fan to kick a guy when he's down, but we couldn't help but get a chuckle out of Hy Gardner's crack that if the Giants continue to play like clowns they're likely to wind up as the summer replacement for "B'way Open House." . . . Writer-turned-actor Hal Block considering doing the Paul Douglas role in a summer stock version of "Born Yesterday." Hal insists he saw Faye Emerson traveling incognito the other p.m. She was wearing a high-necked gown.

☆ ☆ ☆ ☆

● ● ● Easy to figure out why NBC's brass is going all out with their party program in honor of Kate Smith's 20th year in radio today on the Smith-Collins NBC-TV hour. Thanks to Kate's and Ted's daytimer, the web has been in a constant state of celebration for the past six months and this is merely an opportunity to show appreciation for daytime TV's top rating (20 plus), top moneymaker (7½ million yearly) and top prestige stanza. NBC's "Operation Anniversary," including induction of Kate into the Radio Pioneers' Club by H. V. Kaltenborn, repeats of the two most lavish production numbers done on the stanza, presentation of a fantastic birthday cake by NBC veep Pat Weaver and delivery of a citation to Kate from Pres. Truman for "Humanitarian Achievement," will set the network back a tidy sum, but they ain't complainin'. They know when they've got a good thing.

Stockholder Meeting Set By RCA Today

The annual stockholders meeting of Radio Corporation of America will be held at 11 a.m., today in the RCA Building in New York City. Business on the agenda includes the election of four directors and the consideration of a resolution ratifying the grant of stock options to the chairman of the board and to the president.

"Mr. Plus" Goes To College

"Mr. Plus," Mutual network's lively, albeit inanimate, figure of a trademark which did a lot of glad-handing at the NARTB convention in Chicago, last night was taken down to N. Y. U. (Washington Square) by Robert Schmid, vice-president of the web in charge of advertising, public relations and promotion. For an hour, Schmid addressed the members of the advertising and marketing class, detailing the life, times and experiences of "Mr. Plus," as well as his service to the network.

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Miller Supports McFarland's Bill As House Group's Hearing Ends

(Continued from Page 1)

Interstate and Foreign Commerce Committee on the closing day of the hearings, which opened early in April, then recessed until last week.

Judge Miller said the pending bill is the culmination of much serious study by committees of both houses of Congress and pointed out that it had been passed four times by the Senate. He told the committee that S-658 will "streamline" the FCC procedurally, insuring prompt and efficient action on applications for broadcast licenses and will guarantee full and fair hearings and determinations by persons not engaged in the Commission's investigatory or prosecutory functions.

Cites Convention Resolution

Judge Miller told the committee that the NARTB membership, at its convention last month in Chicago, adopted a resolution urging "prompt, favorable consideration of S-658 by the House of Representatives."

Passage of the bill and accomplishments of its objectives immediately is of special import, said Judge Miller, in view of the fact that the FCC soon is expected to lift the TV freeze. When the thaw comes, he declared, the Commission's work load will be increased tremendously. He told the committee that since the bill was introduced the Commission "has recognized the necessity for some of the proposed changes, by adopting them on its own initiative in the form of new rules." But he cautioned that the rules are "purely discretionary and self-limiting" and "can be as easily revoked as adopted."

Wants TV and Radio Defined

He urged the committee to report favorably the McFarland bill so that the procedural setup would be enacted into law and "placed beyond the power of the Commission to change." He suggested that Congress insert a definition of "television" as well as "radio," adding, "whether logically or not the two words have come to mean quite different forms of broadcasting."

Judge Miller heartily endorsed Sections 5 and 17 of the McFarland bill—his reasons for recommending

approval of these two sections "follow closely the arguments of Commissioner Robert Jones," he told the committee.

"If a Commissioner, studying a record in order to reach a decision, reaches an obscure or difficult issue," said Judge Miller, "he is very vulnerable to the persuasive arguments of the Government experts who bring to him the ideas and philosophies which they have developed, unchallenged over the years, in their ivory towers."

Points to Danger of Method

"Commissioner Jones, from his experience as a trial lawyer and legislator, sees at once the dangers of such a method of receiving expert testimony."

Judge Miller said there may be no evidence on the point in question in the record and the Commission's expert might even be found to be unqualified to express an opinion on a particular subject if his evidence had been offered in open hearing.

"Obviously, the broadcasters who are parties in the hearing, do not even know that the Commissioner's mind is being made up for him in such an irregular manner," declared the NARTB president. "Obviously there is no opportunity for cross-examination or for hearing the other side of the proposition from another expert. It would be shocking to think that a judge might decide a submitted case on such an *ex parte* basis."

Sees "Fair Trial" Denied

Judge Miller told the committee it is easy to understand how a "sincere Commissioner," unaware of the dangers of receiving evidence "in this manner" and "anxious to get help in deciding his case," should welcome such *ex parte* assistance. "But how far such a performance departs from the 'fair trial' concept for which we have fought so long," declared the witness.

The procedure proposed in the McFarland bill, he said, "would bring such evidence into the open," yet it would "not deprive the Commission of its benefit, but would subject it to proper tests of validity under cross-examination and the challenge of other expert witnesses."

Judge Miller said a "similar situation is involved" when Commission attorneys, who have investigated a case, "are allowed a back-door approach to particular Commissioners, or even when such attorneys are permitted to argue a submitted case to the whole Commission, *ex parte*."

Draws Analogy

He likened such procedure to a judge who permitted a party or his attorney to come to his private chambers to argue a submitted case, without knowledge of the other party or his attorney, and without opportunity to reply.

"Perhaps the very arguments or

evidence which a hearing examiner had excluded because improper, might be reoffered and accepted, especially by Commissioners untrained in the law of evidence," Judge Miller asserted. "Perhaps political considerations entirely improper to the decision might be urged. One would suppose that the Commissioners themselves, as a measure of self-protection, would be the first to reject such *ex parte* approaches."

The proposal that each Commissioner shall have his own legal assistant and that a review staff, completely separated from the staff which participates in hearings, shall be available to the Commission "comes closer to the desired end," Judge Miller testified.

Treats Section by Section

Judge Miller went into further technical detail, discussing the McFarland bill section by section and interpreting it from a judicial standpoint. He followed generally the recommendations of Commissioners Jones and Hyde, both lawyers, who opposed the Commission majority.

Urging adoption of Sec. 6 regarding renewals of license, Judge Miller said "experience has shown that it is possible for the Commission to use the renewal procedure to punish or discipline the licensee instead of as a straightforward inquiry to determine the public interest question, rather than by proceeding against him by an order of revocation."

Judge Miller recommended removing the fine and suspension clause in the penalty section, testifying that the cease-and-desist and revocation for violations provide sufficient sanctions. He objected to Sec. 19, which would make fraud by radio a crime. Instead he suggested that H.R.-2948, now pending before the judiciary committee, was a better bill than the McFarland bill provision.

Leonard H. Marks, attorney for WNYC, New York, opposed Sec. 8 as it is currently written on the grounds that it might be interpreted to eliminate special service authorizations. If such were the case, WNYC, which has been operating for 20 years, would not be permitted to broadcast evening hours. He recommended an addition as follows: "However, a special service authorization may be issued to the licensee of a broadcast station for a service other than, or beyond, that authorized in its existing license for a period not exceeding that of its existing license."

Will Broadcast Baseball

Houston, Tex.—KATL, sports station, announces that Steve Austin has been selected to team up with Gus Mancuso, veteran major league catcher for 26 years, to bring the Houston Buff games this Summer.

TV 'Thaw' Not Near, Coy Tells Journalists

(Continued from Page 1)

man Park Hotel, located in the Nation's Capital.

Commenting that the freeze took effect Sept. 30, 1948, Coy said, "Much work still remains to be done and I do not anticipate that the freeze will be over before fall."

Broadcasters and telecasters had assumed that the FCC would lift the freeze in part, at least, as soon as final TV allocations were made.

Coy explained that the final TV allocation hearings, scheduled to begin June 11, "may take as much as two months." The Commission, he added, "may need August and September to study the record and render a final decision on its allocation master plan." After that the FCC will allow a "reasonable time, perhaps as much as two months," for filing new applications and amending old ones. On that basis it would be December before the Commission could begin granting new construction permits, he said.

Sees 70% In UHF

Pointing out that 70 per cent of the nation's future TV stations would be in the UHF, Coy said "UHF will cover our metropolitan areas and most of the rural areas."

Coy predicted that advertisers will find color TV "the most powerful advertising tool that has yet been devised." Color, he added, "is a new dimension that will go far towards speeding the dominance of television as an advertising medium. And color in television costs approximately the same as black and white in contrast to increased costs for color in other media."

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Effective April 6, TWA offers

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DuMont Gains Noted In Financial Report

(Continued from Page 1)

stock in 1950 were \$2.87. This compares to a net profit in 1949 of \$3,269,880 after taxes and other charges, with earnings per share of common stock of \$1.49.

In a statement, accompanying the report, Dr. DuMont comments on the status of the company, progress of the network and plans for the company. In part, Dr. DuMont writes:

"The year of 1950 was one of continued expansion for the television industry. Financial statistics for this past year reflect the fact that the company had its share of this increased sales and manufacturing activity. It was a year that saw greatly increased production from the two new manufacturing plants which were added to our facilities in 1949—the East Paterson Television Receiver Plant and our All-wood Cathode-ray Tube Plant.

"There were a number of retarding factors during 1950. Among these were included the 10 per cent manufacturers' excise tax, Regulation W, affecting installment sales, the uncertainty over color television, the Korean situation and a resultant shortage of certain parts and materials. Finally there were an excess profits tax and an increase in the rate of surtax. Despite all these difficulties of the industry, we were able to show an over-all gross income and net profit far exceeding our 1949 results.

"The DuMont Television Network continued to operate at a loss, although to a considerably less extent than during 1949. The number of national advertisers using our network facilities increased steadily and we see the possibility of a substantial profit for this division after the lifting of the freeze on new television station construction.

"In planning our operation for 1951 flexibility has been our keynote. Our plant facilities, executive management, and working personnel are ready for utilization on civilian products, military production, or both, dependent upon the war situation and procurement policies in Washington. Through direct purchases from foreign sources in 1950, we were able to avoid dangerously unbalanced inventories."

The annual report lists DuMont's current assets at \$31,087,710. Working capital is \$16,953,230.

Lois Danley

Lois Lorraine Danley, wife of Torrence Danley, manager of sales service of the Mutual Broadcasting System, died Wednesday night in her home in Queens, L. I., after a prolonged illness. Formerly associated with CBS publicity department, Mrs. Danley was well-known as a free-lance publicity agent in the radio field.

Services were held on Saturday at 2 p.m. at the Campbell Funeral Church, New York.

NETWORK SONG FAVORITES

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

Survey Week of April 20-26, 1951

TITLE	PUBLISHER
A Penny A Kiss	Shapiro-Bernstein
Aba Daba Honeymoon	Feist
Always You	St. Nicholas
Be My Love	Miller
Beautiful Brown Eyes	American
Dear Dear Dear	Goday
Destination Moon	Fred Fisher
Hot Canary	Leeds
How High The Moon	Chappell
I Apologize	Crawford
I Love The Way You Say Goodnight	Remick
I Whistle A Happy Tune	Williamson
If	Shapiro-Bernstein
I'll Never Know Why	Bregman-Vocco-Conn
I'm Late	Walt Disney
It's A Lovely Day Today	Berlin
Loveliest Night Of The Year	Robbins
Make The Man Love Me	T. B. Harms
May The Good Lord Bless And Keep You	Pickwick
Mockin' Bird Hill	Southern
My Heart Cries For You	Massey
No One But You	Harms
On Top of Old Smokey	Folkways
Roving Kind	Hollis
Sparrow In The Tree Top	Santly-Joy
Too Late Now	Feist
When You And I Were Young Maggie Blues	Mills
Where The Red Roses Grow	Famous
Would I Love You (Love You Love You)	Walt Disney
You And Your Beautiful Eyes	Paramount
You Can't Tell A Lie To Your Heart	Sanson
You're Just In Love	Berlin

Second Group

TITLE	PUBLISHER
Alice In Wonderland	Walt Disney
Any Town Is Paris	Burke-Van Heusen & Assoc.
Beautiful Madness	Advanced
Down In Nashville Tennessee	Witmark
Down The Trail of Achin' Hearts	Gallico
Faithful	A B C
I Love You Much Too Much	Leeds
It Is No Secret	Duchess
Jalopy Song	Regent
Lonesome Gal	E. H. Morris
My Lost Melody	Pickwick
My Prayer	Shapiro-Bernstein
Never Been Kissed	Baxton
Once Upon A Nickel	Valando
Pretty Little Bells	Republic
Syncopated Clock	Mills
Tennessee Waltz	Acuff-Rose
Tonight Be Tender To Me	Life Music
Too Young	Jefferson
What Will I Tell My Heart	Ivy
When Our Country Was Born	Life Music

Copyright, 1951, Office of Research, Inc.

Hausman Gives View On TV Advertising

(Continued from Page 1)

advertising budgets in 1946 were \$100 million less than in 1929. In relation to the national income, he added, the advertising decline was even greater, going from 2.1 per cent. This figure rose to 2.4 per cent in 1949, and then declined last year to 2.2 per cent, the figure it stood at in 1941.

"I don't know," Hausman said, "whether the proper relation should be the 3.6 per cent of the depression years or the 2.8 average of the post-depression years. But I do know that too many advertisers are still computing advertising on a dollars-per-case basis. You sell so many cases, you spend so many dollars. The clinker in this is that they are using the old-fashioned dollars to sell higher-priced cases."

Following an analysis of how advertising budgets can be increased, Hausman said that the easiest way to get the increase is to accept TV "as a new and another way of communicating to people—not as a substitute for other ways."

Calls Arrival Timely

He stated further: "Television is an addition justified by the relation of advertising to the national income and it comes on the scene just at the time when we have to sell the output of the greatest plant in our history.

"I hope that you will recognize it as a safeguard to your own media's position and to the entire relation of advertising to the economic welfare of the country."

Touching on color TV, Hausman stated that it will cost no more to produce or to broadcast than black-and-white.

Summing up he said more and more goods must be produced to avert shortages so that the dollar should not shrink to postage stamp proportions and that to get this increased production all out efforts and energies of distribution are needed and "this means the capacity use of every available medium of communication."

Pointing out that TV is just one of these, although the youngest, Hausman concluded by saying, "advertising is now the cheapest item the advertiser buys, and I think it becomes quickly evident that television is the most logical fulcrum any of us has to increase the use of all advertising. I believe such a course makes the best sense for all of us and for our national economy as well."

WGMS Gains Told

Adults comprise 97 per cent of the audience of WGMS, Washington, D. C., according to a recent analysis of Pulse, ARB and National Analysts' report. It was also shown that 98 per cent of the station's audience are in families with incomes exceeding \$3,000 annually, as against a city-wide average of 75 per cent.

TV On SMPE Agenda As Convention Opens

(Continued from Page 1)

picture fields. Advancements in TV will be particularly stressed as this will be the first session devoting an entire day to TV technological data.

Today's program will dwell on all aspects of TV recording and reproduction. In the opening session this morning, Howard Chinn, of the Columbia Broadcasting System, will discuss the over-all factors in TV recording operations. At 10:10 a.m., Kendel Foster of the William Esty Agency, N. Y., will speak on the film problems from the advertising agency point of view. He will be followed by Frank LaPore, of NBC, who will speak on the distribution of Kinescope films to maintain a TV network. The next discussion will be on electrical compensation vs. photographic masking in the improvement of contrast and detail in televised film, which will be delivered by P. J. Herbst, R. O. Drew and S. W. Johnson of the RCA Victor Division, Camden, N. J.

Fred Albin to Lecture

At 10:05 a.m. a lecture on gray scale control in video systems will be given by Fred G. Albin of the American Broadcasting System, Hollywood, Calif. This will be followed by two speeches by K. B. Benson and A. B. Ettlinger, of CBS, New York, who will discuss the practical use of iconoscopes and image orthicons as film pickup devices.

For the period at 11:20 a.m., W. D. Kemp of the British Broadcasting Corp., will speak on the subject of TV recording in Great Britain. In the final morning session, F. N. Gillette, the chairman of the TV film equipment committee, will deliver the joint R-TMA-SMPTE report of the equipment committee's functions for the past year.

Laboratory Tour Planned

In the afternoon members will be conducted on a tour of the Bell Telephone Laboratories in Murray Hill, N. J., where they will get data on requirements for theater TV. Lectures will be given by Pierre Mertz, A. G. Jensen and M. W. Baldwin all of Bell Laboratories, and D. T. Wilber of the DuMont Laboratories, Clifton, N. J., E. C. Fritts of the Eastman Kodak Co., Rochester, N. Y., Frank N. Gillette and R. A. White of the General Precision Labs., Pleasantville, N. Y., and John Kiel of the Producers Service Corp., Burbank, Calif.

Over three hundred engineers have registered for the convention and officials have high expectations that valuable information will be exchanged among members both in motion picture and TV.

★ ★ TELE TOPICS ★ ★

THE Ken Murray show on Sat. night (CBS-TV) was the latest victim and accomplice in the ever recurrent plague of charity pitches in which a large number of big-name guests take a bow, toss a smile, and exit. Very few variety shows (usually those with top talent) have the courage these days to turn away the free publicity of a big-name guest lineup, but for the average viewer this policy of having guest celebs lend only their presence to a charity pitch not only makes dull programming, but is also a disappointment after the avalanche of pre-program publicity. The lineup Saturday night for the Cerebral Palsy Association included: Phil Silvers, Joyce Mathews, Kyle MacDonnell, Robert Alda, Eileen Barton, Robert Q. Lewis, Henny Youngman, Gypsy Rose Lee, and Abe Burrows. The main pitch, however, was made by Frank Sinatra, whose appeal did not include a vocal rendition.

TODAY'S TV Personality:

IRA A. HIRSCHMANN. president-founder of FM station WABF, which was awarded a Peabody award for "outstanding entertainment in music for 1950," is also vitally interested in the TV side of the communications medium. In 1941 he set up Metropolitan Television, Inc., operating W2XMT, an experimental TV station and in 1946, with a small group of partners purchased Metropolitan Broadcasting & Television, Inc., becoming president of the operation. Ira has been vitally interested in TV since the days when



HIRSCHMANN

AS of today the estimated number of TV sets installed in the WTMJ, Miami, area is 65,000, according to an announcement made by Lee Ruwitch, vice-president and general manager of the station. . . . Jerry Fairbanks Productions yesterday acquired "Frame for Murder," an original teleplay by Lou Lilly, for the next "Front Page Detective" video film. . . . Steve Allen will interview Loren C. Easeley in connection with the latter's May Harpers magazine article, "People Leave Skulls With Me," over CBS-TV at 11:30 a.m. . . . Admiral Corporation has renewed for 52 weeks, starting, May 3, its sponsorship of the 8:00-8:30 p.m. portion of "Stop The Music" over ABC-TV on Thursdays. Erwin Wasey & Company, Inc. is the agency. . . . Telecasters Film Syndicate, Inc. is the new corporate name of the recently organized cooperative TV film syndicate formed in Chicago. Announcement of the name change was made by Harrison Dunham, executive vice-president and general manager of the syndicate. First official announcement, made last week, identified the company as the Consolidated Television Broadcasters, Inc. . . . Bill Stern, sports director of NBC, has been invited by Vice-Admiral Ross T. McIntire, chairman of the President's Committee on National Equipment for Physically Handicapped Week, to write an article for the next issue of "Performance," monthly magazine issued by the U. S. Dept. of Labor.

TV sets in the WOW-TV, Omaha, area reached the 77,050 mark, as of April 27, according to the Nebraska-Iowa Electrical Council. . . . Animation House, in record time, has completed the first half-minute cartoon commercial which Emil Mogul Co., Inc. has had produced for Barney's clothing store. Film is being used in conjunction with TV of the Giants games, and was spearheaded by Edwin Rehberg, executive director of Animation House. . . . The NCAA has established general rules for the coming Fall football season with a plan which provides that only one game shall be telecast in a receiving area. According to the plan, games telecast will be available to all networks and independent stations in much the same manner that the World Series games are handled. . . . Radio and TV talent, when employed by advertising agencies, is definitely covered under the wage and salary stabilization programs, Ola C. Cool, director of the Labor Relations Institution, told members of the Advertising Agency Financial Management Group last week. . . . The Kraft Television Theatre will present "Brief Candle" by Robert Hare Powel, tomorrow night at 9:00 p.m. over NBC-TV. Douglas Watson, Isobel Elsom and Mary Howard will star in the New England set drama. Mary Howard will make her TV debut in the play.

Move To Stabilize TV Receiver Sales

(Continued from Page 1)

sentatives at each of the meetings assured the distributors that RCA Victor will introduce no new television receiver models prior to August 1.

The price guarantee, first of its kind that RCA Victor has made since the introduction of television, and the assurance that present models will continue without change are the main points in a comprehensive program presented to the distributors as the RCA Victor market stabilization plan.

The introduction of this plan was described by Joseph B. Elliott, vice-president in charge of RCA Victor consumer products as "a positive move to stabilize the dealers investment in RCA Victor inventories in the face of the current slump in the television receiver market."

Under the RCA Victor stabilization plan, distributors will be able to extend price guarantees to their dealers on future purchases thus helping to eliminate price uncertainties which have a depressing effect on sales.

Hope to "Bolster Confidence"

"The RCA Victor market stabilization plan has been undertaken" Elliott said, "to bolster dealer confidence in the long range stability of the television market and to re-emphasize the tangibility of RCA Victor values and the solid worth of an RCA Victor franchise.

"Because we do not believe that unreasonable price cuts, bonus offers and other promotion deals have any place in an orderly and constructive merchandising effort, we intend to follow a different course and propose in their place the program presented to our distributors today."

In support of the price guarantee it was announced, RCA Victor plans to continue to advertise its current models at the suggested list prices now in effect.

"People want television sets today just as much as they ever have," Elliott said, "the market is far from saturation and the reasons for wanting to own a quality television receiver are being strengthened constantly through advances in both programming and technical performance."

New ABC Affiliate

Effective May 27, WMID will replace WFPG as the Atlantic City affiliate of the American Broadcasting Company. Station operates with 250 watts on 1340 kc. Richard Endicott is president of the new ABC affiliate and David Freedman is general manager.

TOPS TV
in FILMS!

ACADEMY AWARD WINNER! Best Foreign Film of 1950
"WALLS OF MALAPAGA"
The Only 1951 Award Winner Available for Television

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

Impending Rate Cuts Arouse Net Affiliates

(Continued from Page 1)
broadcasters, according to reports, sought information from NBC, ABC and Mutual as to what to expect in the way of rate cuts and in some instances threatened to withdraw as network affiliates if rate reductions were in order. Others gave the networks warning that stations would increase their rates on the local level to offset any announced network reductions.

To Increase Rates

In Knoxville, Tenn., R. B. Westergaard, general manager of WNOX, CBS affiliate, announced that the station would put into effect rate increases on July 1st, the date the CBS network cuts of from 10 to 15 per cent goes into effect. Westergaard said that radio listening is at its highest point in the Knoxville area and there is no television competition.

Other reports indicated that stations in Denver, Wichita, and St. Louis are contemplating rate increases and will time the announcements to coincide with network adjustments.

Ohio broadcasters who will gather tomorrow at the Deshler Wallick Hotel in Columbus for a two-day convention will discuss rates, both on a network and local level. It is expected that the association will urge its membership not to cut rates in local markets and to plan increasing their rate cards.

Will Discuss Problem

A round-up of opinion among national representatives in New York yesterday revealed that affiliates throughout the country have been almost unanimous in their censure of the already announced CBS rate cuts and also found them apprehensive over the cuts expected to be made by other networks in the near future.

Especially important from the affiliates viewpoint is the fact that the spread between existing network rates and spot rates will be further widened with the contemplated reductions in the cost of network time. With the increased spread in effect, the affiliates ask whether an attempt will be made to reduce the cost of spot-time, in the near future.

Wedding Bells

Miami—Mrs. Evelyn Whaley of WGBS' continuity department was married April 14th to Gordon Cross of the University of Miami faculty in Coconut Grove. After the wedding trip, the couple will live in Coral Gables.

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

By ETHEL ROSEN

● ● ● Greater Los Angeles Press Club, in association with NBC and the United Press Associations, honored the Richfield Reporter on its 20th Anniversary with a cocktail party and dinner at the Ambassador Hotel, Monday, and swell entertainment was provided by Connie Haines, Eddie Bracken, Desi Arnaz, and others, with Walter O'Keefe as emcee and Robert Armbruster's NBC orchestra. . . . As a follow-up to the debut of Paramount's "Golden Circle" of promising future stars, introduced to the press Monday night, George Fisher is broadcasting daily interviews with the eleven newcomers on his CBS coast-to-coast program. . . . Austin Joscelyn, Director of Operations for CBS, in New York for conferences at network headquarters, returning this first week in May. . . . Jimmy Wakeley is in New York to fulfill Milton Berle and other TV and radio commitments. . . . Larry Hart II, will make his professional debut in a role in "On With the Show," TV program which his father, Teddy Hart, will package and in which he will star. . . . Helen Murray Hall, wins L. A. Advertising Women's Award for the best research project, "The Pacific Story," in which she examined Pacific Coast marketing for the period 1940-1950. . . . The Modernaires have been signed to open at the Chicago Theatre June 29. Deal calls for two weeks. . . . Bing's guests on his May 2nd show will be Fred Astaire and Teresa Brewer. . . . Lily St. Cyr made 1st TV appearance on the Spade Cooley's KTLA show, April 28th. William Voeller, president of Universal Recorders, to New York and Washington to negotiate radio and television production matters. Robert B. Owens, Jr. arrives April 30th, to become a permanent member of the account executive department of Y & R. . . . The Ronald Colmans, Nat Wolff and Charley Henry are in New York for ten days and will do one broadcast of "The Halls of Ivy" from the East. . . . Mickey Rooney signed for exclusive sportcast on full Liberty Network by Benton Paschall, vice-president in charge of Western Division of Liberty. . . . Recent visitors to Don Lee Hollywood headquarters include John Hogg, President, and Jack Williams, Program Director of affiliate KOY, Phoenix; and Glenn Rinker, Sales Manager of affiliate KAFY, Bakersfield. . . .

Hollywood

☆ ☆ ☆ ☆

● ● ● The Herb Sonnenburg's, he's Don Lee's Sales Promotion Directors, celebrating their 20th wedding anniversary. . . . Armed Forces Radio Service shortwave crew will cover M-G-M's invitational preeming of "Go For Broke" at the Egyptian Theatre, May 9th. . . . Mary Pickford, Buddy Rogers and Mal Boyd have given up the TV rights to "David Harum." They don't want to do the series on a "live" video basis, and 20th Century Fox own film rights. . . . George Allison has been appointed director of all media for Y & R, Los Angeles, by Ed Smith, vice president in charge of the general advertising section. . . . Benay Venuta is the next Hollywood personality to hit the nightclub circuit. Sy Miller has so completed a large repertoire of special material for hew. . . . Bob Eisenbach, writer, producer and director of "At Home With Lionel Barrymore," transcribed radio program, left for New York last weekend, to spend a month looking over the TV situation there.

☆ ☆ ☆ ☆

● ● ● Eve Arden, who has won many fashion polls as Hollywood's best dressed woman, will meet with Will Manners due in this week to offer Arden a syndicated newspaper column on fashion trends. Initial syndication is for 33 papers. . . . "Dark Venture," popular radio show of two years ago, will be revived shortly as summer air fare. . . . Walter O'Keefe is now shaping plans to take his "Double or Nothing" airshow on a summer theatre tour, starting in June. He will tape his broadcasts in advance for the first few programs, and then originate the airshows in each city he plays.

United TV Announces New Appointments

(Continued from Page 1)

pioneer in TV sales, as the company's eastern sales manager, heads the list of new personnel. Farnsworth broke into the field originally as the first TV sales manager for ABC. Since then, he has been sales manager for the DuMont Network, and more recently held the same position with Vidicam Pictures Corporation in New York.

Robert Clauson as midwestern sales representative working out of the UTP Chicago office and Wallace E. Stone as southeastern sales representative working out of Florida are two other new additions. Frank Evans, who was formerly with NBC in San Francisco, has been placed in charge of West Coast sales and will also head the UTP promotion department.

Transfer Made

King also stated that Win Nathan, formerly in Los Angeles, has been transferred to the New York office to join Alex Sherwood and Dave Williams as sales representative. Louis Teagarden, business manager of Standard Radio Transcriptions, has taken on the added duties of business manager for UTP in Chicago. Richard J. Dorso, executive vice-president of UTP, will continue to act as liaison between production and sales, and will divide his time between the Los Angeles, Chicago and New York offices.

Renews WCOP Sponsorship

Boston—Liggett-Rexall renewed sponsorship of the 7:30-7:40 a.m. news Monday thru Saturday, and 6:15-6:30 p.m. news, Monday thru Friday on WCOP for the fourth consecutive year. In addition to the newscasts by Jack Chase, news editor, Liggett-Rexall is also in its fourth year with sponsorship of the "Bragg About Boston" show, which is presented across the board with Nelson Bragg as m.c.

5000 WATTS 1330 K.C.

WEVD

ENGLISH JEWISH

has for many years been a most productive medium for a large group of national and local advertisers who recognize the vast potential represented by the more than 600,000 families comprising the Jewish market in the New York metropolitan area. Distinctive adult programming and a loyal, responsive audience are the WEVD combination which national advertisers have found so effective and economical in maintaining a consistent position of dominance in the Jewish field.

Send for a Copy of
"WHO'S WHO ON WEVD"

WEVD Henry Greenfield
Managing Director
117-119 West 46th St., New York 19

EQUIPMENT
PRODUCTION
STUDIOS

RADIO TELEVISION DAILY

SPONSORS
BUSINESS
AGENCIES

VOL. 54, NO. 47

NEW YORK, FRIDAY, MARCH 9, 1951

TEN CENTS

RADIO'S ADVANTAGES CITED BY DENNY

Havana Plans Festive Welcome To CMQ-TV

U. S. Group Flying To Take Part In Ceremonies

By FRANK BURKE
Editor, RADIO-TELEVISION DAILY

Goar Mestre, 39-year-old Cuban-born, Yale-educated broadcaster who parlayed advertising ideas into a radio network in Havana, will see another dream come true Sunday with the formal dedication of the new \$800,000 television plant—CMQ-TV in the

(Continued on Page 5)

TvA, Chicago Stations Sign; Work Resumed

Chicago—A strike of television performers in Chicago was averted yesterday when TvA announced at 4:45 p.m. that during the day all four TV stations in Chicago agreed to the contract covering television performers. This contract culminated months of negotiations, going back to early November. A final

(Continued on Page 7)

Steel Shortage Hits Canada Radio Plans

Montreal, Canada—As a result of the steel shortage in Canada, the nine-member Canadian Broadcasting Corporation's board of governors will have no applications for new radio stations to consider at

(Continued on Page 4)

Army-Navy 'Must'?

Washington — Rep. I. Gary Clemente (D-N.Y.) introduced yesterday a bill to authorize telecasting of the annual Army-Navy football game. His measure would authorize the superintendents at West Point and Annapolis to take immediate steps in that direction. He declared the "people have a right" to see this annual service game by TV.

Short NABET 'Sit-Down' Silences WNBT

A work stoppage by NABET engineers forced WNBT, New York, off the air for more than an hour yesterday morning. The NBC-TV outlet abruptly went dark at 11:32 a.m., during the "Date in Manhattan Show," when the NABET engineers staged a surprise sit-down in protest of their dispute with IATSE, the stagehands union, over who should operate the dimmer (light) boards in TV studios. The engineers returned to work at 12:38 p.m., while their grievances were being heard by network officials. NABET and IATSE have been engaged in a jurisdictional dispute for some time over the question of who should operate the electrical switchboards in TV studios. The case went before the National Labor Relations Board last May, at which time both unions were granted concessions. NABET and IATSE have been rotating the work of operating the switchboards, but in recent weeks, according to one engineer, IATSE became un-cooperative and sought to run the entire operation. NBC radio was not affected by the work stoppage, except for WNBC, New York, which suffered only a 10-second break.

NBC Veepee Gives Radio Views At Conference

West Coast Bureau of RADIO DAILY

Hollywood—Declaring that radio's advantages even grow larger in the present period of war mobilization, Charles R. Denny, NBC's executive vice-president, addressed 39 representatives of 24 western stations and regional networks at the network's sales presentation conference yes-

(Continued on Page 8)

Local 802 Strike Vote Asks Mar. 14 Walkout Sawyer Asks Co-op Of Publishing, Radio

The musicians' Local 802 in New York has cast a strike vote against the radio and TV networks. The strike action, which must gain the approval of the national federation, AFM, was agreed upon unanimously by over 1,500 members attending a Wednesday midnight meeting;

(Continued on Page 6)

Columbus, Ohio—On the shoulders of broadcasters and publishers rests the "real responsibility for the proper influencing of public opinion," Secretary of Commerce Charles Sawyer declared here last night. Himself a broadcaster and publisher, the Secretary, addressing

(Continued on Page 7)

Processing-Delays Hit In Fly Plea For KTHS

Washington Bureau of RADIO DAILY
Washington — James Lawrence Fly, former FCC chairman, and his law partner, Peter Shuebruk, Fly's assistant at the Commission, think

(Continued on Page 6)

Carroll, Who Shied At TV, To Be Cited For Contempt

Washington Bureau of RADIO DAILY
Washington — James J. Carroll, nationally-known betting commissioner, will be cited for contempt because of his refusal to testify

(Continued on Page 2)

Four New AM Outlets Granted By The FCC

Washington Bureau of RADIO DAILY

Washington—The FCC yesterday granted applications for four new AM stations, two FM outlets and deleted one FM station.

New AM grants went to: Royal Broadcasting Co., Lancaster, S. C., for 1360 kc, one kw daytime only; Great West Company, Cheyenne,

(Continued on Page 2)

Sen. Douglas To Speak At AAAA Convention

Senator Paul H. Douglas will address the 1951 Annual Meeting of the American Association of Advertising Agencies, to be held April 19, 20 and 21 at the Greenbrier, White Sulphur Springs, West Virginia, it

(Continued on Page 2)

Industry And Education Join In Okla. Radio Confab Today

Norman, Okla.—About 200 conferees from 12 states will gather for the 10th annual three-day conference on station problems opening today at the University of Oklahoma.

In addition to representatives of the industry, about 200 college students from Southwestern states will "sit in" on sessions for "out of class" experience in the radio world.

"Problems of the next decade"

will be the focal point of all discussions, said Dr. Sherman P. Lawton, University of Oklahoma coordinator of radio instruction and member of the conference planning committee.

Among some 25 speakers will be Morris Novik, public service radio consultant, New York; Bill Wiseman, station WOW, Omaha, Neb.; Charter Heslop, Atomic Energy Commission, Washington, D. C.; A.

(Continued on Page 7)

Go Down East

Novel tie-up with the "Cities of America" series, running in the current Saturday Evening Post, featuring Bangor, Me., was the purchase of two announcements this morning by WABL, ABC affiliate, on the "Sweeney and March" show and two announcements on the "Patt Barnes Show," extolling Bangor as an ideal site for new businesses.

RADIO DAILY

Established Feb. 9, 1937

Vol. 54, No. 47 Fri., March 9, 1951 10 Cts.

JOHN W. ALICOATE : : Publisher

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

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WASHINGTON BUREAU

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

WEST COAST OFFICES

Herbert Berg Ethel Rosen
6425 Hollywood Blvd. Phone: Gladstone 8436

CHICAGO BUREAU

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

ROME BUREAU: John Perdicali, Ludovisi 16.
PUERTO RICAN BUREAU: Antonio Alfonso, Edificio Ochoa, San Juan, P. R.; P. O. Box 3385; Telephone: 2-2305.

FINANCIAL

(March 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	13	12 3/4	12 7/8	- 1/8
Admiral Corp.	28 1/4	27 3/8	27 5/8	- 1/8
Am. Tel. & Tel.	156 3/4	156	156 3/4	0
CBS A	30 1/8	30 1/8	30 1/8	0
CBS B	30 1/8	30 1/8	30 1/8	0
Philco	24 3/4	24 1/2	24 1/2	- 1/8
Philco pfd.	93 1/2	93 1/2	93 1/2	0
RCA Common	20	19 3/4	19 3/4	- 1/8
RCA 1st pfd.	80	80	80	0
Stewart-Warner	18	18	18	0
Westinghouse	36 5/8	36 1/4	36 5/8	+ 3/8
Westinghouse pfd.	102 1/2	102 1/2	102 1/2	0
Zenith Radio	68	67 1/2	67 1/2	- 1/8

NEW YORK CURB EXCHANGE				
DuMont Lab.	18 7/8	18 3/4	18 3/4	+ 1/8
Hazeltine Corp.	25 1/2	25 1/8	25 1/8	- 1/8
Nat. Union Radio	4 7/8	4 3/4	4 3/4	- 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	14	15 1/2

Staff Changes Announced At Fordham Radio Station

Authorities of Fordham University have announced the appointment of Rev. Leo McLaughlin, S.J., as director of the University's FM station, WFUV. Concurrent with this new appointment the following changes were effected among existing personnel: Judson La Haye, Jr. promoted to chief supervisor and programming assistant to the director; William A. Coleman to director of National Emergency Operations at the station; Edwin J. Turner to chief announcer; John J. Mahoney to undergraduate supervisor of production, August A. Rickert to director of publicity and promotion. The engineering department maintains a status quo.

★ COMING AND GOING ★

LESTER GOTTLIEB, Columbia network's director of radio programs, will spend the week-end in Chicago on business.

CECIL BROWN, Mutual network commentator, back from a sunny sojourn at the Lord Tarleton, Miami.

VERN DIAMOND, formerly of WXYZ-TV, Detroit, is in New York and has taken over his new duties as producer of the Margaret Arlen show on WCBS-TV.

G. WARREN SCHOLAT, JR., assistant producer in the film department of Young & Rubicam in New York, has been transferred temporarily to Hollywood.

Carroll, Who Shied At TV, To Be Cited For Contempt

(Continued from Page 1)

recently before TV cameras in St. Louis at a hearing by the Senate crime investigating committee. The committee, in closed session yesterday, voted the action, with all members, except Sen. Herbert H. O'Connor (D-Md.) voting for the citation. O'Connor said he wanted to study the "legal aspects" before casting a vote.

As a result of Carroll's refusal to testify last month, the Washington Star, owned by Eugene Meyer, and John S. Hayes, vice-president and general manager of WTOP, Inc., licensee of WTOP-AM-FM-TV and owner, 55 per cent by the Post, have engaged in a public controversy on the editorial pages of the "Post" following Carroll's refusal to testify before TV cameras, the Post carried an editorial, "Televised Testimony," opposing telecasts of such hearings. Hayes wrote a letter to the editor, declaring, "we in the television industry believe most strongly that we have an obligation to bring to the American public as many Congressional hearings as we find possible to televise. Further, we believe that the American public has a right to expect of us that we present such broadcasts."

Replying to the Hayes letter, the "Post," in another editorial captioned "Televised Testimony," commented that TV should more or less stick to "ordinary hearings" such as those involving the sending of troops abroad and refrain from "investigations."

The "Post" commented, "We are concerned with protecting the rights of the individual."

Congress forces witnesses to testify but should not "put them on exhibit by means of television or force them to speak into radio microphones," commented broadcaster Meyer's newspaper.

WINS "Club" Show Sponsored

A new quarter-hour program designed to acquaint listeners with the activities of the many clubs and organizations in New York City was launched last Wednesday over WINS under the sponsorship of Kidder, Peabody & Company. Broadcast at 7:15 p.m. each week, the program, "Know Your Town," is moderated by Dorothy Williams.

JIM O'BRYON, Mutual network's director of publicity, accompanied by MRS. O'BRYON, leaving for Florida, where he will spend 10 days at the Fleetwood in Miami.

JACK BERCH, starred on NBC, next Wednesday will arrive in Syracuse, N. Y., where he'll make a three-day stay in connection with the special radio broadcast from the hearing and speech center of Syracuse University. He'll be accompanied by HENRY HULL, producer, and JANE KALMUS, publicist.

BUSTER CRABBE, erstwhile swimming champ and now cowboy star of radio, TV and films, has arrived in New York by plane. Next Monday he'll debut his WOR-TV program, which he is co-producing with Bob Bundy.

LOWELL THOMAS, Columbia network newscaster, on Monday will leave for a three-week swing through Colorado, Utah and Idaho. First stop is Victor, Colo., with an appearance at the Elks Auditorium.

BILL LEONARD, he of the "This Is New York" program over WCBS, and MRS. LEONARD, will leave over the week-end for Bermuda. They'll be back next Friday.

Sen. Douglas To Speak At AAAA Convention

(Continued from Page 1)

was announced by A.A.A.A. operations committee. Sen. Douglas, a leader in the current debate on U. S. foreign policy and a well-known economist, will speak at the thirty-third Annual Dinner of the Association on April 20. Theme of the A.A.A.A. convention will be "Advertising in A Mobilized Economy."

Four New AM Outlets Granted By The FCC

(Continued from Page 1)

Wyo., for 1370 kc, one kw daytime only; West Alabama Broadcasting Co., Northport, Ala., for 1280 kc, one kw, daytime only, and Door County Broadcasting Co., Inc., Sturgeon Bay, Wis., for 910 kc, 500 watts daytime only.

FM grants went to Mount Mitchell Broadcasters, Inc., Clingman's Peak, Yancey County, N. C., for Class B station on 106.9 mc, with 300 kw ERP and antenna height 3300 feet above average terrain, and to Robert F. Neathery, West Plains, Mo., for 97.3 mc with 1.15 kw ERP and antenna height 130 feet above average terrain.

The Commission deleted the license for KBIX-FM, Muskogee, Okla., operated by the Oklahoma Press Publishing Co., and terminated authority to operate as of Feb. 28.

TV Programs Moving

Hollywood — Coincidental with the move of CBS network shows to KTSL on April 1, the news programs of Lee Wood and Fleetwood Lawton will be discontinued. Lee Wood will continue his news writing and newscasting for KHJ and the Mutual network. Lawton will devote his time to his news broadcasts on KFI.



You get a lot for a little*

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

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



SATURDAY REVIEW OF LITERATURE VOTES ELEANOR ROOSEVELT "GREATEST LIVING WOMAN" IN AMERICA AND IN THE WORLD

The final results of the "Saturday Review of Literature" poll have named Eleanor Roosevelt the "greatest living woman" not only in America, but in the world. This two-crown victory adds further distinction to a great and gracious woman.

Every weekday when the Show is on WNBC in New York at 12:30 to 1:15 PM, EST, the same Show (day and date) is on KFWB, Los Angeles, at 9:30 to 10:15 AM, PST.

In these broadcasts, Mrs. Roosevelt has presented some of the Nation's most stimulating personalities. On her program you've heard Tallulah Bankhead, Ezzard Charles, Fred Allen, Carlos Romulo—plus a long and distinguished list of the celebrated people whose life stories (like Mrs. Roosevelt's) are a part of America.



Mrs. Eleanor Roosevelt, U.S. Delegate to United Nations General Assembly, author, commentator, columnist, world-traveler, humanitarian . . . the most distinguished woman of our time.

Other distinguished world citizens selected in this poll were:

"Greatest living American"

1. GEN. DWIGHT D. EISENHOWER 2. BERNARD BARUCH

"Greatest living person in the world"

1. WINSTON CHURCHILL 2. ALBERT SCHWEITZER

Second "greatest living woman" in America

ANNA ROSENBERG

Second "greatest living woman" in the world

MADAME PANDIT

IN NEW YORK — WNBC — MONDAY through FRIDAY — 12:30 to 1:15 P. M.
IN LOS ANGELES

KFWB

Represented Nationally by William G. Rambeau Co.

AGENCIES

SENATOR DUDLEY J. LeBLANC appointed two vice-presidents in his LeBlanc Corporation to push Hadacol sales into the rest of the United States and foreign countries. They are Turney Gratz, formerly executive vice-chairman of the Democratic National Committee, to direct export sales, and Mac D. Hedrick, who sold his interest in the Hedrick & Towner agency, to assist LeBlanc in the advertising, promotion and sale of the product in this country. Hadacol is now merchandised in 27 states.

RICHARD NAXON has been appointed to head the newly opened Philadelphia office of Product Services Group, Inc., New York advertising agency. He was formerly with WCAU, Philadelphia, and WMID, Atlantic City.

BARRETT WELCH, formerly with Foote, Cone & Belding, Inc., has joined Sullivan, Stauffer, Colwell & Bayles, Inc. as an account executive.

THURMAN L. BARNARD, executive vice-president of Compton Advertising, Inc., has been granted a leave of absence to devote his full time to the expanding program of the information division of the State Department. Barnard, who leaves for Washington late this month, is a consultant to the State Department and deputy for special projects in the truth campaign.

GREY ADVERTISING AGENCY, INC. has appointed Gene Murray art director and Salvatore A. Lodico a member of the art staff. Murray was formerly with Kudner Agency and Lodico was previously with Esquire Magazine.

HARRY FEIGENBAUM ADVERTISING AGENCY, Philadelphia, has been appointed by Louis F. Neuweiler's Sons to handle advertising for Neuweiler's Cream Ale and Neuweiler's Beer.

JAMES THOMAS CHIRURG COMPANY will handle advertising for American Type Founders Sales Corporation of Elizabeth, N. J., and their line of printing machinery and equipment.

Deaf To Sing

A group of deaf children from the Hearing and Speech Center of Syracuse University will sing along with Jack Berch, NBC vocalist, when the Jack Berch Show gives a special program from Syracuse, Friday, March 16, from 11:30 to 11:45 a.m. According to Dr. Louis Dicarolo, educational director of the center, the youngsters have only recently been taught to sing, and on the program they will render, with Berch, the song, "America."

Mestre Staging Opening Of New Havana TV Station

(Continued from Page 1)

capital of Cuba. Mestre, who is serving as president of the Inter American Association of Broadcasters, as well as operating as director general of his company's radio and TV holdings, has invited 25 top U. S. and Latin American television officials to be his guests at the inaugural ceremonies. The party leaves New York this morning in a chartered Pan American plane for Havana.

The entry of Mestre into the TV field was the result of long planning over a period covering the post war years. The Cuban broadcaster and his associates made extensive surveys of TV operations here and abroad and sent members of their technical staff to the States to study the techniques of transmission and production.

CMQ-TV actually went on the air with a 5 kw transmitter last December 14th limiting its operations to test patterns, experimental programming and the pickup of sports events such as baseball. The station expanded operations until it attained its present schedule from 6:30 to 10:15 p.m., five days a week and until 11:30 p.m., on the two days when the station carries night baseball.

President to Attend

The inaugural broadcast on Sunday which will be attended by Cuba's chief executive, President Prio Socarras and other dignitaries of state, will signalize the completion of CMQ-TV's television studios in the new six-story TV building adjoining Radiocentro. Until recently the station has been operating from a small temporary studio and one large radio studio.

Mestre yesterday gave RADIO-TELEVISION DAILY a description of the physical setup of the new CMQ-TV operations. He said:

"We are at present operating with a 5 kw. RCA transmitter, one film camera chain, two 16 mm. projectors, one Gray Telop, one mobile unit, four RCA field cameras and three DuMont field cameras, one microwave relay and a 3-bay superturnstile antenna mounted on a 200 ft. steel tower which, in turn, is mounted on top of our new six-story television building, adjoining Radiocentro.

"We have on order for delivery as soon as possible, six more RCA cameras, one more microwave relay and one more film camera chain.

Produce Own Films

"In addition we have a complete 16 mm. Film Laboratory, turning out film commercials and a local

newsreel, equipped with the following:

"One Houston-Developer, one Bell & Howell printer, one Uhler printer, one reduction printer, one Reeves Magnetic Film Recorder, one Maurer Film Recorder and Play-Back, one Moviola, three Film cutting and editing desks and accessory equipment, three film projection rooms, one Auricon camera, two Bell & Howell and two Cine Kodak Specials. We also have two Raby Dollies and two Mole-Richardson mike booms and perambulators and have on order two more mike booms and Fearless Dollies."

Guest List Announced

Among the U. S. television leaders who will join Mestre for the weekend in Havana will be:

John F. Royal, vice-president of NBC; Edmund A. Chester, news director of CBS; Sylvester L. Weaver, vice-president in charge of NBC's television department; Clifford W. Slaybaugh, sales manager of RCA International; Edward Lyman Munson, Brig. Gen. U. S. A. (Ret.) and director of TV operations for NBC; Justin Miller, president of the National Association of Broadcasters; Cal Joseph Abraham, public relation liaison for NBC and Albert Protzman of NBC.

The Latin American radio industry will be represented by: Fernando Eleta A., president RPC network, Panama; Emilio Azcarraga, president of XEW, Mexico; and Jose Ramon Quinones, president of WAPA, San Juan, Puerto Rico.

The following editors and publishers will be on hand: Frank Burke, editor of RADIO-TELEVISION DAILY; John A. Conway, news editor of Tide; Victor J. Dallaire, associate editor of Printers Ink; Elizabeth Forsling, radio and television editor of Newsweek; Sol Taishoff, editor and publisher of Broadcasting-Telecasting; Norman Glenn, editor of Sponsor magazine; John Leach, editor of Advertising and Selling; Marvin Kirsch, business manager of RADIO-TELEVISION DAILY; John Crichton, executive editor of Advertising Age; George Rosen, radio editor of Variety; Thomas B. Ashwell, president and publisher of Export Trade and Shipper.

Among the advertising leaders who will attend are: Irwin A. Vladimir, president of Irwin Vladimir & Co., Inc.; Robert H. Otto, president of Robert Otto and Company, Inc.; Melchor Guzman, president, and Albert M. Martinez, vice-president in charge of radio, of Melchor Guzman and Company; Thomas W. Hughes, vice-president of National Export Advertising Service; Arthur A. Kron, executive vice-president of Gotham Advertising Co., Inc.; Thomas Lane, vice-president in charge of television of McCann-Erickson Corp.; Harold E. Weinholtz, International Division of Young and Rubicam, Inc.



MESTRE

BEHIND THE MIKE

ON his NBC radio show the other night, Bob Hope said "draft boards are more lenient with actors, now . . . they let them make a picture at Warners first so they'll know how to handle a gun!"

Murray Ross, the busy radio and TV musical director, has two talent agencies after him to sign contracts.

Big circulation jump over at "Magazine Digest," what with Chick Vincent's show, "Magazine Theater," based on articles from the magazine, catching on via WOR-Mutual.

Ben Harrison, popular night club and TV personality, has just become general manager of the Fleetwood Hotel and Yacht Club at Miami Beach. Several coast-to-coast radio shows will also emanate from the Fleetwood, with Harrison as m.c.

Kudos to Byron McKinney for a swell production job on the John Conte's Van Camp Little Show. Incidentally, John has been signed again for the guest star spot on the "Show of Shows."

Danny Hollywood signed Mac Maurada on the Jack Carter show as a writer of special material. Danny is also negotiating a deal with NBC for a network radio show for Dagmar.

Bob Loewi, producer of "Once Upon A Tune," feels he has found another Pinza in Larry Davidson, who is appearing on the show.

Send Birthday Greetings To—

- | | |
|----------------------|------------------|
| March 9 | |
| Sydney Moseley | |
| March 10 | |
| Lloyd O. Coulter | Carol Deis |
| Robert Taplinger | Peter de Rose |
| Beatrice Berke | Marion Hutton |
| George Higgins | Don Russell |
| March 11 | |
| Don Lavery | Andy Sanella |
| Ramona | |
| March 12 | |
| Harold C. Burke | Loretta Poynton |
| Geo. J. Podyyn | Melvin Elliot |
| J. Charles Davis, II | |
| March 13 | |
| Robert C. Duffield | Jack Lait |
| Harry W. Flannery | Helen King |
| Nat Abramson | Aileen Clark |
| Hugh Cowham | David Mendoza |
| Nellie Revell | Alma M. Saunders |
| Paul Stewart | Harvey Olson |
| March 14 | |
| G. Bennett Larson | Les Brown |
| Hoyle H. Cavanor | Harver Hays |
| Madeleine Pierce | Marilyn Eichler |
| Mark Brenneman | Ed Pancoast |
| March 15 | |
| James Allan | Julia Knox |
| Everett Mitchell | Lucille Hunter |
| Patrick O'Malley | Charles Pease |
| George Olenlager | Gene Fitts |

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Another BMI Pin-Up Hit!
IF IT HADN'T BEEN FOR YOU
 Published by Johnstone-Mantei
 Recorded by

EDDIE FISHER-	HUGO WINTERHALTER	(Victor)
LEE BROTHERS-	PAUL WESTON	(Columbia)
JAN GARBER	HENRY JEROME	(Capitol)
		(London)

Licensed exclusively by
BROADCAST MUSIC, INC.

RHYTHM NOVELTY!
 For that opening or closing spot!
"CHARLIE IS MY DARLING"
 HOLLIS MUSIC INC. BMI
 129 W. 52nd St., New York 19, N. Y.

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

**ABA DABA
 HONEYMOON**
 Featured in the M-G-M Musical Smash
"TWO WEEKS WITH LOVE"
DEBBIE REYNOLDS—CARLETON CARPENTER
 M-G-M
RICHARD HAYES—KITTY KALLEN
 Mercury
FREDDY MARTIN
 RCA Victor
HELEN KANE
 Columbia
CLIFF STEWARD—SAN FRANCISCO BOYS
 Coral
LEO FEIST, INC.

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

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

• • • **MUSICVILLE GAZETTE**—Decca Records has declared a regular quarterly dividend of 17½ cents per share on the company's capital stock. This represents an increase of 5 cents over the previous quarterly rate of 12½ cents. The increase was warranted, says Milton R. Rackmil, president, by the improved cash position and stability of the company as well as the general outlook in the industry. . . . Eddy and Mindy (Carson) Joy left for Florida after the Ford show last night. They'll be gone until next Wednesday. . . . Ira Joachim, 26-year-old director of publicity for London Records, has had his duties extended to include record promotion. . . . Buddy Morrow recently celebrated his 19th anniversary as a professional musician. Morrow started at the age of 13 when he formed a small four-piece unit to play at school dates. His first pay was \$2.50. What's so bad? Think of all you could buy for two-fifty in those days.



• • • In a month-long poll conducted by Brad Phillips, moderator of the "Singing Battle Royal" on WINS, Sundays from 11:30 to 3:00 p.m., Eddie Fisher, rising young singer, and candidate for the Army, had polled 8,000 more votes than his nearest competitor, thereby earning the title "Baritone Of The Year." . . . Johnny Desmond goes into the Oriental Theater in Chicago for three weeks on March 29th. . . . Clarabell, the mischievous clown on the Howdy Doody show, is scheduled to make a series of personal appearances at RKO Theaters in the New York area. . . . The Tony Martin show on TV last week was a real humdinger. Tony and the Andrews Sisters gave us some real top-notch entertainment. I would have liked Milton Berle a great deal more if he hadn't tried to dominate the show so much. Speaking of Tony Martin, he heads the Easter stage show at the Roxy starting Wednesday, March 14.



• • • **RECORDS ON PARADE**—Folkway's Music Corp. is all excited about a new Decca release, featuring The Weavers in a rendition of their own version of "Top Of Old Smokey." The other day the disc was previewed on the Jack Lacy and The Art Ford shows. Well, Art was forced to replay it four times, and Jack was besieged with telephone requests. . . . What could be so special, I wonder? . . . One result of the reception given Les Paul's discing of "Little Rock Get Away," is that lyrics by Carl Sigmund have been added to the tune, and a follow-up record is being issued by Mercury. . . . Teddy Reis has been put at the head of Coral Records Blues and Rhythm section, working under Jimmy Hilliard, Coral's A & R toppers. . . . Hot Lips Page has recorded "Let Me In" for Victor. Hot Lips gives it the "Open The Door Richard" treatment. . . . Burl Ives' recordings are being used for more than mere entertainment these days. The Music Research Foundation, dedicated to research into the therapeutic values of music, rates Ives' recordings highly for psychotherapy. This explains why I've always been nuts about Burl Ives. . . . London's exclusive recording of the original sound track from the film production "Tales Of Hoffman," is due for release April 1st. The Album will consist of three long-playing records. . . . How come we don't hear much more of "The Peddler's Serenade?" Clipper Records has a nice version with Johnny Corvo doing the vocal. . . . MGM records are now being sold in over 300 Army post exchanges and Navy ship stores, which reminds me that Martin Block picked Johnny Desmond's MGM disc, "I Fell," as his best male vocal of the past week. . . . Bourne Music is reviving the old favorite "That Old Gang Of Mine." Perry Como is recording it for Victor. . . . Some time today, thousands of postcards are going to be mailed to disc jockeys all over the country bearing the legend "Have you heard D.C.'s D.C.?" This is Just Hollis Music's clever way of arousing interest in Don Cherry's recording of "Don't Cry." This is the Edith Piaf song, the first of a half-dozen that Hollis will publish for the French singer.



Local 802 Strike Vote Asks Mar. 14 Walkout

(Continued from Page 1)

next Wednesday, March 14, at 6 p.m., was suggested as the day and time for the walkout.

It was understood that the strike vote was called in protest against the networks' recent contract proposals calling for a 10 per cent increase in basic wage scales for staff musicians. The union has been demanding a 20 per cent increase.

James C. Petrillo has called for a special meeting of the international executive board of the AFM to consider the contract negotiations and other matters, presumably the strike action. If the board approves the strike resolution, it will be necessary under the Taft-Hartley Law to file a 30-day strike notice. The board meeting is tentatively scheduled for Saturday.

The networks and the AFM temporarily suspended negotiations last week. No date was set for another meeting. The discussions had been concerned with new contracts for musicians in radio and TV.

A meeting of the Los Angeles musicians' local was also supposed to be held Wednesday midnight. At press time no word had been received.

Processing-Delays Hit In Fly Plea For KTHS

(Continued from Page 1)

seven months is sufficient time for the FCC to process an application, particularly when it has been at the top of the processing list.

That's what they told the Commission in a petition filed on behalf of KTHS, Hot Springs, asking immediate action of the station's application for increased power. The petition recited that in December, 1941, KTHS filed application to increase its power from one kw, nights, 10 kw, days, to 50 kw, fulltime and become a Class 1-B station under NARBA.

The station also asked permission to move to West Memphis, Ark.

In April, 1950, the FCC denied the application without prejudice for refileing.

A new application was filed immediately, seeking a move to Little Rock and a power increase.

The KTHS applications was "at the top of the processing line in August, 1950," the Fly-Shuebruk petition claims, but the Commission has done nothing about it. Meanwhile two conflicting applications were filed.

The three applications should be designated immediately for hearing, the former chairman told his ex-colleagues.

Okla. Radio Confab Set to Start Today

(Continued from Page 1)

H. Caperton, manager, Dr. Pepper Company, Dallas; Gene M. Lightfoot, Evans & Associates, Ft. Worth, Tex.

Highlight of the opening session this morning will be a continuity contest for students conducted by Donald Clark, assistant professor of radio. Students from a dozen or more colleges will write continuity copy which will be judged by radio personnel. Winners will be announced Sunday.

This afternoon's discussion features a panel on audience promotion, station promotion and promotion problems. Panel members are Wiseman; Dave Taylor, WFRL, Freeport, Illinois, and Rowland Broiles, Broiles Advertising Agency, Ft. Worth, Tex.

"Broadcasting Freedom" Is Theme "Freedom of Broadcasting" will be discussed tonight by Novik, Wiseman and Edgar T. Bell, station KTKO, Oklahoma City. John W. Tinnea, station KWK, St. Louis, Mo., is meeting chairman.

Aspects of radio during time of national crisis will be provided Saturday when delegates hear a talk on "Radio's Challenge in a Program of Civil Defense" by Charter Heslop, AEC, Washington, D. C. Lt. Robert B. Mackall, radio-television officer, Fourth Army, Ft. Sam Houston, Tex., will discuss "Requirements of the Armed Forces Radio Service."

Students from the following colleges will produce demonstration broadcasts Sunday: Kansas State Teachers College; Louisiana Polytechnic Institute; Southwestern Louisiana Institute; Baylor University; Texas Christian University; Hardin-Simmons University and the University of Oklahoma.

Sunday afternoon conferees will see a television broadcast produced by E. W. Ziebarth, WCCO, Minneapolis; A. H. Caperton, Dallas, and John Dunn, station WNAD, University of Oklahoma and president of the National Association of Educational Broadcasters.

TvA, Chicago Stations Sign, Ending Walkout

(Continued from Page 1)

meeting which started at 3 p.m. Wednesday and lasted until 7:30 yesterday, resulted in a substantial agreement with some of the stations.

Negotiations for the stations and for the union continued to discuss problems on the phone until finally, late yesterday afternoon, an agreement was reached with all four stations (WMBQ, WENR-TV, WBKB, WGN-TV).

It is understood at the time the last agreement was reached the executive board of the union was in session and had ordered its members to strike on any station not in agreement by the end of the day.

★ ★ TELE TOPICS ★ ★

FIGHT IMPRESSION: Wednesday's Charles-Walcott heavyweight championship fight from Detroit, marking Russ Hodges' big time TV boxing debut, suffered from leftfootedness even before the bout got under way. We thought we had seen the last of Harry Ballough some time ago, but the ring announcer out "Balloughed" Harry, at the latter's peak—no mean feat in itself. To cap preliminary matters, he called on the cameras to point out both the Governor of Michigan and the ex-Governor, and the cameras obliged with a wide sweep of the fifteenth row and on. No Governors, incumbent nor ex were evident. However, this boy's piece de resistance was reserved for the announcement of the winner when he pointed to Walcott and called off his points first. The crowd roared in the belief that Jersey Joe was to get the nod. Russ Hodges struggled manfully against the odds, which also included bad camerawork throughout the fight, and turned in a first rate job on the assignment. He would have seemed more solid with TV viewers without those references to Ted Husing.

★ ★ ★ ★
IN Toronto the CBC has announced that television equipment is being installed in its temporary TV quarters. This is the first TV equipment across the border and includes two camera chains on loan from Canadian Marconi. TV quarters in Toronto include a studio about 35 feet by 27 feet, a control room and offices which will be used for training purposes until completion of the permanent TV building, expected to be ready for occupancy late this year. . . . Beginning March 11, the Hollywood Candy Company will sponsor a new half-hour children's variety series, "Hollywood Junior Circus," on alternate Sundays at 5:30 p.m. over NBC-TV. Contract was placed through Ruthrauff & Ryan, Inc., with talent and format of the new show to be announced. . . . Florence Reed and Burl Ives will be featured, Sunday, March 11 on "With This Ring," over DuMont at 9:30 p.m. . . . Steve Allen will move to daytime on CBS-TV, Monday, March 26. New program time will be 11:30 a.m. to 12:30 p.m. Mondays through Fridays. Allen will drop his evening 7:00 p.m. show at that time.

★ ★ ★ ★
TODAY'S TV Personality:
W. D. ROGERS, JR., vice-president and general manager of KEYL-TV, San Antonio, Texas, has been prominent in Southwest advertising circles for many years. He was formerly general sales and advertising manager of the Coca Cola Bottling Co. of West Texas, and served as president of the Lubbock Advertising Club and the Lubbock Sales Executives Club. Active also in the Lions Club, Dub is past director of the Lubbock Lions Club, recog-



ROGERS, JR.

nized as the largest in the nation and the fourth largest in the world. During World War II, he served in the Air Force for three years until his discharge. Moving to San Antonio in Feb., 1950, he assumed active management of KEYL, which was then still under construction. At a meeting in Chicago, Jan., 1951, he was elected to the TV board of directors of KEYL. He is an alumnus of Baylor University, and a member of the Masonic Lodge.

★ ★ ★ ★
JACK BENNY, flu victim, will postpone his next TV show, via CBS-TV, from March 19 to April 1. "This is Show Business," which relinquishes its time for the Benny show, will be aired March 18. . . . Union Electric Company of Missouri reports 268,000 TV receivers installed in the KSD-TV area as of March 1. Announcement was made by George M. Burbach, general manager of the station. . . . Work of the ECA in France, Italy and Germany will be seen in a group of short films to be shown on "Screening The World" over WOR-TV at 9:30 p.m., Tuesday, March 13 through Friday, March 16. . . . Fame has come early in life to Jerry Kaufman, RADIO AND TELEVISION DAILY'S, top editorial room stamper. He was named runner-up in WKRC-TV's "Thing" contest, out of a total of 550 entries. Winner was William J. McLaughlin of the Venable-Brown Agency, Cincinnati. . . . Effective immediately the new name of the Somerset Maugham series, via CBS-TV, will be changed to "The Somerset Maugham Television Theater." . . . "Saturday Night at the Garden," tomorrow night over DuMont, will feature the opening round of the fourteenth National Invitation Basketball Tournament. Don Dunphy will describe the action which finds St. Bonaventure College opposing the University of Cincinnati and the University of St. Louis clashing with LaSalle. Action starts at 8:30 p.m.

★ ★ ★ ★
"ARCHEOLOGY, KEY TO THE PAST," will be the subject to be discussed on "The Johns Hopkins Science Review," Tuesday, March 13 over DuMont at 8:30 p.m. Dr. Henry T. Rowell, professor of classics and Dr. John H. Young, archeologist, both of the university, will be headlined. . . . "Musical Playtime," produced by Allan Handley and directed by John Chapin, will debut on Sunday over WNBT at 12:15 p.m. The program is designed to familiarize youngsters with the component parts of a symphony orchestra by means of informal question and demonstration sessions. Leon Barzin, musical director of the National Orchestral Association, will emcee the program. . . . Colette Marchand, Parisian dancer, makes her TV debut when she visits the Jack Haley Ford Star Revue, Thursday, March 15 at 9:00 p.m. over NBC-TV.

Sawyer Asks Co-op Of Publishing, Radio

(Continued from Page 1)

the annual banquet of the Ohio Newspaper Association at the Deshler-Wallick Hotel, asserted that public opinion is "greatly influenced, if not controlled," by radio, TV and the public opinion "unquestionably can be swayed" by the dynamic appeal of a single individual, either a columnist or radio-TV commentator, he said.

The real responsibility rests not on the commentators and columnists but "on those who provide" the column and microphone—the publishers and broadcasters, he asserted. Because of the influence exerted by radio, TV and the press, they are "subject to the doctrine of noblesse oblige," said the Secretary.

He called on both publishers and broadcasters to help keep vital security information from unfriendly eyes and ears, urging that it is of utmost concern to the country as a whole that certain information "be not given out."

Too many Government officials like to hear their names on the air or see them in the papers, he said. Information, generally, doesn't leak out through spies but through overzealous officials and employees of Government who unwittingly give out confidential information.

What the Government needs, he told the publishers, are Government officials and employees who are "not candidates for any office and are completely indifferent if their names never appear in the newspapers or on the radio."

RTMA Meeting FM Group

Washington — The Radio-Television Manufacturers Association FM Policy Committee will meet with the FM Committee of the NAB on Tuesday, March 13, at the NAB Washington Headquarters. The meeting was arranged by John W. Craig, chairman of the R-TMA FM Policy Committee and Ben Strouse, chairman of the NAB Committee. The two committees will discuss FM problems in common to broadcasters and manufacturers. It will be the second time the two FM committees have met.

Hearings On TV

Following the WPIX announcement made on Wednesday that the station would program the entire Kefauver Committee hearings in New York starting Monday, March 12 and continuing through the week, WJZ-TV announced yesterday that the station will also program the hearings in all-day sessions. WNBT and WCBSTV will carry the 10:00 to noon part of the hearings. DuMont was undecided at a late hour last night.

Sees Radio Greater In An Emergency

(Continued from Page 1)

terday at the Beverly Hills Hotel. "Radio gives advertisers the only assurance of keeping their channels of communication wide open to the whole population," Denny said. "It



DENNY

delivers the advertiser's message without the restrictions and rising costs of other media. It is fast and far more adaptable than any other medium to quick changes in supply and demand of particular products. It gives the advertisers up-to-the-minute contract with their customers and makes it possible for his advertising to keep up with the times."

Continuing, Denny said: "At this time, in the period of national emergency, radio looms even larger as the medium to which people turn as a source of up-to-the-minute information and relaxing entertainment. We are emphasizing these exclusive advantages in our radio sales presentation."

Station representatives were greeted by John K. West, vice-president in charge of NBC's western division; Thomas C. McCray, in charge of network radio operations for the western division; Charles R. Denny, executive vice-president; Carleton D. Smith, vice-president in charge of station relations, and Norman C. Cash, director of radio station relations.

Guest List Impressive

Present at the meeting were Earl C. Anthony, George Whitney, Kevin Sweeney and Pat Kelley of KFI, Los Angeles, Calif.; E. B. Craney, Z-Bar Network, Mon.; Virginia Braunberger, KGHL, Billings, Mon.; Walter Wagstaff, KIDO, Boise, Idaho; Henry Fletcher, KSEI, Pocatello, Idaho; O. W. Fisher and Ray Baker, KOMO, Seattle, Wash.; Richard O. Dunning, KHQ, Spokane, Wash.; Carl E. Haymong and James A. Murphy, KIT, Yakima, Wash.; H. Q. Cox and M. J. Frey, KGW, Portland, Ore.; Jennings Pierce, KMED, Medford, Ore.; Easton Woolley, KDYL, Salt Lake City, Utah; Eleanor McClachty and Hugh Kees, KOH, Reno, Nev.; Hal Brown, KMJ, Fresno, Calif.; Ewing C. Kelly, Ewing C. Kelly, Jr., and Earl Russell, KCRA, Sacramento, Calif.; Paul Bartlett and Gene DeYoung, KERO, Bakersfield, Calif.; Harry Butcher, KIST, Santa Barbara, Calif.; Thomas E. Sharp and John Merino, KFSD, San Diego, Calif.; Richard O. Lewis and E. W. Harbey, KTAR, Phoenix, Ariz.; Ray C. Smucker, KYUM, Yuma, Ariz.; Roy Chapman, KTSM, El Paso, Texas; Gilbert A. Wellington, Midnight Sun Broadcasting Co., Alaska; Lloyd E. Yoder, Hal Ashby

COAST-TO-COAST

Name Favorite Sport

Pittsburgh, Pa.—Entries from 318 cities, towns and communities in 28 states were received in the "Favorite Sport" contest conducted by Johnny Boyer over KDKA. Listeners wrote in letters naming their favorite activity and these were judged by three outstanding figures in Pittsburgh's business and sports world. On the basis of entries received, baseball placed first in popularity; football second; basketball third, with swimming, hunting, fishing and track and field trailing.

Judging Contest

Hartford, Conn.—Program manager Harvey Olson of WDRC is a member of the Scholastic Writing Awards Committee that is judging entries in a high school writing contest sponsored by the Hartford Courant "Parade of Youth" Department. This is Olson's second year on the judging committee.

Alley Up

Dayton, Ohio—Wade H. Alley, formerly with the Dayton office of the FBI, has been appointed program and public relations director of WHIO, it was announced last Saturday by Robert H. Moody, general manager of the station. Alley takes over the job held by Lester Spencer, who resigned to become manager of WKBV, Richmond, Ind.

Expanding Operations

Chicago, Ill.—Phil G. Kerr, regional manager for Admiral Corporation in St. Louis and Davenport, has extended his operations to include Denver and Wichita, it has been announced by Wallace C. Johnson, vice-president in charge of sales for Admiral. Kerr replaces P. G. Deluhery, who has been assigned by the company to defense work.

Atom Attack Forum

Richmond, Va.—The first official forum on what to do in case of an atomic bomb attack was broadcast last week over WRNL. City manager Sherwood Reeder, director of Civil Defense served as moderator and others on the forum panel included: director of public safety, Richard R. Foster, coordinator for Civil Defense; J. A. Lawler, assistant coordinator for Civil Defense, and Dr. Edward M. Holmes, Jr., in charge of Civil Defense Needs.

and Walter Tolleson, KNBC, San Francisco, Calif.; John Hamlyn and Leo Ricketts, McClatchy Broadcasting Co., and Judith Waller, NBC Chicago.

Representing NBC's western division were: Lewis S. Frost, Norman Blackburn, Thomas McCray, Homer Canfield, Harry Bubeck, Bud Berend, Alan Courtney, Leslie Raddatz, Helen M. Hall, Oscar Turner, H. Blake Chatfield, Paul Gale, Henry Maas, Richard H. Graham, Roger Sprague, Donald Honrath, A. H. Saxton and Wally Hutchinson.

Concert Featured Famed Singers
Stamford, Conn. — A 45-minute concert, featuring the greatest vocal artists of all times, was broadcast over WSTC and WSTC-FM February 17th. Among the immortal voices heard were those of Enrico Caruso, Amelita Galli-Curci, Giuseppe de Luca, Feodor Chaliapin and others. Selections aired included operatic arias, sacred songs and light classics.

WAJR Names General Manager
Morgantown, W. Va.—Ford Billings has been named general manager for the three Greer stations: WAJR, AM-FM, Morgantown, WDNE, Elkins, W. Va., and WJER, Dover Ohio. Reporting to him will be managers George Blackwell of WDNE and J. C. Cole at WJER.

Maschmeier In Big City
Albany, N. Y.—H. W. Maschmeier, director of news and special events at WPTR, was in New York early last week recording two interviews with Eleanor Roosevelt at Roosevelt and Jones, prior to Albany's 50 kw. outlet's initial program which features Mrs. Roosevelt, beginning on March 5.

Station Has Sports Quiz
Cleveland, Ohio — A five-day grand opening program held by WHK last month was highlighted by a sports quiz show featuring top sports personalities. Al Helfer, MBS sportscaster, was quiz master and Harrison Dillard, Hank Greenberg, Lou Groza, Dante Leville and Jim Martin were some of the figures who participated.

New Appointment For Martin
Hartford, Conn.—Paul Martin of Buffalo, N. Y., has been appointed station manager and program director of WCCC, it was announced yesterday by William M. Savitt, president and general manager. Martin, who will assume his duties on Wednesday, has been program director for station WKBW in Buffalo for the past three years.

On-The-Scene Coverage
Hempstead, L. I.—Highlights of the recent 32nd annual "Country Life Exposition" of the Long Island Agricultural and Technical Institute, were broadcast recently by WHLI-FM. Lloyd Moss, WHLI staffer, tape-recorded the opening ceremonies and then interviewed visiting guests. Featured on the program were Russell W. Duck, managing editor of the Rural New Yorker, and Mundy I. Pearle, president of the Republic Aircraft Corporation.

Congratulations
Bridgeport, Conn. — Rita Ertle, secretary to manager Charles Parker, of WICC, celebrates her 7th anniversary with the station this month.



KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE... in the OREGON MARKET



"Planned" is the word which best typifies Longview, Washington, the youngest community in KGW's widespread coverage area, and one of the most progressive. Laid out in 1922 as a "model" town Longview's industrial growth has followed a planned pattern. The two largest lumber mills in the world are located here; lumber products, pulp and paper products add to expanding payrolls. It is an important Columbia River port. A recent KGW Tour-Test, conducted in cooperation with the Oregon State Motor Association, and witnessed by "Miss KGW" and Longview executives, proved KGW's Comprehensive Coverage of this healthy market.

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW'S LEADERSHIP

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and reaches more radio families than any other Portland radio station regardless of power. BMB surveys bear out this fact. KGW is beamed to cover the population concentration of Oregon's Willamette Valley and Southwestern Washington.

TOTAL BMB FAMILIES (From 1949 BMB Survey)	
DAYTIME	
KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630
NIGHTTIME	
KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

PORTLAND, OREGON
ON THE EFFICIENT 620 FREQUENCY
REPRESENTED NATIONALLY BY EDWARD PERRY & CO.

EQUIPMENT
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STUDIOS

RADIO TELEVISION DAILY

SPONSORS
BUSINESS
AGENCIES

VOL. 56, NO. 48

NEW YORK, FRIDAY, SEPTEMBER 7, 1951

TEN CENTS

U. S. AIDS RADIO, TV DEFENSE PLANS

Heavy Increase In TV Advertising In Press

Lineage Increase Noted In 35 Of TV Markets

The sizable increase in TV set advertising for 1951 compared to last year, matched against a general decrease in radio receiver advertising for a similar period, may well forecast future radio, TV set advertising patterns. According to figures gathered by Media Records Inc. in 38 key
(Continued on Page 7)

Legislators Oppose Senate Broadcasts

Washington Bureau of RADIO DAILY
Washington — Senatorial opposition to the broadcast or telecast of Congressional sessions and a warning to commercial broadcasters and telecasters that educators would press for reservation of time for "noncommercial broadcasts at good listening hours" unless the industry regulates itself, featured the second day's hearings yesterday on the
(Continued on Page 5)

Wilson Names Lamb ODM Assistant Director

Franklin Lamb, Vice-Chairman of the Board of Tele King Corp., New York, and former vice-president of WIP, Philadelphia, yesterday was named Assistant Director
(Continued on Page 2)

Documentary

Dramatizing the effectiveness of radio in piercing the Iron Curtain, ABC's radio network will produce a special documentary based on the activities of Radio Free Europe for broadcast on Wednesday, Sept. 19, at 10 p.m., EDT. The half-hour documentary will be written by Morton Wishengrad author of "Communism—U. S. Brand."

Theater TV For Civil Defense

Civil Defense workers, in four eastern cities, will go to school Sept. 15 in the first test of theater TV as a training technique. Announcement of the project was made yesterday jointly by Millard Caldwell, Federal Civil Defense Administrator in Washington and by Robert H. O'Brien, secretary-treasurer of United Paramount Theaters, Inc. and Nathan L. Halpern, president of Theater Television, Inc. Cities where the program, originating in Washington, will be seen include New York, Baltimore, Philadelphia and Washington. The experiment will be witnessed by members of Congress, government officials, Civil Defense Administrators, educators and industrial leaders.

Garden TV Schedule Sold to WPIX Sponsor Ryan Comments On ANA Radio-TV Study

Within 48 hours after WPIX announced its 1951-52 Madison Square Garden sporting schedule, P. Lorillard Company, in behalf of Old Gold cigarettes, contracted to sponsor half of the 117 events, it was announced jointly by G. Bennett Larsen, general manager of the station and Lennen & Mitchell, Inc. agency for the sponsor.

Programs to be sponsored by P. Lorillard include amateur and pro
(Continued on Page 7)

Wayne Coy Will Address UHF-TV Symposium

Wayne Coy, chairman of the FCC, will address TV consultants and broadcasters from all parts of the nation, Canada and Mexico, at the UHF symposium sponsored by RCA at the Hotel Barnum in Bridgeport, Conn., next Wednesday, Frank N. Folsom, president of RCA, announced yesterday.

Commenting on the third radio-TV report just issued by the Association of National Advertisers, entitled "Impact of Television on Radio Listening," William B. Ryan, president of Broadcast Advertising Bureau, made the following statement.

"In the interests of sound advertising and fair evaluation of media, BAB opposes any attempt to influence either the buyers or sellers of advertising by means of incomplete
(Continued on Page 2)

Army Hour, Sponsored, May Return via Network

Washington Bureau of RADIO DAILY
Washington—The Army Hour, one of the most popular World War II programs, may return to the air on a major network as a sponsored program, RADIO-TELEVISION DAILY learned last night.

Inasmuch as unification of the
(Continued on Page 2)

NBC-TV Web Gets Exclusive For World Series Telecasts

Closing of a deal whereby the NBC-TV network will have exclusive television commercial rights for the World Series baseball games for the next four years with Gillette Safety Razor Company as sponsor was announced yesterday by Joseph McConnell, president of NBC, before his departure for Europe on the Queen Mary.

The NBC-TV deal for the series means that the network will have the distinction of originating the first coast-to-coast telecast of the baseball classic in October. The transaction was worked out in cooperation with the Mutual Broadcasting System, which has exclusive radio rights for the World Series
(Continued on Page 6)

Industry Advisory Unit To Work With Gov't

Washington Bureau of RADIO DAILY
Washington — Comprehensive plans to afford radio and television maximum coverage facilities in event of international emergency are being worked out with the industry under the aegis of Maj. Gen. Floyd L. Parks, chief of the Office of Public Information, it was learned here. The
(Continued on Page 5)

Touchdown Tips Sold For 20 Major Markets

Sale of "Touchdown Tips with Sam Hayes" to Charles W. Hoyt Company, Inc., for their client Mail Pouch Tobacco Company to promote Kentucky Club tobacco in 20 major markets was announced yesterday by A. B. Sambrook, manager of RCA Recorded Program Services Sales. This contract, arranged through William P. Smith,
(Continued on Page 5)

Ciggie Co. Expands ABC Radio Schedule

Three and a half hours weekly broadcast time has been purchased by Philip Morris and Company, Ltd., marking the most important use of network radio facilities by
(Continued on Page 5)

25,800 To Go!

Today marks the 200th telecast of "The First 100 Years," first video daytime soap opera, aired Monday-through-Friday on CBS-TV. Capable statistician at Benton and Bowles has figured out that if the drama lives up to its title and lasts a full century, which, it might be said, is open to some doubt, it only has 25,800 more telecasts to go.

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TELEVISION DAILY

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JOHN W. ALICOATE : : Publisher

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

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FINANCIAL

(September 6)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	12 1/2	12 3/8	12 3/8	+ 1/4
Admiral Corp.	24 3/4	24	24	- 1/4
Am. Tel. & Tel.	162 7/8	162 1/2	162 3/4	+ 1/4
CBS A	29 1/2	29 1/4	29 1/4	+ 1/4
CBS B	29 3/8	29 1/8	29 1/8	+ 1/4
Gen. Electric	61	60 1/2	60 3/4	+ 1/4
Philco	25 1/4	24 7/8	24 7/8	- 1/4
RCA 1st pfd.	76 1/8	76	76	- 1/4
RCA Common	23	22 3/4	22 1/2	- 1/8
RCA 1st pfd.	76 1/8	76	76	- 1/2
Stewart-Warner	19 1/4	19 1/8	19 1/4	- 1/4
Westinghouse	40	39 3/4	39 7/8	+ 1/8
Zenith Radio	62 1/2	61 1/2	61 1/2	- 1/4

NEW YORK EXCHANGE

Du Mont Lab.	15 1/2	15 1/4	15 1/2	- 1/4
Hazeltine Corp.	38 1/2	37 1/2	38 1/2	+ 2 1/4
Nat. Union Radio	4	3 5/8	4	+ 3/8

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	11 1/2	12 3/4

Wrong Publisher

In yesterday's RADIO-TELEVISION DAILY, one of the songs in the "Songs with the largest TV Audiences, Survey Week of August 24-30" was erroneously listed as to publisher. "Waitin' For The Robert E. Lee" is being published by LaSalle Music Publishers, Inc., and not by Alfred-Harms.

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

★ **COMING AND GOING** ★

DICK DORRANCE, director of Mutual's public relations, has returned from Chicago.

FULTON LEWIS, popular radio commentator, and family has returned to New York aboard the S. S. Liberte after a European trip.

GRACE REGAN, of KDKA's (Pittsburgh), program department, and husband, are spending their vacation in Massachusetts and New York City.

TONY MARTIN and wife, **CYD CHARISSE**, motion picture actress, return to New York tomorrow from Europe.

MARY VAN CASHMAN, WQBC (Vicksburg, Miss.), station manager, is in New York for conferences with MBS network officials.

TALLULAH BANKHEAD flew to London Wednesday to record the initial "Big Show" for NBC.

CHARLES G. SCULLY, assistant public relations director at WAAT-WATV (Newark), is back at his desk after a three week vacation along the Jersey seashore.

DAVE LEWIS, KDKA (Pittsburgh) promotion manager, and wife are vacationing in New York and Atlantic City.

EARL H. HAMMONS, veteran movie producer, back from a month's trip to London and Geneva, with several film ideas for TV programming.

MIKE JABLONS returned from Cincinnati where he attended Buddy Rogers' opening at the Beverly Hills Club.

BEN GRAUER is on a one-week vacation at Falmouth, Mass., as the guest of John Wright, producer of the Boston pops concerts. He will return to New York on Saturday for the NBC symphony show.

Army Hour, Sponsored, May Return via Network

(Continued from Page 1)

armed services has taken place since the close of the war, the new program likely will be titled, "This Is America's Hour." The format, which featured name talent, an orchestra under the baton of the late Jack Joy, music director of the Army's radio branch, and plain everyday Americans, will remain the same.

Coca Cola Willing To Sponsor

Although the Army Hour was not a commercially sponsored program in the last war, it was learned authoritatively that the Coca Cola Co. has indicated a willingness to be one of several sponsors if the Army will reactivate the program. The sponsorship plan proposed is one of rotation whereby advertisers would sponsor the program in rotation.

During the war NBC offered its facilities and staff members to the Army as a public service gesture. Should the program return to the air it likely will be scheduled on a major radio network Sunday afternoon or evening, it was reported.

The Army Hour was created, written and produced by the Army's radio branch under Col. E. M. Kirby.

Wilson Names Lamb ODM Assistant Director

(Continued from Page 1)

of the Office of Defense Mobilization by Charles E. Wilson, Defense Mobilizer.

Lamb has been a member of the Electronics Board of the National Production Authority and will continue as an observer with NPA. He at one time served as president of the Reynolds Pen Co. and before joining WIP was in the advertising department of R. H. Macy Co., New York. His home is in Allenhurst, N. J.

Ryan Comments On ANA Radio-TV Study

(Continued from Page 1)

or superficial study of media problems. BAB consistently and publicly has offered its facilities, resources and technical assistance to any group with a sincere interest in true evaluation of the radio medium and radio's relationships with the other complementary major media.

"This new report by the ANA cannot, by itself, seriously affect advertising decisions. It is significant mainly because, with its two predecessor reports, it is part of the ANA's organized effort to assist its members in the general area of comparative media values that so far has been restricted entirely to the problem of radio time values.

"This new report is not valid unless advertisers using it are willing to rely completely on several questionable assumptions. BAB has started a thorough study of the report and its possible usefulness and will shortly issue a formal memorandum describing its main technical and other limitations."

Stork News

Indianapolis—Berry Smith, WIRE account executive, became the father of a six-pound son (Martin Joseph), presented by his wife Mary.



You get a lot for a little*

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

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



RADIO TIME SALESMAN
Long Island resident preferred.
Must have car. Salary.
Contact: Joseph A. Lenn
WHLI
245 Baldwin Rd., Hempstead, L. I.
HEMPSTEAD 2-8000

Sports fans listen
Sports fans buy!

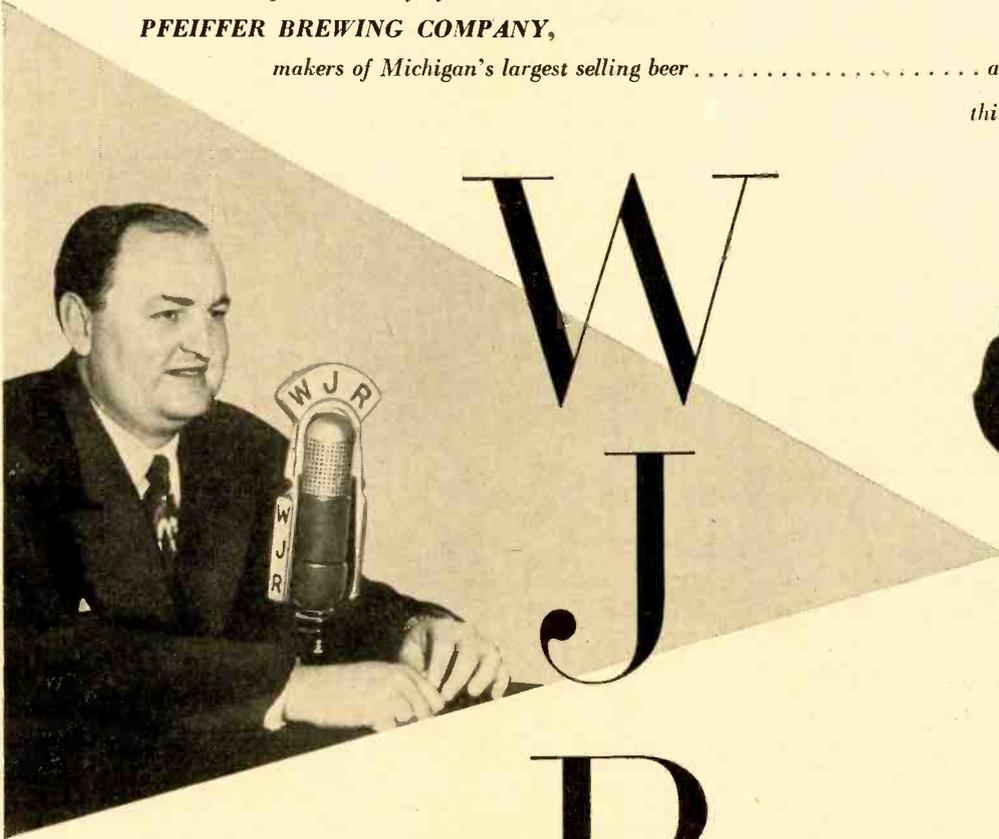
VAN PATRICK, the

*Great Lakes Region's
 most listened-to sportscaster,
 is sponsored daily by*

PFEIFFER BREWING COMPANY,

makers of Michigan's largest selling beer and helps deliver

this kind of action!



WJR DETROIT ★
 50,000 WATTS
 CLEAR CHANNEL
 CBS

**W
 J
 R**

the

**GREAT
 VOICE
 of the
 GREAT
 LAKES**

WJR Sports Director Van Patrick conducts the Great Lakes Region's most listened-to sports shows at 6:30 P.M., Monday through Saturday, sponsored by Pfeiffer's, and at 11:15 P.M., Monday through Friday. In addition, Patrick broadcasts the University of Michigan football games for Standard Oil Company to thousands of loyal sports fans in WJR's vast coverage area. Here's another example of a WJR star personality attracting millions of listeners (and potential customers) for the sponsor.

Remember . . . first they listen . . . then they buy!

Van Patrick listeners from 31 states and Canada mailed in 3714 requests for copies of "Tiger Facts" in response to only two announcements on his 11:15 P.M. program!

FREE
 SPEECH
 MIKE



*Radio—America's Greatest
 Advertising Medium*

Represented Nationally by Edward Fetry & Company

Touchdown Tips Sold For 20 Major Markets

(Continued from Page 1)

radio-television director of the Hoyt company, brings total station orders for the program to over 150. "Touchdown Tips"—13 quarter-hours of predictions and general football information by celebrated sports authority Sam Hayes—begins its tenth season as a transcribed feature with a preview program on September 7th and its first broadcast scheduled for September 14th. According to Sambrook, last-minute orders for the show—based on previous years' experience—will hike this season's sales figures for the series far above last year's total.

Stations included in the contract are: WURL, Peoria, Ill. WANE, Ft. Wayne, Ind.; WISH, Indianapolis, Ind.; KRNT, Des Moines, Iowa; WLAV, Grand Rapids, Mich.; WJPS, Evansville, Ind.; KDKA, Pittsburgh, Penna.; KCMO, Kansas City, Mo.; WTMJ, Milwaukee, Wis.; KWK, St. Louis, Missouri; WKRC, Cincinnati, Ohio; WTAM, Cleveland, Ohio; WHKC, Columbus, Ohio; WONE, Dayton, Ohio; WTRF, Bellaire, Ohio; WFAI, Fayetteville, North Carolina.

Wedding Bells

Meg Mundy, stage and television actress, has selected Sept. 15 for her wedding date. She will become the bride of Konstantinos S. Yanapoulos, stage director, at a ceremony in the Greek Orthodox Cathedral, New York.

Send Birthday Greetings To—

- | | |
|-------------------|----------------------|
| September 7 | |
| Alan Devitt | John A. Stewart |
| Dan Russell | Mende Brown |
| September 8 | |
| Joe Bolton | George Monnina |
| Jack R. Overall | John Harold Ryan |
| Milton Watson | Clifford C. Harris |
| September 9 | |
| J. F. Burke | Ed Prentiss |
| Betty Howard | Martin Hill |
| Arthur Hanley | |
| September 10 | |
| Emery Deutsch | Lyle Van |
| Ira Herbert | Raymond Scott |
| Jess Pugh | Irwin Rosten |
| J. D. Van Amburgh | |
| September 11 | |
| Herb Hollister | Charles Stark |
| Al Reiser | Bill Comstock |
| Bob Loewi | |
| September 12 | |
| John G. Gude | Richard Maxwell |
| Ella Mae Morse | John Taylor |
| September 13 | |
| Margaret Banks | John McNamara |
| Bob Miller | Michael M. Sillerman |
| Gretta Palmer | Arthur J. Daly |
| Leith Stevens | Russ Johnston |

Senators Oppose Broadcasts Of Congressional Sessions

(Continued from Page 1)

Benton Bill (S. 1579), to establish a national citizens radio and television advisory board.

Chairman E. W. McFarland (D., Ariz.) recessed the hearings until a later date, yet to be announced, after hearing educators, a state department official and an executive of the CIO support the Benton measure.

Opposition to broadcasting or televising congressional sessions came from Sen. William Benton (D., Conn.), who seeks to set up the advisory board under the president to make recommendations as to program trends; Sen. McFarland and Sen. Lester C. Hunt (D., Wyo.), co-sponsor of the Benton bill.

Wallace J. Campbell, president of the Cooperative League of Washington, which owns WCFM, an FM outlet, touched off the vigorous opposition to Congressional broadcasts and telecasts when he told the Commerce Subcommittee on Communications that important sessions of Congress should be broadcast and telecast for the benefit of the people.

"It would completely ruin the Senate," declared Sen. Benton, who explained he had studied the question and concluded it just wouldn't be good business to permit the broadcast or telecast of Congress in session.

Sen. McFarland interjected "every senator would want to broadcast himself. The programs would play up the modern showmen in Congress and not the workers."

And Sen. Hunt added, "I'm afraid we'd soon have a considerable turnover in the Senate." Campbell dropped the subject and spoke in behalf of the Benton bill.

Dr. Edgar Fuller, executive secretary of the National Council of

Chief State School Officers and chairman of the Joint Committee on Educational Television, sounded the warning to commercial broadcasters and telecasters. He criticized repetitious commercials on the air and said "it is unthinkable that the limited number of television channels may be allowed to become monopolized for selling goods." While he opposed "governmental censorship of mass communications media," Dr. Fuller lauded the Benton proposals as a sound solution to the problem of evaluating radio and television programs.

He praised FCC chairman Wayne Coy for supporting the Benton bill and declared, "it is difficult for us to understand why commercial broadcasters should oppose such a national citizens advisory board." He asked, "are the commercial broadcasters going to refuse to cooperate with any such groups of citizens?"

Witnesses supporting the Benton Bill included James E. Webb, Undersecretary of State, who said the State Department found citizens' advisory boards helpful; Carroll Newsom, associate director of higher education, New York City Department of Education; Stanley Rutenberg, director of education and research, CIO; Dr. I. Keith Tyler, radio director, Ohio State University.

Scheduled to testify but unable to be present were Dr. Kenneth Bartlett, Radio Director of Syracuse University, and the Rt. Rev. Msgr. Frederick Hochwalt of the National Catholic Welfare Conference.

The committee has announced it will hear opposition to the Benton Bill at the next hearings. Harold E. Fellows, NARTB president, has requested that broadcasters be given an opportunity to be heard.

Ciggie Co. Expands ABC Radio Schedule

(Continued from Page 1)

the cigarette firm. Arranged through Cecil and Presbrey Advertising Agency, this total of network time includes full sponsorship of two across-the-board daytime serials, "Against the Storm" and "The Strange Romance of Evelyn Winters," and the Tuesday and Thursday presentations of "Break the Bank," all to be heard on the ABC radio network, starting in October.

"Against the Storm" will have its season-opener on Monday, Oct. 22, from 10:45 to 11 a.m., EST. Written by Sandra Michaels, the program combines poetry, ballads, events in the lives of normal people, and intelligent discussions. "The Strange Romance of Evelyn Winters" will be starting Oct. 1, from 3:45 to 4 p.m., EST. "Break the Bank" will also have its Fall premiere on Oct. 1, 11:30 to noon, and will have the Philip Morris tab starting Oct. 2.

Ozzie-Harriet Renewed By Heinz On ABC Radio

West Coast Bureau of RADIO DAILY

Hollywood—Expressing full confidence in radio as a continuing potent advertising medium, the H. J. Heinz Company has renewed sponsorship of the "Adventures of Ozzie and Harriet" for the third year over the entire ABC radio network. Renewal, arranged through the Maxon Agency, becomes effective Friday, Sept. 28 on the 9 to 9:30 p.m. EST broadcast.

Starring the man-and-wife team of Ozzie Nelson and Harriet Hilliard, the situation comedy series is aired weekly and advertises Heinz famous "57 varieties."

Stork News

Mr. and Mrs. Donald W. McGuinn announce the birth of their second child, Mary Elizabeth, on August 24. McGuinn is in the traffic department at WOR. The McGuinns have a son, Donald F.

Gov't Furthers Plan For Industry Defense

(Continued from Page 1)

major radio and TV networks, as well as newsreel firms, communications companies and the press have been asked to name an advisory committee to work with military officials in preparing for any eventuality.

Maj. Gen. K. B. Lawson, Deputy Chief Signal officer, has submitted a tentative plan to the various media of mass communication whereby the USS Spindle Eye, now in mothballs, may be reactivated for use as a communications ship. If the news media would make use of it, the Army would reactivate the Spindle Eye, he told industry representatives.

Inasmuch as the cost would be around \$400,000, it was suggested that RCA Communications, Mackay Radio, Press-Wireless and other communications companies whose personnel would man the communications facilities aboard ship in event of military action, might provide equipment.

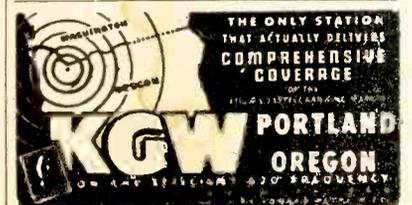
At a recent meeting here of representatives of the news media it was pointed out by the military that news could be forthcoming from any one of a dozen or more theaters in widely separated parts of the world, ranging from the Far East to the European theater.

In World War II the Army outfitted a communications boat, the USS Apache, for press, radio and newsreel operations, but that ship was not armored and had no protection. The Army has its eye on the Spindle Eye, which is armored and a heavier and faster ship.

Television was not used to cover the last, but elaborate plans are going forward to give America the broadest possibly TV coverage in event of emergency. Arrangements are being made to process sound film and rush them to points of distribution for television home use. Tape recordings would be made for radio broadcast.

Such an operation would be under Signal Corps jurisdiction, as it was in World War II, with Col. E. M. Kirby's department co-ordinating radio and television.

Attending meetings here with industry representatives have been, in addition to General Parks and Lawton, Lt. Commdr. Andre F. Rhoads, chief of the Navy Radio-TV Branch; Lt. Col. Robert P. Kime, chief, Air Force Radio-TV Branch; Bruce Quisenberry, chief, Office of Technical Information, Signal Corps, and Charles Dillon, chief of the Defense Department, Radio-TV Branch.



• PLUG TUNES • WORDS & MUSIC • PLUG TUNES •

By HAL PERSONS

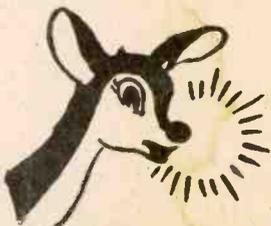


**"IT'S A LONG WAY
FROM YOUR HOUSE
TO MY HOUSE"**

Jefferson Music
1619 B'way, N. Y. C.

Another BMI Pin-Up Hit!
**I'M WAITING JUST
FOR YOU**
Published by Lois
Recorded by
ROSEMARY CLOONEY.....(Columbia)
LUCKY MILLINDER.....(King)
BOB CROSBY.....(Capitol)
CASS DALEY.....(Decca)
HOAGY CARMICHAEL.....(Mercury)
KEN MARVIN.....(Federal)
HAWKSHAW HAWKINS.....
Licensed exclusively by
BROADCAST MUSIC, INC.

ARRIVING SOON



25 Top Recordings
A Technicolor Picture.
ST. NICHOLAS MUSIC, INC.
1619 Broadway New York City

• • • **MUSICVILLE GAZETTE**—Subject for several interesting stories in the daily press, and culling great interest feature-wise from Life, Look and Newsweek, is Tannen Music's "Rotation Blues." This song, written by Lt. Stewart Powell, in service in Korea, was first heard by Grandpa Jones and Elton Britt while on tour to entertain the boys there, with the Camel Caravan. This song is number one on the Korean Hit Parade and is the favorite of G.I.'s there. It was brought home by Britt, and Victor rushed him into a secret recording session the moment he landed. However the news leaked out and other recordings followed. Here is the lineup: Elton Britt, Victor; Bill Monroe, Decca; Ken Marvin, Mercury; Terry Preston, Four Star, and just released for a stab at the popular market, is another by Decca featuring Hoagy Carmichael. . . . The theme song of KSL organist Leonard Friendly, has been published by Gershman & Goodman, Kansas City, with the initial sheet sales in Salt Lake City music stores very brisk. Titled "Antoinette," the melody, Friendly's own composition, introduces his twice-daily stint.

★ ★ ★

• • • Tony Bennett, Columbia recording artist, opens at the N. Y. Paramount Theater Sept. 12th. . . . Don Ovens, who pushes records for Capitol, will get hitched on Sept. 15 to Miss Dorothy Blau of New Rochelle, N. Y. . . . Priscilla Blackstone, for a long time head music librarian at WMGM, took up her new duties in the library of the Voice of America last week. . . . A few weeks back we mentioned the square dance records of C. P. MacGregor as being very good. Shortly thereafter we got an exceedingly nice letter from Harold Moon of BMI, Canada, gently reminding us that we had heard the London Album of square dances with accompanying calls, and had liked them. You're right Harold we had, they are also very good. . . . Toni Arden appearing at the N. Y. Paramount this week, is doing a really nice job.

★ ★ ★

• • • **RECORDS ON PARADE**—Soon to be released in the RCA Victor Treasury series is George Gershwin playing two of his best known compositions, "Rhapsody in Blue," and "An American in Paris." The former was recorded in 1927 and the latter in 1929. We heard a beat-up acetate of "Rhapsody," and still it was a thrilling performance. Paul Whiteman's is the accompanying orchestra. . . . Bandleader Elliot Lawrence, with vocalists Rosalind Patton and Melvin Moore, just recorded "60 Minute Man" and "Quick" for King Records, which is being rushed out immediately. This version of "60 Minute Man" will have slightly revised lyrics to overcome the restrictions put on the original version by radio stations which felt the words "too suggestive." . . . A beef-steak and beer party will be thrown Sept. 11, by the "Don't Put a Tax on Beautiful Girls" committee, which will protest taxes in general. The committee is headed by Harry Sultan and Louis Boorstein, head of Douglas-Bruce Corp, New York distributors of Coral Records, who have just released Cliff Steward's waxing of "Don't Put A Tax on Beautiful Girls." . . . Allen Roth's orchestral arrangements of tunes from Broadway's hit show "Seventeen" are featured in RCA's Thesaurus September release. These selections go into the transcription library's "Music By Roth" series. . . . Not one, not two, not three but four Patti Pages are featured on Mercury's waxing of "And So To Sleep Again," and Geo. Paxton expects big things from the recording of his latest plug tune. . . . More news from the Bozo party, Capitol Record's cooperative promotion with Loew's theater chain. The program, featuring Bozo films, prizes, and Bozo the clown in person, has been extended another week and will play 12 more houses.

★ ★ ★

• • • **TRY THESE ON YOUR TURN-TABLES** — "Bella Bimba" Patrice Munsel (Victor) a winning combination of a popularized Italian folk melody plus the superb singing of one of the best voices in the country. Should do a Lanza type business. . . . "Black Strap Molasses" Tommy Dorsey (Decca). A very clever lyric and good performance of a nice tune make this good programming material.

World Series Rights To NBC Exclusively

(Continued from Page 1)

and an option to make the first offer for TV coverage.

It is understood that the telecast this year will be limited to the NBC-TV network and to key TV stations operated by Mutual affiliates. The MBS TV stations, which will probably get a series feed from NBC, will include WOR-TV, New York; WGN, Chicago; WNAC-TV, Boston, and Mutual's Los Angeles outlet.

Will Broadcast Mass

Radio listeners will be offered an opportunity to tune in on a centuries-old rite of the Roman Catholic Church on Sunday, September 16, when Station WFUV-FM, Fordham University Station, broadcasts in its entirety the annual Red Mass of the Guild of Catholic Lawyers of New York from St. Patrick's Cathedral, at which Francis Cardinal Spellman will preside, Auxiliary Bishop Fulton J. Sheen of New York will preach, and Auxiliary Bishop Joseph F. Flannelly, administrator of St. Patrick's Cathedral, will celebrate. WNBC will rebroadcast the sermon by Bishop Sheen from 1:30 to 2:00 p.m.

A Solid Ballad Hit!

DIANE

MILLER MUSIC CORPORATION

"POWDER BLUE"

FRANKIE CARLE—VICTOR
DON CHERRY—DECCA
HARRY BABBITT—CORAL
MARTHA TILTON
FORSTER MUSIC PUB., INC.
1619 B'way, N. Y. 216 S. Wab. Av. Chi.

"I'LL HOLD YOU IN MY HEART"

EDDIE FISHER—VICTOR
TONI ARDEN—COLUMBIA
EDDY HOWARD—MERCURY
EDDY ARNOLD—VICTOR
ADAMS-VEE and ABBOTT, INC.
216 S. Wabash Ave. Chicago 4, Ill.

Movie Actors Guild Cancels TV Contract

West Coast Bureau of RADIO DAILY
Hollywood—Charging that the producer sold several feature pictures made after August 1, 1948, for TV showing, the Screen Actors Guild yesterday announced they would cancel their contract with Robert L. Lippert, head of Lippert Productions, sixty days from today.

Sold Films After August 1, 1948

It is charged by the actors' union that Lippert in violation of a provision of the guild's present basic contract with all producers, "sold for television several theatrical feature pictures made after August 1, 1948, without negotiating an agreement with the guild for additional payment to actors for their television rights."

Under terms of the cancellation effective on November 3, no actor will be permitted to work for the company unless Lippert negotiates a new contract with the union.

The union's action stemmed from the sale of 26 feature pictures last June to KTLA, TV station in Los Angeles owned by Paramount Pictures Corporation.

Garden TV Schedule Sold To WPIX Sponsor

(Continued from Page 1)

professional hockey games, professional basketball games, the rodeo, horse show, dog show, and college basketball and will make it the largest and most comprehensive Winter sports package in the metropolitan area.

Commencing with the rodeo in October, WPIX will televise from the Garden five nights a week through March, 1952.

News of the arrangement with P. Lorillard came shortly after the New York independent station's recent announcement it had concluded several months of negotiations by signing contractual arrangements with Garden officials for the season.

Jack Murphy, sports director, will be in charge of the technical staff handling the Garden events, with Jimmy Powers, sports editor of the New York Daily News and veteran WPIX news and sports telecaster, as master of ceremonies.

Moving To WOR-TV

It's moving day on September 10 for the TV Telephone Game—formerly heard over WCBS-TV. The program will be aired from 3:30 p.m. to 4:00 p.m., Monday through Friday over WOR-TV, Channel 9.

★ ★ TELE TOPICS ★ ★

A southbound television channel from Detroit to Toledo has been placed in service this week by the Long Lines Department of AT&T. Prior to the opening of the new channel Detroit was served by three northbound TV channels from Toledo by means of radio-relay facilities. With the addition the Bell System's intercity TV network totals nearly 18,000 miles and by next month is expected to reach 23,500 miles, serving 46 cities with 85 TV stations.

★ ★ ★ ★

FROM Pittsburgh comes word that the tab for Westinghouse's sponsorship of 19 college football games this Fall will come close to \$2,000,000. About one million and a quarter will be spent for a seven game package on 52 NBC-TV, reaching from coast-to-coast. Two other main types of telecasts will eat up rest of the budget: regional telecasts, set up for three Saturdays with eastern games confined to the east and mid-west regionals for mid-west audiences, and inter-regional telecasts with games originating in the midwest directed only to eastern cities and eastern games directed to the mid-west. There will be three of the latter type telecast, also. Season will open on Sept. 29 and will run nine weeks through Nov. 2. In addition, Westinghouse will spend between \$500,000 and \$750,000 in newspaper advertising in conjunction with the telecasts.

★ ★ ★ ★

TODAY'S TV PERSONALITY: OTTO BRANDT, former vice-president in charge of TV stations for ABC, assumed the duties of vice-president and general manager of the KING Broadcasting Co., Seattle, Washington, early this summer.

Otto is a native New Yorker and a graduate of Columbia University and his first job was as a page-boy at NBC in 1933. When the Blue and Red networks separated in 1942, he went with ABC. In his capacity as vice-president in charge of TV stations, Otto has been responsible for the coordination of the net's five O&O's, national spot and local sales and television station relations. During the late war, Otto served three years in the Air Force as pilot instructor of B-25's and was also assigned as a P-38 pilot. King Broadcasting Co. owns and operates KING-TV as well as the 50-kilowatt radio station, KING. KING-TV, though it is isolated cable-wise, has progressed rapidly in the luxuriant northwest market under the Brandt direction and bids fair to become, eventually, an outstanding influence in the television field of the Rocky Mountain area. Its up-and-coming director is married and the father of two children, Keith, 6, and Christina, 4.



BRANDT

★ ★ ★ ★

KATE SMITH will have Paul Lukas and William Bendix as her guests on her first evening TV program over NBC-TV, Wednesday, Sept. 19 at 8:00 p.m. Ted Collins, producer, will also be featured on the show. . . . "Hooperatings Pocketpiece," for the Los Angeles area, August, show the "Spade Cooley Show" on top with a rating of 37.3. Second place was occupied by wrestling—KTLA—with 28.6, followed by "Frosty Frolics," hitting a 26.2. . . . Televiewers will see how the world looks from 70 miles above the earth on the "Johns Hopkins Science Review" show over DuMont when it is telecast Tuesday, Sept. 11 at 8:30 p.m. Dr. Ralph Edward Gibson and Clyde Holliday will be guests on the program which originates from WAAM, Baltimore. . . . Fort Worth-Dallas area, as of Sept. 1, had 129,564 TV sets, Harold Hough, manager of WBAP-TV, announced yesterday. . . . Paul Winchell and Jerry Mahoney will return to TV Monday, Sept. 17 at 8:00 p.m. via NBC-TV. Program is sponsored by the Speidel Corp. through Sullivan, Stauffer, Colwell and Bayles. . . . Stahlmeyer, Inc., for its first major venture into evening TV, has picked up a 13-week contract for WPIX's Thursday night "Televiews of the News," 7:00 p.m. Contract was placed through Dowd, Redfield and Johnstone, Inc.

★ ★ ★ ★

GROVE LABORATORIES will sponsor CBS-TV's "Live Like A Millionaire" on alternate Fridays, starting Sept. 21. The show, at present, is sponsored every other Friday by General Mills. . . . Aside to Trevor Adams, Don Carney and Buzz Chapin. You couldn't do better for that WJZ-TV program manager job than Bert Gold. He has successfully produced over 600 shows and is an expert on daytime programming—a must in New York. . . . Production staff for "Irving Berlin's Salute to America," for Sept. 12 at 8:00 p.m. over NBC-TV has been completed with Leo Morgan as producer, Robert Sidney will direct and design the choreography, Paul Barnes will be scenic designer and Paul Du Pont will create the costumes. Goodman Ace and George Axelrod are scripters with Al Goodman directing the orchestra.

Lineage Jump Seen In 35 Of TV Markets

(Continued from Page 1)

TV market areas for the first seven months of 1951 and 1950, TV set advertising both retail and general jumped 24.9 per cent over last year—37,177,098 lines, January to July, 1951, compared to 29,691,152 lines, for a similar period last year—the overall promotion of radio sets for the seven-month period fell from 3,822,355 lines, 1950, to 3,650,116 lines, 1951, equal to a decrease of 4.5 per cent.

Hits Lack of "Aggressiveness"

Len H. Collins, vice-president of Media Records, estimated that although manufacturers of radio sets made definite efforts to sustain the promotion of their products by increasing their newspaper advertising allotment by over eight per cent—620,534 lines, 1951 against 572,652 lines 1950—dealers at the retail level did not show the same "aggressiveness" in advertising radio sets as they did in advertising TV receivers. It was reported that dealers in the 38 TV markets placed only one line of newspaper advertising to promote radio set sales while placing nine lines of newspaper advertising to push TV receivers.

Say Retail Lineage Declined

According to the Media Records report, radio set dealers were responsible for a 6.8 per cent decline in total radio receiver advertising. Last year, figures showed that retail radio dealers bought 3,249,703 lines in the first seven months. For the similar period this year, retailers were estimated as having purchased only 3,029,582 lines.

The survey noted that TV set manufacturers had increased their advertising lineage almost 100 per cent over 1950—9,353,551 lines as compared to 4,711,022 lines for 1950. TV set retailers, although responsible for most of the national TV set advertisements, had increased their advertising from 24,980,130 for 1950 to 27,823,547 lines for 1951 or an increase of 11.4 per cent.

Sees TV A Factor

In releasing the figures, Collins declared that "it must be remembered that 3,500,000 lines of . . . (radio set) . . . advertising was placed in markets in which television reception was a new and important entertainment factor. Although the advertising of TV receivers dwarfs that of radio receivers in TV areas, the promotion of radio sets was not an inconsiderable factor in the newspaper advertising structure or in the plans of retail merchants. . . ."

TOPS T-V
in
FILMS!

52 — LAUREL and HARDY Featurettes — 52
KNBH-TV wires: "Our New Sponsor Is Delighted with the Laurel and Hardy Series." Now playing the 79th consecutive week!

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Section of RADIO DAILY, Friday, September 7, 1951

PRICE PREDICTS RECORD BILLINGS

New Magnovox Plant Used For Defense

Fort Wayne, Ind.—Work is now under way on a new 35,000-square-foot addition to the Magnovox plant in Fort Wayne, it was announced this week.

The new building, which will increase the company's engineering and manufacturing facilities, will cost \$400,000 and is made necessary by the expansion of the company's efforts in government defense production. The structure will be completely air-conditioned and will match the present buildings in appearance.

With the new addition, the Magnovox plant will cover a total floor area of 315,000 square feet of warehouse facilities. The company has also recently expanded its facilities at the Greeneville, Tenn. plant.

Architect for the new building is A. M. Strauss, Inc. The building is being constructed by Max Irmischer & Sons, Inc.

DuMont Tours Midwest For TV Demonstrations

A tour of the midwest is being conducted by John Klindworth, sales engineer of the television transmitter division, Allen B. DuMont Labs., Inc., to show the public and station owners the new DuMont Image Orthicon Camera Chain. In public showings, the camera chain will be used to televise the audience during the demonstration and feed images to a DuMont Royal Sovereign, a 30-inch direct-viewing TV receiver with the DuMont Du-mitter.

Closed circuit TV demonstrations are scheduled before the National Dairy Cattle Congress in Waterloo, Iowa, in cooperation with KXEL; the All-Iowa Fair in Cedar Rapids, Iowa, in cooperation with KCRG and local TV dealers; Peoria, Ill., in cooperation with WMBD, and Fargo, N. D., in cooperation with KCJB.

New TV Booster

A new model "Tune-O-Matic" two-stage broadband automatic self-tuning TV booster, for fringe and intermediate area reception, was announced this week by Electro-Voice, Inc., Buchanan, Mich. The new model reportedly provides uniformly high usable gain with very low internal noises on all channels and assures greater picture definition.

PICTURE OF THE WEEK



Bon Voyage! Joseph H. McConnell, president of NBC, and Mrs. McConnell bid goodbye to their three children as they sailed yesterday aboard the Queen Mary for Europe. They will attend "The Big Show" in London on Sept. 16 and in Paris on Sept. 23. The youngsters, left to right, are Catherine, 4; Betsy, 13, and Mary Meade, 10.

TV Lens Introduced For Theater Screens

A new giant image-correcting lens for projecting improved 15-by-20-foot TV pictures on movie screens—it measures more than 22 inches in diameter—was announced this week by the American Optical Co., Southbridge, Mass.

Based On World War II Ideas

Consisting of a special glass and manufactured according to a technique devised by company scientists during World War II for Schmidt-type lens production in military optical instruments, the lens' optical systems include a 26 or 27-inch spherical mirror which

New 17-Inch TV Console Introduced By S-C

Stromberg-Carlson has announced the introduction of the "Mandarin," a 17-inch TV console in African mahogany, which is reportedly the first pronounced variation in proportions and details of the company's "Chinese Classic" TV receiver designs.

The compactly planned set—only 29 inches wide and 20 inches deep—contains the company's exclusive "power equalizer," which automatically transfers unused wattage from the TV to the audio section.

magnifies the TV pictures and projects them on a screen.

Board Elects New Officers For Radio, TV Shows, Inc.

Asheville, N. C.—The election of a new slate of officers for the Radio Parts & Electronic Equipment Shows, Inc., was made by the board of directors for the show at a three-day session. The board also approved a three-point program of basic changes for future conduct of the show and increased its own membership from nine to 14 men.

The newly-elected officials are Charles A. Hansen, Jensen Mfg. Co., Chicago, ass president; W. D. Jen-

kins, Radio Supply Co., Richmond, Va., as secretary, and Lew W. Howard, Triad Transformer Mfg. Co., Los Angeles, as treasurer.

Plans for the 1952 show as outlined by committees which met during the three-day session call for several innovations and additions to the show program. The educational program, a feature of the past two shows, will be repeated in 1952 and the show will utilize display rooms of the Hotel Stevens in Chicago.

Westingh'se Pres. Sees Increase In 3rd Quarter

With total sales of the Westinghouse Electric Corp. for the first half amounting to \$590,562,000, Gwilym A. Price, president, noted in a special stockholder letter accompanying the first half statement that the record billings for the second quarter of \$300,155,000 would be exceeded by the third quarter business volume.

Price said that profit margins had declined from 5.9 cents per dollar of net sales billed in 1950 to 5.3 cents. He claimed that "Federal taxes sky-rocketed to 245 per cent of the first half of 1950."

Net income for the corporation was \$31,564,000, equal to \$1.98 per share on 15,458,481 common shares, compared with \$27,207,000 or \$1.86 per share, on 14,109,949 shares outstanding in the comparable period a year ago.

"There has been no slow down in the rate of incoming orders from industry and defense production continues to increase," claimed Price. "Even though materials restrictions and reduced buying have limited consumer goods production, our forecasts indicate a consumer sales volume only slightly below the record year of 1950."

According to Price, almost 20,000 man-hours of Westinghouse employes' time was lost between April 25 and August 10 in calculating and re-calculating new price schedules under proposed new price ceiling regulations.

Had the regulations gone into effect, Price said, Westinghouse would have been forced to rollback prices on many industrial products to pre-Korean levels.

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DAVENPORT, IOWA
Phone 2-7824

AMERICAN TV TO BE SEEN IN GERMANY

Church Group Prefers Radio Over Television

Protestant Council Sees TV In Only 26% Of Homes

Indianapolis—Radio, rather than television, will play the major role for the Protestant churches during the next 12 months, Albert Crews, director of radio and TV, department of broadcasting and films, National Council of Churches, declared yesterday. Speaking at the opening ses-

(Continued on Page 3)

Fleischmann On MBS With NPA Plan Tonite

Washington Bureau of RADIO DAILY

Washington—Manly Fleischmann, defense production administrator and head of NPA, will turn to radio tonight to announce the Government's decision on whether manufacturers will receive guaranteed allotments of steel, copper and aluminum to assure output of consumer durable goods at the highest level

(Continued on Page 2)

Publishing Co. Buys Into TV Film Center

Des Moines—Purchase of an interest in the Princeton Film Center, Inc., Princeton, N. J., by the Meredith Publishing Company was announced yesterday in a joint statement by E. T. Meredith, vice-president and general manager of the

(Continued on Page 3)

Veeck On Radio

St. Louis—Bill Veeck, who recently took over the St. Louis Browns baseball club, will be heard on his own show, "The Bill Veeck Show" every Sunday over KWK at 8 p.m. Mary Francis, otherwise known as Mrs. Veeck, will appear with her husband and will discuss sports, especially baseball. The program is offered to sponsors.

Tube Sales For Six Months 26% Over 1950

Washington—Receiving tube sales in the first half of 1951 totaled 215,902,325 units, as compared with 170,375,921 in the first half of 1950, the RTMA reported Friday. June sales were 27,667,099, as compared with 32,480,668 in June, 1950.

In the first half of the year 153,957,766 tubes were sold for new equipment, 50,105,634 for replacements, 10,358,858 for export and 1,480,067 to Government agencies.

Oil Man Purchases Stock In Liberty Web Shooting In Studio Upsets Havana Radio

Purchase of a substantial interest in the Liberty Broadcasting System by H. R. Cullen, Texas oilman and one of the South's leading philanthropists, was announced yesterday by Gordon McLendon, president of Liberty.

Although extent of Cullen's interest was not disclosed, it was said to be "sizeable" in the network founded by McLendon in 1948. Cullen's interest in the network "will permit Liberty to accelerate national radio and television plans

(Continued on Page 3)

Reynolds Sign Contracts For Radio-TV Programs

Reynolds Metals Company will use network radio and television for the first time this fall. Through Buchanan and Company advertising agency, the Aluminum Manufacturing firm has contracted for the first half-hour of "The Big Show," starting Sunday, Sept. 30, on the NBC

(Continued on Page 3)

Havana, Cuba—Studios of CMQ, Radio Center, were thrown into panic Sunday night when Dr. Eduardo Chibas, leader of the Cuban Peoples Party and candidate for President, shot himself at the close of his usual Sunday night political commentary program which is heard on CMQ's island network. The shooting took place after the program had gone off the air.

Senator Chibas, a fiery critic of the government, had been cut off the air for exceeding his time just

(Continued on Page 7)

Arkansas Broadcasters Conduct First Sales Clinic

Hot Springs, Ark.—Ninety broadcasters, commercial managers, members of their sales staffs and radio industry representatives turned out here Sunday for first sales clinic sponsored by Arkansas Broadcasters Association.

After fast-moving program had

(Continued on Page 3)

Promotion Plans Announced For New Models Of TV Sets

New ideas for promoting radio and television set sales were introduced by three of the nation's top radio-TV manufacturers at their respective 1951 sales meetings with officials from all three companies—Philco, Westinghouse and Stewart-Warner—discussing the future use of UHF converters for new TV transmitters.

The major companies, meeting in

Chicago and New York, displayed their new television and radio Fall models to distributors while sales managers gave new ideas in selling techniques and possible advertising campaigns.

In New York, F. M. Sloan, manager of the Westinghouse Television-Radio division, predicted that the TV industry would "manufac-

(Continued on Page 3)

ECA Will Sponsor U. S. Video In Berlin

American television, both black and white and color, will go on display in West Berlin, Germany, next weekend under the sponsorship of the Economic Co-operation Administration as a propaganda medium to offset the Communist youth activities in the Soviet controlled East Berlin sector;

(Continued on Page 8)

NLRB Hearing Today To Weigh TvA Plea

Washington Bureau of RADIO DAILY

Washington—A public hearing on the petition of the Television Authority (AFL) to be exclusive representative for webs' TV talent will be held before the National Labor Relations Board *en banc* beginning at 10 a.m. today in Room 2030, Federal Security Building.

TvA petitioned the NLRB to call

(Continued on Page 7)

Australian Stations Change Ownership

Sydney—Deal which secured Denison Estates' controlling interest in 2GB for the Munro group also gives the group interests in the Macquarie network, 2CA Canberra, 2HR Hunter River and other stations.

Clove Ogilvie, former member of

(Continued on Page 7)

Covering Hearing

Cincinnati—WKRC-TV yesterday began telecasting a special committee of the Cincinnati City Council hearing on alleged graft in the police force in connection with automobile towing. Tom McCarthy, veteran radio-TV newscaster, was assigned to cover the hearing and special tape recordings were made for rebroadcast on WKRC-AM.

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FINANCIAL

(August 6)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	127 1/2	123 3/4	127 1/8	+ 1/8
Admiral Corp.	24	23 3/8	24	+ 3/8
Am. Tel. & Tel.	157 5/8	157 1/4	157 5/8	+ 1/4
CBS A	29	28 7/8	28 7/8	+ 1/4
CBS B	28 3/4	28 5/8	28 5/8	- 1/8
Philco	23 3/4	23 1/2	23 3/4	+ 1/2
Philco Pfd.	92 1/4	92	92 1/4	+ 1/4
RCA Common	21 3/8	21 1/8	21 1/4	+ 3/8
Stewart-Warner	18 1/4	18	18 1/4	+ 1/8
Westinghouse	38	37	38	+ 1 1/8
Zenith Radio	60	59 1/2	59 3/4	+ 3/4

NEW YORK CURB EXCHANGE

Du Mont Lab.	15 3/4	15 1/2	15 3/4	...
Hazeltine Corp.	33	33	33	- 3/4
Nat. Union Radio	3 3/4	3 3/4	3 3/4	+ 1/8

OVER THE COUNTER

Stromberg-Carlson	Bid	Asked
	11	12 1/2

Lorenzo Jones Again NBC

Procter and Gamble, through its agency, Young and Rubicam, is making its seventh daytime strip with NBC by regaining sponsorship of Lorenzo Jones. The program, which is heard from 5:30 to 5:45 p.m., promotes P&G's Cheer detergent.

Contract is for 52 weeks.

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

★ COMING AND GOING ★

MAX LIEBMAN, producer-director of NBC-TV's "Your Show of Shows," returned over the week-end from Europe, where he had spent much time in London and Paris studying TV methods, which he adjudged to be far below U. S. Standards.

DENNIS JAMES is back in town following a three-week vacation aboard his yacht, "Okay Mother, II." He cruised the New York State waterways.

AMERICO ABOAF, vice-president and general sales manager of Universal-International Films, has returned from Europe.

PAUL SEGNIETZ, commentator on the French desk, Voice of America, and MRS. SEGNIETZ, returned to New York late last week aboard the Liberte.

ARTHUR GARY, narrator and newscaster for NBC, has returned from Emerald Isle, Balharbor, Miami Beach, Fla.

HANK WARNER, assistant director of the TV press department at CBS, is leaving for his customary three-week vacation in North Carolina.

CHARLIE BASCH and his wife, FRANCES SCOTT, co-producers of "Bonny Maid Versatile Varieties," have returned from a two-week sojourn in New England and Nova Scotia. The program will be back on the air in the Autumn.

FRANK FERRIN, writer, producer and director for the "Smilin' Ed McConnell" show, is en route to Europe on the Queen Mary. He is accompanied by his wife and 14-year-old daughter.

PAUL NATHANSON, president of Empire-Universal Films, and MRS. NATHANSON left Friday for Europe on the Liberte.

WILLIAM WYLER, producer-director of Paramount's "Detective Story," has flown to London for a short holiday. He is accompanied by MRS. WYLER.

FOSTER H. BROWN, director of sales promotion for KXOK, is vacationing at Devil Lake, near Baraboo, Wisc.

Returns To WCAU-TV
Philadelphia, Penn.—John McClay, director of operations at WPIX, returns to WCAU to be assistant manager of the television division of WCAU; according to announcement by Charles Vanda. Previous to starting at WPIX in May, 1950, McClay was director of operations at WCAU for two years.

HERBERT SUSSAN, director of the Ken Murray Show on the CBS-TV network, has left for three weeks on Cape Cod. The program will resume Sept. 8.

M. S. NOVICK, public service radio consultant, now in Montreal to attend an AFL meeting, will leave shortly for Toronto, where he will confer with officials of the Canadian Broadcasting Corp.

C. L. "CHET" THOMAS, general manager of KXOK, St. Louis, is back at the station following a three-week vacation to the Mackinac Straits.

BERRY SMITH, account executive at WIRE, Indianapolis, Ind., a lieutenant in the National Guard, has left for the Jeffersonville Quartermaster Depot for two weeks of service.

KEN CARTER, general manager of WAAM, Baltimore, Md., on Thursday will start an extended tour of the middle and far west, visiting television properties from Chicago to the Coast. He and MRS. CARTER also will make side trip to Canada and Mexico.

JOSH WHITE, entertainer, is aboard the Liberte bound for Europe.

VERNON BUSHONG, program director at WTMA, Charleston, S. C., is vacationing at Fontana Village, N. C. He'll return to the station on August 3.

STANLEY JOSELOFF, president of the Storecast System, has returned from a business trip to Hartford.

DIXIE DEAN, television star, has left by ship for Europe.

DOUGLAS FAIRBANKS, JR., is back in Hollywood following a week in New York for conferences with United Artists officials on plans for forthcoming films.

Fleischmann On MBS With NPA Plan Tonite

(Continued from Page 1)

consistent with the defense program.

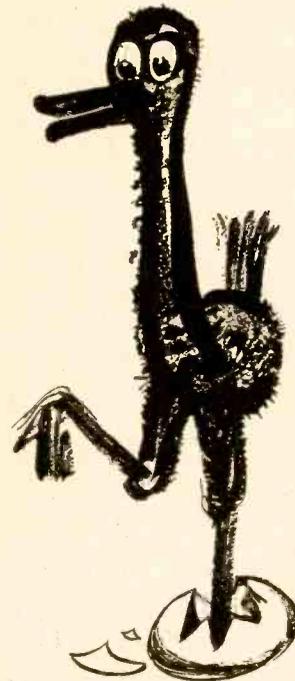
Fleischmann's office announced yesterday that he will speak at 10:30 p.m. tonight over a nation-wide Mutual network of more than 450 stations.

Talk To Be Wide In Scope

In addition to the all-important announcement concerning steel, copper and aluminum, Fleischmann will discuss actions which must be taken in the immediate future to assure the fairest and most effective use of the nation's productive resources to meet mobilization needs, and review problems affecting business, labor and all consumers in meeting the rearmament program requirements and normal civilian production, the NPA stated.

Engagement Announced

The engagement of Frank Conniff, New York Journal-American columnist, to Mary Elizabeth Murray, daughter of Mrs. John F. Murray of Park Avenue and Southampton, L. I., was announced yesterday. The wedding will take place on August 25 in Southampton. Conniff is widely known as a radio and TV personality as well as a Hearst columnist.



WDRC
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W D R C - F M

3 R's = 1st

The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities.

Represented by Raymer

You get a lot for a little*

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

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



TV Manufacturers Announce New Lines

(Continued from Page 1)

ture as many TV and radio sets as the market will absorb by the year's end." Speaking at a meeting of Westinghouse distributors from the East, Sloan stated that many design improvements, brought on by the metal conservation program and increasing government restrictions, made possible spreading of the available supply of raw materials beyond all expectations.

Sloan pointed out that the newly revised Regulation W will automatically expand the TV receiver market including large numbers of families in the low income brackets.

Anticipating the lifting of the TV freeze on construction, Sloan claimed that "as soon as there is demand for UHF reception, Westinghouse converters and built-in UHF facilities, publicly . . . will be ready for use on all Westinghouse sets."

Equipment Plans Under Way

In Chicago, plans for supplying equipment for color TV reception and UHF reception to be available as soon as either broadcasting is conducted were outlined to distributors of Stewart-Warner Electric, the radio and TV division of the Stewart-Warner Corp., at the division's annual sales convention.

Declaring that the company is "ready for color, ready for UHF," Edward L. Taylor, sales manager, said that UHF coil segments will be ready for delivery to dealers as soon as UHF stations start operations. Taylor presented pilot models of both drum and disc types of color reception equipment, stating that all but about 5,000 early Stewart-Warner TV sets in the hands of customers have turret type tuners for UHF stations.

Advertising and promotional plans mapped out for distributors represented a new high since the war, Taylor reported. In addition, factory newspaper advertising, fifteen-minute programs, radio and TV spot schedules, and a fifteen-minute "football game of the week" program were being prepared for the Fall promotion campaigns, it was disclosed.

"Fringe" Areas Emphasized

Western and Eastern distributors of the Philco Corp., meeting in Chicago and New York respectively, were shown the company's new Fall lines, which included TV receivers adopted to insure long distance reception in "fringe" areas.

Sixteen of the 26 new TV models introduced at the sectional meetings were 17-inch table and console models engineered for use of an adapter for future UHF telecasts as well as Columbia color signals. Twenty-seven Philco radio models were demonstrated with newly designed plastic cabinets as well as an improved speaker.

New Westinghouse receivers include six table models and ten console models equipped with 16, 17,

NARTB And Adv. Council Lauded By R. C. President

Moving tributes to the NARTB and to the Advertising Council for the services of these two organization in aiding the recent American National Red Cross appeal for funds to alleviate the suffering caused by midwest floods are contained in letters, reprinted below, written by E. Roland Harriman, head of the A. R. C., to the president of each organization.

Mr. Theodore S. Repplier, President, Advertising Council, Inc., 25 West 45th Street, New York, New York.

On July 19 I asked the assistance of the Advertising Council in obtaining the all-out support and cooperation of the radio and television industry to reach the public with our emergency flood relief appeal for \$5,000,000. The immediate and generous response of the radio and television industry has been an inspiration to the entire Red Cross organization. This has demonstrated once again the dedication to public service of all those associated with the broadcasting industry. Fund reports from Red Cross chapters by July 26 totaled more than \$1,000,000.

Your unstinting cooperation will be a major factor in helping sustain our campaign to meet the needs of our fellow citizens in the devastated areas of the midwest. Those needs are greater than originally estimated. More than 22,000 persons have already registered with the Red Cross for assistance in rehabilitation. While the Government will aid in restoring basic community facilities, the job of helping individuals and families get back on their feet is the responsibility of the Red Cross.

Speaking in behalf of the American Red Cross and all its workers, I want to express our gratitude for the magnificent support given to us by the Advertising Council and the broadcasting industry in carrying forward our great task of disaster relief and rehabilitation.

E. Roland Harriman, President, American National Red Cross.

Mr. Harold E. Fellows, President, National Association of Radio and Television Broadcasters, 1771 N Street, N.W., Washington, D. C.

On receiving President Truman's urgent flood message July 19, I asked the National Association of Radio and Television Broadcasters for assistance in reaching the public with our emergency flood relief appeal for \$5,000,000. The immediate and generous response of your membership stations has been an inspiration to the entire Red Cross organization and has demonstrated once again the dedication to public service of all those associated with the broadcasting industry. Fund reports from Red Cross chapters by July 26 totaled more than \$1,000,000.

Your wholehearted cooperation will be a major factor in helping sustain our campaign to meet the needs of our fellow citizens in the stricken areas of the midwest. The extent of those needs can be measured by the fact that already more than 22,000 people have come to the Red Cross for long-term assistance in rehabilitation. While the Government will aid in restoring basic community facilities the job of helping individuals and families get back on their feet is the responsibility of the Red Cross.

In behalf of the American Red Cross and all its workers, I want to express our gratitude for the magnificent support given to us by the National Association of Radio and Television Broadcasters in carrying forward our great task of disaster relief and rehabilitation.

E. Roland Harriman, President, The American National Red Cross, Washington,

Oil Man Purchases Stock In Liberty Web

(Continued from Page 1)

much more rapidly," stated McLendon.

"My principal concern in acquiring an interest in Liberty is to help provide more wholesome entertainment, information and education for the American public through radio," stated Cullen, who is chairman of the board of regents of the University of Houston, which is active in broadcasting.

TV Audience Growing

Washington—Despite a general slump in retail sales Washington's TV audience continues to increase steadily, the Washington Television Circulation Committee announced. As of August 1 an estimated 278,100 TV sets were in operation in Metropolitan Washington, an increase of 7,650 over July 1. The committee reported.

20, and 24-inch picture tubes. The new Westinghouse radio models include three AM table models, two portables, two clock radios, two AM-FM table models and one console combination.

Ten TV models were shown by the Stewart-Warner Corp. with one, described as the newest, being a 17-inch "consolette," which is expected to be heavily featured for the Christmas market.

Arkansas Broadcasters Conduct First Sales Clinic

(Continued from Page 1)

been completed, association, at suggestion of clinic chairman, Julian Haas, commercial manager KARK, Little Rock, voted to make clinic an annual affair at summer meeting.

A dozen persons appeared on program and discussed a wide variety of subjects pertaining to sales, client servicing, promotion and new resources of potential revenue. Broadcasters also exchanged ideas with representatives of advertising agencies and advertisers.

On program were: Ed Gideon, commercial manager, KGRH, Fayetteville; David Brockett, manager, KAMD, Camden; James Walker, manager, KFPW, Fort Smith; Oliver Gramling, assistant general manager, Associated Press, New York City; Ed Appler, sales manager, KTHS, Hot Springs; Ted Rand, manager, KDRS, Paragould; Aubrey, New Orleans; Dale C. Rogers, advertising and sales promotion manager, Mid-Continent Oil Co., Tulsa, Okla.; Wythe Walker, president, Walker Representation Co., New York City, and Hugh Higgins of BMB, New York City; L. L. Bryan, commercial manager, KFFA, Helena.

Helping Haas arrange the program were Appler, Bigley and Walker. The ABA concludes its summer meeting Monday.

Protestants' Council Picks Radio Over TV

(Continued from Page 1)

sion of the Religious Radio Workshop being held at Butler University here, Crews said that "with radio in 95 per cent of American homes, and television in only 26 per cent, the major share of the audience is still with radio and will remain substantially that for the coming season. We feel, consequently, that for the coming year, we must place major emphasis on radio as the most useful medium to serve the cause of Protestantism.

Session Lasts A Month

The month-long training session at Butler is being attended by ministers from all parts of the United States, as well as four foreign countries.

In emphasizing radio, Crews disclosed that "this does not mean, however, that the church will ignore television. The church was 20 years late in learning to use radio," Crews said. "Twenty-five per cent of our budget, will go into television, both live and films," Crews said.

Publishing Co. Buys Into TV Film Center

(Continued from Page 1)

publishing house and Gordon Knox, president of The Film Center.

In making the announcement Meredith said: "We have had an interest in the industrial use of motion pictures and for two and a half years we have had an increasing interest in the allied field of television through our station WHEN, Syracuse. We welcome this opportunity to broaden our participation in these two fields with The Princeton Film Center."

Sees Wide Benefits

Knox added that "we are confident that the association will prove beneficial to everyone concerned, including the clients served by our Film Center."

The Princeton Film Center was founded by Knox in 1940, with headquarters located on a 100-acre tract just outside the university town.

Reynolds Sign Contracts For Radio-TV Programs

(Continued from Page 1)

radio network. Beginning Sept. 26, the firm will sponsor a half-hour of the Kate Smith Evening Hour on alternate Wednesdays, via NBC-TV. Reynolds previously used one-time shots at radio advertising.

Authority Extended

The First Baptist Church of Pontiac, Mich., has been granted extension of FCC authority to continue transmitting its services by wire to CKLW, Windsor, Ont.

We've got *news* for you. Amid all the huff-and-puff about the future of radio, several *steady trade winds* are prevailing here at Mutual... and one of the steadiest is *news*. This network has always been First for News—with *more news, more often, and more of it sponsored*.

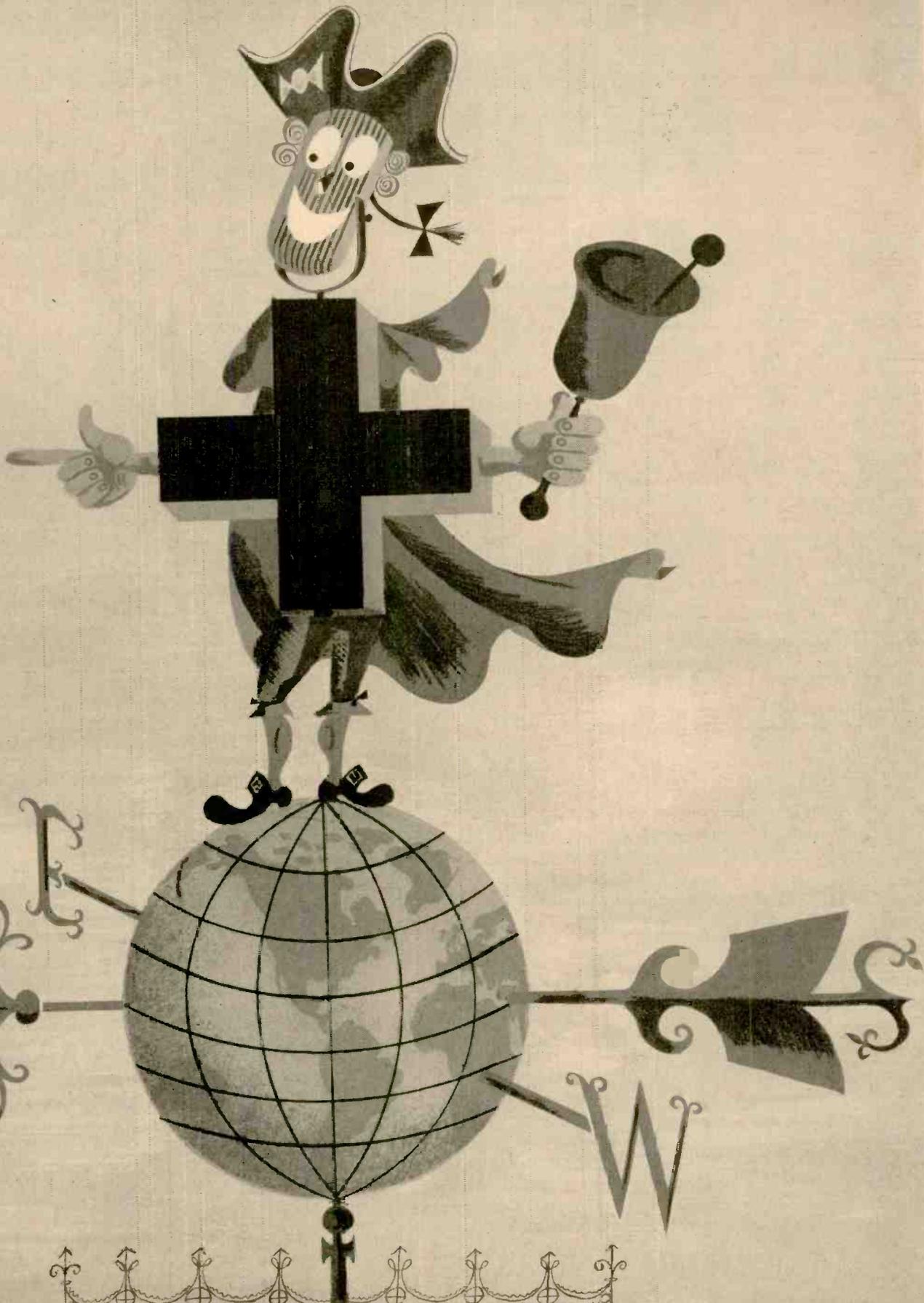
IN NEWS TOO, MR. PLUS POINTS THE

Today, Mutual's lead is even wider on all these counts: 91 news programs a week (69% more than a year ago)...72 of them sponsored (67% more than last year). And boosting this trend along is a continuing updraft in *news-listening* on the Plus Network. Our average news sponsor now reaches *5% more* homes than in 1950, (the only network gain in *news-ratings*). And actual tune-in to all MBS news periods now totals *13,722,000 family-hours* a week (the largest *news-audience* on any network). We still have 19 compelling news programs for sale, so if you've got *selling news* to tell America—we've got news for *you!*

— the difference is **MUTUAL!**



WAY



MUTUAL *Broadcasting System*

ERPOES

HOLLYWOOD

By ETHEL ROSEN

HARPO MARX, the brother who doesn't talk, will make his initial appearance on television in a series of one-minute spot announcements for Meyenberg All-Pure Vacuum Packed Evaporated Milk, according to an announcement by J. P. Meyenberg, president.

Donn B. Tatum, ABC's Director of Television for the Western Division, and KECA-TV, will serve as chairman for the August 20 meeting of the Hollywood Advertising Club. Tatum is legal counsel of the Ad Club.

Louis D. Snader has added three stations to the list of those carrying the first library of Snader Tele-Descriptions, bringing the total to 45 out of a possible 62. Just added, according to sales head Reuben R. Kaufman, are WTVJ, Miami; WKY-TV, Oklahoma City; and WTAR-TV, Norfolk.

Bing Crosby Enterprises have completed six TV films in the "Cry of the City" series with the winding up of "The Cheat." Shooting will be resumed about Sept. 1, at RKO-Pathé.

Legit producer-director Lee Sabbinson, who turned to the Phillip Morris Playhouse for TV, has signed with Frank Cooper and Sy Fischer for personal management.

Jerry Devine, producer-director of ABC's "This Is Your FBI," has returned with his family from a six weeks' vacation in Europe.

"Smilin' Ed McConnell" makes his debut locally over CBS Television, August 11th, when KTSL presents his new series sponsored by the Brown Shoe Company for Buster Brown Shoes. Contract is for a 52-week period.

Les Brown and his "Band of Renown," which recently completed a 33,000-mile tour of Armed Forces bases abroad with NBC comic, Bob Hope, will be honored Tuesday night (7th) with a gala homecoming celebration at the Hollywood Palladium which will be broadcast on NBC and televised on Hollywood's NBC-TV station KNBH. Bob Hope, Marilyn Maxwell and Johnny Grant will greet Les and his band that night to pay special tribute to the maestro on his opening night.

WFIL

560 kc PHILADELPHIA

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

ABC Affiliate—Rep: THE KATZ AGENCY



● ● ● Benton & Bowles is reported to be the agency which sought to buy an eight-second commercial on NBC at station identification time for a sponsor whose initials are said to be P. & G. . . . Network pondering over the deal since strong protest from the station reps organization who proclaimed: "It was incredible that NBC—or any other network—would even consider such an encroachment upon their affiliates' spot revenue." . . . The web, 'tis said, is considering the offer but will take no action on it at this time.

☆ ☆ ☆ ☆

● ● ● Television dealers and legitimate service men in the New York area are asking the set owners to lend their support to a bill which will regulate service contracts and the employment of technicians in the New York area . . . the bill comes up before the City Council on August 14 and later will be considered by the Board of Estimate. . . . Prospects are reported good for its passage.

☆ ☆ ☆ ☆

● ● ● WCBS-TV, has filed a request with the FCC for authorization to increase its effective radiated power from 13,700 watts to 20,100 watts. . . . George F. Leydorf, WJR vice president in charge of engineering, has been elected chairman of the Communications Engineering Committee of the Michigan Office of Civil Defense.

☆ ☆ ☆ ☆

● ● ● The current issue of Newsweek has a fine piece on Art Ford's new NBC-TV stanza and calls Arturo one of the two top disc jockeys in the United States—the other one being Martin Block. Incidentally, the press job on Art Ford's TV preem is the talk of the trade—you may take a small bow, Jack Perlis.

☆ ☆ ☆ ☆

● ● ● Lucky Strike, sponsor of "Go Lucky," summer replacement for "This Is Show Business," is reported so tickled with Jan Murray's handling of this show, (Natch) and the strong sponsor identification, he wants to retain Jan and the show for the fall. A spot is being sought on another network.

☆ ☆ ☆ ☆

● ● ● Hollis Irving, who played the French Chanteuse so charmingly on Somerset Maugham Theater last week, landed the lead on Suspense (tonight) and will be featured in "Two Girls Named Smith" on ABC-TV Saturday. Hollis also received a call from Max Arno at Columbia Pictures for a screen test.

☆ ☆ ☆ ☆

● ● ● Henriette K. Harrison, radio and TV consultant and producer, who appeared yesterday on WNBT with Ray Barret on "Bringing Up Mother" appears tonight, as guest panelist with Isabel Leighton on "What's On Your Mind," via WJZ-TV, 8:00 to 8:30 p.m. . . . Gerry Lock, who lives in Brooklyn and commutes each day for her part in the Susan Peters daily NBC-TV show, which originates in Philadelphia, travels over 1,000 miles each week for her two-minute part in the show. . . . Sammy Lambert, producer of "Seventeen," very happy over Harrison Muller, nitely show-stopper in the show.

☆ ☆ ☆ ☆

● ● ● Earl Pelletier, president of the Mary Greene Cosmetic Company, has announced that radio will get the major portion of the firm's budget come September, to push the Mary Greene Hair Coloring Cream. The decision was made after a "test" during the "off months" returned "more penny-for-penny value than any other media."

☆ ☆ ☆ ☆

CHICAGO

By FRANCES CLOW

THE 12,000 Midwesterners who will pack an Illinois State Fair grandstand to see the National Barn Dance Saturday night, August 11th, are but a fraction of the more than three quarters of a million people who annually see these top-billed stars in personal appearances from the Great Lakes to the Gulf. No other radio station group in the nation travels so many miles to entertain so many people as do Lulu Belle and Scotty, Captain Stubby and the Buccaneers, Bob Atcher and all the other favorites who for two decades have filled the Illinois State Fair's opening.

Ed Stanley, Manager of Public Affairs and Education for NBC in Chicago, addressed the annual banquet which ended the NBC-NU Summer Radio and TV Institute on Aug. 3rd.

WGN's radio program, "The Northerners" celebrates its twentieth anniversary on Sept. 11th. Featured on this special program will be Dorothy Kirsten, Rise Stevens and Lauritz Melchior.

WBBM's Public Service Program, "Know Your FBI," heard Sunday afternoon at 2:15 to 2:30 p.m., and featuring George McSwain, special agent in charge of the Chicago office of the FBI, presented an especially interesting program Sunday, August 5th, on "Matching Wits With The Criminal."

Special guest on WGN-Mutual's "From the Windy City" broadcast Wednesday, Aug. 8, will be Doris King, 18-year-old "Miss All-Star of 1951" and Illinois' representative in the Miss America Contest. In addition to several guest appearances on both local and network programs saluting the annual Chicago Tribune Charities Events, Miss King will reign at the 18th annual All-Star Football game in Chicago's Soldier Field and which is scheduled for Friday, Aug. 17th.

WEVD

AM—5 KW 1330 KC

FM—20 KW 107.5 MEG.

PROGRAMS OF DISTINCTION

IN ENGLISH — JEWISH

has for many years been a most productive medium for a large group of national and local advertisers who recognize the vast potential represented by the more than 600,000 families comprising the Jewish market in the New York metropolitan area. Distinctive adult programming and a loyal, responsive audience are the WEVD combination which national advertisers have found so effective and economical in maintaining a consistent position of dominance in the Jewish field.

Send for a Copy of
"WHO'S WHO ON WEVD"

WEVD Henry Greenfield
Managing Director
117-119 West 46th St., New York 19

NLRB Hearing Today To Weigh TvA Plea

(Continued from Page 1)
 an election of all talent appearing on the ABC, CBS, Du Mont and NBC networks and for General Tele-radio to determine whether or not TvA would become the sole bargaining agent of the talent.

Two other unions, the Screen Actors Guild and the Screen Extras Guild, filed petitions to intervene, claiming that the NLRB should permit separate units covering their respective memberships and not allow the TvA to monopolize all talent appearing on TV.

Today's hearing was termed by NLRB officials as "one of the most important we have held" because it involves not only TV but radio and the films, since much of TV's talent is employed on both radio and in films. In event the NLRB orders the election and the talent votes in favor of TvA, in some quarters it was reported that talent appearing on TV might be required to hold memberships in more than one union, particularly those belonging to the SAG, SEG and AFRA.

Australian Stations Change Ownership

(Continued from Page 1)
 the Broadcasting Control Board, is the Munro group's directorate-level representative. Ogilvie will represent the group as chairman and managing director of 2GB and of Broadcasting Associates, Ltd. and on other companies concerned.

Ogilvie, who has quit the Control Board, from which he resigned last month (July), will take over his new powers on an undetermined date this month.

Incoming ownership does not intend altering present policy or management.

Joan Bennett Signs

Joan Bennett has signed for a television series, temporary title of which is "Joan Bennett Presents." Eddie Lewis will produce the film series with his partner, Ralph Branton. Program will feature original plays with Miss Bennett as mistress of ceremonies and occasionally as star of one of the presentations. She will have a guest authority on each show—someone from the entertainment world; a director, producer, writer or such. Series will be made available either for national sponsorship or syndication. Lewis produced Faye Emerson's first TV series. Branton, was formerly general manager of the Tri-State Theater Corp. in the middle-west.

★ ★ TELE TOPICS ★ ★

TWO weeks, spent mostly in the hinterland, and away from the spread antlers of "area" TV receiving service, reveal to what lengths those outside the normal service area will go in order to get TV. Roof-tops in the so-called "plus" country abound with spikes in the sky-higher by far than the lightning rods you might have known as a kid. Further afield, home after home is now accompanied by Eiffel Tower contraptions which completely overshadow the original farm home. Which brings thought to the traveller—just how inflated can TV set claims be when people will go to such lengths to bring TV into the home. Now with the increased power grants by the FCC, perhaps a new "fringe" area will be created.

TODAY'S TV Personality.

HUDSON FAUSSETT, NBC-TV producer of Armstrong's Circle Theater, has had 20 years' theater and screen experience, which includes over 400 roles in many famous Winter stock companies, and directorship of over 135 productions. Following graduation from Washington and Lee University, Faussett was sent to Hollywood as a protege of New Jersey Governor Harold G. Hoffman, and subsequently acted in several films. This was followed by travel through Central America, producing and directing a series of short subject pictures on



FAUSSETT

native life in Guatemala, Costa Rica and Mexico City. This was followed by a stint as theater director. Founder of the Monmouth Players, Spring Lake, N. J., Faussett is also credited with active participation in the Trent Theater Stock Company, the Worcester (Mass.) Players, the Savoy Players of Asbury Park, Empire Players, Newark and New Brunswick, N. J.; Blaney Players, Mount Vernon, N. Y. and directorship of the last five annual Society of Illustrators Shows. He also directed several Broadway productions prior to joining NBC last year as staff producer.

WNBT's "Talent Search" program will start Sept. 2 for a six weeks period of conducting eliminations and final crowning of Miss New York City TV in connection with the Miss U. S. TV contest being held in 26 cities throughout the country. Judges are Harry Conover, Ham Fisher and Russell Patterson. . . . Tony Mottola's haunting mood music on the solo guitar, for the CBS-TV "Danger" series, is the subject of a new music folio to be issued this week by George Paxton, Inc. . . . Henry (Hank) Leeds joins the Earl Peed Talent Agency, Aug. 10 as head of the radio and TV department. He was formerly with Blaine-Thompson and CBS-TV. . . . Rosemary Clooney, Walter Cassel and Liberace will join Larry Storch on "Cavalcade of Stars," Friday, August 10 at 10:00 p.m. over Du Mont. Program is presented by Druggists of America in association with Drug Store Television Productions. . . . John Grey, formerly with Republic and Columbia and most recently with the writing staff of ABC-TV has joined the scenario department of Jerry Fairbanks Productions in Hollywood. . . . KMTV, Omaha, has been granted a 50 per cent increase in video radiated power by the FCC. Power output of the station will rise from 11,700 radiated watts to 16,700 watts, according to Ray Schroeder, chief engineer of the station.

AS of August 1 there were 84,413 sets installed in the WBTV, Charlotte, N. C. area, according to an announcement made by Larry Walker, acting general manager of the station. . . . Delegates to the N. Y. State Food Merchants Association are viewing CBS-TV color broadcasts while in town, with the web playing host to 50 food merchants a day. . . . Connie Moore, musical comedy songstress will guest on the "Stork Club" tonight at 7:45 p.m. via CBS-TV. . . . WPIX, today, will debut a new cooking show at 5:00 p.m. entitled "Video Chef." Program, featuring Joel Holt, will vie for attention with all the kiddy and super-sonic programs. Tab is being picked up by Associated Food Stores. . . . WTVJ, Miami, has inaugurated a new 15-minute Sunday afternoon public service program entitled "His Future, U.S.A.," designed to aid disabled veterans in finding a job. . . . KECA-TV, Hollywood, will score a top-level beat when Gov. Earl Warren, on his monthly "Report to the People," tomorrow at 7:00 p.m., PDT, will officially pardon an ex-convict who has been free on parole for some years and has just earned his right to a full pardon. . . . Maria Riva and Richard Purdy will play the top roles in "The Rabbit," play by Morton Grant to be presented by the Westinghouse Summer Theater, Monday, August 13, at 10:00 p.m. over CBS-TV. Show was adapted by Philo Higley, and will be produced by Montgomery Ford.

Shooting In Studio Upsets Havana Radio

(Continued from Page 1)
 before he shot himself. Present at the time of the shooting were many leaders of his party and a studio audience. Most of the audience saw him whip out a revolver and shoot himself in the left breast.

The political leader has been broadcasting on a national network of stations from CMQ for the past seven years. He was reported to have a good chance in the coming elections, as the Opposition's candidate against the re-election of President Carlos Prío Socarras.

Senator Chibas was taken to a hospital. Following a blood transfusion it was announced that his condition was serious but he might recover from the bullet wound.

Films Of India In Color To Be Made By Ferrin

Frank Ferrin, producer, writer, and director of the "Smilin' Ed" show over CBS from Chicago, will leave next month with a crew of seven for Bombay, India, where he will film technicolor production shots for his new TV film series, "Smilin' Ed's Gang," to be pre-viewed next Saturday over CBS-TV, 11-12 a.m.

Also expected to shoot film for a new motion picture, Ferrin will use 30,000 to 50,000 feet of 16 mm film in Kodachrome to be processed into black-and-white prints for TV.

The new CBS-TV series which features "Ghanga," a self-styled "Elephant Boy" who is actually Joseph Muzzaco, is a children's program with dramatic skits and animal features. Ferrin will take "Ghanga," his sister, Virginia Muzzaco, Ralph Ferrin, associate producer, one cameraman and two assistant operators, and a technical director.

He will proceed 800 miles south from Bombay to Mysore City where most of his films will be shot. Invited to Mysore by the Maharajah of Mysore, Ferrin estimates the entire venture at \$150,000.

Ferrin will film actual elephant stampedes, Indian snake charmers, and various Indian temples.

Ferrin leaves for Europe tomorrow with his wife and daughter from where he'll travel to India. He hopes to complete the venture by Nov. 1.

Stork News

Bob Poole, Mutual disc jockey, and Mrs. Poole became parents of a seven-pound son, Randolph, born Aug. 2 in Kew Gardens Hospital.

TOPS TV
in
FILMS!

Have You Seen the HALF-HOUR THEATRE?
 100 features especially prepared for the 1/2 hour time segment.
 Mystery, Romance, Drama, Action. Ask Unity for the big "65" listing.

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 TELEVISION CORP.
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 LONgacre 4-8234

AGENCIES

N. W. AYER AND SON, INC. announces addition of John L. Heffron to the plans-merchandising department, Cecil West of the art department and Tauba H. Saas to the copy research bureau.

JAMES S. COHAN has been named advertising manager of K-R Services, Inc., Newark. He formerly was with the William N. Scheer Advertising Agency, same city.

CROMWELL ADVERTISING AGENCY has been appointed by the Great Northern Hotel, with J. J. Pollack as account executive.

JOHN E. McMILLIN has been named account executive at Cecil and Presbrey, Inc., on the Philip Morris account.

LINDSAY ADVERTISING AGENCY has been appointed by Complete Accessories Corporation, accessory sales division of Liberty Die and Button Mold Corporation. Eleanor Dunn is account executive.

THEODORE D. MANDELSTAM has been appointed copy chief at Henry J. Kaufman and Associates, Washington, D. C.

EZRA R. BAKER, JR. has joined International Movie Producers' Service as director of sales promotion.

LERRICK AND WEISS is a new advertising agency at 565 Fifth Ave., specializing in home furnishings and fashion accounts. It was formed by Martin E. Weiss and Joan Lerrick.

HENRY J. KAUFMAN AND ASSOCIATES have been appointed by the G. B. Macke Corporation, Washington, operator of cigarette and candy vending machines in the District of Columbia area.

ALFRED DAVIDSON ASSOCIATES have been appointed public relations counsel for Vaughan Motors, Inc.

MARFREE ADVERTISING CORPORATION announces addition of Dan Wallack and Howard Eisenberg. Wallack was formerly on the promotion and publicity staff of Ted Mack's Amateur Hour, and Eisenberg was previously copywriter and assistant account executive at Blackstone Advertising Agency.

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

on "RADIO BALTIMORE"

Contact
EDWARD
PETRY CO.

WBAL

U. S. Will Appeal To Berlin Via B&W And Color TV

(Continued from Page 1)

Columbia Broadcasting System, co-operating with ECA, will introduce the sequential system of color TV and Radio Corporation of America will present large screen black and white television. Staffs of technicians have been in Germany for several weeks installing the equipment and the programs will include both originations with German talent and films from the United States.

Potentialities Cited

The propaganda potentialities of the RCA large screen system are said to be great. The 16-foot screens will be set up so that the picture may be viewed by Germans in the Communist sector. The CBS color system, while limited by the number of color receivers brought into Germany, will give the people of Berlin the first view of color TV in Europe. Both showings will emphasize the progress made in the television field in this country.

The demonstrations of color television in West Berlin will start Monday, Aug. 13, and are expected to attract hundreds of thousands of spectators, not only from West Berlin, but from behind the iron curtain in East Berlin, East Germany, and other countries, as well. The demonstrations will continue for two weeks.

Seek To Aid Productions

The television demonstrations are being sponsored by the ECA in collaboration with the United States high command in Germany, and are being held in conjunction with a drive to increase production and strengthen West Germany's economy.

The color shows will be held in the spacious Funksturm exhibit grounds, permitting many thousands to witness each demonstration. The programs will include dramatizations of the Marshall Plan's productivity drive, will feature top entertainers from many countries of the free world, and also will include sporting events. CBS has built a special stage on the exhibit grounds for the production.

Dr. Goldmark Head Staff

Dr. Peter C. Goldmark, vice-president in charge of engineering research and development for the CBS laboratories division, and developer of the CBS color television system, heads the staff of seven CBS experts who made the trip from New York to Berlin especially for the color demonstrations. John Martin is producing the program. The Color television equipment arrived in West Berlin last week. CBS is providing this equipment for the ECA demonstrations without charge.

Radio Corporation of America has announced that it is prepared to present the most comprehensive and ambitious television demonstration ever staged in Europe when it launches the American TV spectacle in West Berlin on Aug. 13. RCA has

shipped a complete television transmitter to Germany and has constructed in the heart of West Berlin a television station which will radiate signals to all parts of the German capital.

In addition, RCA has constructed a television studio complete with a two-camera chain and the control equipment, lights, mike booms and all the rest of the intricate and costly gear necessary to produce a well rounded and diversified schedule of programs. RCA Victor has set up three large screen projection receivers and 110 home type receivers.

The RCA demonstration will take in Schowenedergerstadt Park, adjacent to the West Berlin City Hall. It contains the largest outdoor theater in Europe. About 20,000 people daily are expected to view RCA's television shows at this theater. In addition, hundreds of thousands of Berliners will be able to view TV on receivers installed in public places throughout the city.

Crew In Charge Of Hooper

The RCA crew of 29 television engineers, technicians and producers is headed by Richard H. Hooper.

Two of the projection type receivers are RCA instantaneous theater television systems of the type now in use, providing TV images of 15 by 20 feet in size.

Sixty of the home type receivers will be distributed throughout the 14 wards of West Berlin.

The talent will include many top-rung American singers, comedians and actors and actresses, as well as leading European entertainers, also German amateur talent, including choral and dance groups. Also planned is a talent contest among West German youth.

G. E. Will Expand TV Show Sponsorships

Fall television program plans for the General Electric Company will include three different shows weekly, a twice-weekly half-hour program, three 15-minute periods and the full-hour Fred Waring Sunday show.

Major appliances division will sponsor the Bill Goodwin Show for two 30-minute periods a week, on Tuesdays and Thursdays, on NBC-TV, from 3:30 to 4 p.m., beginning Sept. 11. The GE small appliances will sponsor three 15-minute periods of Garry Moore on CBS-TV, on Mondays, Wednesdays and Fridays, beginning Sept. 17. Young and Rubicam is the agency for both these programs.

The Fred Waring program continues on Sunday from 9 to 10 p.m., on CBS-TV, under general company sponsorship. Beginning Nov. 1, production of the Waring program will be taken over by BBD&O, which handles general company advertising for GE.

COAST-TO-COAST

Split Promotion

Salt Lake City, Utah—Radio Service Corporation of Utah last week established separate promotion departments for its radio and TV stations. Wayne Kearn remains promotion manager for KSL, while A. Richard Robertson becomes promotion chief for KSL-TV. LaVar Reese, former agency production head, replaces Robertson in AM. C. Richard Evans is general manager of both operations.

Howard Pill Heads Symphony

Montgomery, Ala.—Chairmanship of the board of directors of the new Montgomery Symphony Orchestra has been vested in Howard E. Pill, president of WSFA. He recently also accepted the position of chairman of the public relations committee of the local community chest.

D-J Turns Producer

Hollywood—KLAC disc jockey Bob McLaughlin has turned TV producer by taking on the "Les 'Carrot-Top' Anderson Show," which is directed by Don Forbes. This chore is in addition to his daily platter duty.

Allis-Chalmers Renews

Chicago—Renewal of Allis-Chalmers for National Farm & Home Hour program was announced by George Diefenderfer, NBC Account Executive in Chicago. The full NBC network show renewal starts in September and marks the seventh year of sponsorship. Agency: Bert S. Gittins.

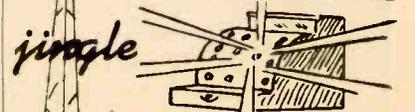
Turner Re-Signed On WKBK

Chicago—Ulmer Turner and News on WKBK, Friday, 10:15 to 10:30 was bought by Whitehall Distributors, Inc. (distributors for Fedders Air Conditioning) through Dixon & Wiebe, agency.

GORDON M. DAY

jingles

Make CASH REGISTERS



Gordon Day's AM & TV jingles pay off at the cash register! Proof? — 57 result-getting jingle and spot campaigns! Send for presentation record and full details.

Gordon M. Day Productions

108 E. 30 St., N.Y.C. 16 ORegon 9-3595

EQUIPMENT
PRODUCTION
STUDIOS

RADIO TELEVISION DAILY

SPONSORS
BUSINESS
AGENCIES

VOL. 54, NO. 45

NEW YORK, WEDNESDAY, MARCH 7, 1951

TEN CENTS

TRUMAN ASKS \$97,500,000 FOR 'VOICE'

Giveaway Prizes For Radio-TV Grow Scarce

Gift Show Reveals Shortages Loom In Premiums

Gradual cutting down in gift donations for radio and TV give-away programs in the next few months is predicted by gift manufacturers meeting last week at the Hotels Statler and New Yorker for their annual gift show. This trend, which is mainly affecting silver, brass, copper and

(Continued on Page 8)

Mail Order Radio-TV Criticized By BBB

The growing rumble of dissatisfied radio and TV listeners, who succumbed to the lure of the pitchman is going to get attention according to a spokesman for the Better Business Bureau in New York City.

Stressing the fact that 85 per cent of all radio and TV complaints coming into their office at this time

(Continued on Page 7)

G. E. Buys Spot Time On Radio-TV Stations

General Electric Appliances, Inc. has launched an eight-week campaign over three local New York stations to promote GE home appliances.

GE, through William Scheer Ad-
(Continued on Page 2)

Unlicensed Operator

Saskatoon—Stewart A. Thompson of Richlea, Sask., has been fined \$20 and costs for having an unlicensed radio—in his private airplane. Magistrate G. H. Gilding said the offense was serious because an unlicensed radio is a potential hazard near an airport and contrary to government communications regulations.

Linemen Foul Up Broadcast

Denver—Two telephone company linemen didn't know they were on the air when they tapped some feed wires of KMYR and as a result some uncensored lineman language was heard for eight minutes on Frank White's musical show. It seems the telephone workers were having trouble tracing lines in an unused studio adjoining the main operations of KMYR. Some profanity ensued and the conversation became a part of the station's regularly scheduled broadcast.

Haverlin Resignation On BMI Board Slate First Color TV Set For Department Store

Members of the board of directors of Broadcast Music, Inc., will meet in New York today to accept the expected resignation of Carl Haverlin as president and to sanction Haverlin's moving on to the presidency of NAB.

In addition to acting on the Haverlin situation the board will also discuss a successor to him as president of BMI. Among those promi-

(Continued on Page 2)

FCC Deletes WMCA-FM At The Station's Request

Washington Bureau of RADIO DAILY
Washington — WMCA - FM has been deleted by the FCC at the request of WMCA, Inc., the licensee. Application for renewal of the FM license has been withdrawn and the station taken off the air, the Commission announced yesterday.

Boston—Marking the first step in department store use of color TV, it was learned yesterday that Jordan-Marsh, here, will install a closed circuit demonstration of the CBS system for a week's show, starting on March 26.

While the department store has already made construction plans for the permanent installation of color TV at some future date, the first showing will probably be for one

(Continued on Page 8)

Cramer Gets New Post With DuM. Organization

Leonard F. Cramer, vice-president and director, Allen B. DuMont Laboratories, Inc., has been named to head the firm's newly-formed Government Liaison Department, it was announced yesterday at company

(Continued on Page 8)

Adult Education TV Series Planned By New Foundation

Formation of Teleprograms, Inc., a non-profit corporation for the purpose of bringing the first adult education series in TV to the public, was announced yesterday by the Alfred P. Sloan Foundation, Inc., and NBC.

Teleprograms will provide a series of 26 educational subjects to be presented during 1951 with William Hodapp, formerly script editor and producer of WAVE, Louisville, as executive director.

Serving on the board of directors of the new corporation will be Dr.

Arnold J. Zurcher, executive director of Alfred Sloan Foundation; Frederic W. Wile, Jr., vice-president in charge of TV for NBC; Theodore S. Repplier, president of the advertising Council of Washington, D. C., and William J. Driscoll, assistant vice-president of the Chemical Bank and Trust Company of New York.

The series will be devoted to the field of economics and to public issues involving both social sciences and natural sciences. Davidson Taylor, general production executive of NBC television, will supervise.

Urges Early Action By Congress In Special Message

Washington Bureau of RADIO DAILY

Washington — Calling upon Congress to provide \$97,500,000 immediately to complete the ring of shortwave radio transmitters being used by the Voice of America, President Truman this week said "the gravity of the international situation," makes it imperative that the money be

(Continued on Page 7)

Announce Agenda For ANA Convention

The opening session of the Hot Springs convention of the Association of National Advertisers March 28-31 will set the stage for the entire meeting which will be primarily concerned with "Advertising in a Defense Economy."

The advance program calls for discussions on "Effects of Defense

(Continued on Page 8)

Philadelphia Outlets To Divvy Baseball TV

Philadelphia—All daytime home games played by the Athletics and Phillies on their 1951 schedule will be televised, it was announced yesterday. The three local stations, WCAU-TV, WFIL-TV and WPTZ, will be used on a rotating schedule

(Continued on Page 8)

Program To Japan

Japan will hear the entire series of 24 "Your Invitation to Music" programs presented over CBS radio last summer with James Fasset as program host. The Orientation Division of the U. S. Army in Japan was so impressed with the quality they had them transferred to disks and, translated the intermission interviews into Japanese.

Medium



WJR • THE GOODWILL STATION INC. • FISHER BLDG. • DETROIT • CBS 50,000 WATTS

Represented Nationally by Edward Petry & Company

EDUCATIONAL TELEVISION

A service of Radio Corporation of America

RADIO DAILY

Established Feb. 9, 1937

Vol. 54, No. 45 Wed., March 7, 1951 10 Cts.

JOHN W. ALICOATE : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-Pres.; Charles A. Alicoate, Sec'y. Reentered as second class matter, September 15, 1940 at the Post Office at New

★ COMING AND GOING ★

RUSS HODGES, Columbia network's fight-caster, is in Detroit to report tonight's contest between Ezzard Charles and Jersey Joe Walcott.

BILL WYLIE, manager of the stations department for the American network, is honeymooning in Bermuda. His bride is the former Gladys Devine, of Pleasantville.

DON LOSET, vice-president and station manager of WPIT, Pittsburgh, Pa., is spending this week in Chicago for confabs with the station's representatives.

JAMES COAN, president of WTOB, Winston-Salem, N. C., and JOHN JOHNSON, general

JACK POPPELE, vice-president of WOR and WOR-TV, also president of TBA, is vacationing at Hollywood, Fla. He'll be back in New York next Monday.

MIKE JABLONS has resumed his duties at Gainsborough Associates following a honeymoon in France and Italy.

MORRIS NOVIK, radio consultant, left yesterday for Norman, Okla., where on Friday he will address the radio conference of the University of Oklahoma on the subject, "Freedom of Radio."

LYNN PATTEE, New England and Midwest representative of BMI, spending a few days

Haverlin Resignation On BMI Board Slate

(Continued from Page 1)
nently mentioned for the post is William Hedges, vice-president of NBC.

Haverlin was non-committal yesterday as to whether or not he would accept the presidency of NAB. Friends, however, were of the opinion that he has made up his mind and would announce his acceptance at today's board meeting.

FCC To Deny Applications

HOLLYWOOD

By HERB BERG

LOUIS SNADER has closed a deal with Devi Dja dancers, group of classical and oriental dancing group, for five three-minute Telescriptions to be filmed at General Service Studios on Mar. 9. Signing of the group is in line with Snader's announced policy of signing top musical attractions from concert and opera stage to bolster Telescription's talent roster.

Robert Seiter, formerly with 20th Century-Fox, and James Smith, formerly with Paramount, have joined the staff of the film editing department of Jerry Fairbanks Productions. Both have been assigned to the Bigelow Theater series now before the cameras.

Norwich Pharmacal Co. for Pepto Bismal, is sponsoring a 13-week series of five weekly spot announcements on KNX. Benton & Bowles is the agency.

KTLA's "City At Night" will be sponsored by the Atchison, Topeka and Santa Fe starting March 7. Leo Burnett Co. handled.

The Campbell Cereal Co. will renew its six weekly spot announcements for Malt-O-Meal on KNX for 52 weeks starting Mar. 26. Campbell-Mithun, Inc., Minneapolis, is the agency.

"Adventure Call" via KTLA is being sponsored by Snyder-Lynch Automotive Center for 13 weeks. Jack Vaughn agency handled the account.

Stationers Corp. will renew its schedule of three weekly spot announcements on KNX for 52 weeks effective April 2. Western Ad Agency placed the order and H. K. Carpenter is account executive.

Chrysler Sales Division of the Chrysler Corp. through McCann-Erickson, will sponsor the next 26 of KTLA's Sunday Movies. Contract is slated to extend through Aug. 19. TV premieres, exclusively, will be shown during the 60-90-minute weekly programs.

General Electric Appliance Co., through Mays and Co. will sponsor the first half of KTLA's Double Feature for 13 weeks starting Mar. 14.

New Walton Series On WOR

Sidney Walton has begun a 15-minute commentary series, across the board, on WOR, New York. He is being sponsored by Statco Corporation every day, except Thursday, which has been picked up by the Dollar Book Club. Harold Kaye is the agency for Statco, with Thwing & Altman handling the book club. Series, which began February 26, is aired at 7:45 p.m.

Seek KCOH Transfer

Washington—Application to transfer control of KCOH, Houston, Tex., from Edward C. Hughes to William A. Smith through purchase of 83 shares of stock has been filed with the FCC.



By SID WHITE

Man About Manhattan . . . !

● ● ● **BIGTOWN SMALL TALK:** Sharmon Douglas being offered by Wm. Morris for a 3-a-week teevee series. . . . Entire stem saddened by passing of Joey Adams' mother yesterday. . . . Jim Boles won the lead in "King's Row," but nixed it to play the heavy instead. Contract was too confining. . . . Harry Wismer, the travelingest sports broadcaster in the biz, speaks tonite at the Erie, Pa., Optimist Club and then hops out to Milwaukee to hand Don Gehrman, the great miler, the Champion Sportsman-of-the-Month Award Sat. nite. . . . Video Drive-In-Theater opened in Cleveland. . . . Tallulah won't accept any TV emcee job no matter what the fee. (Enough headaches doing the radio show, she sez). . . . Music publishers are flooded with double-talk novelty tunes. . . . Those musical notes on blonde-haired Geene Courtney's sweater is the song titled: "I Wanna Be Loved." . . . Nancy Craig spent an entire day at the White House last week observing a day in the life of the Pres. . . . Radioland talking about the huge plans Lee (KIXL) Segall, owner of "Dr. I. Q.," has for presenting that gent (with a near \$50,000 give-away budget) in June at the Cotton Bowl.

★ ★ ★ ★

● ● ● **THE MORNING MAIL:** "Dear Sid," writes Sam S. Baker, of Kiesewetter Associates, Inc. "Here's one of those unusual radio coincidences that might amuse your readers. The Kroger Company has the Alan Young show on TV, and 'Share the Wealth' with Peter Donald on radio. Last week, Alan Young was injured and his substitute was Garry Moore. The same week Peter Donald was felled by the flu bug and his sub on broadcasts from Ft. Wayne and Grand Rapids was Chicago's Tom Moore. Same sponsor—same week—both stars disabled—and both replaced by a Moore. The Moore the merrier?"

★ ★ ★ ★

● ● ● **TVagrant Thawts:** There's a fecundity (a wol????) of modern dancing on teevee. Whassamatter with some old-fashioned tapping? And soft shoe? . . . While every comic bleats that once-a-month is more than enuf for a regular chore, the indomitable Milton Berle, who has a weekly stanza, guests on the Tony Martin show. . . . Why must a singing duo preface a number with a dance routine? They try to prove versatility, but most times prove only that they're lousy dancers. . . . Lovely Bobby Trelease, one of our better ballerinas, revealed a fine dramatic talent in "The Wisdom Tooth." . . . Whenever a male movie star visits a TVariety show, the comic and he invariably do a vaudeville duo routine that is about as witty as the menu in a Chinese restaurant. If the writers can't invent a more original gimmick than that archaic device, the future of teevee comedy is as genuine as that of a six-dollar bill. . . . Bob Monroe's "John Steele" has the punch of Sugar Ray. . . . Florence Kay, associated with Ann Lee in the management of the Bird-In-Hand Restaurant, sang on NBC teevee some years back. A top producer told her that "there's no future in television." . . . "What's My Line," without Dorothy Kilgallen and Hal Block, (as happened last week) loses much of its Sunday punch.

★ ★ ★ ★

● ● ● **IN ONE EAR:** World Video's prexy, Arnold Michaelis, tells the col'm he's readying a new panel show tagged "The Masked Martyrs," with Hollywood's likeable Jerome Cowan tentatively set as emcee. Married men will have a chance to air their beefs on this winding. . . . Jay Herbert telling of the letter he received from Jim Farley not long ago which he lost in a cab. He just got word that the letter finally wound up in a mid-West town where Jim's signature was auctioned off (for 85 bucks) for local hosp. fund. . . . All we can say about Time magazine's "Meet the Press" story is WOW!

CAPITAL ROUNDUP

By BILL BAILEY

Washington Bureau of RADIO DAILY
Washington — Applications for three new TV stations, two FM outlets and two AM have been filed with the FCC. They include:

Marseco Broadcasting Co., Columbia, S. C., seeks a CP for a new commercial TV station to operate on Channel 10, with effective radiated power of 25 kw, visual, and 12.5 kw, aural, and antenna height of 424 feet above average terrain.

Perkins Brothers Co., Sioux City, Ia., licensee of KSCJ, requests Channel 5, with ERP of 21.42 kw, visual, and 10.70 kw, aural, and antenna height 618 feet above average terrain.

Radio Roanoke, Inc., Roanoke, Va., licensee of WROV, has filed for Channel 5, with ERP of 13.1 kw, visual, and 6.55 kw, aural, and antenna height of 275 feet above average terrain.

Radio Columbia, Inc., Columbia, S. C., licensee of WCOS, has filed for a new Class B FM station to operate on 97.9 mc, with ERP of 1.52 kw, and antenna height 257.8 feet above average terrain.

Robert F. Neathery, West Plains, Mo., licensee of KWPM, asks a CP for a new Class B FM outlet to operate on 97.3 mc, with ERP of 1.285 kw, and antenna height 128 feet above average terrain.

HISTORY IN THE MAKING FACTUALLY REPORTED by CLETE ROBERTS

Ace news commentator and foreign correspondent

Only radio newsman to cover Bikini and Las Vegas Atomic Blasts.

In his years on KFWB, top-ranking news analyst Clete Roberts has built a vast audience of faithful listeners. This audience is now available to you!

Represented Nationally by
William G. Rambeau Co.

KFWB

IN HOLLYWOOD

980 on the dial

Fund Of \$97,500,000 For 'Voice' Sought

(Continued from Page 1)

provided in a lump sum rather than spreading it through the 1952 and 1953 fiscal years.

The international broadcast division of State Department, under which the "Voice" functions, will expand its staff by several hundred writers, producers and announcers if Congress appropriates the money asked by President Truman.

Officials refused to say where the stations will be located, except that "we hope to build a circle of transmitters around the Iron Curtain."

In asking for the appropriation the President specified it as a supplemental appropriation for the fiscal year 1951 which ends June 30th. The request was made in a letter to Speaker Sam Rayburn of the House.

The text of President Truman's message follows:

"I have the honor to transmit herewith for the consideration of the Congress a proposed supplemental appropriation for the fiscal year 1951 in the amount of \$97,500,000 for the Department of State.

"Conditions Make It Imperative"

"Present world conditions make it imperative that we avail ourselves of every possible means for presenting the truth to the rest of the world and counteracting the distortions and untruths that the Communist leaders and their puppets are spreading. Incredible as it may seem, Communist lies are widely believed in many parts of the world because the people there have no way of learning the truth.

"The funds are needed to provide for the completion of radio broadcasting facilities designed to assure adequate radio coverage by this nation in critical areas of the world, and to make our campaign of truth more effective in countries behind the Iron Curtain.

"The projects included in this estimate represent the final links in a ring of radio transmitters and equipment for which the Congress has already appropriated substantial sums, and on which a great deal of progress has been made.

"It was originally intended that appropriations for the construction of the final stages be spread over the fiscal years 1952 and 1953. The gravity of the international situation now dictates that these plans be moved forward and that the funds required to complete the program be provided in this fiscal year so that the entire project may be completed at a much earlier date than originally planned. I consider this an essential part of our effort to achieve international stability and prevent the spread of aggression. I urge early and favorable action on the estimate."

Milbourne Succeeded By Son

Baltimore—Waters Milbourne has been elected president of WCAO, succeeding his father, Lewis M. Milbourne, who has retired.

★ ★ TELE TOPICS ★ ★

REACTIONS around the country to last Sunday's TV tribute to Richard Rodgers, with Mary Martin, Celeste Holm, Alfred Drake and a host of other stars taking part in the anniversary program of 25 years of the Rodgers-Hart and Rodgers-Hammerstein melodies over NBC-TV was almost without precedent. Key city papers went overboard in heralding the show. Build-up for the program was given throughout the cable area by Red Cross shoe dealers in newspaper space, plus the presentation of 25 giant-screen Philco TV sets presented to armed forces hospitals around the country—which newspapers carried as a human interest feature, helped to bring the show to public attention. Dealer reaction, according to the sponsors, has been overwhelming.

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PURSUING its policy of working directly with educators, WWJ-TV, the Detroit News has started a weekly series of programs in cooperation with Detroit Public Schools. Telecasts at 11:00 a.m. each Wednesday morning, directed by Kathleen N. Lardie, are beamed to elementary schools where they will be used as part of the actual classroom work. Most local schools have TV sets and those that do not will send their students to a set outside the building. Title for the series will be "Attention Please." And in the public service department, WPIX comes in with the announcement that starting tomorrow, "At the Mayor's Desk," featuring New York's Mayor Vincent Impellitteri, at 8:00, will go on film for the major portion of the show, during the next six programs.

★ ★ ★ ★

TODAY'S TV Personality: **GEORGE S. JOHNSON**, general manager and chief engineer for KOB-TV, Albuquerque, N. M., first became interested in radio when he had an opportunity to experiment with a neighbor's wireless set. With passing years this interest grew and in 1922 he had obtained his Amateur Operator's license in San Diego, Cal. In 1928, George graduated from the University of Colorado, and immediately entered the radio department of the General Electric Company in Schen-



JOHNSON

ectady, N. Y., where he stayed for three years. In 1932, George left this position to become chief engineer for KOB, where he built the station's first 10 kilowatt transmitter, and installed the first 50 kilowatt transmitter in 1941. When KOB applied for a TV station in 1946 George was made general manager and chief engineer. Today he still retains these duties and is also chief engineer for KOB-AM. He was born in Spokane, Washington on March 16, 1906.

★ ★ ★ ★

SUSAN PETERS, whose NBC-TV daytime serial "Miss Susan" was to have begun this week, has been confined with a throat infection. Show will debut on Monday, March 12. . . . Florence Anglin has been signed for The Ford Theater's TV presentation of Sinclair Lewis' "The Ghost Patrol," starring Ernest Truex, next Friday night over CBS-TV. . . . DuMont's Maggie Johnson will be named the "Most Glamorous Housewife in Television" by John Robert Powers, head of the model agency, tomorrow. . . . James Smith, formerly of Paramount, and Robert Seiter, formerly of 20th Century-Fox, have joined the film editing staff of Jerry Fairbanks Productions. Both have been assigned to the "Bigelow Theater" video film series. . . . B. F. Goodrich Company has renewed its sponsorship of "Celebrity Time" over CBS-TV for another 52 weeks, effective with the broadcast of Sunday, April 1. Show is telecast Sundays at 10:00 p.m., featuring Conrad Nagel, Herman Hickman and Kyle MacDonnell. Agency is BBD&O. . . . An option on the commercial aspect of the fireworks displays, staged by the Cleveland Indians this season, has been taken by Leonard Traube Associates in a deal which calls for pyrotechnical advertising plugs in a package of 31 night games. Games will be telecast via WXEL under the arrangements, the advertiser's message, erected on a "set piece" in deep centerfield at the Municipal Stadium will be spotted as the middle commercial and televised in full.

★ ★ ★ ★

STARTING April 2, "International Chef," featuring Major George Haig, will debut over WPIX. Show, scheduled for Mondays at 1:30 p.m. will be sponsored by Hearn's Department Store through Furman & Feiner. . . . Canada Dry Ginger Ale, Inc., has renewed for 52 weeks, effective April 8, its sponsorship of "Super Circus" over ABC-TV. On that date the popular children's program will enter its third year in video. Show is aired at 5:00 p.m. and features Mary Hartline as femmcee. Contract was placed through J. M. Mathes, Inc. . . . John Coburn Turner, director of programs for Goodson-Todman CBS productions, speaks on "Radio and Television" before the undergraduate members of the American Civilization Program at Princeton University, tomorrow. . . . Starting March 27, Procter & Gamble Co., Cincinnati, will sponsor "Kukla, Fran and Ollie" on Tuesdays and Fridays over NBC-TV. RCA and RCA Victor Division will present the show on Mondays with Ford Division, Ford Motor Co. retaining the Wednesday spot and Life Magazine continuing the telecasts on Thursdays. The Procter & Gamble contract was placed through Benton and Bowles. . . . Ilka Chase will be the guest panelist on "Twenty Questions" over WOR-TV, Friday, March 9, at 8:00 p.m.

Mail Order Radio-TV Criticized By BBB

(Continued from Page 1)

concern mail order products, the BBB spokesman said that plans are under way now to create a set of suggestions that would be agreeable to all TV and radio stations and could eventually be adopted universally. Citing the standards that WPIX recently imposed upon mail order agencies before permitting an item to be shown, the spokesman commented that such a policy if embraced by all TV and radio networks would result in a sizable decrease in listener resentment.

The other 15 per cent of radio and TV complaints coming into the BBB at this time are in regard to contests, premium offers and home demonstrations. While not so commonplace as mail order misrepresentation, these gimmicks, aimed at attracting as large an audience as possible in a short time, are offending the public and measures are needed to channelize and control such devices.

The Rural New Yorker, an agricultural newspaper distributed along the Eastern seaboard, has been one of the main crusaders in the fight against unfair mail order TV and radio programs. A representative of the paper stated that each week hundreds of letters are received protesting the fraudulent tactics used by mail order programs, and if the trend continues the paper feels that listeners will soon regard all TV and radio offers as dishonest. The representative said, "There are many complaints that articles are not received and many times are practically worthless. The broadcasting companies have a responsibility to the public and while the money involved is not large in most cases, no one likes to be bamboozled."

Three-Hour ET Series For WNBC, Saturdays

WNBC has allotted three hours on Saturday afternoons for a new recorded music program series conducted by Wayne Howell, one of the regulars on the NBC-TV Broadway Open House show. The program, "The House of Music," will premiere March 10.

A top feature of the series will be recorded interviews by Howell with name stars. He is reported to have about 150 lined up for spots on the show. The first broadcast will feature interviews with Jimmy Durante, Jerry Lester, Jose Ferrer, Lena Horne and Joan McCracken among others.

"The House of Music" will be divided into 15-minute segments for such special features as: "Congressional Records," in which Congressmen select their favorite patriotic music; "Double Exposure," a single tune interpreted by different vocal stylists and bands; "Funnybone Alley," the pet records of comics.

Announce Agenda For ANA Convention

(Continued from Page 1)

on Business" and "Allocations and Their Effect on Advertising," the latter by Arthur C. Fatt, executive vice-president of Grey Advertising Agency, Inc. The second part of the first day's meeting, "Government Policies and their Effect on Advertising and Selling," will feature a panel discussion on "How Shortages and Priority Orders will Affect Advertising and Merchandising Facilities."

Two concurrent sessions will take place in The Homestead, Hot Springs, Va., on the morning of the second day, Thursday, March 29. One will be concerned with Consumer Goods and Services, the other on Industrial Goods and Services. A feature of consumer meeting will be a film, "The Candid Camera," produced by Allen Funt for Seagram-Distillers Corporation to show salesmen how the customers feel about the product due to advertising.

The most important questions relating specifically to media will be the subjects of several talks during the afternoon session. They include "Advertising Costs: Yesterday—and Tomorrow," by H. H. Dobbersteen, vice-president of Benton & Bowles, Inc.; "Typical Techniques and Costs of TV Film Commercials," by Don L. Kearney of the Katz Agency, Inc.; and "Successful Ways to Merchandise Your TV Advertising," by Willson M. Tuttle, vice-president of Ruthrauff & Ryan, Inc. The talks will be followed by a panel discussion on such topics as "Evaluation of Radio and TV Research Services," "Daytime TV," and "Trends in Radio Time Values."

Friday's meeting will deal with the "Effect of the National Rearmament Program on Advertising and Public Relations." A special feature of this session will be a talk by Secretary of the Army, Frank Pace, on "The Global Situation As Seen by the Pentagon."

Cramer Gets New Post With DuM. Organization

(Continued from Page 1)

headquarters in Clifton, New Jersey. The new department will be responsible for DuMont's defense mobilization planning and will work with government officials on armed forces contract negotiations.

During World War II Cramer had charge of DuMont's negotiations with the government and planned the firm's war production, from its first contract with the Signal Corps.

ATTENTION: MR. INDIE PACKAGER

Sales wise young man (26), ability, industry and experience; active all phases N.Y. T.V. Production. Available to you from March 12. Top references. Salary second to opportunity.
Box 119 RADIO DAILY
1501 Broadway, N. Y. C.

Giveaway Prizes Decline Reported At Gift Showing

(Continued from Page 1)

aluminum items, is due to the current national emergency and is expected to curtail sharply the generous contributions that manufacturers have been giving radio and TV in the past.

A spokesman for the Everlast Metal Corp., whose products have been viewed on CBS' "Winner Take All," WNBT's "Kathi Norris Show" and over many VIP service programs, said that their concern was in the process of conversion, and that further TV participation was inadvisable at this time.

A representative of the Rainbow Art Company, glassware manufacturers, whose merchandise is offered each week as a premium prize on NBC's "Welcome Travelers" stated that the glass industry had not been too hard hit thus far by world events, so that his firm would continue to donate a large assortment of glass items to radio and TV because of the favorable results that have been obtained. He added that if the future emergency is similar to the one during the last war, glass manufacturers would be able to meet 95 per cent of their obligations.

A member of the firm of Newland, Schneeloch & Pike, a California Ceramics Co., commented that his organization has displayed items over CBS' "Grand Slam" for over two years and has been highly pleased with the response, not only from retailers, but from many buyers who wrote in requesting information on specific numbers. The spokesman said the company expected to continue its policy of supplying radio and TV programs with sure-fire wares.

Another ceramic manufacturer, who produces Concord Glassware, confirmed the amazing success of radio and TV participation. He declared that since his firm has been using the "Kathi Norris Show" to display a TV centerpiece, several stores like Hearns, Namms and Abramsons have purchased the item to give away with each store purchase of a TV set. He added

Philadelphia Stations To Divvy Baseball TV

(Continued from Page 1)

for coverage, with details of the division of the contests among the stations to be worked out.

The baseball program will be co-sponsored by The Atlantic Refining Company and the Ballantine Ale & Beer Company, and will be directed by N. W. Ayer & Son, Inc., Atlantic's advertising agency.

A total of forty-four league games have been scheduled by the Athletics and forty-one by the Phils. Byrum Saam and Claude Haring will announce the Athletics games, with Gene Kelly and Bill Brundige handling the chores for the Phillies.

however, that although he was highly satisfied with results thus far, plans were being made to discontinue such TV and radio operations because of increasing short-gages.

A spokesman for Rorstrand, Inc., a Swedish Chinaware producer, the third oldest in existence, said that his firm has used the "Mr. & Mrs. Shopping" program over WOR-TV, the "George Putnam Show" over DuMont, and the "Margaret Arlen Show" on WCBS-TV, with remarkable dividends and would continue to support other TV shows until imports from Sweden began falling off. He said the policy of Rorstrand has been to combine European tradition with modern taste and so far the TV experiment has paid off well.

The general trend at this time appears to be that all firms specializing in brass, aluminum, copper, and silver wares will definitely limit any further TV gift displays until the present national emergency is over, while those manufacturers dealing mainly with ceramics, plastics, and non-metals will continue radio and TV participations due to the high returns and small cost of give-away advertising.

First Color TV Set For Department Store

(Continued from Page 1)

week only. This is due to other urgent needs for the color system. According to present plans, twenty to thirty receivers will be installed at various vantage points throughout the store.

Boston is regarded as an ideal spot to try out color as the "Hub" is one city serving an immense trading area where color TV has not been shown. In addition, with Jordan-Marsh celebrating its 100th anniversary, all plugs will be pulled out in a tremendous publicity and promotional splash.

While the March 26 date is regarded as almost certain, it has been learned that the showing has already been postponed on three occasions. Even so, the local store is going ahead on plans to have a permanent color TV set-up ready for the Fall showings. Jordan-Marsh has already had a taste of TV, having been one of the first stores to jump into the medium when it became available in Boston.

Hamilton Starts On WQXR

The Hamilton Watch Company recently began sponsoring WQXR's "Symphony Hall" program, broadcast Thursday nights from 8:05 to 9 p.m. The agency is BBD&O.

BEST SELLER

Answers to KDKA's Tello-Test questions are on the "best seller" list in Pittsburgh libraries! Last year one group of libraries handled 80,000 telephone requests for answers to this participating quiz show. In addition, thousands of people came to 63 other libraries to copy answers from posted lists. Tello-Test, broadcast at 1:00 and 6:15 PM, has hit the Pittsburgh jack-pot. No availabilities right now, but KDKA or Free & Peters will be glad to put you on the reservation list.

PITTSBURGH
50,000 WATTS
NBC AFFILIATE

KDKA



WESTINGHOUSE RADIO STATIONS Inc

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

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

EQUIPMENT
PRODUCTION
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RADIO DAILY

TELEVISION DAILY

SPONSORS
BUSINESS
AGENCIES

VOL. 57, NO. 5

NEW YORK, FRIDAY, OCTOBER 5, 1951

TEN CENTS

TV FREEZE LIFT SEEN IN FEBRUARY

Web Using Film Presentation To Sell Radio

NBC Finishes New Film To Promote Radio Sales

NBC radio, yesterday, unveiled the network's new and dramatic film sales presentation at a special press conference held at "21." Following the initial showing, network sales executives will show the new half-hour color film presentation to advertisers and agencies in all parts of the

(Continued on Page 7)

FM Web To Carry New Concert Series

Washington Bureau of RADIO DAILY

Washington—Beginning October 7 WGMS will feed live concerts from the Library of Congress to the Continental FM Network, it was announced here yesterday.

First in the series will be the Budapest Quartet, scheduled for 3 p.m. Sunday. Later a series of concerts by the National Symphony

(Continued on Page 7)

Priority Assistance Granted To Amateurs

Washington Bureau of RADIO DAILY

Washington—In an effort to keep amateurs on the air and encourage expansion of ham activities in defense and security, the National Production Authority yesterday is-

(Continued on Page 7)

Plan Fall Meeting

The Michigan Association of Broadcasters will hold their fourth annual meeting at the Fort Shelby Hotel in Detroit on November 2 and 3, it was announced yesterday. Sixty-four member stations will participate in the two-day session and officers will be elected for the ensuing year. Edward F. Baughn is president of the association.

Gillette Asks For Multi-Sponsorship

Ten manufacturers of radio and TV sets were reportedly being asked to put up \$100,000 for the purchase of the radio and TV rights to the Louis-Marciano fight by Gillette, prepared to put up an equal sum for the entire rights. It is believed that the International Boxing Club's price for the rights, scheduled in New York for Oct. 26, is \$200,000. In Washington, a spokesman for the RTMA stated that although he had heard that individual manufacturers were discussing possible sponsorship, the RTMA was making no effort to raise money for the rights.

Broadcasters Support Halley Pays Tribute To Pennsylvania Week To Communications

Innumerable national radio programs will pay special tribute to the Keystone State during Pennsylvania Week, Oct. 15 to 21. Initiating the air salute will be U. S. Steel in its Sunday evening Theater Guild of the Air program on Oct. 14, which will again honor the Commonwealth as a preliminary to the great community festival which gets under way the following day. Governor John S. Fine and announcer George Hicks will speak regarding Pennsylvania Week from

(Continued on Page 5)

Urging New York radio and TV stations to do their utmost to get people out to register for voting during the next few days, Rudolph Halley, former general counsel of the Kefauver Crime Investigating Committee, addressed the opening luncheon of the Radio Executives Club at the Waldorf Astoria Hotel yesterday. Halley is a candidate for the presidency of the New York City council.

Halley complimented both radio and TV for job done in covering

(Continued on Page 7)

DuMont To Demonstrate Color TV At Aviation Test

Over 1,200 military and business leaders will see the latest ramjet aircraft engine in action by means of a DuMont color TV camera, at demonstrations to be staged during meetings of the National Advisory Committee for Aircraft at Lewis Laboratory, Cleveland, Ohio, on

(Continued on Page 7)

Educational Series Set For Fall-Winter Season

Philadelphia—Approximately eight hours of public service programming on WFIL and WFIL-TV will be presented this fall in cooperation with schools, colleges and universities throughout the station's coverage area. Dr. Roy K. Marshall, educational director of the Philadelphia Enquirer stations, will super-

(Continued on Page 5)

Radio-TV To Be Discussed At Advertisers Convention

Advertising as the best ally for freedom was the keynote of the message of Dr. A. Gainza Paz, publisher-editor in exile of La Prensa, in speaking yesterday at the launching of the third international advertising convention in the Hotel Plaza, at which he was honored guest and presented with an inscribed scroll by the Export Advertising Associa-

tion, sponsors of the convention. Advocating "free resources and manpower dedicated to peace," noted radio commentator Henry J. Taylor further developed Dr. Paz's theme in his luncheon address on "Looking Ahead at Home and Abroad."

Radio and television will hold the

(Continued on Page 2)

FCC TV Allocation Believed Ready For 1952

Washington Bureau of RADIO DAILY

Washington—Indications that the FCC hopes to have a final television allocation and thereby lift the freeze early in 1952 were seen yesterday in a routine decision of the secretary, announced by the Commission. Atlanta Newspapers, Inc., was granted a special temporary authorization to

(Continued on Page 5)

Hadacol Creditors Form Committee

Radio creditors of Hadacol, the patent medicine promoted by State Senator Dudley J. Le Blanc of Louisiana learned yesterday that Judge William Bondy in United States District Court has approved a petition of the Le Blanc Corporation of Maryland to reorganize the company. Le Blanc was a heavy purchaser of spot time radio in the

(Continued on Page 5)

Canadian Radio Set Sales Decline In Aug.

Montreal—Sales of radio receiving sets in Canada dropped sharply in August to 36,023 from 50,876 a year ago, while inventories showed as sharp a reversal, jumping to 227,990 from 161,555 in August,

(Continued on Page 5)

Birthday Present

Hollywood—Marking the start of his 40th year in the motion picture industry, Phil Rosen, veteran Hollywood director, was signed by Jerry Fairbanks Productions to direct "The Lonely One," new "Front Page Detective" video film. The program marks Rosen's first TV film assignment. He started as a cinematographer in the industry.



Established Feb. 9, 1937

Vol. 57, No. 5 Friday, October 5, 1951 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-Pres.; Charles A. Alicoate, Sec'y. Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free) United States, \$15.00 one year. Foreign, \$20.00. Address all communications to Radio Daily, 1501 Broadway, New York, (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

WASHINGTON BUREAU

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

WEST COAST OFFICES

Ethel Rosen
6425 Hollywood Blvd. Phone: Gladstone 8436

CHICAGO BUREAU

Frances B. Clow
Suite 3013, 333 No. Michigan Avenue
Phone: Franklin 2-3238

ROME BUREAU: John Perdiciari, Ludovisi 16.
PUERTO RICAN BUREAU: Antonio Alfonso,
Edificio Ochoa, San Juan, P. R.; P. O. Box 3385;
Telephone: 2-2305.

FINANCIAL

(October 4)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Du Mont Lab., Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Row: Stromberg-Carlson.

Howard W. Cheney

Howard W. Cheney, West Coast manager of the Erwin Wasey Advertising Agency, died suddenly on Tuesday, Oct. 2, at his Beverly Hills home. He was 47 years old. He had been in the advertising field for several years.

Survivors include his widow, Mrs. Bettina Cheney; father, William, of Terre Haute; and a sister, Mrs. Charles E. Mills, Washington, D. C.

KGW PORTLAND OREGON logo with text: THE ONLY STATION THAT ACTUALLY DELIVERS COMPREHENSIVE COVERAGE

Radio-TV To Be Discussed At Advertisers Convention

(Continued from Page 1)

spotlight in today's busy agenda, with an afternoon panel session on broadcasting to be moderated by Ken Campbell, president of Publicidad Interamericana, Havana. Participants include Jose Ramon Quinones, vice-president of the Puerto Rican Association of Broadcasters and owner of WAPA, San Juan; Walter Lemmon, president of Worldwide Broadcasting Corporation and station WRUL; James Zea, manager of the radio department of National Export Advertising Service; A. M. Martinez, vice-president of Melchor Guzman Company; Mario Garcia Pena, president of Propaganda Epoca, Colombia; and Raul Capurro, Publicidad Capurro and Company, Montevideo.

EAA Annual Award

Two highlights of today's closing-day session will be the EAA's annual award presentation for outstanding achievements in international advertising and marketing and awards for outstanding advertising to be given by the Association of International Advertising Agencies.

This morning's session opens with a talk on "A Commuter's View of World Advertising" by William Honneus, advertising director of Time International. He will be followed by Henry E. Abt, president of Brand Names Foundation, in an address on "Brand Names in Foreign Trade—Symbols of the American Way of Life." Other special speakers today will be David Yunch, vice-president of R. H. Macy

and Company, Inc.; and Thomas D. Cabot, of the Division of International Security Affairs, State Department, Washington.

The afternoon program is chaired by Arthur Kron, Gotham Advertising. Following the radio-TV panel, there will be another panel session at 3 p.m. on publication advertising, with Robert Dunwoody, of McCann-Erickson, Inc., as moderator. Speakers will include Major Wellesley Aron, of Aron Advertising Company, Tel Aviv, Israel; F. Fleischman, Jr., advertising manager of the export division of Ford Motor Company; George V. Barnes, export advertising manager of Bristol-Myers Company; Julio Vargas, manager of DuPont's export division; and Roberto C. Bissone, director of Eter Publicidad, Buenos Aires.

Final session at 4 p.m. will also be a panel, on the theme of "Advertising Previews of 1952," which will have as moderator Fitzhugh Granger, of International Harvester Company. Participants include Richard P. Hildreth, Standard Oil Company of N. J.; Alfred B. Reed, Eastman Kodak Company; Manuel Perez, Miles Laboratories; William J. Reilly, RCA International Corp.; C. Leonard Shaw, Norton Company; and Braxton Pollard, Monsanto Chemical Company.

COMING and GOING

OSCAR A. MORGAN, general sales manager of Short Subjects and Paramount News, returned yesterday from a 3-day business trip to Jacksonville, Fla.

JOHN WELLMAN of WERE, Cleveland, O. left for the Coast to be on hand for the Cleveland Browns-Los Angeles Rams games, assisting BOB NEAL, station manager and sports director, who travelled with the team.

ALICE ROTHWELL, WDRC's (Hartford, Conn.) women's commentator, leaves Sunday for the Richmond Tobacco Festival in Richmond, Va., in company with Shirley Ann Sullivan, Connecticut Cigar Valley Queen, who will enter the beauty competition.

JULIO COSI, JR., of Publicidade Ecletica S. A., Sao Paulo, Brazil, who is in New York for the third international advertising convention, leaves tomorrow for a tour of Niagara Falls and Toronto and then will fly to the West Coast, and will proceed to New Orleans and Havana, prior to returning to South America. He is accompanied by this joint business-vacation trip by his mother, foremost 'ham' radio operator South of the Border.

G. W. "JOHNNY" JOHNSTONE, the NAM's radio and TV director, leaves Hollywood tonight after a two-week's stay to spend a week in San Francisco.

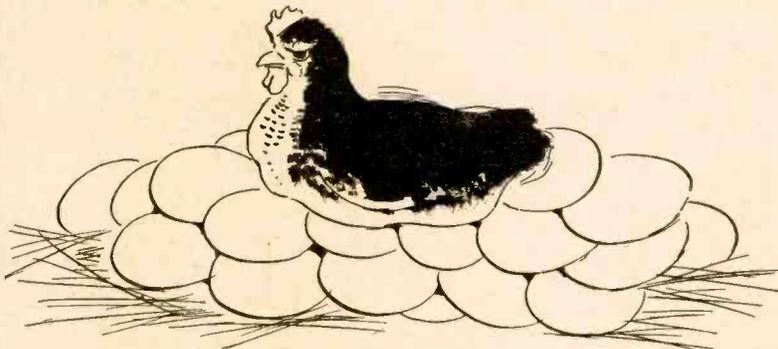
MARION F. JORDAN, Universal International foreign department exec, is leaving over the week-end for a survey of business conditions in Venezuela, Argentina and Uruguay.

HARRY G. BRIGHT, station relations manager for International Events, Inc., is in Oak Ridge, Tenn., to conduct a promotional campaign for WOKE, a new kilowatt daytimer, which went on the air last Saturday.

JOHN D. BARE, station manager of WHVR, Hanover, Pa., BOYD KELLEY, general manager of KTRN, Wichita Falls, Texas and RAY OGILVY of station WIUS, Gainesville, Fla., are in town on station business conferring with Mutual officials.

Send Birthday Greetings To—

- October 5: Bob Bryon, J. W. Bixler, Jr., A. A. Klinger, James S. Appell
October 6: George Crandall, John Reber, Charles Pearson, Arthur H. Ashley
October 7: Andy Devine, Vaughn Monroe, Harold Davis, Alfred Wallenstein, Frances Moore, Charles Pekar, Marjorie Carroll
October 8: Tiny Ruffner, William N. Robson, Sherill Ellsworth
October 9: Watler Compton, Lee Wiley, Robert Armbruster, Bob Simon, John Guedel, Marge Louise Stein
October 10: Johnny Green, Charles Pickard, Virginia West, Donald Dawson
October 11: Jeff Bryant, Jimmy Donnelly, Opal Craven, Norman Stanley Case

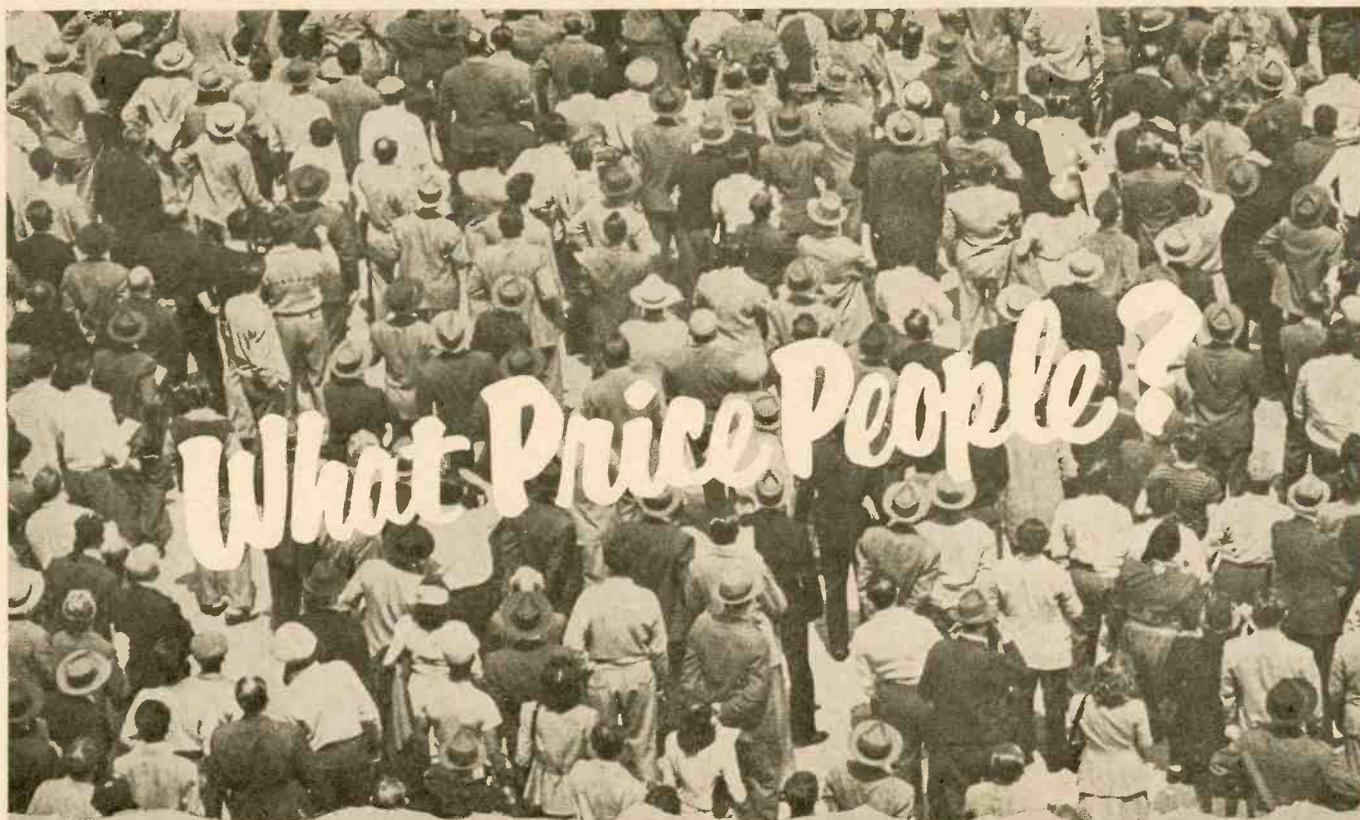


You get a lot for a little*

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

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





**Successful advertisers must reach people —
a lot of people — a lot of people **OFTEN!!!**
AND AT LOW COST!!!**

WLW

DOES JUST THAT!

“Television,” says the national advertiser, “is affecting AM radio.”—Yes, we agree—but, **HOW MUCH?—WHERE?—TO WHAT EXTENT?**

In the WLW Merchandiseable Area, WLW, with television going full blast, delivers advertising impressions at a **LOWER** cost per thousand than any other radio station—combination of radio stations—newspapers—national magazines—any TV station or combination of TV stations . . . your lowest cost per advertising impression in “1/10TH

OF AMERICA”—virtually the same cost per thousand in 1946 (before television).

The whole study is completely and graphically explained in WLW’s latest analysis of “1/10TH OF AMERICA” (WLW’s Merchandiseable Area), entitled “WHAT PRICE PEOPLE?”

Our national offices are currently presenting this outstanding fact-packed film. If you have not had a showing, call or write one of our offices, and a date will be arranged.

WLW

THE NATION'S STATION

YOUR DIAL WINS 1010

WINS 1010 O.M.

WINS 1010 ON YOUR DIAL

"... Lacy has come up with an appealing show... Trudy Richards delivers her song assignments pleasantly... R. D. Wilbur's orch keeps the mood light and gay."

—VARIETY



"LACY ON THE LOOSE"

Monday thru Friday
9:00 - 10:00 A.M.
with



TRUDY RICHARDS
and



R. D. WILBUR and his
WINS ORCHESTRA

Call your WINS representative
... see him when he calls.

Buy WINS...
it Sells!

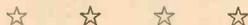


CROSLY BROADCASTING CORPORATION



By TED GREEN

● ● ● Wonder what the rump convention of NBC Affiliates will discuss when they meet at the Hotel Stevens in Chicago on the 18th? ... Could they be out of step with some of the web's planning? Rumors have it that all NBC stations are not happy over the web's proposals as it relates to rates and station expansion.



● ● ● Versatility of the Louis G. Cowan, Inc. office heretofore known for production of variety and quiz shows such as the Paul Winchell-Jerry Mahoney Show, Stop The Music, Quiz Kids, etc. was shown last Tuesday evening with their initial production of "Cosmopolitan Theater" over the DuMont net. First program, "The Secret Front," starring Lee Tracy and Marsha Hunt was a sock production with dimension, pace and fine direction.



● ● ● Earl Wrightson, baritone star of ABC-TV's "Masland at Home" show and singing star of the "Paul Whiteman Show," on the same net, will also return to radio with a new weekly CBS radio opera series, "Musicland, U. S. A." starting tonight at 8:15 p.m. Program will feature a supporting tenor, soprano, chorus and Alfred Antonini's orchestra. ... Aside to Steve Ellis: Your recent announcing on the Pabst Blue Ribbon bouts via CBS-TV, has been excellent, but why, oh, why, did you have to try to describe Wednesday night's Sands-Olson "fight" as if you were affording radio entertainment. Remember, Steve, the home audience has eyes as well as ears. After all, the paying crowd booed, you would have been better off to have kept silent and let the inaction speak for itself.



● ● ● Mel Allen just named the top baseball announcer in the American League for the sixth consecutive time by Sporting News. ... Eddie Cantor is currently being honored with "Eddie Cantor TV Week" in Hollywood, where last Sunday, he telecast his first West to East, Coast-to-Coast television show, the "Colgate Comedy Hour" over NBC-TV. ... Rumors are about that Jackie Gleason will do a straight dramatic lead on Philco—and why not. ... Aside to Carol Ohmart, not only are you a competent actress but also a fine singer as demonstrated by yesterday's first vocal performance on Stanley Poss's "Meet Your Cover Girl" TV show.



● ● ● Chico Marx arriving yesterday from the West Coast, always puts the Savoy-Plaza Hotel in a dither on his visits here. Seems the veteran comedian suffers from acrophobia—fear of heights to you—and always requests an inside room on the second or third floor of the hotel. Suites overlooking the park can be had, but a small, inside room isn't as easy to come by.



● ● ● QUESTION BOX: Won't Jack Benny do four TV shows from the West Coast this season with the first probably on November 4th? Isn't there a chance that the Frank Sinatra TV show will be switched from the slot opposite Milton Berle? Speaking of Uncle Miltie, isn't the Saturday Evening Post planning a series on DuMont opposite the comedian? Isn't it true that Faye Emerson's sponsor is unhappy with her time slot and eager for a change? Doesn't Rudolph Halley, who achieved national prominence via the Kefauver video hearings, rely heavily on video appearances to help him win the post of President of the New York City Council? Do you know that James Melton paid all the hospital bills for Helen Board and still retains her on his show in charge of the choral group?

CHICAGO

By FRANCES CLOW

Marking the return, after an absence of several years, of a full-fledged dramatic presentation originating from ABC studios in Chicago, "The Big Hand," a series of original stories dealing with adventures in a man's world, bowed on ABC radio network October 1 from 7:00 to 7:30 p.m. The story, which deals with and symbolizes the hour in a man's life when he is faced with making a great decision, is written by Bob Eckland and Dick Smith. Robert Woolson will direct, and music is under the direction of Rex Maupin.

October first was the starting date for WBBM's new AM show, "Hometown Hoedown." The new folk and western music show stars Bill Wells as emcee. Bill's contemporaries on the program are singers George Ramsby and Honey Lee, George Devern and his fiddle, and the orchestra. Air time—Monday through Friday from 5:45 to 6:00 a.m. daily.

Miles Laboratories, Inc. have contracted to sponsor nine Saturday afternoon football broadcasts on Station WMAQ, Chicago, it has been announced by sales manager Howard Meyers. The broadcasts started September 29 with WMAQ sportscaster Tom Duggan describing the Illinois-UCLA game. Order was placed through Geoffrey Wade Advertising, and Alka Seltzer and vitamins are the products.

The Chicago Seven-Up Bottlers, Inc., is sponsoring two 10-minute film cartoons over Station WENR-TV starting September 29. The films, which is seen on an alternating basis, are "Willie Whopper" cartoon and "Flip, the Frog" cartoon. Agency handling the account for the Chicago Seven-Up Bottlers, Inc., is Guenther-Bradford and Company.

Jack Ryan, NBC Chicago press chief, has been named to the executive committee of the Montana State University Alumni Association Council in Chicago.

NBC Chicago TV director Larry Auerbach has resigned to join The Biow Company, New York.

Studs Terkel, proprietor of the relaxing and heart-warming "Studs' Place" show, annually aids his son's high school in producing their "Charity Bazaar." This year Studs received a helping hand from band-leader and vocalist Eddie Howard, on the October first telecast.

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

Broadcasters Support Pennsylvania Week

(Continued from Page 1)

the executive chambers at Harrisburg during the program, heard over the NBC web. Later Hicks will describe the construction and eventual operation of the largest steel plant at Morrisville, in Bucks County, Pa.

Official opening day of the week will have special tributes on the Railroad Hour and Telephone Hour, both aired over NBC. During Saturday, Oct. 20, Armstrong Cork's dramatic show will feature Pennsylvania Week announcements and the Army Recruiting Service will salute the state and star Pennsylvania songster, Eddie Fisher.

Special Commentators

Sandwiched on the days throughout the Keystone State's observance will be special commentary on such nationally-known shows as those of Arthur Godfrey, Bill Slater's "Twenty Questions," the Army Air Force Band, Bands of America, and the daily news programs of the Chevrolet Dealers. Further audience-pleasing Pennsylvania Week radio feature will be half-time ceremonies at the scores of football games to be broadcast on Oct. 13 and 20. Through the Pennsylvania Interscholastic Athletic Association, high school bands will perform Pennsylvania themes and salute the Commonwealth's Week of celebration. Descriptive commentary from sports announcers will bring the novel feature into the living-rooms of thousands of Pennsylvanians.

"Grass Roots" Ideas

In addition, there will be numerous programs developed and broadcast on local stations, which will carry out the "grass roots" idea behind this year's celebration. This recognition of the state will range from short announcements or station breaks telling what the state has accomplished for the nation's welfare and defense to 15-minute programs dramatizing the state historically.

Tribute via broadcasting is being arranged through the 1951 statewide radio and television committee organized under state general chairman I. S. Sahli and headed by Victor C. Diehm, president of the Hazleton Broadcasting Company. Regional chairmen include Roy Morgan, WILK, Wilkes-Barre; Charles C. Denny, WERC, Erie; James Chambers, WHOL, Allentown; John S. Booth, WCHA, Chambersburg; Charles R. Petrie, WISL, Shamokin; Roger Clipp, WFIL, Philadelphia; George J. Podyen, WHJB, Greensburg; Thomas Metzger, WMRP, Lewistown; and Jim Murray, KQV, Pittsburgh.

Educational Series Set For Fall-Winter Season

(Continued from Page 1)

vide the programming. Dr. Marshall is widely known for his "Nature of Things" series which are heard on the NBC TV network.

FCC Indicates Allocations No Later Than Feb. 15

(Continued from Page 1)

operate WSB-TV (formerly WCON-TV) on a commercial basis in accordance with its current construction permit, except with transmitter power output of 5 kw visual and 2.5 kw aural.

The station begins September 30 and ends "in no event later than February 15, 1952, subject to final action taken by the Commission in the television proceedings."

This would indicate, say observers, that the Commission has set a goal of announcing its final TV allocations no later than February 15 and more likely before. It also is expected that the Commission will lift the TV freeze at the same time.

The Commission action, coupled with the New York address Tuesday by vice-chairman Paul A. Walker before the National Council of Churches of Christ in the United States of America, gave more than passing inference that the TV question soon will be resolved. Said Walker: "It is reasonable to expect that in the near future the whole nation will be served by television." Again he told the churchmen:

"When the television freeze is

Canadian Radio Set Sales Decline In Aug.

(Continued from Page 1)

1950, it is reported by the Radio-Television Manufacturers' Association of Canada.

Total for the first eight months of this year reflects the continuing downward trend in sales with 1951 figures off to 354,194 from 395,945 in the same period a year ago.

Record players show a similar pattern, with August sales off to 2,695 from 3,351 a year ago, while inventories jumped to 18,594 from 9,606 in the same period. Sales over the eight months to Aug. 31 were about equal with 18,270 in 1951 and 18,258 in 1950, the report shows.

Comparable figures for July of the year show radio sales 28,062, inventory 225,026, and record player sales 1,325, inventory 19,712. While August sales in both classifications show improvement, inventories of radio were higher and inventories of record players were down slightly.

NPA Ups Metal Quotas

Washington — To permit more freedom in placing authorized controlled materials order for steel, copper and aluminum, the NPA yesterday amended direction 3 of CMP regulation 1, authorizing manufacturers to order up to 40 per cent of their quarterly allotments of the critical metals for delivery in any month of that quarter.

Previously manufacturers were permitted to schedule not more than 35 per cent of their quarterly allotments of controlled metals for delivery in any one month.

lifted we will witness a rapid and enormous growth in the video medium."

Meanwhile the FCC has put aside everything but the most pressing business in order to assign at least 15 staff members to the task of reading, digesting and evaluating the hundreds of sworn statements filed in connection with the TV allocation proceedings.

Another recent indication that the TV allocation and freeze will be disposed of by February came in postponement of the theater TV proceedings from November to February 25. The postponement was contained in a terse announcement, but a few days later the Commission followed it up with an opinion and order which stated that because of the TV allocation proceedings, which were taking most of the Commission's time, the theater TV question was postponed until February.

That gave rise to speculation that the FCC fully expects to have the TV allocation settled and the freeze lifted before it tackles the TV theater question.

Odds here are the allocation finally adopted for at least a year the first will be substantially what the Commission proposed last March in its third notice.

Hadacol Creditors Form Committee

(Continued from Page 1)

South and some stations were caught when the company went into receivership recently.

Creditors' Group Formed

It was announced yesterday by Mortimer J. Davis, executive vice-president of the New York Credit and Financial Association, that his organization had formed a creditors' committee to protect more than 6,000 concerns that have claims against Hadacol.

When the Le Blanc corporation was purchased for a reported \$8,000,000 by a syndicate of New York business men from the Le Blanc Corporation of Louisiana, the company was spending around \$1,000,000 a month in eighteen states to promote the product. Later the Federal government placed a \$650,000 tax lien against the Louisiana plant in lieu of taxes owed by the old firm. Subsequently advertising bills for talent, radio time and newspaper space accumulated.

Le Blanc Denial

Senator Le Blanc, now running for governor in Louisiana, said in New Orleans that if he were not running for governor this situation would not have developed. He inferred someone was trying to embarrass his candidacy.

Profitable TV Audience
exclusive with
WGAL-TV
Channel 4
LANCASTER, PENNA.

Only TV station in—only TV
station seen—in this large,
rich Pennsylvania market area.

NBC
TV AFFILIATE

Clair R. McCollough, Pres.

A STEINMAN STATION

Represented by

ROBERT MEEKER ASSOCIATES

New York Los Angeles San Francisco Chicago

AM ~ TV ~ EQUIPMENT ~ FM ~ FAX

Section of RADIO DAILY, Friday, October 5, 1951

TV EXPANSION IN S. A. INDICATED

Record Industry Confers With O.P.S.

Members of the Phonograph Record Industry Advisory Committee met recently with officials of the Office of Price Stabilization to discuss proposals for establishing a specific ceiling price regulation for recording.

Record manufacturers currently are under the Ceiling Price Regulation 22, the manufacturers' regulation, but OPS is exploring the possibilities of a new, specific dollars and cents regulation.

Industry members told OPS officials that they felt that their prices should not be subject to controls since their business is a part of show business which is exempt. In addition, some argued, production costs, many of which are not controlled, might rise and force a squeeze if record prices are controlled.

One group has already petitioned the OPS to decontrol the industry but the government agency has taken no action as yet. The OPS said that it might not approve any such action and told the committee that it was seeking to find some means of applying ceiling prices to records. The committee members were asked to consider either the dollars and cents regulation or some other type of simple regulation.

Members of the committee present at the meeting were: James B. Conkling, president, Columbia Records, Inc.; A. R. Ellsworth, Research Craft Co., California; Donald H. Gabor, Remington Records, New York; Henry L. Gage, Westminster Recording Co., Inc., New York; John S. Kelley, Jr., King Records, Inc., Cincinnati; Howard B. Letts, RCA Victor Records; James W. Murray, Capitol Records, Inc., New York; Milton R. Rachmil, president, Decca Records, Inc., New York; John Stevenson, Children's Records Guild, New York; Frank B. Walker, M-G-M Records, New York.

GE Receives Award From Management Group

General Electric Co., for the second consecutive year, has been awarded the Certificate of Management Excellence for 1951 of the American Institute of Management, polling 8,805 points out of a possible 10,000 under the Institute's method of appraising.

In auditing a management, the Institute evaluates such categories as economic function, corporate structure, health of earnings growth, fairness of stockholders and research and development.

RCA Rectifier Tube

Harrison, N. J.—The RCA tube department has announced a xenon-filled, half-wave rectifier tube, designed to meet military specifications for a rectifier capable of performing efficiently under extreme ambient temperatures. The new tube, RCA-3B28, because of its xenon content, will function in severe heat and cold. Its rugged construction permits use under conditions of severe vibrations.

New Electronic 'Glove' Protects TV Mast

The multi-fingered TV mast atop the 102-story Empire State Building will soon be protected from the hazards of winter weather by a new electronic "glove" that will assure telecast receptions even in sub-zero weather.

The electronic protection, a heating system involving two thermostats, similar to those used in homes, attached to each transmitting unit and sending a signal to an electronic control device, was designed by Minneapolis-Honeywell to knock off small ice particles formed by moist air rising from street level and condensing on the cold steel of the antenna.

The "glove" will also keep the transmitting units free of dust which also interferes with reception. The large bodies of water around New York supply moist air which tends to condense on the tower and attract and hold dust particles. The new heating unit reduces the condensation.

Commerce Dept. Figures Covers Canada, Europe, South American Countries; Only Haiti, Panama, And Paraguay Have No TV Station Plans

Indicating TV expansion in South American countries already underway, the New York regional office of the U. S. Department of Commerce yesterday released the results of a Foreign Television Development Survey. The report covered Canada, South American and European countries; the report as it relates to South America and Canada is as follows:

Argentina: First TV station expected to be ready for operation in fall of 1951 at Buenos Aires. Standard lines—625; frames—25; power—5 kw. By using an 8-bay triangular loop antenna, the effective radiated power will be approximately 40 kw.

Bolivia: TV transmission not anticipated for several years.

Brazil: 2 stations; Sao Paulo—PRF3, standard lines—525; frames—30; power—5 kw; receivers in use—3,600, as of 4/51; Rio de Janeiro, standard lines—625; frames—25; receivers in use—3,600, as of 4/51. Two more stations are planned, one at Belo Horizonte, and one at Porto Alegre.

Canada: 2 stations to be completed—Montreal—7/52, Toronto—3/52. Montreal: standard lines—525; frames—30; Toronto: standard lines—525; frames—30; receivers in use—1,350,000, as of 2/51. One-way daily microwave service on an 8 consecutive hour basis between Buffalo and the 2 stations will be provided.

Chile: TV not anticipated for some time. Government recently refused foreign exchange to import equipment.

Venezuela: No development expected for two years. Subject very active. Camara de Radiodifusion.

Colombia: Station to be built in Bogota. It was reported in August 1951 that a contract for a supply of TV equipment had been awarded to two British firms by the municipality of Bogota. The Marconi Co. will supply the transmitter and complete studio center, while E. K. Cole will supply the receivers.

Cuba: 2 stations—Habana—CMUR, Habana—CMQ; standard lines—525; frames—30; receivers in use—18,000, as of 5/51. TV chain to be completed before end of 1951.

Guatemala: In talking stage.

Haiti: No plans for near future.

Mexico: 2 stations—Mexico City—XHTV, Mexico City—XEW, (Matamoras—XELD, to open 9/51). Standard lines—525; frames—30; power—5 kw; receivers in use—3,500, as of 4/51. Government requires all TV receivers entering Mexico to be non-synchronous. Construction granted for 11 new stations.

Paraguay: No plans.

Peru: One Lima radio broadcasting company reportedly interested but no action yet taken.

Uruguay: 1 station at Montevideo planned. Purchase of TV equipment from U. S., British or other European sources depends on technical studies made by Servicio Oficial de Difusion Radio Electrica (SODRE) engineers, and the result of bids, to be called for soon. Operation expected by end of 1952. A private company formed two years ago to build a TV station is withholding action waiting to observe the official installation.

PERSONALITY PARADE

• • • Walter C. Skuce, National Production Authority's asst. administrator for production controls, back to private business with Owens-Corning Fiberglas Co., Toledo. He is replaced by economist and government career man William C. Truppner. . . . Five new members—four senior and one associate—have been named to the Chicago and chapter of "The Representatives" of Radio Parts Manufacturers, Inc. They are Roger Clark, Dave Dolin, Ralph T. Sullivan and Wesley L. Wilson, seniors, and Frank Gassner, associate. . . . Raymond S. Perry formerly general sales manager of Federal Telephone & Radio Corp., Clifton, N. J., was elected v-p and director of the firm. . . . John W. Belanger, Schenectady, and Nicholas M. DuChemin, New York, elected v-p's of General Electric. . . . Philco Corp. upped Joseph H. Gillies to v-p and general manager of its Gov't. and Industrial division and Willman J. Peltz, who had the job before Gillies, to v-p in charge of operations of the radio and TV division. Philco also boosted Palmer M. Craig, former director of engineering of the electronics division, to v-p in charge of engineering of the radio and TV division. . . . Arthur W. Burten joined the Astron Corp., E. Newark, N. J., as ad manager and a member of Astron's sales dept. . . . Jack Freitsch named Cincinnati zone manager of the Crosley division of the Avco Manufacturing Corp. . . . Walter H. Stellner, v-p in charge of national defense division of Motorola, resigned Oct. 1, but will still act as consultant and board member. . . . Herman Holstein resigned as ad manager of Hudson Radio & TV Corp., New York.

ENGINEERS — CONSULTANTS

A. R. BITTER
Consulting Radio Engineers
4125 MONROE STREET
TOLEDO 6, OHIO
Tel.: Kingswood 7631

L. W. ANDREWS, INC.
RADIO CONSULTANTS
219 WHITAKER BLDG.
DAVENPORT, IOWA
Phone 2-7824

NBC Film Sells Radio; Previewed By Press

(Continued from Page 1)
country. Presenting NBC's new and slick sales pitch, was Charles R. Denny, executive vice-president of the network, who after outlining the general theme of the documentary, also revealed that NBC, today at noon, would announce the results of the network's basic economic study of network radio, which has occupied the attention of the SPAC committee since early in the week. Denny said results of the committee's findings would be given to affiliates on the closed circuit at noon, today, and released to the press half hour later. It is reported that NBC will announce a drive to get more radio stations and will offer a commentary and pattern on rate adjustments.

"This . . . Is NBC," the new presentation was then shown. It proved to be a hard-hitting sound-slide film, using the voices of virtually every top star on the network, a 26-piece orchestra playing specially-composed music, four different announcers, and the voice of John K. Herbert, vice-president and general sales manager for the NBC radio network. Theme carried through the film is the net's radio slogan, "People Sell Better Than Paper" and emphasis is placed on the fact that "network radio is the most taken-for-granted advertising force in the land."

The presentation then offers a positive comparison of advertising media, backed by research, and establishes the fact that 19 persons out of every 25 listen to NBC radio and follows with the statement, "more people are reached by NBC radio than by any other advertising force in the world, including all television."

Priority Assistance Granted To Amateurs

(Continued from Page 1)
sued a new order, M-85, granting priority assistance to FCC-licensed amateur stations and stations used by the Civil Air Patrol in obtaining supplies for maintenance and repair, for capital additions to existing stations.

Under the new order a licensed station operator who needs hard-to-get parts may place a delivery order with his supplier, using the allotment symbol MOL to obtain controlled materials such as steel, copper and aluminum, and the rating DO-MRO for components and end equipment. His delivery order must be certified over his signature and show the station call letters.

★ ★ TELE TOPICS ★ ★

IT was a surety that Eugene O'Neill's "Ah! Wilderness," first production on the bi-weekly series over ABC-TV, Wednesday night, and sponsored by the Celanese Corporation of America, would bring a new distinction to television. The warm-hearted drama of the Connecticut editor and his trials, was superbly played by Thomas Mitchell, Roddy McDowall, Dorothy Peterson and Howard St. John—and this despite memories of George M. Cohan in the featured role, close to twenty years ago. Lighting throughout the hour-long adaptation of O'Neill's tender comedy was excellent and the show, under Alex Segal's direction, was a tightly knit affair, which seemed to lose none of its dramatic force from being compressed into one hour. Both ABC and Celanese Corporation are to be congratulated for this series which will attract many viewers in the coming season. A word of thanks should also be extended to Joseph Schrank for his masterful adaptation of the O'Neill script. Two weeks hence the Celanese Theater will present Susan Glaspell's "Susan and God."

TODAY'S TV PERSONALITY: JIM JEWELL, president of Jewell Radio and Television Productions, Chicago, began his radio career in New York in 1926 with Channon Collinge. Two years later he moved to Detroit, becoming drama director of WXYZ and the Michigan Radio Network. In 1939, Jim moved to WWJ as program and production director where he held the title of "original producer-director" of such Detroit originations as "The Lone Ranger," "The Green Hornet" and "Challenge of the Yukon." He took time for Hollywood venture and was director and writer for Warner Brothers. In 1941 Jim went to Chicago as vice-president of Stack-Globe Advertising Agency, and later joined MacFarland-Aveyard & Company as vice-president in charge of radio. In 1945, convinced that Chicago was ideal for TV and radio shows as an origination point, Jim resigned from the agency to enter his own business. As a general radio and TV production service organization, his firm has mile-long credits for the preparation of radio and TV programs and spots, acting for many accounts in Chicago and Cleveland.



JEWELL

TOP TV Hooperating for September in the New York area, show "Your Show of Shows" occupying the top position with a 39.0 rating. Second place is held by "Mama" rating a 31.5 with "Godfrey's Talent Scouts," having Herb Shriner substituting, following with 31.2. In the special event category, President Harry S. Truman on Sept. 4 had a rating of 44.6. . . . TV's dominance in coverage of special events was shown once again with KSD-TV's statement yesterday that a special survey taken on Oct. 2, during the telecasting of the famous Veiled Prophet Ball in St. Louis found that TV had a four-to-one ratio over radio for the event. Area now has a total of 310,000 TV receivers, which the survey indicates meant that more than 1,000,000 persons in the area witnessed the ball. . . . Virginia Poppele, sixteen-year-old daughter of J. R. Poppele, vice-president in charge of engineering of WOR and WOR-TV must be a good seer. One year ago at a "television prediction party" staged by RCA Victor, Virginia predicted the first clear video picture would span the nation on August 10. As a result she was awarded a new RCA Victor TV set and a trip to Hollywood.

WOR-TV, originating the world series telecast, had to move fast to install more than 6 tons of equipment into the Polo Grounds for tomorrow's game from that park, following the Giants victory over the Dodgers in the pay-off game for the National League flag. The station is using a 40-inch reflector lens and two Zoomar lenses on three of its cameras covering the games. . . . TV has had little or no effect on newspaper circulation in New York State, it was disclosed at the concluding session of the annual fall meeting of the New York State Circulation Manager's Association. Principal effect of TV was the necessity of earlier home-delivered papers so that families could get their news before the presentation of popular early-evening TV programs. . . . George Foley and Richard Gordon, Inc. have acquired TV rights to "Rick Kane, Space Marshall," a syndicated science-fiction comic strip. Deal was consummated with John Higgins, president of Enterprising Features, Inc., owners of the strip. . . . Proof that first-run TV movies will attract big audiences comes from a WLW survey on "Family Theater" new WLW television series of 66 programs, which was presented for the first time last Monday night in Cincinnati, Dayton and Columbus. Crosley researchers found that 80 per cent of the sets-in-use were tuned to the program and that approximately 500,000 persons in 175,000 homes viewed the opening show.

Halley Pays Tribute To Communications

(Continued from Page 1)
the Crime Investigating hearings and said these two services gave millions of people "a sense of being right there." He added that radio and TV together with the press made the nation crime conscious.

Disagreeing with those who believe that radio and TV coverage of government hearings is an intrusion on the privacy of witnesses, Halley said that if he is elected president of the New York City council he will recommend that radio and TV be admitted to all sessions of the councilmen.

C. G. Cottingham, vice-president of Erwin Wasey, and V.P., of the REC, presided in the absence of Chic Showerman, president, who was confined to his home because of illness. Prior to presenting Halley, Cottingham presented a silver life membership card to Robert Saudek who served the club as president last year.

FM Web To Carry New Concert Series

(Continued from Page 1)
under the baton of Howard Mitchell will be made available to Continental.

Details of the feed were completed by M. Robert Rogers, vice-president and general manager of WGMS, and Everett L. Dillard, president of Continental. In Boston Sunday's concert will be carried by WGBH, new FM station of Lowell Institute. Other outlets on Continental are WNYC, New York; KE2XCC, Alpine, N. J., the Armstrong station, WFLN, Philadelphia, and WWIN, Baltimore.

The programs will be carried by both AM and FM, Dillard said.

DuMont To Demonstrate Color TV At Aviation Test

(Continued from Page 1)
October 9, 10, 11 and 12.

The ramjet engine will be operated in the largest supersonic wind tunnel in the world, located at the Lewis Laboratories, and the DuMont color camera will pick up the scene through one of the viewing ports, or by means of a viewing periscope located at the bottom of the tunnel. Pictures will be shown to viewers through a closed circuit on 12 in. DuMont monitors.

The four day NACA show will feature four color TV demonstrations a day with TV equipment operated by Patrick Gallagher of the DuMont Sales Engineering staff.

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'nuff said

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By HAL PERSONS



BROADWAY MUSIC CORPORATION

• • • MUSICVILLE GAZETTE—Al Jolson Remembrance Night has been scheduled for Friday evening, October 26th, at Carnegie Hall, with top talent from theater and music joining in the commemoration. Masterminded by Joe Franklin of Old Record Shop fame, the proceeds of this evening will go toward the support of the New York Cardiac Home, formerly known as the Hershfield-McCosker fund. Joe can be reached at 220 W. 42nd St. for tickets. . . . Goddard Lieberman, executive v-p of Columbia Records, leaves today for a two-week business trip to England and France. . . . Among sleepers, the tune called "Lucky" has really pulled a Rip Van Winkle. . . . Recorded by Jerry Cooper ages ago on the Tru-Blue label. Of late, this platter has been acting up nicely, with the result that Manor Music, publisher, has launched a big push on the tune. . . . Let's call this the Turn The Other Cheek Department. This week ASCAP celebrated the hundredth anniversary of the writing of "Old Folks At Home" yet it wasn't so long ago that BMI used Stephen Foster's "Jeannie With The Light Brown Hair" as an entering wedge to break ASCAP's solo role in the music listening field. . . . Some tunes are destined to be known by an individual performance. A prime example is Carol Channing's rendition of "Did I Hurtcha, Burnya, Cutcha Much." Its difficult to imagine anyone else doing as good a job. Already this platter is showing up in Boston, Pittsburgh, Portland and Cincinnati. . . . The Dinning sisters in New York all this week, visiting with d.j.'s and putting in three TV appearances. The girls' new Capitol platter "I don't Stand A Ghost of a Chance" is making lots of nice noises in this neck of the woods. . . . Herb Marks recuperating from a follow-up operation. The second this year. . . . Robbins Music latest plug tunes are "Never" and "California Moon" from the forthcoming 20th Century-Fox picture, "The Golden Girl." . . . Irving Fields taking a late honeymoon in Honolulu. He was married August 26, and didn't have a spare day open until now. . . . WOR-Mutual's "Sylvan Levin Opera Concert" broadcast Sunday October 14, from 9 to 9:30 p.m. will be a salute to the 1951 Community Chest Campaign. Soloists on the program will be Annamary Dickey, and Andrew McKinley. . . . Warner Brothers testing handsome Johnny Desmond. . . . "I Mean Everything I Say" and "Love Has A Word For It" are the names of two new pop tunes just issued by Bay State Music. (BMI) The melodies in both are by Maurice Roffman, veteran orchestra leader, composer and idea man.



• • • RECORDS ON PARADE—A new series of lower-priced 10 in. LP masterworks records, featuring classic selections heretofore available only on double sided 78 rpm discs, will be inaugurated by Columbia Records, announces Jim Conkling, Columbia prexy. These waxings in the new AL series will be priced at \$2.85. . . . Typical of many names heretofore unknown to the public, Billy May, creator of the new sound in records is a long time pro. He's scored for Charlie Barnet, Alvino Rey, the late Glen Miller. Previous activities with Capitol Records has been as a composer in the kiddie field. Aren't talented people talented? . . . Decca Records has hired Frank Kurleman to handle record promotion in the south. He will make his headquarters in Cincinnati. . . . Debbie Ishlon, pretty publicity pusher at Columbia Records, knows a diskery where you can buy 2,000,000 copies of "The Dodger Victory March" cheap.



• • • TRY THESE ON YOUR TURN TABLES—"Solitaire" Tony Bennett (Columbia). A very nice ballad with a real mellow Tony. . . . "A Lovers Waltz" Gizelle MacKenzie and Gordon MacRae (Capitol). A nice romantic ballad beautifully sung. . . . "Blue Velvet" Bill Farrell (MGM). Bill really does things for this tune, with a voice that has muscles. . . . "They Call The Wind Maria" Voices of Walter Schumann (Capitol). Very dramatic arrangement. . . . "With All My Heart And Soul" Ray Anthony (Capitol). Another good record of this tune.



WIP Stunt Plugs Local Disc Jockey

WIP, Philadelphia, is sending 15 x 22 "jumbo mailing" to the full list of national, regional and local advertising agencies, as well as the complete list of local sponsors, on morning and afternoon featured disc jockey, Mc McGuire. McGuire, who has gained consistent top rating among morning "disc jockeys" in the highly competitive Philadelphia market, is featured throughout the two-fold "jumbo" on "twice in one week" theme.

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