NAB BOARD FACES SERIOUS PROBLEMS

TV Service Complaints Continue To Run High

1,000 Consumer Service Gripes In January

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

(Continued on Page 7)

Miller, Stanton Testify On Educational TV

Washington Bureau of RADIO DAILY

Washington—The NAB and CBS went on record before the FCC yesterday as favoring the use of TV in the states of Missouri, Iowa, Nebraska, and Colorado during the week of March 12 to 19, under the auspices of the respective state broadcasting associations, which made the requests. A troupe of speakers from New York will make the tour, augmented by outstanding local speakers from each area covered. The four speakers will be: Ted Cott, general manager of WNBC and WNBT; Robert Saudek, vice-president of ABC and president of the Radio Executives Club of N. Y.; Reggie Schuebel, head of the radio department of Duane Jones Co.; and Robert Burton, vice-president in charge of publisher relations, BMI. The clinic will follow the established pattern of the successful

(Continued on Page 6)

Regional Program Clinics Planned For March By BMI

BMI will give four program clinics in the states of Missouri, Iowa, Nebraska, and Colorado during the week of March 12 to 19, under the auspices of the respective state broadcasting associations, which made the requests. A troupe of speakers from New York will make the tour, augmented by outstanding local speakers from each area covered. The four speakers will be: Ted Cott, general manager of WNBC and WNBT; Robert Saudek, vice-president of ABC and president of the Radio Executives Club of N. Y.; Reggie Schuebel, head of the radio department of Duane Jones Co.; and Robert Burton, vice-president in charge of publisher relations, BMI. The clinic will follow the established pattern of the successful

(Continued on Page 6)

Executive Changes And Budget Cut Top Agenda

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

(Continued on Page 2)

Million Dollar Budget Set By Liberty Web

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

McLendon disclosed that a series

(Continued on Page 6)

TV Manufacturer Okays Radio News Series

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

(Continued on Page 2)

“Show Goes On” Thematopsis, the sleek ebony cat which fencizes on WCBSTV's “Tales of the Black Cat” on Tues- days missed only one show as a result of her recent motherhood, at which she gave birth to six young ones. The show she missed was handled in a capa- ble manner by one of her daugh- ters by a former marriage, who has now returned to her mousing.
NAB Board Meet Must Face Budget, Executive Problems

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

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

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

Budget Only Part of Job

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

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

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

Some See Prestige Enhanced

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

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

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

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

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

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Phone: Franklin 2-3280

NEW YORK STOCK EXCHANGE

January 29, 1951

(Continued from Page 1)

TV Manufacturer Okays Radio News Series

FINANCIAL

(Continued from Page 1) sponsorship in their markets, according to George H. Hakim, assistant advertising manager. The series begins February 1.

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

MESSAGER SERVICE

FOR A QUARTER OF A CENTURY—DEPENDABILITY
ALLIED MESSAGER SERVICE

9 Rockefeller Plaza
Plaza 7-8065

Senator...

COMING AND GOING

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

ANNE C. BALDWIN, photogenic director of publicity at WOR, will return from a tour of New York, N. J., where she spent three days on business.

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

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

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

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

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

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

Monday, January 29, 1951
Basic research at RCA Laboratories has led to most of today's all-electronic television advances.

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

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

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

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

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

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

**Radio Corporation of America**

World Leader in Radio—First in Television
**STAFFERS of the WRC newsroom, some of the busiest spots in Wash-ington, took time out the other day to file by the desk of Earl Godwin, dean of Washington commentators. It was Godwin's birthday and fellow workers presented him with a cake and a corsage of teletype paper.

Florida Southern College at Lake-land has forfeited its FM construc-tion permit for WFSI and the FCC has deleted the station and call let-ters.

The FCC has granted special permis-sion to the Pacific Telephone & Tele-graph Co., San Francisco, and West Coast Telephone Co., Everett, Wash., to file revised tariffs to re-duce switching charges for AM and FM aural broadcast transmission.

Tariffs have been under suspension and inquiry by the Commission.

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

Carrying the show live, beginning Feb. 4, will be WAAM, Baltimore, the originating station; WABD, New York; WTTG, Washington; WSM, Nashville; and WJBK-TV, Detroit.

WHNC-TV, New Haven; WICU-TV, Erie; WJIM-TV, Lansing; WSPD-TV, Youngstown; WJCN, Johnstown; and KEYL-TV, San Antonio.

Trans World Airlines, sponsors of the new NBC comedy, “Mr. and Mrs./Hans, Birthday,” 8:30-9 p.m. EST, Sundays, entertained members of the Civil Aeronautics Administra-tion’s Traffic Board last Wednesday with a transcription of the Feb. 4 program in NBC studios, here. A cocktail party followed at the Carlton Hotel.

Will Record Quartet
WQXR, New York, has signed a contract permitting Polyphonk Records, Inc., to manufacture and mar-ket long-playing records of The WQXR Quartet. The Quartet, a string ensemble, was organized by the station in 1947 and has been aired on a weekly basis ever since. Their initial disc for Polyphonk will be the First Quartet of Darius Mil-haud, and Turina’s “La Oracion del Toro.” (The Bullfighter’s Prayer).

**CAPITAL ROUNDUP**

By BILL BAILEY

**RADIO DAILY—TELEVISION DAILY**

By SID WHITE

**MA STREET**

By GINNY EVANS

**Chic ago**

One of ABC’s afternoon network shows scheduled to start Febru-ary 5th will originate from Chicago. “The Benny Rubin Show” will be heard from 2:00 to 2:25 p.m. and will be built around name guests, music and a comedy routine feat-uring Benny's dialect stories.

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

Arnold Cartlsen, CBS central division account executive, vaca-tioning in Ft. Lauderdale, Florida.

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

Al Bland, former program direc-tor of KMOX, St. Louis, is now pro-gram director of WBMM, Chicago.

Other recent additions to the WBMM staff include announcers Jay Anderson, formerly an announcer on WMAW, Milwaukee, and Jack Cal-laghan. Callaghan formerly pro-duced “Quiz Kids” and “Ladies Fair.”

“The Pet Shop” moved from WNQQ to WGN-TV on Saturday, January 27th.

When Patsey Lee recorded “Forever and Ever” and “Chapel of the Roses” with Johnny Desmond for MGM records it was her first sing-ing effort for recordings. Here’s wishing her a big hit.

Dolphy Nelson now a producer for Tom Moore Productions.

Tommy Bartlett is featured in the “What’s Your Name?” feature in the January issue of Coronet magazine.

Gene Fromherz is the new direc-tor of media for Aubrey, Moore and Wallace here.

Dorsey Connors has four new sponsors starting in January and February, including M. B. S. Mills, Joe anna Western Mills, John M. Smythe, furniture house, and the First Federal Savings and Loan. They are rotated weekly.

**RADIO DAILY—TELEVISION DAILY**

**CAPITAL ROUNDUP**

By BILL BAILEY

**RADIO DAILY—TELEVISION DAILY**

**MA STREET**

By SID WHITE

**CHICAGO**

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**Chic ago**
See Parts Shortage Silencing Receivers

Many consumer-owned radio and TV sets, and electrical appliances will become inoperative and useless unless something is done to relieve the shortage of repair and replacement parts. This was the opinion of an industry task group organized under the National Production Authority to study the problems brought about by the national defense effort.
The group, called the Radio-TV-Household Appliances Wholesale Industry Advisory Committee, advised the NPA at a recent meeting to allow for enough materials to cover the maintenance of household appliances now in the public hands.

Resolution Passed

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

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

Predict Wide Use For Analog Computer

Scientists at the Winter General Meeting of the American Institute of Electrical Engineers in New York last week indicated that it may be possible in the near future to solve certain economic problems through use of the analog computer, sometimes called the "mechanical brain."

Three Northwestern University engineers and economists in a joint paper said "economic phenomena may often be represented by analogous electrical circuits. Electrical analog computing techniques may therefore have broad applications in the study of economic problems."

In recent years the word "model" has become as prominent in the writings of economists as the word "circuit" in the works of electrical engineers, they explained. "Both models and circuits may be described by mathematical relationships." The scientists presented three economic "model" equations formulated for three different kinds of investigations, pictured an electrical circuit for each, and explained how much each may be solved with an analog computer.

Emerson Upping Prices On Five Television Sets

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

Increases Detailed

The increases affect the 17-inch model No. 676 which will list at $299.95 as compared to $291.95 previously. Two consoles, the model No. 678 with 16-inch picture and model No. 681 with 17-inch picture, were raised $10 each from $319.95 and $369.95 to $329.95 and $379.95, respectively. Model No. 669, a 19-inch console, was raised from $469.95 to $479.95; while the console TV-phonograph model No. 666 was increased from $469.95 to $499.95.

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

RCA Victor Picks 15 For 'Award Of Merit'

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

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

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

Methylen Chloride Ban

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

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

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

Section of RADIO DAILY, Monday, January 29, 1951
BAB Refutes Charges
Of Press Association

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

Emphasizing the fact that the BAB's business survey consists of 10 of the largest Pittsburgh department stores, the new booklet shows that six of the 10 stores used radio advertising in degrees ranging from 'Extensive' to 'Irregular.' For those stores using radio, one showed sales had been as high as 1946 (the year BAB used for comparison), two other stores had sales above 1948, another store revealed that one day during the strike it experienced its second best day in sales history, a fifth store reported sales as up to expectation, and the last store using radio reported a slight decrease in sales. The four other stores that never used radio previously really took a sales beating. The booklet points out where radio is used consistently and intelligently, business continues to prosper.

Sales to Men Rose

According to other reports prepared by the University of Pittsburgh's Bureau Of Business Research, sales in men's wear stores were up 16.8 per cent over the previous month; car registration was up 16.5 per cent; jewelry stores, children's wear were up 11.5 per cent. Sales to men rose 15.4 per cent; car registration was up 16.8 per cent; women's and children's clothing was down 11.4 per cent. Jewelry stores, men's wear stores, the new booklet shows figures of 30,000 votes in Pittsburgh's gubernatorial election also increased, and the most the remaining ten by

Growth Of FM Radio

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

Hollywood

Frank Veloz reports that television pays off, and handsomely. The star and sponsor of "Veloz and Yolanda Present" on KECA-TV, says that his chain of dance studios have grossed more than a million dollars during 1950... Mr. and Mrs. Jerry Ross are the proud parents of an adopted son, William Louis. Jerry is publicity director of the Western Division of ABC... James T. Sibley ordered a character study of "George Custer" for Capitol last week... Geo. Ward huddling with CBS execs in New York on TV plans for Eve Arden's "Our Miss Brooks" ailer... Jerry Fairbanks has signed Verne Smith and Harlow Wilcox, veteran radio announcers, to narrate a new series of video spot announcements now being filmed for Oldsmobile... Victor Riesel, whose syndicated column appears in 186 newspapers throughout the country, has started a new series of commentary on world affairs on KFMV and the Pacific Regional Network. Program is heard every Sunday afternoon from 2:45 to 3:00... Elliott Lewis, "Suspense" producer and top radio actor, was bedded with virus last week and was forced to cancel all activities... TV interest should be at peak Feb. 11th when the Spike Jones show does the entire hour on NBC's comedy series. Trupe draws $40,000 for the single appearance... Jack Wagner, new manager of radio station KDB, Don Lee affiliate in Santa Barbara, visited network headquarters in Hollywood... Meredith Willson's "May The Good Lord Bless and Keep You" has hit the best seller list in the disc stalls with the Bing Crosby and Frankie Laine versions topping all platters... Rumors persist along Vine Street that a major studio is dickering with Willard 'Gilty' Waterman for a motion picture series based on the NBC family comedy program, "The Great Gildersleeve." Country Washburne has been asked to write a high school alma mater for Port Arthur, Texas.

Emphasize Audience Growth Of FM Radio

(Continued from Page 1) last year "a new yearly record was established in the number of FM equipped radio and television receivers manufactured for any one year." He added that R-TMA figures showed that nearly 2,500,000 FM receivers were made in 1950. The FM spokesman further stated that Zenith and General Electric can't make enough FM receivers and that both companies have been distributing their FM table models on allocation basis for some time.

Named Board Chairman

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

Local News

Roanoke, Va.—Doris Wilson, announcer, WSLS, Roanoke, is the proud father of a son, Gary Lynn, (his second), born to Mrs. Wilson Jan. 8th.
TV Service Complaints Continue To Run High

(Continued from Page 1)

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

Complaints for the first three weeks of January are approximately 700, and indications are that they will run over 1000 for the month. In December, 874 complaints were received; in November, 973; and in October, the record was set when 1393 complaints were registered at the Better Business Bureau.

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

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

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

City Ordinance Pending

At the present time, the TV City Ordinance Bill is pending before the City Council. If passed this bill would forbid community service complaints against unfair TV service practices.

A Council committee is expected to meet today to discuss the measure, but actual legislation is not expected for several months. The bill is supposed to take effect May 1, 1951.

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

Form Ray Block Associates

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

**TELE TOPICS**

**DR. ALLEN B. DUMONT**, celebrating his fiftieth birthday today, is the subject of the "profile" in the current issue of The New Yorker. In the article, the Doctor is hailed as the man who has probably done more for the cathode-ray tube, heart of TV, than anyone else in the 20th Century.

His company, the magazine pointed out, grossed in its first year $1,000,000 and $75,000,000 in 1950. Another facet of the Doctor's many-sided nature recently occurred. He was a presenter of the $290,000 in December another facet of the Finance Committee of the United States Senate and was instrumental in successfully pledging the case of the "growing" companies at the proposed excess profits tax legislation hearings.

**ROBERT CUMMINGS** plays the role of a side show barker in "The Shiny People" on the Lux Video Theater, tonight at 8:00 p.m. over CBS- TV.

Cheer Long, WSNS-TV newscaster, has just received the Distinguished Service Award of the Columbus Junior Chamber of Commerce. He was cited for his civic and charity work and for his use of the tremendous powers of the medium "with an understanding heart and genuine desire to be a useful and honorable citizen.

Lee will be one of the group of guest performers on the Morton Downey show, Tuesday night. The program is sponsored by Flag Pet Food Corporation.

Earl Wilson will guest on "Dennis the Menace" via CBS-TV, tomorrow night at 7:45 p.m.

**TATHAM-LAIRD, INC.,** will open a New York office to handle radio and TV. The agency's radio and TV department. He was formerly assistant to the vice-president and TV for Leeners & Charles, Inc. He will be one of the group of guest performers on the Morton Downey show. "Star Of The Family," CBS-TV, Friday, Feb. 9 at 10:00 p.m. Dick "Two Ton" Baker will sub tonight for the ailing Al Morgan on "DuMont at 8:30 p.m.

"How Much U. S. Aid to Europe?" will be the theme of CBS-TV's "People's Opinion" show with Charles Collingwood as chairman. Sunday, Feb. 4 when Herbert H. Lehman (D., N. Y.) and John W. Bricker (R., O.) discuss the theme. Program is directed by John Peyer, with Leon Levine directing.

**Featherbedding Edict May Affect Radio, TV**

(Continued from Page 1)

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

The case stemmed from a booking of Roy Acuff's band into the theater, based on a tentative agreement from AFM President James C. Petralillo, addressed to Acuff's booking agent, advising bands that the local there advised us that no agreement has been reached between the theater and our local union. Under the circumstances, federation members are not permitted to play there without negotiations for an agreement and consummated." The Acuff show did not appear.

At a later meeting between union officials and the theater management, the NLRB said "a tentative agreement was reached whereby the theater would employ a local union. The agreement permits the theater to employ local bands for a second engagement."

The NLBB said the theater house office rejected the proposed agreement.

**Amends AM Application**

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

**T.V. FURS RENTED**

THE FUR EXCHANGE
904 Seventh Avenue, N.Y.C.
Marvin Wolff, Consultant
CI 6-7585
New veeps shows. counting for 25 per cent of all air were by far the most popular—according to estimates. W. Smythe, research professor of education at the University of Illinois. As their principal exhibit, the Educational TV stations showed a chart with a breakdown of TV programs as monitored in New York for the week ended Jan. 15. The chart showed that dramatic programs were by far the most popular—accounting for 25 per cent of all air time. Variety programs were in second place, followed by children's shows.

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

The election of four new vice-presidents was announced by ABC. New vps are: Leonard Reeg, vice-president in charge of NBC's eastern sales department; Alexander Storah Jr., vice president for television programs; James H. Corcoran, former manager for air-relations and Otto Brandt, vice-president for TV station relations. Robert W. Sarnoff, former manager for NBC television, was appointed director of NBC unit productions. Robert E. Button, Lance Ballou and George L. Ogles were appointed to NBC's television network eastern sales department.

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

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

Stand On Educational-TV Given By NAB, CBS Heads

(Continued from Page 1)

Educational Station?

Washington — Educators have given thought to filing for the frequency of an established commercial TV station in New York at renewal time, Brig. Gen. Telford Taylor, counsel for the Joint Committee on Educational TV, disclosed Friday in cross-examining NAB President Justin Miller.

The NAB head had suggested that educators might (1) purchase existing facilities, (2) purchase time on existing stations, or (3) challenge their applications for renewals and make a showing to the FCC. "We have had too much of that, " said General Taylor when Judge Miller suggested filing for existing facilities.

Top Western movies on TV to un-telescape

Judge Miller said he was "very sympathetic" to the proposal that television should be used for education. "I believe," he stated, "the FCC has an obligation to see that education is employed properly." He took the position that educators should be required to compete for existing channels along with commercial interests, but said, "voluntary co-operation on the part of educators and broadcasters who wish to do so, is required by FCC regulations." He pointed to TV's pioneer work in home forums and discussions and home-makinmg programs. "The first consideration must be a service which will appeal to most people of the time," he said.

Considerations Listed

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

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

Granted Time Extensions

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

In affiliated系列 "Aladdin's lamp," was given until March 6 to remain silent. On that date the station is to stop all operations, changing frequency from 96.5 mc. to 100.1 mc. The original antenna was destroyed by the storm.

WPAT-FM, Paterson, N. J., was granted authority to remain silent 60 days pending replacement of the 250-watt antenna tower.

NLRB Orders Elections

Washington—The National Labor Relations Board Saturday ordered an election for members of the I.T.A. at three stations on petition of NABET. Technological employees of WBNY, Buffalo, N. Y., will hold an election within 30 days. Under the NLRB order, to determine whether NABET, the American Communications Association, and the NABET local will represent the employees. A three-member board of NLRB, John M. Houston, James J. Reynolds Jr., and H. J. Reis, will conduct the election. WBNY technicians formerly belong to the ACA of the CIO but that on June 15 they drew from ACA after it was expelled on June 15 from the CIO.

Technical employees of WJIM, Lansing, Mich., and WQFG, Kalamazoo, were ordered to hold elections to determine whether they want NABET to represent them.
ALL-INDUSTRY EFFORT SET TO AID FM

Serial Programming Gets New Radio Buildup

Web, Producers Announce New Program Plans

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

(Continued on Page 8)

Nar. TV Film Council Opens Session Today

The third annual National Television Film Council will open today at the Warwick Hotel with an agenda running from 10:00 a.m. through the afternoon. Opening session will be a "Television Station Forum" with David Savage, film director of WCBS, will introduce the day. Speakers will include

(Continued on Page 6)

Basketball Decision Hits Radio-TV Sponsors

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

(Continued on Page 4)

First Chinese Disc Jockey Program

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

BMT Program Clinic Held In Nashville

Nashville, Tenn. — First of five scheduled BMT Program Clinics in as many southern states was held here Monday at the Andrew Jackson Hotel, with an attendance of 60 broadcasters, including six from the state of Kentucky. Competition arising from the presence in Tullahoma of President Harry S. Truman cut down the expected attendance, since nearly every Tennessee outlet carried the Truman speech.

(Continued on Page 8)

NARPB In Plea To FCC

To Aid Functional Music

Washington Bureau of RADIO-DAILY

Washington — The NARPB yesterday filed a petition with the FCC in support of the joint statement on behalf of 13 FM stations engaged in functional music operations, filed May 25. NARPB Counsel Vince Wasilewski, who filed the petition, advised the Commission that he was under

(Continued on Page 2)

RCA Victor Co. Renews Harris-Faye On NBC

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

Advertisement

NLRB Rejects IBEW Claim For Announcer-Technicians

Washington Bureau of RADIO-DAILY

Washington — Petition of the IBEW to include five announcer-control operators of KHMO, Hannibal, Mo., in its union of engineers was denied yesterday by the National Labor Relations Board. The NLRB's decision, which sustained a trial examiner's findings, held that the work performed at the studio control boards by the announcers in question "does not require technical knowledge or training as does that of the transmitter engineers," and that their principal job is announcing.

The "appropriate unit" for the

(Continued on Page 4)

NARPB And Mfrs. Plan Co-op With Broadcasters

Washington Bureau of RADIO-DAILY

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

(Continued on Page 6)

WINS Closes Deal For H-T Newscasts

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

(Continued on Page 2)

Advertising Women Entertain N. Y. Visitors

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

(Continued on Page 6)

Ambitions

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

Pinch Hitting

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

RADIO DAILY—TELEVISION DAILY
Established Feb. 9, 1937
Vol. 55, No. 62 Wednesday, June 27, 1951 10 Cts.

Ex-Head Of CBS Writers Will Conduct TV Course

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

WINS Closes Deal For H-T Newscasts

(Continued from Page 1)

You get a lot for a little*

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

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

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

FINANCIAL

NEW YORK STOCK EXCHANGE

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

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

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

WDELT-V
WILMINGTON, DELAWARE

Represented by ROBERT MEEKER ASSOCIATES Chicago San Francisco New York Los Angeles
Announcers Are Not Technicians—NLRB

(Continued from Page 1) five employees "is one that embraces all the employees and not one representing engineering, one affiliated with the AFL, the other with the CIO, although it affects all places of employment where employees are organized or seeking to organize.

Joins NARTB Legal Staff

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

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

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

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

**Texaco Star Theater** Leads Shows For June

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

In rankings by program city rating, the research firm found "The Comedy Hour" with a 43.2. Closely following were "Godfrey's Talent Scouts" with a 43.1 and "Your Show of Shows," with a rating of 42.6. ABC's TV nationals are issued monthly with representative sampling from 2200 homes in all TV urban and rural areas.

Ranking of number of homes reached it was found that "Texaco Star Theater" reached 7,170,000 homes, while "Your Show of Shows" was second with a total of 5,450,000 homes. "The Comedy Hour" ranked third with a total of 5,570,000 homes. Closely bunched from there on were "Godfrey and Friends," 4,670,000; "Philo TV Playhouse," 4,640,000; "Godfrey's Talent Scouts," 4,450,000; "Private Eye," 4,040,000; "Studio One," 4,290,000; and "Original Amateur Hour," 4,170,000.

Period covered for the sampling was June 15-29. For the New York, Chicago and Philadelphia areas in all three cities the "Texaco Star Theater" was ranked No. 1.

Basketball Decision

Hits Radio-TV Sponsors

(Continued from Page 1) N.C.A.A. basketball riding, from the series of fixed basketball games in the last season will shift the play-offs to Raleigh, N. C., Chicago, Ill., Kansas City, Kansas, and Seattle, Ore.

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

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

Connecticut Radio Stations Speed Passage of Tough Narcotics Law

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

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

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

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

Bridgeport: WICC, WLIZ, WNAB
Bristol: WBIS
Danbury: WLAD
Greenwich: WGCH-FM
Hartford: WCCC, WDRC, WONS, WTHT, WTIC
Meriden: WMMW
Middletown: WCNX
New Britain: WHAT, WKNB
New Haven: WAVZ, WBIB, WEL, WNHC
New London: WNLC
Norwalk: WNLK
Norwich: WICH
Stamford: WSTC
Torrington: WLCR, WITOR
Waterbury: WATR, WBRY, WWCO

WTIC's 50,000 Watts represented nationally by Weed & Co.
All-Industry Effort
Set To Bolster FM

(Continued from Page 1)
result of the conference, at NARTB headquarters, it was agreed that broadcasters will report future shortages of FM sets to their respective areas to NARTB, which in turn, will notify R-TMA and that association will transmit the information to manufacturers weekly. Recognizing that a national market picture is inconclusive, the representatives agreed to attack the problem on a market -by-market basis as shortages occur.

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

Attending yesterday's conference were:


Representing the FM industry committee were Morris Novik, New York consultant, Raymond S. Green, Rochester, and Leonard H. Marks, attorney, former general counsel of WOR, New York.

For R-TMA: Robert C. Sprague, board chairman; McDaniel, James D. Secrest, general manager, and the following FM committee:


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

AGENCY NEWSCAST
...personnel, sponsors and notes

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

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

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

RAY AUSTRIAN AND ASSOCIATES have added two new accounts to their balance, Inland Steel, factor of girdles, and Frank M. Whiting and Company, gold and silver smith.

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

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

RAY-HIRSCH COMPANY, INC. has prepared a national campaign for the Pearl-Wick Corporation to promote the clothes hamper as a gift. The campaign is designed to provide retailers with effective merchandising ideas. It is directed by R. M. Williams, advertising manager of the company's home instrument department.

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

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

HERBERT B. SHOR, INC., Philadelphia, has been named by Whole sum Products Company, candy, and Hollywood Maid Brasserie Company, both of the same city.

MURRAY RUDOMIN has joined the copy group of John-Raider Advertising. He formerly was assistant to the president of H. C. Gerngross, and Company, Inc.

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

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

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

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

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

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

TATHAM-LAIRD, INC. has been named by the George Wiedmann Brewing Company, Inc, Newport, Ky., efective Sept. 1.

RAY SHEILHAMMER, Jr. has joined the copy staff of Brooke, Smith, French and Dorrance, Inc.

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

Advertising Women Entertain N. Y. Visitors

(Continued from Page 1)

of the visiting delegates to the National Industrial Advertising Association in the Sert Room of the Waldorf-Astoria. Mildred Kaldor, former TV director, was moderator for the show.

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

Turner Heads WFUV-FM

The appointment of Edwin J. Turner as the new station manager of WFUV-FM, Fordham University, was announced last week by Dr. Leo McLaughlin. S. J., director of the radio station. Turner formerly connected with American Maize-Products Co. in New York. The announcement was made a week after the entire professional staff of WFUV-FM resigned from the university station.

(Continued from Page 1)

Stan Parlin and Theodore R. Kupferman of NBC in addition to Sav- age.

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

With Saul Turell, president of Stetson tour, who won special honor award by Larry Cohen, president of Videmic Picture Corp.

Speakers will include Norman Mathews, chief of production, Ruth rauf & Ryan; John Battison, director of TV commercials, Dancer, Fitzgerald and Sample; Marshall Grant, TV director of Ruthrauf & Ryan. An open discussion will follow the regular meeting.
TV Networks Cover Narcotic Hearings

(Continued from Page 1)

the country broadcasting the three-hour narcotic hearing.

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

Using the audio portion of the NBC-TV pickup, WFDR-FM had tried to get a radio pickup of the hearing. It reached agreements with WTH, Baltimore, to share line expenses but the plan failed when no radio station received the signal. The signal could be reached in Wilmington, Del.

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

It is believed, however, that major radio networks will use excerpts of the testimonies on radio newscasts and/or news commentaries. Mutual plans to have Narcotics Commissioner Harry J. Anslinger as guest on "Reporter's Roundup." Mutual plans to have Narcotics Commissioner Harry J. Anslinger as guest on "Reporter's Roundup."

TODAY'S TV Personality: ALLAN BLACK, radio and television head of Cayton Advertising Agency, engi- neered the NBC-TV coverage of the hearings as a result of a successful "Greatest Fights of the Century" film series, over NBC-TV interconnection network. Films were produced by Mannie Baum Enterprises. Producer of the first sponsored program of Howdy Doody for Polaroid Filters, Inc., Allan has numerous spot film commercials to his credit, and is at present concentrating on the production of numerous spot film commercials. Following graduation from NYU in 1938, he broke into radio as announcer, writer-producer for New York radio stations, including WMCA, WEVD, WAAT, WABT-FM and WQXR. He quit the latter in 1945 to free-lance, doing scripts for such network radio shows as "Grand Central Station," "Armstrong Theater of Tomorrow," and "Hoyle's Ranger," as well as associating himself with the Radio Division of the OWI. He also did several television scripts during this period prior to joining Cayton in 1947. First agency assignment was to direct a nation-wide TV spot campaign for the Polaroid TV Filter, which proved an outstanding success.

Radio Networks Cover Narcotic Hearings

Wednesday, June 27, 1951

RADIO DAILY—TELEVISION DAILY

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

TNTAIR'S production of "The Letter" on "The Somerset Maugham Theater" Monday night, found the drama and the commercial vying for suspense as the plot unfurled and Wendy Barrie, new mistress of ceremonies, fighting time in the hour-long drama to change her treizes from blonde to brunette. At the finish of an excellent portrayal of Maugham's play, the home audience, while thoroughly engrossed by Judith Evelyn, Jeff Morrow, Martin Gable, Guy Spaulll and Leon Janney in the murder tale, were also left limp by Wendy's coming down the home stretch with her beautiful new coiffeur right at closing time.

Incidentally, the show will go on a weekly basis, July 9, from 9:30 to 10:00 p.m.

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

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

A youth-forum program, the WTIC-originated series had been conducting their recent crusade ever since its moderator and panel heard a 16-year-old girl tell (via recording) how she became a drug addict. After conferences by the Hartford radio station with Gov. John Lodge and State Police Commis- sioner Edward Hickey, a bill was sent to the Legislature containing most of the provisions recommended by WTIC. With only six days left to get it through the 1951 session, WTIC staff members were busy at the state capitol enlisting support of representatives.

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

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

Film Exploitation

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

Jell-O On McNeil Show

Beginning July 2, the Jell-O divi- sion of General Foods Corporation will sponsor the first 15-minute segment of the Breakfast Club on Mondays, Wednesdays and Fridays. The audience participation show, with Don McNeil as toastmaster, is heard Monday through Friday over the ABC radio network from 9 to 10 a.m. Young and Rubicam is the advertising agency for Jell-O.
New Du M. Ad Drive Set
Telisco, Inc., distributor for Du Mont television receivers in New Jersey, is this week inaugurating a unique advertising and merchandising campaign at the consumer level. Emphasizing trading in old TV sets in terms of Du Mont quality, the campaign features the slogan "Don't just trade in your old television set...trade it UP a Du Mont." Promotion package includes newspaper ad, counter display, window streamers and die cut pop-up envelope stuffers. Surprise item is the Du Mont jack-in-the-box, made of red and yellow plastic, both a jack-in-the-box and coin bank.

Serial Programming Seen As 'Much Alive'
(Continued from Page 1) other than from Air Features, representing the Hummerts, who will introduce new and revised serials on the networks.

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

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

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

New Hummert Series
A new Hummert mystery show, "Inspector Blackthorn," will make its radio debut on NBC, beginning the same night, July 20, 9-9:30 p.m., EDT. "Inspector Blackthorn" will make a total of 90 broadcasts each week, 9:30-10 p.m., EDT. The series will be heard over NBC's network, starting Monday, July 20, at 9 a.m.; "The Strange Romance of Evelyn Winters" will return to NBC, 9-9:30 p.m., EDT. "The Strange Romance of Evelyn Winters" will continue to be heard on NBC's network, 11-11:15 a.m., EDT.

Two FEP Programs On WLIB
WLIB on Monday broadcast two special programs in observance of Fair Employment Practices Day. Ruth James was moderator of the broadcasts, which were heard from 9-45-11:15 a.m., and 11:30-2:30 p.m. The guests were Ed Lawson, of United Nations, and Rev. Gary Onkens, of the Protestant Interracial Fellowship Commission.

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

BMI Program Clinic Held In Nashville
(Continued from Page 1) and needed extra help on hand while still other radio men attended the ceremony dedicating the new Arnold Engineering Center.

Clinic was called to order by Frank S. Proctor, general manager of WTNB, Jackson, and president of the Tennessee Association of Broadcasters. Ken Sparrow, BMI field representative, was clinic chairman.

Highlights of the talks included:

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

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

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

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

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

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

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

Survey Week of June 15-21

<table>
<thead>
<tr>
<th>Title</th>
<th>Publisher</th>
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<tbody>
<tr>
<td>Be My Love</td>
<td>Miller</td>
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<tr>
<td>Because Of You</td>
<td>Broadcast Music</td>
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<tr>
<td>Dream</td>
<td>Goldsen</td>
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<tr>
<td>Faithfully Yours</td>
<td>Witmark</td>
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<tr>
<td>Hello Young Lovers</td>
<td>Williamson</td>
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<tr>
<td>How High The Moon</td>
<td>Chappell</td>
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<tr>
<td>How Long Is Forever</td>
<td>St. Nicholas</td>
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<tr>
<td>I Apologize</td>
<td>Crawford</td>
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<tr>
<td>I Whistle A Happy Tune</td>
<td>Williamson</td>
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<tr>
<td>I'm Late</td>
<td>Walt Disney</td>
</tr>
<tr>
<td>Jukebox</td>
<td>Broadcast Music</td>
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<tr>
<td>Listen! Now Or Never</td>
<td>T. H. Borm</td>
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<tr>
<td>Make The Man Love Me</td>
<td>Shapiro-Bernstein</td>
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<tr>
<td>Mister And Mississippi</td>
<td>Shapiro-Bernstein</td>
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<tr>
<td>Mockin' Bird Hill</td>
<td>Southern</td>
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<tr>
<td>My Resistance Is Low</td>
<td>E. H. Morris</td>
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<tr>
<td>My Truly Truly Fair</td>
<td>Santley-Joy</td>
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<tr>
<td>On Top Of Old Smoky</td>
<td>Felstows</td>
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<td>Pretty Eyed Baby</td>
<td>Pickwick</td>
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<td>Shanghaid</td>
<td>Advanced</td>
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<tr>
<td>Syncopated Clock</td>
<td>Mills</td>
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<tr>
<td>These Things I Other You</td>
<td>Valando</td>
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<tr>
<td>Too Young</td>
<td>Jefferson</td>
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<tr>
<td>Unless</td>
<td>Bourne</td>
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<td>Wang Wang Blues</td>
<td>Miller</td>
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<tr>
<td>Waltz In A Shadow</td>
<td>Shapiro-Bernstein</td>
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<tr>
<td>When You And I Were Young Maggie Blues</td>
<td>Mills</td>
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<tr>
<td>Would I Love You (Love You Love You)</td>
<td>Walt Disney</td>
</tr>
<tr>
<td>You're Just In Love</td>
<td>Berlin</td>
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</tbody>
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Second Group

<table>
<thead>
<tr>
<th>Title</th>
<th>Publisher</th>
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</thead>
<tbody>
<tr>
<td>Abo Dabo Honeymoon</td>
<td>Feist</td>
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<tr>
<td>After All It's Spring</td>
<td>Leeds</td>
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<tr>
<td>Alice In Wonderland</td>
<td>Walt Disney</td>
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<tr>
<td>Chesapeake &amp; Ohio</td>
<td>Famous</td>
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<tr>
<td>Dark Is The Night</td>
<td>Feist</td>
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<tr>
<td>Dine To You</td>
<td>Miller</td>
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<tr>
<td>How Many Times (Can I Fall In Love)</td>
<td>Paxton</td>
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<tr>
<td>If</td>
<td>Shapiro-Bernstein</td>
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<tr>
<td>Moonlight Bay</td>
<td>Remick</td>
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<tr>
<td>Morningside Of The Mountain</td>
<td>Remick</td>
</tr>
<tr>
<td>My Prayer</td>
<td>Shapiro-Bernstein</td>
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<tr>
<td>No One But You</td>
<td>Harms</td>
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<tr>
<td>Song Is Ended</td>
<td>Shapiro-Bernstein</td>
</tr>
<tr>
<td>Sound Off</td>
<td>Berlin</td>
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<tr>
<td>Super Song</td>
<td>Life Music</td>
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<tr>
<td>Tahiti My Island</td>
<td>Paramount</td>
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<tr>
<td>Tell Me</td>
<td>Maling</td>
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<tr>
<td>Tom's Tune</td>
<td>Laurel</td>
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<tr>
<td>Tonight Be Tender To Me</td>
<td>Life Music</td>
</tr>
<tr>
<td>When Our Country Was Born</td>
<td>Life Music</td>
</tr>
<tr>
<td>World Is Mine Tonight</td>
<td>Sam Fox</td>
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<tr>
<td>You Belong To My Heart</td>
<td>Peer</td>
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</tbody>
</table>

(Permission, 1937, of Office of Research, Inc.)
TOA MEETS COY; SEES "ABOUT FACE"

Web Lowers Afternoon, Night Rates 10-15%

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

Heavy NARTB Advance Reservations

Chicago—If advance room reservations is a barometer of the NARTB convention attendance, this year's attendance will exceed any previous convention. C. E. Arnell, secretary-treasurer, said yesterday at his headquarters in the Hotel Stevens. A year ago at this time there were 800 room reservations at the Stevens. This year the total room reservations to date is 1,300 and it is expected that the number will be swollen to 1,500 by Sunday night.

BAB To Explain Functions At Confab

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

Avco Chairman Predicts Business At High Level

Wilmington, Del.—Despite growing material shortages, business is expected to continue at a satisfactory level in the second quarter ending May 31, stated Victor Emanuel, president and chairman of Avco Manufacturing Corporation, at the annual stockholders meeting held yesterday. Emanuel said it is impossible to (Continued on Page 2)

MacArthur "Story" Relayed Abroad

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

A spokesperson for the Voice of America said that the VOA had carried all developments, giving it straight factual reporting. (Continued on Page 7)

NPA Clamps Controls July 1

On Transmitting Equipment

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

In one of the broadest directives yet issued, Manny Fleischmann, NPA administrator, announced last night that, effective July 1, a controlled-materials plan would be placed into effect, for defense production and certain defense-supporting activities vital to meeting rearmament needs.

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

Program First

Salt Lake City—Station KDKY-TV scored a television first last week when "Better Living Electrically," first sponsored program to go on the air 10 consecutive times, went before the pioneer station's battery of cameras. Sponsored by Utah Power and Light Company, the show has been a weekly feature since Fall, 1948.

Claims FCC Head Contradicts His Mar 29 View

Washington—FCC Chairman Wayne Coy did a complete "about face" of the Commissioner majority attitude toward motion picture companies when he met Wednesday morning with officers of the Theater Owners of America, the TOA indicated in a news release yesterday. In an (Continued on Page 7)

Station Reporter Bounced By City

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

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

"WDFR respectfully protests ejection by City Council."

Penn-Del. AP Officers Elected For Coming Year

Gettysburg—Ed Darlington, WCNR, Bloomburg, was elected president of the Pennsylvania-Delaware Associated Press Radio Association at the annual meeting held last (Continued on Page 5)

Tax Increased

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

FRIDAY, APRIL 13, 1951

CHRIS J. WITTING, DuMont's general manager, and
HAROLD DRESCHER, director of station relations, and
ROBERT JAMIESON, ROY SHARP
MERSEREAU, Treasurer and General Manager;
ALICOATE, President and Publisher; Donald M.
G. Alicoate, Sec'y.

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

TOM KRITSE, local sales director of KGNC,
Amarillo, Texas, in New York on business.

MILTON BERLE is vacationing in Miami. He
made an impruomptu appearance yesterday
on the Alco Gibson show over WTVJ. The sta-
tion's switchboard was tied up as calls flooded
in from fans.

WASHINGTON BUREAU
Telephone: Franklin 2437
Office: 1412 National Press Building
Washington 0232, D.C.
Residence: 4313 Russell Ave., Mt. Rainier, Md.
Telephone: 67-1223

Bill Bailey
387A 31/2

WASHINGTON BUREAU
Residence: 1430 12th St. N.W.

Stuart Kelley
4625 Hollywood Blvd.

CHICAGO BUREAU
Residence: 1218 Hinman Ave., Evanston

JAMES P. DAVIS, manager of the RCA Vic-
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manager of RCA Recorded Program Services;
and B. F. BERGER, manager of RCA
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left for Chicago.

WPCF Names Rep.

PACIFIC BUREAU:
Residence: 4532 Hollywood Blvd.

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MERSEREAU, Treasurer and General Manager;
ALICOATE, President and Publisher; Donald M.

1. N. Y., by Radio Daily Com., J. W.
and Holidays at 1501 Broadway, New York,

Stromberg-Carlson
Zenith Radio
Stewart-Warner

WPCF Names Rep.

Bill Bailey
387A 31/2

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BAB To Explain
Functions At Confab

(Continued from Page 1)
title of an address to be given by
A. C. Nielsen, president of A. C.
Nielsen Company. In opening the
BAB convention program, William
B. Ryan, president of the Broadcast
Advertising Bureau, announced.

Nielsen’s talk will be based on a
number of new and significant tabu-
lations of Nielsen Audimeter data
that will bring into clearer perspec-
tive some of radio's immense and
saleable assets that have been over-
looked in current attempts by the
Association of National Advertisers
and others to break up the network
AM rate structure.

Following President Ryan’s ad-
dress on “Radio’s Responsibilities
and Opportunities,” the session will
feature a special panel on BAB’s
emergence as the authoritative,
over-all sales promotion voice in ra-
dio, with Edgar Kobak, BAB board-
chairman, presiding. Participants in
this forum discussion will include
three prominent radio executives
responsible for the evolution of BAB
to its present structure as an in-
dependent gency, comprising: Mau-
rice B. Mitchell, vice-president
and general manager of Associated
Program Service; Frank Pellegrini,
vice-president of H-R Representa-
tives, Inc.; and Lewis Avery, presi-
dent, Avery-Knodel, Inc. Advertis-
ers will be represented on the panel
by Robert M. Gray, advertising and
sales promotion manager, Esso
Standard Oil Company; representing
agencies with Frank Pellegrini: Footo, Cone and Belding, Inc., Chi-
cago.

Stork News
Hollywood—KFVW’s early morn-
ing waker-upper, Bill Leyden, on
Saturday, Apr. 7 was presented by
his wife with a seven pound boy at
Hollywood Presbyterian Hos-
pital. The youngster will be named
William Leyden, third.

DR. E. LAWRENCE DECKINGER,
research director of Biow Com-
pany, has been elected president of
the Copy Research Council. Wilson
Main, research director of Ruth-
rauff and Ryan, is the new secre-
tary-treasurer of the Council.

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

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

JOHNBIBBS AGENCY is now
exclusively representing John New-
land for radio, television and mo-
tion pictures.

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

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

RALPH HARRINGTON, advertis-
ing manager of General Tire and
Rubber Company, was appointed
copy director of N. J., manufacturers of
dry-cleaning equipment.

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

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

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

OSGOOD and HAZEN has been
appointed by Peerless Film Proces-
ing Corp.

NORMAN D. WATERS AND AS-
SIATES will handle advertising
for William Prym, Inc., Dayville,
Conn., beginning July 1, for “cover
your own” buttons and buckles.
Sanford L. Hirschberg is account
executive.

RIELD AND FREED ADVER-
TISING, INC., Paterson, N. J., will
handle advertising for New Era
Manufacturing Company, Paterson,
makers of specialty printing presses.
The agency also is handling the ac-
count of See-o-matic Corp., Bloom-
field, N. J., manufacturers of dry-
cleaning equipment.

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

PITTSBURGH
50,000 WATTS
N BC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
W8Z • W8A • WO9O • KEX • KYW • KDKA • WBZ-TV
National Representatives, Free & Peters, except for W8Z-TV;
for W8Z-TV, NBC Spot Sales
FRIDAY-DREAMING: Despite the overwhelming college vote against televising football games next season, the U. of Pennsylvania is contemplating going along with teevee and is receiving bids from all four webs. With Franny Murray, their athletic director, also in charge of the Philo, Inquirer's Charities, it appears from here that ABC has the inside track. . . . Carleton E. Morse's "One Man's Family" will get the screen treatment. Mac is setting the deal right now in moviestown. . . . Inflation note: They hadda use real money on Vaughan Monroe's teevee show as a prop the other p.m. Stage money is too expensive. . . . Joe Louis' business managers are frantic trying to pin him down. . . . The independent film producers are getting even with TV. They're foregearing the expensive screen tests these days. When a potential star comes along they spot them on a TV show and have the executive staff look in. . . . The first three days brought over 2 G's in orders at WNEW for that Benny Goodman album with proceeds going to the ailing Fletcher Henderson.

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One of the swiftest ruses from nowhere to featured billing (and all within three months) is the case of June Valli, who stepped in recently to pinch-hit for the vacationing Kay Armen on "Stop the Music." Apty tagged "The Cinderella Girl," because of her speedy parlay from bookkeeper to Talent Scouts to "Stop the Music," June now finds herself the featured vocalist on ABC's new series, "Paul Whiteman Presents," which preem tomorrow nite on the entire web, with the exception of its local outlets. It's a big day for June.

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AROUND TOWN: Casting Consultants has booked little Lynn Loring for Tony Martin's NBC-TV session this Sunday. . . . Phil Harris & Alice Foye have a strong booster in Jeff Evans, chief announcer at WLDY, Ladysmith, Wisconsin, who writes the col. quote: "The best radio program on the air right now is the Phil Harris-Alice Foye show. . . . Jett then goes on to add that his is an independent station and his opinion is in no way influenced by the web. . . . On the same day that Dorothy Peterson was handed her script for the Philco show this Sunday (titled "Hour of Destiny"), her landlord, Alex Mussell, crashed the front pages inheriting $650,000. (He's the guy who inherited a million bux 20 years ago and gave it all away). . . . Tip to producers: For a 5-minute 'bit' on a show, our vote goes out to Eddie Connors, dubbed by Arthur Godfrey as the "best uke player in the world today." He imitates three banjos playing simultaneously.

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TVagrant Thawts: That great clown should be called Jackie Glee-son. . . . An emcee for a movie show on teevee is about as necessary as two heads. . . . Bob Hope's satire on psychiatry was the high comedy spot of the semester. Add things we could do without. The overly-dramatic thrush who sings an ordinary Tin Pan Alley lyric like Judith Anderson doing a scene from "Medea." . . . Poetry spouters should be heard and not seen, Too self-conscious for these baby brown orbs. . . . Zingiest of the new local stanzas is Hal Block's platter-chatter twice weekly via WJZ. Within the past month, he's racked up such guestars as Bob Hope, Milton Berle, Danny Thomas, Jimmy Durante, Sid Caesar and the likes. . . . Bill Ziff's press agent is Sol Zatt, and zat's zat.
Microwave Control Of Machinery Near

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

Best Known As Relay Link

Microwave, a low powered high frequency electronic system, best known for its use as a relay link in radio, TV, and telegraph communications, is being adapted to remote control of machinery in many applications that may revolutionize industrial operations. RCA disclosed in its announcement of plans for the Dallas demonstration. Microwave can be used in the petroleum industry for such control operations as opening and closing valves on “tank farms” and on pipelines many miles away from a control point. It also permits testing and recording the performance of machinery at distant points, so that nation-wide operations can be supervised with vast savings in travel time and personnel.

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

(Continued from Page 1)

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

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

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

In announcing a list of materials which come under the CMP and those not affected, Fleischmann indicated that the lists were “general and tentative” and that as the defense program grows in intensity, the list may be altered materially.

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New Philco Division To Aid Gov’t Orders

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

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

Peltz Heeds Operations

William J. Peltz has been appointed manager of operations in the same division, and in this capacity he will report to Gillies and will head all staff and manufacturing functions of the division. Peltz has been with Philco for 26 years. Recently he was manager of the steel and aluminum division, Peltz will be on the president’s staff and will direct all government and industrial sales and contract negotiations. James D. McLean has been appointed general sales manager for the new group, reporting to Peltz, and John Booth will continue to operate as general manager of the Tech Rep Division and will also report to Peltz.

WTAO Picks National Rep.

Cambridge, Mass.—Indie Sales, Inc., New York, has been appointed national representative for WTAO.
Doubling Of Range Is Claimed For New Meck TV Receiver

Chicago—A new television receiver which makes it possible for every television station to double its listening area was introduced today by John Meck Industries.

John S. Meck, president of the firm, estimated that the new chassis labeled the “red-head,” will increase the nationwide potential of present television stations by 25 per cent and more than triple the area which they can serve effectively. The new audience will be made up of families who have been unable to get satisfactory TV reception because they live more than 50 miles from the program’s transmission point or of those closer but need expensive “booster” equipment to receive good pictures on their present sets.

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

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

Airborne press conference, at which Meck had expected to demonstrate for members of the press the “red-head’s” ability to receive television signals in the most distant cities, was postponed when fog grounded planes in the “red-head’s” ability to receive television signals in the most distant cities, was postponed when fog grounded planes in the Chicago area. He noted that less interference aloft permits reception in all of these distances, but said the firm’s engineers have established 100 miles as the practical limit for ground reception.

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

Newly designed synchronizing circuits make the chassis immune to interference and hold the picture steady. Interference is a particular problem in TV reception in fringe areas where the signal is weak and where even a passing car may cause the picture to fluctuate considerably. Another problem of fringe area reception has been the tendency of distance from the transmitter and the use of boosters to disturb the balance between the audio and the video signals. In the “red-head” Meck engineers have been able to balance the engineering factors to give both good sound and good picture at the same time.

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

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

WhenEVER you hear an off-stage voice singing the lyrics of the song during one of the June Taylor dance production numbers on "Car

WHENEVER you hear an off-stage voice singing the lyrics of the song during one of the June Taylor dance production numbers on "Car
TOA Meets With Coy; Claims 'About Face' (Continued from Page 1)

"informal" conference with GaeL Smith, executive director of TOA. Nathan L. Halpern, TV consultant to Fabian Theaters and TOA, and Michael Cohen, TOA's TV counsel, Chairman Coy stated, the TOA announced: "The FCC report (of March 29) was not intended to do, and did not in any way, have any connection whatsoever with the theater television station. The FCC's report was not related in any way to the hearings to be held on the allocation of a portion of the radio spectrum for theater television stations.

"The practices of some film-production picture companies referred to in paragraph 20 of the report were not intended to do, and did not in fact, have any foundation in the belief that such violations of anti-trust laws or practices which tend toward the violation of such laws. While Coy apparently took an "about face" with the TOA officials, observers say it constitutes, in view of the reports of court proceedings, an admission of guilt."

Congressman Jacob K. Javits, leading Fusion candidate for president of the City Council, will be the guest on the "WOR-TV Press Conference," Monday, April 24. Bob's first radio job was with WFTC, Kingston, N. C. and after a two-year stint there, he left for the great plains to become assistant station manager of KSTW, Seattle, Wash. The newscasts run fifteen minutes and are broadcast at 5:30, 6:30, 7:30, and 8:30 p.m. The first step toward standardization of film requirements for TV has been initiated by Dynamic Films, Inc. According to Henry Morley, president of the company, his organization will compile the answers and release a "report, opinion," that will become a questionnaire to all the film leaders. In the past similar occurrences have come up in which the FCC chairman has "about face" with the TOA officials, which tend toward the violation of anti-trust laws. While Coy apparently took an "about face" with the TOA officials, observers say it constitutes, in view of the reports of court proceedings, an admission of guilt. Coy's comment on the meeting.

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

Directed by Sidney Lumet, the show is produced by Charles Russell, under the supervision of Charles University. The production of CBS-TV, New York, Settings will be designed by Bob Markell, with musical background furnished by Tony Mottola, guitarist; George Wright, pianist; and Stanley Webb, woodwinds. Scripts will be written by Harry Ingram, Sheldon Reynolds and Carter Products, Inc. and Joseph Ruscoll. It is sponsored by Fabian Theaters and TOA, and Nathan L. Halpern, TOA's TV counsel, Chairman Coy stated, the TOA announced: "The FCC report (of March 29) was not intended to do, and did not in any way, have any connection whatsoever with the theater television station. The FCC's report was not related in any way to the hearings to be held on the allocation of a portion of the radio spectrum for theater television stations.

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The British Broadcasting Corporation also devoted a high percentage of their Wednesday newcasts to the MacArthur dismissal. Leonard Miall, the BBC Washington correspondent, gave a series of special reports from Washington emphasizing both Democratic and Republican reaction. These reports were featured on the BBC's "Radio Newsreel" at 6, 7, 9, and 10 p.m. London time. These newcasts run fifteen minutes and dealt almost exclusively with the MacArthur-Truman incident. BBC officials said they planned to continue accurate coverage of the story for the next few days over "Radio Newsreel." At the same time a representative of Radio Free Europe said that although no special programs were run off Wednesday following the dismissal report, regular news broadcasts beamed to the satellite countries by means of the Iron Curtain stressed the fact that such action confirms our policy of giving European priority situation.

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

Available April 30

Well known network TV executive-editor-producer.

Box 126

RADIO DAILY

1501 Broadway, New York, N. Y.
Another BMI Pin-Up Hit!
MORE THAN I CARE TO REMEMBER
Published by Spitzer
Recorded by
GORDON JENKINS .......... (Decca)
RAY ANTHONY ........... (Capitol)
BILL FREARLE .......... (Columbia)
AMES BROTHERS .......... (Capitol)
Licensed exclusively by
BROADCAST MUSIC, INC.

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

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

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

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

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

By HAL PERSONS

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

☆ ☆ ☆ ☆ ☆

- - - RECORDS ON PARADE—Twenty new tunes written by
the late Russ Columbo were uncovered recently while Bobby
Mellin, song publisher, was going through Russ' old trunk in
search of some old contracts. Sammy Kaye got wind of the find
and asked to record one of them in particular. The tune. "I'm Yours To Command" waxed by Columbia is already showing on
Dee-Jay preferene lists for Val Maye, the disappearing
thrush, who was being sought all over because of her click with
the Coral record "I Gotta Find Somebody to Love,

☆ ☆ ☆ ☆ ☆

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

☆ ☆ ☆ ☆ ☆

Decca Records Promotes Schneider And Buchner

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

Schneider, who has been associat-
ed with the record industry for 25
years, joined the Decca organiza-
tion in 1940 and has served as direc-
tor of sales promotion and advert-
sing and, since 1946, as vice-president
and general manager. Prior to his
association with Decca he was gen-
eral sales manager and director of
Consolidated Film Industries, gener-
al sales manager of Brunswick Re-
cord Corporation and of The Ameri-
can Record Corporation.

"Friendly Bandstand" On WOR

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

Discusses Promotion

H. T. Hamilton, Jr., advertising
salesman of Abe Steiner's im-
porting agency of the Snow Crop
Marketers, addressed the
meeting of the Metropolitan Ad-
vertising Men last night at the group's
headquarters, 118 E. 40th St.
R-TMA ADOPTS 19-POINT SERVICE PLAN

MacArthur
Heaviest Coverage In History Given To His Return

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

Sales Exec. Clubs Meet Here May 31

Over 2,000 delegates from 16,000 members of Sales Executives Clubs located throughout the U. S., will attend the 18th Annual Convention of National Sales Executives, to be held at the Waldorf-Astoria Hotel in New York May 31 through June 2. A hard-hitting action-packed program, including speeches by top

WNBT Expands Schedule Of Daytime Television

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

Fifty TV Stations Form Coast Film Syndicate

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

Draw Up TV Code

Washington Bureau of RADIO DAILY

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

ABC-TV To Emphasize Education, Service

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

RCA Inaugurates Drive To Up Service Standards

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

FCC's Sterling Urges Improved Spectrum Plan

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

Radio Is Here

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

Fifty TV Program Adds More Stations

NAM TV Program adds more stations

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

Local sponsorship is reported in

AAA Elects Brockway Chairman Of The Board

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

Suggestions Made To All Branches Of The Trade

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RADIO DAILY—TELEVISION DAILY

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John W. Alcoate : Publisher

Frank Burke : Editor

Marvin Kirsch : Business Manager

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Marvin Kirsch, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-Pres.; Charles A. Alcoate, Sec'y.

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WASHINGTON BUREAU
Bill Bailey
Office: 1142 National Press Building

WEST COAST BUREAU
Edith Rosen
6035 Hollywood, Bivd., Phone: Cleveland 8436

CHICAGO BUREAU
Ginny Evans, Manager
Suite 313, 333 N. Michigan Avenue
Phone: Franklin 2-3388

HOME BUREAU
Promotion: Mrs. Alcoate, Manager

Puerto Rican Bureau: Antonio York, N. Y., under the Act of March 2, 1917.

Marvin Kirsch, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-Pres.; Charles A. Alcoate, Sec'y.
R-TMA Announces 19-Plt. Service Plan

(Continued from Page 1)
two organizations recommended a longer range program be undertaken to inform the public of factors involved in purchasing and servicing TV sets, one that be taken promptly, bring to the attention of local educational institutions the opportunities for trained service personnel and the need for training courses in vocational and trade schools.

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

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

It is recommended to TV set manufacturers that they:

1. Set up a provision for supplying set owners with replacement parts and tubes on an adequate quota basis related to production.

2. Expand the use of non-critical materials.

3. Continue to improve quality and inspection controls so as to obviate unnecessary complaints.

4. Minimize circuit changes with due consideration to availability of replacement parts.

5. Furnish substitution data to the trade for tubes and parts.

6. Develop more equitable distribution of replacement parts for repair and replacement purposes through closer cooperation within the industry.

7. Refrain from shipping sets without complete complement of tubes.

It is recommended to tube and parts manufacturers that they:

1. Increase the standardization of tubes and parts.

2. Expand the use of non-critical materials utilized in manufacturing.

3. Develop more equitable distribution of components for repair and replacement through closer cooperation within the industry.

4. Continue to improve specifications for better service and longer life of television components.

It is recommended to set and parts distributors that they:

1. Maintain an inventory of repair and replacement parts adequate for the needs of their dealers.

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

It is recommended to television dealers that they:

1. Keep an adequate stock of repair and replacement parts or require contracting service companies to do so.

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

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

It is recommended to television service contractors that they:

1. Make every effort to keep an adequate stock of tubes and parts.

2. Maintain adequate stock records from which to order.

3. Educate customers on the problems involved in TV service.

4. Give reasonably prompt service; try to keep appointments.

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RADIO DAILY—TELEVISION DAILY

May 19, 1951

NAM TV Program Adds More Stations

(Continued from Page 1)

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THE LAND OF THE FREE

Dramas of American Opportunity

This week: Henry Wadsworth Longfellow—Writer

It's a Bower Program Promotion for The Harding College National Program

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TeeGarden To Chicago

Lewis C. TeeGarden, western office of Standard Radio Transcription Service, has moved to Chicago to direct selling in the midwest and to work on sales efforts of United Television Programs, Inc., announced Gerald Kinin, president of both Standard and United.
sowing
YOUR PRODUCT
in Detroit

is a
- SIZED Job!

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

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

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

FIRST IN DETROIT
Owned and Operated by THE DETROIT NEWS
National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
Associate Television Station WWJ-TV

AM-FM
Basic NBC Affiliate

AM - 950 KILOCYCLES - 5000 WATTS
FM - CHANNEL 21A - 97.3 MEGACYCLES
SHAW AND SCHREIBER, INC., Philadelphia, have been named by Metalcraft Products Company of the same city to handle advertising directtion for lighting fixtures.

ANDERSON, SMITH AND CAIRNS, LTD., Canadian subsidiary of Anderson and Cairns, have opened a Toronto office in the Bank of Montreal building, with R. V. Birke in charge.

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

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

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

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

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

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

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

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

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

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

RADIO DAILY TELEVISION DAILY

'Formal' Questioning In Chicago

Sem. Esteo Kepawser, main speaker at the 10th Anniversary ob the Radio Pioneers held during the NARTB Convention in Chicago, finds himself asking questions. Here, the quizers is the Mutual net-work's famous trade mark. Mr. Plus. Others in the photo also interviewed are Justin Miller, retiring president of the NARTB, and Wayne Coy, Chairman of the FCC.

AAA Elects Brockway Chairman Of The Board

(Continued from Page 1) weekend in White Sulphur Springs, W. Va.

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

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

Frederic R. Gamble, president, continues in office for another year. Also continuing in office are the following directors-at-large: Robert D. Tyson Will Join Radio Free Europe Staff

Dr. Levering Tyson, who recently resigned as president of Muhlenberg since 1937. Formerly he was with the Carnegie Corporation of New York as its director of National Advisory Council on Radio in Education.

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

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

PROMOTION

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

Tie-up with the event was covered by the film premiere through streamers, road signs, newspaper ads and heralds, and window displays. The largest street parade ever seen in that section was staged to celebrate the event with Governor Hiram Talmadge featured in it. Full wire service coverage was given all the special events run in conjunction with the premiere.

WNBT Expands Schedule Of Daytime Television

(Continued from Page 1) network programming scheduled for 3 p.m.


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

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

(Continued from Page 1)

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

MacArthur as top figure in the news, held a greater TV audience than even the recent Kefauver hearings, as shown by C. E. Hooper ratings, which evidenced a 43.6 rating in TV homes in New York during Friday’s parade, or 59.1 share of the audience. Hooper reported a 48.7 rating for the telecast of Thursday’s Congressional speech. Comparison figures with the recent Kefauver investigations shows 34.3 rating for the Tuesday morning telecast of the hearing. Average Hooper rating for morning TV is 8.7. Public interest in the top news of the day was further evidenced with a Hooper rating of 67.4 for Thursday night’s telecast of MacArthur’s arrival at Idlewild Airport, which was aired only by the DuMont network.

Co-ordination Extraordinary

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

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

Nine Cameras Used

A total of nine mobile cameras were used, each network furnishing a TV commentator, including such top names as Taylor Grant, Elmer Davis, Allen Jackson, Edward R. Murrow, John Wingate and others. Indicative of the behind-the-scenes manpower of the industry’s skill directed at this project is exemplified by ABC, which had a total of 36 technicians. These included four master control, five film projectionists, two at the Empire State transmitter, three Vitapix, three at various points in the studio, eight handling commercials, with each mobile unit occupied by three cameramen, one technical director, one video operator, one audio engineer, one spare engineer, driver, program director, associate director and announcer. The Master Control section involved two associate directors and three engineers in the TV studio.

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

Annual Peabody Awards Luncheon on April 26

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

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

KBS 1st Quarter Volume Double That Of 1951

Chicago—The volume for the first quarter of this year is three times the volume of the first quarter in 1950, Sidney J. Wolf, of Keystone Broadcasting System, reported at KBS headquarters at the NARTB convention last week. Wolf added that the four network is carrying more than twice as many accounts as carried on April 1 1950. Wolf denied a newspaper note, Wolf said that the office staff of Key- stone is double what it was a year ago.
THE TV version of "Strike It Rich" will make its bow Monday, May 7, from 11:00 a.m. to noon. It will be across-the-board, sponsored Mondays, Wednesdays and Fridays, to 12:30 p.m. by Sun Oil. The show is called "Selling Freedom to the Defense Economy." It is presented by the Washington Advertising Council, which is handling the campaign.

Sun Oil has installed table model TV sets aboard eight of its coastal tankers for its personnel operating the east coast and inland waterways. . . .

LILY DARVAS, star of many Max Reinhardt European productions, has been signed for an important role in the "Hands of Mystery" play for next Friday night in the Hudson Theatre. The play is to be presented by the U.S. Marine Corp fleet program, under the title, "Death Of A Salesman." -

The latest in sales equipment will be demonstrated and dispensed with at the Sales Institute and Stecher-Traung.

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

Programs in the summer schedule, produced by some of America's greatest film companies, include "Democracy's Might," a 13-week series of filmed telecasts produced for distribution by the armed forces; America's Health, produced through the cooperation of the American Cancer Society, the National Foundation for Infantile Paralysis and other established groups working toward national health education; and, for youngsters, a specially designed series, Scouting in Space, of which the Boy Scouts of America is the producer.

The 13-week series, "Woodpecker" Action, will be telecast this summer.

Blanc and Lantz Settle "Woodpecker" Action

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

Special Program On WNYC

WNYC will present a special drama-symposium on the issues of Crime tomorrow from 9 to 9:55 p.m. The program will start with a dramatization of Lincoln Steffens' "Shame of the City," dealing with municipal corruption, and will be followed by a symposium on the causes of crime with a panel of experts due to participate.
Michael James has been nominated for the final slot with Fred Coe and Robert Montgomery for this year’s "Michael" Award as TV’s best. Final results of Academy of Radio & TV’s Arts & Sciences will be announced at the Michael Awards Dinner, Monday, May 17, Waldorf-Astoria.

When "The Mohawk Showroom" reaches its second anniversary May 3, Bob Stanton will have given his 320th carpet sales message. Jan Murray, host and master of ceremonies of CBS radio-TV "Sing It Again," pays his ten-year-old son, Warren, 50 cents a week for his personal opinion of his father’s performance.

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

NBC wants Mrs. Vincent Impellitteri, of the New York City Mayor, for a radio show of her own for TV that’s good from all angles.

Mr. Jameson’s summer time plans call for the promotion of bands and vocalists in time spots left open by the McBride.

Mayor, for a radio show of her own for TV that’s good from all angles.

Performance of his father’s personal opinion of his father.

As for a full three minutes 7-inch vinylite gram, signed by the affiliates committed.

"Remember This Date" consists of five sides, engineered by a combination of certain record artists and dramatized its subject.

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

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

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

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

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McFARLAND BILL PASSED BY SENATE

Armed Services To Speed News From ‘Front’

Will Offer Special Facilities During Emergencies

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

TV-Buying Steady Despite Tax Request

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

CBC Begins Broadcasts Direct To Soviet Russia

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

For Ratification

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

Liberty Web Expansion Plans Told; Business, Outlets Added

A marked increase in station affiliations and new business has accompanied the move of Liberty Broadcasting System’s New York office to larger quarters at 500 Madison Ave., it was disclosed. The office, which is the headquarters for the network’s national sales activities, is continuing its drive for new stations in the North Eastern area. Cal Perley, vice-president in charge of national sales, announced yesterday. Perley, who was formerly vice-president and general manager of KTOP, Oklahoma City, took charge of the New York operations last week. He is being assisted by Edmund Burke, vice-president in charge of station relations and program development. Burke was pre

CBS-Gov’t TV Plea To Chicago Court

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

Educational Series Set For Radio-TV

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

Haas Reelected Pres. Of TV Servicemen

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

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

Merger Of ET Plants Announced By Allied

West Coast Bureau of RADIO DAILY


Vote Unanimous; Expect Passage In The House

Washington — A complete reorganization of the FCC that would take from the Commission’s legal, engineering and accounting departments any authority to participate in decisions and opinions has been sent to the House, where it is expected to pass without a hitch this week.
RADIO DAILY—TELEVISION DAILY

Established Feb., 1937


JOHN W. ALICACO  :  Publisher

FRANK BURKE  :  :  :  :  Editor

WACO DAILY—WACO TELEVISION DAILY

Published daily except Saturdays, Sundays and Holidays at 1101 Broadway, New York, N. Y. N. Y., by Frank Burke, President and Publisher; Donald M. Veri, Business Manager; Frank B. Burke, Vice-President; Chester B. Bahn, Vice-President. Address: 260 Madison Ave., New York, N. Y., under the Act of March 3, 1879. (Continued from Page 1)

Haas Reelected Pres.

Of TV Servicemen

Radio stations in the United States and Canada will air spot announcements for the Brand Names Foundation’s 1951 campaign to achieve better public understanding of the benefits of brand names and advertising. Nathan Keats, vice-president of the Foundation, said the networks, the B&B and the Canadian Association of Broadcasters have begun distribution of “Telling Your Story to Your Listeners,” a collection of 26 BNF-prepared spot announcements.

The collection is the first of four.

CBS Begins Broadcasts

to Direct to Soviet Russia

(Continued from Page 1)

Wednesday, February 7, 1951

You get a lot for a little*

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

Wednesday, February 7, 1951

EDGAR KOB, business consultant, has ar-

rived in New York after having attended the NAB board meeting in Florida. Tomorrow he’ll leave on a business trip to Chicago and El-

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connection with the NAB presidency.

BERT TIL, Jr., vice-president and contract

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York following a short visit to the Los Angeles

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DOUGLAS MANSION, president of WIBO,

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CBS-Gov’t TV Plea

To Chicago Court

(Continued from Page 1)

The temporary restraining order

to prevent the Commission from

adopting field sequential color

standards is in effect by court order

until April 1.

Sponsort Organist On TV

Hollywood—First 30 minutes of the Korla Pandit At The Organ program via KTLA on Sundays will be sponsored by the Adler Sewing Machine of the Belvedere Manufacturing Co., Ross Roy, Inc., handled the account which goes for 13 weeks starting Feb. 4.
Hooper surveys the 17th State*

And Hooper discovers that:

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

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

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

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

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

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

**WGY**

50,000 watts 810 kc.

The only station covering all 22 Markets of the 17th State
BOB PLATT of WCFL and his wife Norma are parents of a daughter, Mary Beth, born January 24th. It's their first child.

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

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

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

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

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

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

"WMQ Comment Speaks," a weekly report on the WMQ activities by members of the House and Senate, is being heard Saturday afternoons on WGN. It started January 27th.

Senator Everett Dirksen of Illinois inaugurated the series with a report on the Dirksen policy.

WMAQ commentator Elizabeth Hart addressed the inaugural party for WMAQ's "Date In Manhattan" this evening. It's the station's first annual report of the Jerry Vogel Foundation, Inc., a one-man humanitarian operation brightening the lives of hospitalized children, mental institutions, leper colonies, etc. It's the first annual report of the Jerry Vogel Foundation, Inc., a one-man humanitarian operation brightening the lives of hospitalized children, mental institutions, leper colonies, etc. The report points out "there were no salaried staff or remuneration included in the expenses" which totaled $470.14. "Out of every dollar contributed, 91 cents went directly for charitable purposes." Vogel added. Maybe the Vogel concept of administering charity might be a guide for organizations whose expenses run high in the conduct of their campaigns.

MAN ABOUT MANHATTAN . . . !

- - - BIGTOWN SMALL TALK: Colgate execs mulling over the idea of putting a few "Our Miss Brooks" stanzas on film to test teevee reaction—and with Eve Arden in town for guest shots, the talk may lead to a definite announcement. . . . Paula Stone in town from the coast to close a deal for Phil Silvers to star in "Top Banana," the new Johnny Mercer musical, which she's bringing to E'way. . . . Two-way wrist radio, which now exists only in the Dick Tracy comic strips, may become an actuality before the end of the year if a Phily inventor can get sufficient backing. . . . With radio ratings dropping all the line, Robert Young's "Father Knows Best" has come up with 11.8 . . . Jerry Leyton reading a video package titled "Patty's Glam Bake," with Pat Harrington. This is the 3rd TV property Jerry has come up with since starting out on his own. . . . Patti Page's "Tennessee Waltz" is the song phenomenon of the age, amazing the music world with 2 million sales in 11 weeks. . . . Arch Oboler is back on the coast with a Columbia Pictures releasing deal arranged for his thriller, "Five," the picture dealing with the last five people left on earth after atom bombing.

- - - ONCE OVER LIGHTLY: John Garfield got top billing for his portrayal of "Peer Gynt" on "Showtime, U.S.A." last week, but the honor rightfully belonged to Flossie Desmond for her devastating Hildegard burlesque. . . . Pardon our glove, but it's about time that Patti Page's "Tennessee Waltz" is the song phenomenon of the age, amazing the music world with 2 million sales in 11 weeks. . . . Arch Oboler is back on the coast with a Columbia Pictures releasing deal arranged for his thriller, "Five," the picture dealing with the last five people left on earth after atom bombing.

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

- - - A real human interest document reached our desk today. It's the first annual report of the Jerry Vogel Foundation, Inc., a one-man humanitarian operation brightening the lives of cripples and shut-ins every year. Jerry, a veteran music publisher, reports dispensing $5,356.15 for gifts of candy, smokers and other articles to "underprivileged and hospitalized children, mental institutions, leper colonies, etc." The report points out "there were no salaried staff or remuneration included in the expenses" which totaled $470.14. "Out of every dollar contributed, 91 cents went directly for charitable purposes." Vogel added. Maybe the Vogel concept of administering charity might be a guide for organisations whose expenses run high in the conduct of their campaigns.

Helpful techniques and ideas for TV programs

MOVIES FOR TV
by J. H. Battison

A complete, how-to-do-it guide to the production and transmission of movies on television. This book gives practical information on all areas of television production. It has been planned for use by non-television professionals and those who want to learn about television production. It will be a valuable guide for those who are interested in the field of television production.

$4.25

SEE IT ON APPROVAL

The Maccormick Co.
60 Fifth Ave.
New York 11

Please send me a copy of Movies for TV.
I will either remit in full or return the book in 10 days.
Signed ...........................................................
Address ..........................................................
Gov't To Speed News From Danger Zones

(Continued from Page 1)

possible theater of action for the transmission of news.

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

Signal Corps spokesmen said that during the Korean war, 50 per cent of the telegraph printer traffic was devoted to serving the press. At the peak, 70 per cent of the traffic was for transmission of news to U. S. Navy and Air Force representatives were asked to explore the possibility of additional floating and flying communications equipment during the early days of any emergency period.

Statement by Gen. Parks

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

Representatives of the commercial communications firms indicated they would provide mobile and semi-mobile commercial equipment to cope with any emergency.

General Parks agreed to expedite plans assorting the clearance of commercial communications personnel into any potential war zone.

Attending Monday's conference were: William R. McAndrew, Julian Goodman and Henry F. Cassidy, NBC; Wells Church, Robert Ben; Dick and Theodore S. Koop, CBS; William K. Hutchinson, INS; Harry R. Flory and A. F. Harrison, UP.

Representing the Armed Services, in addition to General Parks, were: Brig. Gen. Lindsey, Garrison, Deputy Chief of Public Information; Col. E. M. Kirby, Chief, and Capt. Carl Ziemermann, Radio-TV Branch, Army; Col. Daymon W. Eddy, Lt. Col. Glenn Rienon and Bruce Quisenberry, Signal Corps; Maj. Rober E. Simons, Army, and Walter King, Chief of Office of the Chief of Public Information, Army.
AGENCIES

THE ADVERTISING COUNCIL, INC. has released to local chapters of the American Red Cross, the plan book, "The 1951 Radio & Television Station Book," which opens in March. The newspaper ads were prepared by Compton Advertising, Inc., the volunteer agency. The campaign also includes radio and television.


LAWRENCE W. BRUFF has been appointed advertising manager for Katz Agency, Inc.; and Legal, Eugene Katz of The Katz Agency, Inc.

HARRY DANGERFIELD, Jr., formerly with Pittsburgh Plate Glass Co., has been elected a vice-president of Bond & Starr, Inc., Pittsburgh ad agency.

DOV LOOMIS, account executive with Dancer-Fitzgerald-Samuel, Inc., has been appointed a vice-president of the agency.

MARTY BRENNAN has joined the Lando Advertising Agency, Pittsburgh, as a TV producer.

BRITISH ADVERTISING ASSOCIATION has announced its intention to continue with its plans for the International Advertising Conference, scheduled for London next July. Lord Halifax, chairman of the Conference, said, "in spite of the difficulties of the present emergency (threat of war), we have decided to go ahead."

SHIRLEY COLEMAN has joined the art department of Young & Rubicam, Inc., in Los Angeles.

Will Honor Scouts

NBC will host on America's 12 most outstanding Eagle Scouts Friday, Feb. 9, when they will be taken on a special tour of the NBC TV station and TV studios in Rockefeller Center, New York, and will participate in the transcription of "The Andy & Della Russell TV show, "Cafe Dubonnet," in line with plans to expand show from five to fifteen minutes. Program made its West Coast bow last Monday over KECA-TV. . . Terrea Lea has waxed an audition record with Bob Oates for half-hour radio show to be released on mid-western regional network. Universal Advertising Agency is handling the program.

California Commentary

By HERB BERG

Hollywood

- - - KNX executives Merle S. Jones, general manager; Wilbur S. Edwards, director, and Ed. W. Bucklew, sales manager, will represent that station at the Columbia Affiliates Advisory Board meeting in San Francisco on Feb. 10. . . Dick Haymes finished his starring engagement at the Los Vegas Flamingo and will fly to New York for guest appearance on the Ed Sullivan video show for the second time on Feb. 11. . . Louis D. Snader, head of Snader Telecisions is in Miami and will head for Dallas and New Orleans before returning to the Coast. . . Frances Scully, KECA's popular Star Gazer stars in a new series of half-hour shows on that station this Monday. . . Dave Ross, program director for Mutual Don Lee affiliate KSML will shortly leave for Korea to record a number of interviews with wounded and other personnel from Oregon.

- - - Howard Hellick, vice-president of Product Merchandisers, Inc. has contracted for sponsorship of "The Continental" program on station KJJ. Series will be aired Monday thru-Friday for five weeks starting Feb. 1, plugging a new shampoo, . . . Harry Maidliah, president and owner of KFWB and Robert J. McAndrews, managing director of Southern Calif. Broadcasters' Association have been re-elected to represent broadcast industry on Board of Governors, Greater Los Angeles Chapter, National Safety Council for 1951. . . Calvin J. Smith, general manager of KFAC is scheduled to return Feb. 18 with his family from a brief Cuban vacation. . . Marshall of Dimes in song written for the campaign by Irving Bibo on "Backstage with NTG."

- - - Sam Butler is doing the spotcast of the KLAC-TV boxing features from the Ocean Park arena. . . Art Gilmore, announcer on the CBS Dr. Christian show for 13 years and author of the book on "How To Be a Radio Announcer" is now receiving requests for the book from South America. . . Paul Masterson, whose show "Paul Masterson Show" went network recently via CBS because of the International flavor of his disc jockey program has received many gifts from countries, and his most recent were a solid silver ash-tray from Lima and a silver letter opener bearing the official crest of a world-famous resort in Italy. . . Catching sharks in Mexican waters, a look at Royal hot designs and on airport plant that moves across the country will be visited by KLTA's "Roving Cameraman" this Tuesday.

- - - The Andrews Sisters have been set for a guest stint on Tallullah Bankhead's "The Big Show" Feb. 11. . . Radio and night club entertainer Jerry Hilliard has been signed by M-G-M for a harmonica specialty in "The Strip." . . . The McGees, Fibber and Molly celebrate National Pancake day on their show this Tuesday. . . W. Stuart Symington, chairman of the National Security Resources Board will meet the press over KNBH Sunday. . . Starting Feb. 12 KLAC-TV will carry the races from Aqua Caliente on film with Joe Hernandez. The sponsor is Philco TV. . .

- - - Connie Haines has been signed by Louis Snader to sing for five TELEsiptions. Snader also signed the Guardsman's Quartet to do a harmonica specialty in "The Strip." . . The McGees, Fibber and Molly also signed the Andrews Sisters to "The Show of Shows" program while playing concerts throughout the east and middle west.

- - - ABC is seeking a new time slot for the Andy and Della Russell TV show, "Cafe Dubonnet," in line with plans to expand show from five to fifteen minutes. Program made its West Coast bow last Monday over KECA-TV. . . . Terrea Lea has waxed an audition record with Bob Oates for half-hour radio show to be released on mid-western regional network. Universal Advertising Agency is handling the program.

BEHIND THE MIKE

THE example set by Frank Sinatra could well be followed by a lot of other top entertainers in the field. Each week Frankie gives some deserving youngster a much needed break on his CBS "Meet Frank Sinatra" show. He invites those with promising talent, plugs them on his air show and completely disregards the fact that these same youngsters may be his strongest competition.

Hoover's — to the Heathtones for a wonderful job on the "Frank Sinatra" show.

Mort Lawrence who is heard on "John Steel, Adventurer," "Charley Wild" and many other network and network shows, has been elected to the board of directors of the Roslyn Country Club Civic Association as chairman of entertainment.

Disc jockey Freddie Robbins goes on WINS from 10:00 to 11:00 nightly.

Patt Banner and this daughter Barbara, radio's first father and daughter team, inaugurated on Feb. 6th a new broadcast series which will be aired every Tuesday from the Barnes "Friendship Table," at Monte's East Side restaurant. The program, "The WJW3 Show," will be heard over WJZ from 4:30 to 5:00 p.m.

Why not call Ben Blue's late hour CBS-TV show "In the Blue of Evening?"

Barbara Brady, ABC receptionist, upped as secretary to Mort Weinbach, new business manager for ABC radio production.

Control rooms can be an occupational hazard. Lee Painion, asst. to George McGarron on "Shows of Shows" twisted her spine hurrying out of the control room and was operated on and completely rushed to the Wickersham Hospital.

Barney Ross making TV appearances in behalf of Clearview Gardens, vet-sponsored housing project.

Abby Records releasing the second recording by songstress Dorothe Ann this week. The title are "You're Gonna Love Somebody Someday" and "Goin' Back to Memphis." Dorothy is featured once weekly on television with The Fitzgeralds via WJZ-TV.

Jessie Bradley, who took over her husband Oscar's orchestra at her death, and has been providing the music for "We the People" and "John Contee's Little Show," now is adding to her list "Counterpunt.

Dick Foran signed by Masterson, Reddy & Nelson to do the singing chores on "Bride and Groom."
TV-Buying Steady Despite Tax Request

(Continued from Page 1)
sumer buying will hold to its present pace.

A spokesman for Macy's department store stated that the present million dollar TV sale that Macy's is running has had a 25 per cent increase in the last TV sale held in the first weeks of December. The spokesman felt that present clearance stores have managed the increase, and already plans are being made to hold another TV sale before the new levy becomes official some time in June.

The spokesman also commented that many consumers are buying combination TV and radio sets, and many others are buying a second TV set for their homes because they find it convenient to have a large console in the living room and a small table model in another section of the household. As far as shortages are concerned the Macy spokesman did not foresee any hardships until 1952. He pointed to General Electronics, which inaugurated a plan that was concentrating on 14 and 17-inch screens instead of the 19 and 24-inch models they have been putting out the past two years. He added that although Macy's carries all lines of TV sets on the market, almost 70 per cent of the sales are Macy's own TV brand. He attributes this to the smaller cost, the efficient Macy's service department, and the ability of Macy's to supply TV accessories when needed.

Sale-Price a Big Factor

A survey conducted among Macy customers yesterday morning by Radio-Television Daily show that none had been influenced by Snyder's proposal, but about 70 per cent of these people said disclosed that they had been contemplating a TV set for some time and were influenced more by the current Macy sale than by any other reason.

Similar surveys conducted in smaller TV stores like Dynamic, Davega, and Times Square also showed conclusively that the new proposals have not affected TV consumer buying as yet, but both customers and store personnel felt that TV and radio buying would be stimulated in the next few weeks if Congress consents to follow through with Snyder's proposals. At present department store sales of radio and TV in New York City for Jan., 1951 are up from 40 per cent to 128 per cent over Jan., 1950 in all but two stores.

Joins KTTV Staff

Hollywood — Robert M. Purcell, KTTV program director, has announced the appointment of Bob Wilson as staff announcer with his first assignment to be the daily "Instructional" series, "Survival". Wilson comes to KTTV from KWKW in Pasadena where he was director of specials and news for nearly three years.

**THE ARMED FORCES HOUR** bowed in on the DuMont TV network Sunday as a Department of Defense report on the progress of preparedness. The half-hour program, originating with WAAM, Baltimore, featured the U.S. Air Force orchestra in a spirited musical tribute to the armed forces and American way of life. Film clips of past U.S. Army training and bombing over Korea. As an introduction Secretary of Defense George Marshall was filmed with Chris Witting, director of the DuMont network.

Approval of Department of Defense plans for the new TV series. The Hour is produced for the Defense Department by Ed Nell, written by Chet Spurzheim, Anthony Farrar directs for WAAM, Barry Mansfield designs the settings, and Herbert B. Cahom acts as production supervisor. All and the Armed Forces Hour added up to an entertaining institutional presentation and a noteworthy contribution to public service on the part of the DuMont network.

H. E. NAYES will recreate her role of "Mary of Scotland" when the "Pulitzer Prize Playhouse" presents the Maxwell Anderson drama on Friday, Feb. 16 at 8:00 p.m. over ABC-TV. John Emery and Mildred Natwick will be in the supporting cast. The First Fifteen TV programs from the January New York TV Hoopla were Rockypieces released yesterday show that "Godfrey's Talent Scouts" with Steve Allen, substituting, was in first place, "Texaco Star Theater" with Ken Murray and Ferron Como, was second. Spot was occupied by "Cavalcade of Sports," with Howard Charles vs. Lee Onn.

TODAY'S TV Personality: STANLEY E. HUBBARD, general mgr. and co-founder of KSTP and KSTP-TV, Minneapolis-St. Paul, Minn., has the distinction of getting in on the ground floor of three of the fastest growing industries in the world today: radio, television and records. While a student at Minnesota, in 1910, he built one of the first amateur radio transmitters in the state. Following World War I service, Stan established Hubbard Field at Louisville. A few months later he organized the first commercial airline in the U. S. and laid out their routes still used by the Federal government. He founded the firm of Williams Hubbard & Co., 1923.

MARTIN AND LEWIS, on "The Colgate Comedy Hour." Sunday night, hit a 45.8 figure in the four-city rating reported by American Research. This topped all previous "Comedy Hour" figures. Incidentally Jerry Lewis' portrayal of an attendant at a drive-in theater on the NBC show was one of the highlights of the rollicking hour. The comics were far better in the Sunday night performance than their previous TV showing for Colgate.

(Can be continued on Page 2)

Educational Series Set For Radio-TV

(Continued from Page 1)

day. Subjects to be discussed include those of national and international interest, as well as problems of local importance. Included in the series will be such topics as: "How to pay for re-armament;" "Role of universities in national emergency;" "Chances of surviving the atom bomb;" and "International airport for Detroit." The question to be discussed during the initial program will be "Should the United Nations troops withdraw from Korea?"

Statement by Father Celestin

Concerning the educational series, the Very Reverend Father Celestin J. Simer, University of Detroit president, stated: "The statement of America has been deficient in a quarter of a century, as to both leadership and citizens. Much of the blame for this weakness must be laid to colleges and universities which have failed to educate these statesmen. But radio, and television too, are far-reaching educational media. The hope is it is our hope that this series of programs, in cooperation with WJIBK and WJKB- TV, will result in better informed citizen-statesmen."

Merger Of ET Plants Announced By Allied

(Continued from Page 1)

management was made of a merger of both companies. Smith, who pioneered the development of electrical transcriptions, will continue as head of the N. Y. plant which will be operated as the production center with distribution of Allied Records. Breadhead said consolidation of the two firms had been discussed for some time to provide a more fuller and faster processing service, coast-to-coast, for the recording industry.

Present plans call for expansion of the East coast manufacturing facilities and increased production of transmissions and records of all sizes and speeds. And also will embrace development of multiple duplication of tape and injection molding of transmissions and records, for servicing television, radio and the industrial slide film field.

Capacity Increased

In the local plant, established here in 1934, Allied recently installed new 200-ton presses which upped its pressing capacity by some 5,000 transmissions a week. In addition to commercial transcription work and special custom recording for church and institutions, Allied Records and its K. R. Smith division will service the U. S. State Dept.'s "Voice of America," the Armed Forces Radio Service, and other government agencies. Breadhead and Smith revealed that no changes are contemplated in the management and organization of the two plants.
Senate Passes McFarland Bill; Would Reorganize Commission

(Continued from Page 1) S-638, introduced by Sen. E. W. McFarland (D-Ariz.), majority leader. The bill is virtually the same as one passed by the Senate last year and another version that is pending in the House. The measure sets up the FCC on a functional, rather than a procedural basis, and would end the appointment of legal assistants to each Commissioner and establishes a review staff.

In its report to the Senate, the Interstate and Foreign Commerce Committee, of which Sen. E. M. Johnston (D-Colo.) is chairman, and Senator McFarland is chairman of the communications sub-committee, said: "In the field of radio, the subject of most pressing importance today is the functioning of the Commission."

"Pressing Importance"
The committee expressed the opinion that the bill is a major step forward in the evolution of the regulation of radio and wire communications. It states that the FCC has become "of inestimable value in making more certain that regulation of the public interest, convenience and necessity." The committee report goes on to say: "The Senate, while it endorses the McFarland measure while members of the Commission have opposed certain sections, particularly those which strip the legal department of present dictatorial authority, committee members told Radio Daily.

Definitions More Specific
More specific definitions have been included than in the present legislation, the committee report read: "It is essential to define in a meaningful and usable manner the terms and phrases used in broadcasting and "license." Otherwise the bill provides the following: Permits Commission to write "meritorious papers" and be compensated for it, but they may not engage in any other business. Prohibits a Commissioner who resigns before his term expires from practicing before the Commission or representing anyone having business with the FCC for one year after he leaves office. This section is intended, the committee said, "to halt the practice by persons and corporations who have business before the Commission of employing Commissioners with the obvious purpose of benefiting themselves, perhaps unfairly, through the influence that such a Commissioner might have with employees of the agency." It is intended, also, to restrict the "growing practice of using appointments to high Government posts as stepping stones to important positions in private industries," the report added.

Legal Advisers Provided
Each Commissioner is given authority to employ a legal adviser at a salary not to exceed $10,000 a year, and a secretary at a salary not to exceed $5,600.

The bill reduces the assistant general counsel, chief engineering and accounting bureaus, the Java committee said in the past the three bureaus have become self -contained and independent little kingdoms, jealously guarding their own field of operations. The legislation gives the FCC greater control over the operation of a case. They can, and, have, set at midnight the best efforts of individual Commissioners to spur action.

Three Bureaus Changed
Under the bill the Commission is empowered to change the three bureaus into integrated divisions "as are deemed necessary to handle the Commission's growing responsibilities." These are expected to embrace broadcasting, common carrier and special and safety services. Each division would include legal, engineering and accounting personnel necessary but would function as a team rather than as separate entities.

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"Pressing Importance"
The bill reduces the assistant general counsel, chief engineers and assistant chief accountants from three to two and prohibits the general counsel, chief engineers and chief accountant from representing any licensee for one year following termination of their employment with FCC.

The Commission is authorized to purchase lands and buildings, if necessary, for monitoring services. The Commission is required to pay its own expenses and to file an annual report of its expenditures.

A new section is added authorizing the FCC to issue declaratory orders to clarify regulations. An important change in hearing procedure is that the FCC may issue cease-and-desist orders in cases where there have been violations of the act or regulations.

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Ass’n Group Asks Control Also Of Delayed TV

Chicago — NCAA members who allow live telecasts of their 1951 football games will be placed “not in good standing” by the association, it was announced on Friday. In committee discussions of the general television situation, delegates announced that the council will move to expel those (Continued on Page 5)

Industry Spokesmen Report On Savings

Washington Bureau of RADIO DAILY
Washington—Industry spokesmen have advised the National Production Authority that great savings are being made in critical materials, including cobalt, in the production of radio and TV sets. At a meeting with NPA officials, the electronics components and electronic equipment industry advisory committee assured NPA that (Continued on Page 5)

RCA Official Named To The Staff Of DPA

Washington Bureau of RADIO DAILY
Washington—Another RCA official has been named to the Defense Production Administration. He is Arthur S. Hawthorn, manager of (Continued on Page 2)

NAB ASKED TO EVALUATE RESEARCH

NCAA Moves Against Live Football Telecasts

Color Kinescope Revealed By RCA

A booklet describing the manufacturing steps of the three-quar tri-color kinescope of RCA was made available to 30 licensed tube manufacturers the past weekend, according to reports. The industry service manual was produced by the RCA Laboratories division of RCA and the information contained therein would make it possible for tube manufacturers to produce a color receiver capable of picking up the experimental RCA electronic color system.

Thad Brown Attorney For NAB-TV Board

Washington Bureau of RADIO DAILY
Washington—Appointment of Thad H. Brown Jr., well-known Washington attorney, as counsel to the NAB-TV board, effective March 8, was announced Friday by NAB President Justin Miller, after consultation with Eugene Thomas, WOR-TV, chairman of the NAB-TV board. For the past five years Brown, who is 34, has been affiliated with Roberts and McNiss, Washington law firm which represents (Continued on Page 5)

AFM Musicians Locals Consider Web Proposal

The musicians’ locals in New York and Los Angeles are considering the latest proposal by the networks for a new three-year contract calling for a 10 per cent increase in the basic minimum wage scales. Negotiations in New York between James C. Petrillo, president (Continued on Page 3)

FCC Commissioner Comments On Cost Of Educational TV

East Lansing, Mich.—In effect answering commercial telecasters who have warned educators that the cost of television should not dissuade educators from its use. Speaking before the sixth annual Michigan radio-television conference at Michigan State College, Commissioner Hennock declared the cost of TV operation “is small in comparison to the giant multi-million-dollar budgets of our large universities and metropolitan boards of education.

Regardless of present costs, they will be less as the art expands and more stations are put on the air, he assured the Michigan educators. The huge mass production of sets and (Continued on Page 3)

Committee Seeks Clarification Of Methods

Urging that action be taken to clear up the confusion in Radio-TV research measurement, the Special Test Survey Committee recruited by Stanley Breyer, KJBS, San Francisco, Friday recommended that NAB spearhead a three-step evaluation study of radio-television research methods; (Continued on Page 8)

New High Reported In Admiral Sales

Admiral Corporation has reported a new high in net earnings of $18,767,554 from a record sales volume of $220,327,651. The 1950 earnings amounted to $7.93 per share on 1,126,000 shares outstanding. Sales in 1950 rose 100 per cent over the 1949 volume of $112,004,251, and earnings showed a 12 per cent in (Continued on Page 6)

Soap Co. To Sponsor New Serial On NBC Web

West Coast Bureau of RADIO DAILY
Hollywood—Carleton E. Morse’s new serial on radio “The Woman in My House,” a 15-minute show, will be sponsored by Sweetheart Soap on the entire NBC network starting March 26. Show will be heard Mon (Continued on Page 2)

WBAL-TV Cited Baltimore — “Call to Arms,” WBAL-TV originated weekly Army show, was honored on Saturday by the United States Armed Forces when the station was presented with an award “in recognition of the fine spirit, public service and valuable and important assistance in building and maintaining the regular U. S. Army and the Air Force.”
FRANK STANTON, president of the Columbia network, HERBERT V. AKERBERG, vice-president, and J. L. VAN VOLKENBURG, vice-president and manager of network sales, and ADRIAN MURPHY, executive vice-president and general executive, are back from New Orleans, where they attended the convention of District 4, Columbia Affiliates Advisory Board.

HORIA HEIDT, with the personnel of his program, will leave shortly on a world tour of Armed Forces installation in Europe and North Africa.

IRVING MANSFIELD, producer of "This Is Show Business" on CBS-TV, also the Sam Levenson Show on the same network, has returned from a trip to Miami.

LOUIS JONES, host of personnel of WDVT, Pittsburgh’s Valley Hospital recovering from pneumonia.

Soap Co. To Sponsor

-New Serial On NBC Web

The addition of 22 new subscribers to its National Television Index since Jan. 1, was announced on Friday by A. C. Nielsen Company. This brings to 23 the number who have subscribed to NTI since the inauguration of all-audience television research last June.

Many of the new subscribers had previously subscribed to the national radio service and a substantial number are now taking "Complete Service," which entitled them to many audience analyses in addition to television program ratings, the company said.

A Nielsen spokesman pointed out that the recent rise in NTI subscribers bears out the growing use of TV research by advertisers and advertising agencies, which had previously been noted by the faculty that since November about half the requests for special analyses by Nielsen clients have concerned television.

RCA Official Named

RCA Dividend

-following a meeting of the Board of Directors of the Radio Corporation of America held Friday in New York, Br. General David Sarnoff, chairman of the board, announced that a dividend of 87 1/4 cents per share has been declared on the outstanding shares of 325 Cumulative First Preferred stock, for the period from January 1 to March 31, 1951. The dividend is payable April 2, 1951, to holders of record at the close of business March 12, 1951.

Robert B. Wilson, assistant manager of WADW, Akron, Ohio, returned to the station last Friday following a trip to New York for conferences with the national representatives of the station.

George W. Haskett, WCNC, Mutual network outlet in Philadelphia, was a visitor Friday at the headquarters of the web.

Edgar Guest, among foremost of contemporary poets, has arrived from Detroit to begin his NBC daytime television show which will be broadcast Monday through Friday starting March 5. The title will be "A Guest in Your Home."

The dividend is payable April 2, 1951, to holders of record at the close of business March 12, 1951.
Two NBC-TV Shows Move

Beginning March 9, "The Big Story," on NBC-TV, currently seen on alternate Fridays at 9:30 p.m., will move to the 9:00 p.m. time slot, Fridays, and will be seen weekly thereafter.

"Henry Morgan’s Great Talent Hunt," which has been seen on "education's greatest hits," will move to 9:30 p.m. on the same date.

Blackstone Washing Machine Corp. has approved for co-op sponsorship a new five-minute open-end TV mystery film series. First film is scheduled for WDTV, Pittsburgh, co-sponsored by Pittsburgh Products Co. and Joseph Horne Co. Charles Michaelson, Inc., is producing the film series.

The Frederick-Clinton Co. has been appointed to handle advertising for The Reporter, a national magazine of facts and ideas. Copy and merchandising tests will be made via radio and other media.

Harry Feigenbaum Advertising Agency, Philadelphia, is handling advertising for Liberty Bell Insurance Company.

Robert S. Kiliper has joined the staff of Jesse Gordon & Associates, publicity firm.

James A. Stewart Company of Carnegie, Pa., has been named to handle advertising for Hachmeister Incorporated. Radio and TV will be used.

C. Elliott Babb has joined Michener & Holland as copy chief and account executive.

MRS. ADELE STEVENSON has joined the art department in the Philadelphia office of N. W. Ayer & Son Inc.

Lester Sabar has replaced Stanley Rowen as production manager of Getschal & Richard, Inc. Rowen was recalled to active duty in the Air Force.


David Taft Named Mgr. Of Radio Cincinnati

Cincinnati, Ohio—David Taft becomes managing director of Radio Cincinnati, Inc. while Robert F. Bender has been promoted to general manager of WKRC-FM transit radio. Taft’s new duties will include co-ordination of the three WKRC stations sales activities, administrating management policy and acting as assistant to the vice-president. Bender, who started with WKRC-FM at its inception as a salesman, later becoming sales manager, will assume complete charge of the Transit Radio operation.

The networks had been meeting with Petrillo since February 5 to discuss new contract terms for staff musicians in radio and TV. No date has been scheduled for the next conference.

The New York local however is understood to be continuing its stand against the broadcasting of recorded music between the hours of 8 a.m. and midnight. This problem is believed to have become a bigger obstacle in the negotiations with Local 802 than the wage issue. The networks to date have refused to give in to this demand.

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Kenny Spins Disks On WMCA

Nick Kenny, radio-TV columnist, has inaugurated a new series of recorded music and commentaries over WMCA, New York, for Monarch-Saphin. The quarter-hour show is aired 9:15 p.m., Mondays, and at 10:15 p.m., Tuesdays through Fridays.

The networks to date have refused to give in to this demand.

The membership of Local 802 in New York is expected to meet Wednesday night to vote on the proposal. The issue is also being considered by the Los Angeles local.

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STATION KECA-TV gave 14 hours of station time to the hearings by Senator Estes Kefauver on the Senate Crime Investigation Committee held in the Federal Building in Los Angeles. KECA is the only station in the local area covering the hearings held Tuesday and Wednesday. All commercials were cancelled during the sessions. Over 2,000 calls have been received by KECA-TV commending them on the job well done, and wires and letters are still pouring in.

The Layman’s Hour,” half-hour of words and music to fit the mood of a Sunday afternoon, started its run on KECA March 4. The chorus, comprised of sixteen male voices who sing the familiar hymns and anthems of the church, is presented by the Baptist Men’s Council, under the old feet of John A. Hooper.

Louella Parsons airming some sound track excerpts featuring the five Horsemen and a “best supporting actor” for the Academy Awards on her Sunday, March 4 ABC network show. Nominees are Edmund Gwenn, for “Mr. Blandish,” Sam Jaife, “Asthalt Jungle,” Eric von Stroheim, “Sunset Boulevard,” George Sanders, “All About Eve” and Jeff Chandler for “Broken Arrow.”

Klaus Landsberg, vice-president of Paramount Television and general manager of KTLA, announced the adding of a half hour daily Monday through Friday to KTLA’s weekly programming. New schedule will give “Cowboy Thrills” featuring Doyle O’Dell a full-hour of telecasting time. Expanded show will present longer serialized chapters of western films and will enable O’Dell to present more guests on his program. Change is effective today.

Seems Bobbe Will will airming head-line newscasts over KFI-TV every Monday through Friday preceding the morning and afternoon telecasts of the feature films, beginning Mar. 12.

Rosalind Phillips has joined the Don Lee public relations staff as log editor. She replaces Wileta Burch who resigned because of ill health. Miss Phillips was formerly with Calchroome and is a native of Chicago.

Completes TV Films

Hollywood — Coy Watson completed the photographing and editing of 3 new Erskine Johnson “Hollywood Main Street” shows for Paramount Television Prod. With Johnson narrating, the reels feature stars such as Florence Miller, Jack Dempsey, Pat Medina, Lloyd Bridges, Ann Rutherford, Edward G. Robinson, Jeff Donnell, Lita共ey and others. Twenty-two additional shows are currently in production. “Hollywood Reel” is seen weekly on KTLA. The 15-minute show is also being seen on the Paramount Television network stations from coast-to-coast.

MAIN STREET

By SID WHITE

Man About Manhattan . . .

- By WEEK-END CUFF NOTES: Jimmy Melton takes over the Jack Haley show for the Ford Dealers on NBC-TV as of April 5th . . . Won Gargan plowing out to Palm Springs on the 22nd for 10 days to be with his wife who’s recovering from recent surgery. The “Martin Kane” stanza on the 29th is being written “around him.” . . . Madelaine Carroll off for a European vacation this week . . . WPAT discontinuing its all-nite slot and will sign off at 1 a.m. . . . Carleton E. Morse's theme song must be “You're A Sweetheart.” Sweetheart Soap, who sponsors his “Lasses In Fringy on teevies will also pick up the toc on his new serial. “The Woman In My House,” which bows in on NBC the 28th . . . Benny Goodman due in from the coast this week for radio and teevie dates . . . AFRA holding its quarterly membership meeting Thursday p.m. at the Astor . . . Television Authority will hold its membership meeting at 1:30 this afternoon, also at the Astor . . . Addie Ascher handling the promotion for Lou Capone’s new singing find, Ray Caruso. Some 100 G’s are riding on Caruso to strike gold dust. (The same combo, Capone & Ascher, were responsible for Vic Damone.) . . . Merrill E. Joels is the latest candidate for that club whose middle initials don’t stand for anything . . . Rita Bros, insist they don’t work except on film.

- • • • • • • AROUND TOWN: Gordon MacRae spotted this ad in a local rag: “For Sale: large police dog. Will eat anything. Especially fond of children.” . . . Bill McCarthy, J. Walter Thompson spots one, into the Marines this 12th, Walter W. Lott, who hobbles public relations for True mag, see the most fabulous character he ever met is David Marshall Williams, the ex-con who, while in jail, invented the carbine and other guns used by Uncle Sam. He’s profiled in the current issue of True, as well as Collier’s and Reader’s Digest. . . . Richard Nelson, whom critics acclaim as another Jimmy Cagney in the controversial film, “No Orchids for Miss Blandish,” is getting a real taste of high-powered American promotion. Appeared on 5 interview shows during the past 3 days . . . State Department’s “Voice of America” has signed Leonard Feather to do the first internationally syndicated jazz disc jockey show for foreign consumption . . . Cathy Moe’s next RCA-Victor release, “One Little, Two Little, Three Little Kisses” is a click. . . . Recommended: Bernice Parks’ terrific song styling on DuMont’s “Once Upon A Tune.” . . . Evelyn Knight doing the Paul Whiteman show on the 18th . . . Howard Williams, the controversial System’s Herb Carone, a proud gent over “Forward America” coping one of the Freedom Foundation’s awards last week.


- • • • • • • MAIN STREET SEE-ER: Robert Q. Lewis, the Qmorist, lagging a totem pole THIS BIG along Lexington Ave. He collects ‘em . . . Ed Heilhy on his way to the Annual National Antiques Show which opens today at Madison Sq. Garden . . . At 8’way & 50th St. Jose Ferrer, of “C correspondant.”
Navy director of
Harvard. During five years of mili-
ting and setting the same high stand-

d at-large representing medium sta-

d new directors include Craig Law-
rence, WCOP, Boston; Leonard
Kasper, WCAE, Pittsburgh; Thad
Holt, WAPI, Birmingham; Robert T.
Mason, WMW, Marion, Ohio; Mer-
rell Lind, WOC, Des Moines, low
H. W. Linder, KWLM, Willmar,
Minn.; Kenyon Brown, KWFT, 
Wichita Falls, Tex.; Glenn Shaw,
KLX, Oakland, Ore.; John DeWitt
Jr., WSM, Nashville; Edgar Kobak,
WTWA, Thomson, Ga., and Ben
Streusand, WWDW-MC, Washing-
ton.

In an “exclusive,” RADIO-TELEVI-
sion DAILY learned that Carl Haver-
lin, president of BMI, would be
drafted to assume the presidency of
NAB, succeeding Justin Miller at a
salary of $45,000 per year. Follow-
ing the general trend it was learned
that Haverlin was formally offered
the job of president of the NAB and
that he was expected to accept its
invitation at an early date.

Ivor Kenway, former vice-presi-
dent of ABC, joined the executive
staff of Grey Advertising Agency.

Washington Bureau of RADIO DAILY
Washington—The National Labor
Relations Board has dismissed a
complaint filed by NABA against
Midland Broadcasting Co., licensee
of KMBC, Kansas City. The action
sustained an intermediate report of
Feb. 8, 1950, issued by trial examiner
Myers D. Campbell Jr. NABA had
alleged that KMBC entered into in-
dividual contracts with its artists,
whereas the contracts should have
been negotiated through the union.
The NLRB found that the individual
contracts did not violate the union
contract nor the Labor-Manage-
ment Relations Act.

Paul M. Herzog, chairman; James
J. Reynolds, Jr., and Abe Murdock,
members, signed the majority opin-
ion. NLRB members John M.
Houston and Paul L. Styles dissent-
ed in part.

The NEW members were elec-
ted to the NAB board, with the
13th contest a tie to be resolved
in a run-off, C. E. Turner,
treasurer of the organization
announced. Nearly 72 per cent
of the membership took part in
the voting. Tie vote was between
John
Esaü, KTUL, Tulsa, and High B.
Terry, KLZ, Denver, for director-

THE WEEK IN REVIEW

By BILL NOBLE

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Mismarking of Tubes Alleged in FTC Action

Washington Bureau of RADIO DAILY

The firm, named in the complaint, is Pro Line, Inc., of Chicago. It was described as a "master builder" or manufacturer of receiving sets, representing itself as "master builders" or manufacturers of receiving sets. The complaint charges that the firm misleadingly represented itself as "master builders" or manufacturers of receiving sets.

Army Surplus Involved

Continental is charged with purchasing Army surplus tubes for resale to jobbers, dealers and radio repairmen and with substituting identification marks. The firm also is prohibited from representing itself as "master builders" or manufacturers of receiving sets. The complaint charges that the firm misleadingly represented itself as "master builders" or manufacturers of receiving sets.

New High Reported in Admiral's Sales

Alleged In FTC Action

Mismarking of Tubes

RCA'S THEATER-TV COST REDUCED

Price For System $15,800; Was $25,000

Reduction in the price of RCA's instantaneous theater television system from around $25,000 to $15,800 was revealed Friday by Barton Kreutzer, general product manager of the RCA engineering products department.

"This reduction, made in accordance with an established policy of passing on to customers the savings effected by mass production, makes the finest of theater television equipment available at a price within the reach of theater owners large and small," he said.

Extended Research Cited

Stressing the extended research and many advances and refinements, underlying the "readiness" of RCA's present theater television system, Kreutzer said: "The finished commercial design of this system, embodying high performance standards, compact proportions, flexibility, and simplicity of operation and maintenance, is the result of intensive development during the past five years and a background of pioneering research dating from 1928. As has been previously disclosed, circuits are so designed that a minor adjustment will permit operation with higher picture definition if standards permitting such definitions should be adopted for closed-circuit theater television.

"RCA is continuing its research in theater television, looking toward future improvement as new knowledge of electronics and optics becomes applicable," he said, "in the same way that it maintains continued research in the field of theater projection and sound equipment.
Cincinnati — Greatest mid-west mass exposure of TV sets staged by Crosley Broadcasting Corporation in three huge TV Jubilee extravaganzas in Dayton, Cincinnati and Columbus during February.

An estimated 145,000 persons saw the exhibitions in the three cities, which were predicted on Crosley's President Robert E. Dunville's belief that the distributor's huge reserve inventories could be moved advantageously now, thus increasing the circulation within the WLW television area and also permitting distributors to restock before any fears due to defense production is forthcoming.

Points to Auto Shows

Dunville reasoned that this could be done by following a leaf from the automobile shows, in inviting distributors to set up TV displays of their 1951 models and also adding the crowd-drawing lure of top WLW entertainers and their shows in person.

WLW-D launched the promotion on Feb. 2 and 3 with 15 distributors exhibiting their complete line of 1951 TV receivers in the University of Dayton Fieldhouse. This was followed by the Cincinnati jubilee, Feb. 9-11, and the Columbus showing Feb. 18-20. Dealer reports throughout the three areas indicate that the $80,000 promotional stunt has stimulated public interest in TV and WLW-TV.

Lewis, Pegler, McCarthy

Named In Pearson Suit

(Continued from Page 1)

...for $3,100,000 alleged libel and $250,000 alleged personal injury.

Pearson, through William A. Roberts of Roberts and McInnis, charged that on Dec. 12 Senator McCarthy attacked him at the Sulgrave Club here, inflicting pain-ful injuries. For that the commenta-
tor akes $250,000 damages.

He filed four counts of libel against Senator McCarthy, et al, although Roberts said two of the counts cover the same alleged libel, thus reducing the amount to $3,600-000. Pearson charges that he was libeled on Dec. 15 in a mimeo-
graphed statement which Senator McCarthy handed reporters.

Other Defendants Listed

Named defendants, in addition to the Senator, Lewis, Pegler, Pearson, are the Washington Times-Herald, which carries columns by both Pearson and Lewis; Don Surine, assistant administrative assistant to Senator McCarthy; Edward K. Nellor, assist-
ant to Lewis, Pegler, for-
erly of the Times-Herald; Morris A. Bealle, Washington author, and Dr. J. B. Matthews, one-time in-
vestigator to the House Committee on un-American Activities.

Telecasts Of Football

Opposed By NCAA

(Continued from Page 1)

not complying of their own accord with the resolutions adopted in Dallas. If members are forced to violate the resolution by state legislatures, the council will ask them to withdraw.

Statement by Hamilton

Tom Hamilton, chairman of the TV committee, explained that the committee is authorized to control and supervise all delayed telecasting. "We are hopeful some realistic program can be developed to co-ordinate net-
work television and college ath-
letics," he said. "We believe in television and think it has a future for sports. In the past, the situation has not been satisfactory and we hope to start a trend to make it helpful to colleges.""}

Recalled To Service

Jack Mohler, WOR account ex-
ecutive, was recalled to active duty with the Army as a Captain in Military Intelligence. Mohler joined the station in 1941 and has been in the Navy Air Corps since his return from World War II service in 1946. He left Friday, Feb. 23.

Maurice Frimet Agency

IMAGINEERS

NEW PROFIT-MAKING IDEAS

FOR TELEVISION INDUSTRY

60 East 42nd Street, New York, N. Y.
Committee Seeks NAB Aid In Research Evaluation

(Continued from Page 1)

the committee asking NAB to
undertake the study is composed of
Kevin H. Baker, NAB research
director; chairman; Averly-Knodel,
Inc.; Hugh M. Beville, director of plans
and research, NBC; Mathew N. Chappell,
chairman of the department of psy-
chology, Hofstra College; Herbert L.
Fred B. Mancee, vice-president
BBDO, and A. Wills Wilber, di-
rector of marketing research, Gen-
eral Mills.

In seeking the research evalua-
tion, the committee reported that
there is confusion in the radio
and television industry—im-
portant step; and sellers—regard to radio and television
ratings.

The report is written because
the committee that wrote it believes
something can be done, and should
be done, to straighten out the con-
fusion.

"In fact, the committee believes
that if something is not so done, ra-
dio and television research of any
kind—good or bad—may be dis-
credited in many quarters, and a
service thus done destroys the en-
tire industry.

Confusion Explained

"The confusion arises from the
fact that the industry is perhaps
oversupplied with data which, un-
fortunately, often give what appears
to be conflicting testimony.

"At first glance, the resolution of
the problem might seem to be a
single assignment. The committee
respectfully submits, however, that
any superficial study or analysis
would do more harm than good. To
be of real service, a study must be
through and completely objective.

"It is firmly believed that, from
the data that would be collected,
the research director would view
most organizations using radio and
television ratings data will be able
to set forth simple charts and rules
as to the conditions under which
various types of data can and should
be used. It is hoped that reasonable
standardization can thus be arrived
at for the industry as a whole.

"The committee hopes that the
industry, in its ultimate gain, will lose no time in setting the wheels in motion.

The first step in the proposed
survey is an analysis of methods
used in research. The leading audi-
nce measurement services would
be asked to submit answers to a
series of questions relative to their
coverage, methods, costs, and data.

The second step can be a com-
parison of available data. Since
there already exist a number of
data which fairly well provide rating reports," the com-
mittee reports, "it seems high-
time project manager to direct the
plan of action by engaging a full-
time project manager to direct the
operations of the analysis and report
of the three-step project, including
the necessary personnel, is placed
in the neighborhood of $40,000. In
addition to the project manager it
is proposed that a volunteer com-
mittee of five industry research
leaders be appointed to advise him
on procedure, analysis and in-
terpretation.

It has been known for some time
that agencies and sponsors have
been disappointed in the quality of
research measurements, and many
research directors have met in New
York in an effort to clarify the situ-
uation. As one agency research di-
rector put it: "You put a half a
dozens reports in a hat, shake them
up, and then set about to make your
own analysis if you want any usable
information for your agency or a
client."

The Test Survey Committee had
the cooperation of three research
organizations operating in the fields
of radio and TV preparing the for the research projects.

Those cooperating were: A. C.
Nielsen, president of the A. C. Ni-
elsen Company; Sydney Bowles,
president of Pulse, Inc.; and C. E.
Hooper. All three signified their
willingness to cooperate with the
committee in their study.

Purina Expands on KGW

Portland, Ore.—The Ralston Pur-
ina Co. has expanded "Farm Time"
on KGW, Portland, to five, 15-min-
ute programs. The first half of the
26-week program was half-hour, twice a week. Agency
is Gardner Advertising, Inc.
Export Advertisers Increasing Radio Budgets

Upsurge Noted In Latin American Markets

Latin American radio and TV advertising appropriations are experiencing a definite upsurge from leading U. S. advertisers, and predictions are that this increased spending will continue indefinitely. Particularly active now in the Latin-American countries are such advertisers as Procter & (Continued on Page 5)

Educational TV Future Vast—Miss Hennock

(Continued on Page 7)

Religious Leaders Plan Special Documentaries

(Continued on Page 5)

Debuts


Name 50 Candidates for NAB Board

FCC Shuts Station For Experimental TV

Washington Bureau of RADIO DAILY
Washington — Conestoga Television Assn., Inc., Lancaster, Pa., has lost its experimental privileges to pick up TV programs on the VHF and rebroadcast them on the UHF to association members.

The FCC announced it has denied applications for (1) extension of completion date of experimental TV relay station, and (2) special temporary authority to conduct certain test operations, and returned fur:

New Hooper Radio Survey For Capital City Area

A new survey of radio listening in 22 eastern New York and western New England cities, conducted by C. E. Hooper, Inc. for the period November-December 1950, will be released shortly by NBC Spot Sales.

(Continued on Page 5)

Game Of Day Series Set Again On MBS

Both the American and National baseball leagues have given approval to the "Game of the Day" broadcasts featured last season on Mutual and the series will be resumed with the opening of the season on April 16th, Radio-Television Daily learned yesterday.

According to reports the American League has okayed pickups from eight cities while the National will allow broadcast of games from six cities. Two cities not included in

(Continued on Page 7)

Philip Morris Sets CBS Dramatic Series

Philip Morris & Co. has bought the Thursday, 10:00-10:30 p.m. time on CBS radio beginning Thursday, March 15 for the dramatic series entitled "Philip Morris Playhouse" it has been announced by John J. (Continued on Page 3)

Mysteries Promoted

Mysteries Promoted

Washington—Transfer of control of two stations has been granted by the FCC.

Mid-Hudson Broadcasters, Inc., licensee of WOOR, Poughkeepsie, (Continued on Page 4)

' Ike' On Radio, TV Today; Via Films Later

Washington—Congressional leaders yesterday flatly refused to permit radio or TV to carry General Dwight D. Eisenhower's speech to the Congress, because, it is said, they didn't want to take the edge off the General's talk to the nation at 10:45 p.m. tonight over all TV and radio networks.

TV and newsreel films were made, however, with the specific understanding that they would not be used until Saturday. Meanwhile afternoon editions of daily papers yesterday and morning editions today carried full reports of the General's briefing of Congress.

Result Of Election Will Be Told Feb. 28

Washington—Fifty candidates have been nominated for the NAB board of directors in the eight odd-numbered districts and for large, medium, small and FM stations, C. E. Arney Jr., NAB secretary-treasurer, announced yesterday. Ballots will be sent out by NAB immediately and

(Continued on Page 3)

Expansion Of TV Forecast By Meck

Chicago—The television industry will have a normal market of 8,000,000-sets a year and a dollar volume of more than $3,000,000,000, according to John Meck, president of John Meck Industries and Scott Radio Laboratories. This will be a dollar volume over the industry's record breaking total in 1950, he added. Meck said the present mobilization

(Continued on Page 7)

Transfer Of Stations Authorized By FCC

Washington—Transfer of control of two stations has been granted by the FCC.

Mid-Hudson Broadcasters, Inc., licensee of WOOR, Poughkeepsie, (Continued on Page 4)

Liberty Begins Servicing Of Progressive Affiliates

The Liberty Broadcasting System expects to absorb about 40 of the nearly 190 radio stations which had been affiliated with the Progressive Broadcasting System, it was learned yesterday. Progressive abruptly ended broadcasting operations last Wednesday at 7 p.m.

A Liberty spokesman said negotiations were being conducted with many of the former PBS stations. About 50 of the Progressive stations

will have to be counted out he said, because Liberty already had affili-ates in the same markets. Of the remaining PBS stations, Liberty expects to clear about 40 of them, he said.

The Liberty network serviced all the PBS stations yesterday with its programs. This was done at the request of Larry Finley, Progressive's president, to give the PBS stations

(Continued on Page 3)
WASHINGTON BUREAU
Office: 1227 National Press Building
Telephone: 2322
Resident: R. F. Nelson, None, Md.
Telephone: Washington 4142.
Herbert Berg, Eben Nelson 1525
425 Hollywood Blvd., Phone: Bunker 8368
CHICAGO BUREAU
Office: Daily Press Building
Telephone: 2606
Suites 306 & 336, N. Michigan Avenue
Phone: Franklin 2-3285.

WASHINGTON BUREAU—The FCC, by a board of Commissioners' order, has completed the hearing for the acquisition of one more radio broadcast station. SESAC has added eight new companies to its list in the past year.

WIBG, Aberdeen, Wash., granted consent to transfer of negative control (50 per cent) of license from Arthur Stirling to Mrs. Merle Moore for $25,000.

KBKB, Kenosha, Wis., granted consent to transfer of control of license corporation, KBKB, Inc., from Ben K. and Marian J. Waxman, owners of 50 per cent, to Archie Taft Jr., for $47,885.


KK8T, Oakland, application to install new transmitter, and increase daytime power from one to five kW, operating on 1350 kc.

KULP, El Camino, Tex., denied petition for waiver of hearing in application to change power and hours of operation from 900 watts daytime only to 100 watts, 500 watts days, 1300 kc.

Applications for the three new stations were refiled for consolidated hearing in Washington March 22 as follows: Booth Radio & Television Stations Inc., Danbury, Mich., for 1470 kc, one kw, days; Adelade Lillian Carroll, Flint, Mich., for 1470 kc, one kw, unlimited time, and John C. Pomeroy, Pottsville, Mich., for 1400 kc, 500 watts days, nights, WBIG, Greensboro, N. C., was made a party to the proceeding.

Two other applications were designated for consolidated hearing March 22 in Washington as follows: Hirsch Communications Engineering Corp., Sparta, Ill., and Hawthorn Broadcasting Co., St. Louis, each for new stations on 1350 kc, 250 watts, unlimited time.

KLCN, Byrnesville, Ark., denied petition for change of hours of operation from 900 kc, one kw, unlimited time, to change to 600 watts, one kw, days, 1740 kc, nighttime, operating on 1310 kc, 500 watts, unlimited time.

The Commission ordered a stay of the hearing for WRIA, Caguas, P. R., upon request for hearing, suspended revocation of permit No. 99 for CBX, operated by L. E. Caguan.

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Candidates Named For NAB's Board

(Continued from Page 1)

KUDNER AGENCY has moved to new quarters, 205 Madison Ave., New York City, where, for the first time in two years, all departments of the agency will be housed in a single building.

LIFE INSURANCE ADVERTISERS ASSOCIATION is holding its annual Eastern round table on March 19-20 in the Park Sheraton Hotel, New York City.

JOHN BEATTY, formerly a time buyer for Julian Gross Advertising Agency, has joined The Blow Company in a similar capacity.

WALTER KANER ASSOCIATES has been named to handle public relations for the Jewish War Veterans All Star Show at Madison Square Garden, May 16, and ten National Antiques Shows scheduled at the Garden March 5-11.

ELON G. BORTON, president of the Advertising Federation of America, has been elected vice-president of the International Union of Advertising.

MARTIN J. SILVER has been appointed a copywriter for Paul Smalley Advertising. He was formerly associated with Geyer, Newell & Ganger, Inc.

New Hooper Radio Survey for Capital City Area

(Continued from Page 1)

survey was conducted by the coincidental telephone call method and is based on 11 complete radio audience measurements of the area centering in the Albany-Schenectady-Troy area.

Individual "Radio Audience Indexes" will be reported for both daytime and nighttime listening in each of the 22 markets. In addition, an "Urban Audience Report" will list the total number of families listed in WGY, WTRY, WXXW and WROW by quarter-hour daytime periods and by half-hour evening segments.

Would Move Studios

Washington—Application to move its main studios from Beach and Port Rogers Roads, Palm Beach, Calif., to Church and Alisal Streets, Salinas, Calif., has been filed with the FCC by KDON, Palm Beach, operated by the Salinas Newspapers, Inc.


IRWIN W. TYSON has been elected executive vice-president, and Thomas W. Hall, a vice-president, of O. S. Tyson & Co., Inc. Tyson has been with the agency since 1939. Hall joined the firm in 1947.

CHARLES E. WALSH has been elected a vice-president of John Mather Lupton Co., Inc., in charge of the agency's business operations. He was formerly an account executive with the firm.

CHARLES MICHELSON, INC., has announced that its five-minute, open-end transcription series, "Tom Terris Stories of Fabulous Jewels," has been purchased by Prismatic Diamonds for detail jewelers in 25 markets.

SNOW CROP MARKETERS DIVISION of Clinton Foods, Inc., has announced it will promote its new juice mixer in a national television and newspaper advertising campaign.

LINDSEY SPIGHT has been appointed vice-president and manager of the San Francisco office of Blair-TV, Inc. For nearly 18 years he had been vice-president and general manager of the San Francisco office of John Blair & Company, radio stations rep.

Philip Morris Sets CBS Dramatic Series

(Continued from Page 1)

It was learned that Progressive will make restitution to all its affiliates which hold outstanding contracts.

Liberty meanwhile has announced that definite affiliation commitments have already been received from the following former PBS stations: WEGE, Gettysburg, Pa.; WJTI, Bloomburg, Pa.; WKYO, Rochester, Pa.; WLBR, Lebanon, Pa.; WMRI, Marion, Ind.; WKAJ, Macomb, Ill.; and WCFC, Beckley, W. Va.

Have You Seen the "Primer"?

Just off the press! Eight pages of facts and figures presented in simple "first grader" style that give you the lowdown on this tremendous market as concerns CKLW. Reading time: 2 minutes! Uses: Unlimited! Write today...it's FREE

LBS Starts Servicing Progressive Outlets

finished up last-minute details preliminary to closing the office yesterday. The announcement of Progressive's end had come as a surprise to all of them, they said. One official declared that if the network could have continued another two months, it would have come out of the red and become a successful operation.

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Fred Robbins

Show

11:00 P.M.-1:00 A.M.

MON.-SAT.

"The Fred Robbins' show, ROBBINS NEAT, rated #1 in the city on the basis of cost per inquiry. Consumer and client comment has been excellent."... Gotschall & Richard Agency

Produced by Evelyn Cooper

Call your WINS representative ... see him when he calls.

Buy WINS ... it sells!

WIN'S

50KW New York

CROSLEY BROADCASTING CORPORATION

Easter Sunday, April 21, 1951

RADIO DAILY—TELEVISION DAILY

THE "TED" PARADE

(caption omitted)

Transfer Of Stations

Authorized By FCC

(Continued from Page 1)

N. Y., was granted consent to transfer control from H. H. Cassill to Arthur J. Bartry, Jr., for $45,000. Pittsburgh Broadcasting Co., licensee of WPGH, Pittsburgh, was granted consent to transfer control to George Barton, holder of 49 per cent stock, by purchase of remaining outstanding stock from F. Garrett Richter (33.33 per cent) and William Zueger (47.67 per cent) for $8,490.

Two Other Stations File

Two other stations have filed applications to transfer control. Theodore A. Lanes seeks to relinquish control of DeKalb Radio Studios, Inc., licensee of WLBK, DeKalb, Ill., through sale of 46 shares of stock to other stockholders.

The Fairmount Corp. seeks acquisition of control of Buttrye Broadcast, Inc., licensee of WFRB, Great Falls, Mont., through purchase of 1438 shares of stock from Fred Birch.

Promotion

Paris Bound

Two winners of the WOR-TV "Talent Parade" show presented in cooperation with the Stuyvesant Theaters of greater New York (Wednesday night, 8:00 to 9:00) leave Saturday, for a two-week trip to Paris, as the grand prize of the third "Talent Parade" series, which ended December 15th.

The two winners, Grillo & Corso, were selected as the grand winners out of a total of 7,600 entrants, by vote of a panel of distinguished judges and audience mail ballot.

The boys, accompanied by Mike Jablons of Gainsborough Associates, will spend two weeks in Paris, all expenses paid, at the Hotel V. While in France, it has been arranged for the winners to play on French television. They will perform the same numbers that enabled them to win the grand prize of the "Talent Parade."

Warren Hull is master of ceremonies on the "Talent Parade" and the show is a Gainsborough Associates production.

Wedding Bells

Robert Kushell, DuMont distributor, will be married in June to Natalie Lagin, New York model.

There's Only One...
Religious Leaders Plan Documentaries

(Continued from Page 1)

radio and TV, Protestant Radio Commission, with 600 first hand reports on world conditions. Dr. Fry and Mr. Crews are scheduled to return February 7, when they will depart for another round-the-world trip during which they will interview many important religious leaders in major cities.

Heard on the NBC program will be recorded interviews with such persons as Syngman Rhee, president of South Korea; Dr. David Ben-Gurion, premier of Israel, and Ernest Reuter, mayor of West Berlin.

The CBS network will devote an entire week to Dr. Fry's programs. In addition to his regular broadcasts, Dr. Fry will be heard on the NBC program, "You And The World," every morning at 8:45 a.m., Washington, D.C. His first program on the NBC will be heard January 27, and will be heard again at the same time on January 28 and 29. Dr. Fry will be heard on the NBC program every morning at 7:30 a.m., Eastern Time, from January 30 through February 2.

The trend of radio advertising can be better observed by the results of a survey conducted recently among 5 commercial groups now doing a great deal of advertising in Latin America, by Export Trade, and Shipper Magazine. 23 pharmaceutical, and cosmetic companies queried showed that 29.6 per cent of their expenditure on radio advertising will be spent in Latin America in 1951. Coca Cola, and Pepsi Cola are sponsors using a great deal of spot announcements at this time.

TV Product 'n Assignments

Baltimore—Anthony Farrar, production manager for TV station WAAM, has announced new production assignments. Ken Calfee has been appointed a producer-director and will be responsible for WAAM's " Lazy H Ranch Jamboree" and "Memorial Minutemen," and "Crusade In Europe." Ed Sarrow, staff producer-director, was assigned "Shopping For You." The new production assistant, producer-director, has assumed full production chores on "Tee Vee Warehouse," and "Coffee Break." Wolfe, WAAM director of engineering, announced the addition of Martin Yannuzzi, James Gurgick, and Areye Stansberry to his staff.

Export Advertisers Increase Budgets In Latin America

(Continued from Page 1)

be overlooked. One TV station is spending 5 per cent of its budget for operation in Mexico, two transmitters are up in Cuba, and two more are serving Brazil. Ten thousand spots are now being run in Mexico, ten thousand in Brazil, and about eight thousand TV sets are operating in Cuba. Ten thousand more sets are scheduled to be shipped in the next three months, and more than fifty thousand sets should be in operation by the middle of the year.

CMQ-TV Reports Sales

Records show that CMQ-TV in Havana, Cuba, sold 87 quarter-hours of programs from January 2 through February 1, 1951. As a result of their application for license without action.

KG2XBI, operated by Conestoga, has been intercepting programs of Philadelphia TV stations and relaying them on HF frequencies for reception on special receivers of not more than three members, the Commission said. The FCC is advising KG2XBI that it "has not made the showing required" by Commission rules relating to experimental TV service or "that its type of operation is necessary for experimentation."

Hymes Leaving WLAN

John D. Hymes announces his resignation as manager of WLAN, Lancaster, Pa., effective on or before March 1. Hymes has been manager of WLAN for the past three years. He was previously with the Blow Co., WNEW and CBS in New York, and during World War II he was deputy director and station relations director of the OWI domestic radio bureau. Hymes was president of the Radio Executives Club of New York during the 1940-1941 season.

Send Birthday Greetings To

February 2
Joseph E. Benedetto
Cal Timney
Benay Rubin
Veronica Wiggins
Arthur Billings Hunt
February 3
Martin Block
Mary Carlin
Mary Beth Nelson
Jack Weldon
Barbara Woll
Charles J. Correll
A. E. Chamberlin
February 4
John G. Fraser
Alice Hill
Jack R. Popple
Paul Ruhl
A. Walter Bockowski
June West
February 5
Ed Abbott
Thor Erickson
Eddie Stan'ley
Rupe Wering
Elwood Hoffman
Bill Do Costa
February 6
Thurt Ravesavscraft
Ray Kat
Haven Gillespie
Louis Nizer
Dorothy DeRosa
Kaye Reed
Joseph Rogers
Steve Ellis
Roland Van Nostand
February 7
Bill Johnstone
Frank Weitmer
Alexander McQueen Jerome Sill
Bill Johnstone
February 8
Jimmy Powers
Fred Thoms
Jack Rourke
Dorothy Morgan
Hermes Keating
Frank E. Mason
Charles Sears
sending a letter of resignation to the FCC.
The Book Of The Year

The 1951 Radio Annual is now in intensive preparation out soon.
Educational TV Future Vast—Miss Hennock

(Continued from Page 1)

educational program said Miss Hennock in an address at a meeting in the committee's clubrooms, "that is why we have been fighting for the fact that the FCC set aside 25 per cent of the remaining available television frequencies for the exclusive non-commercial use of educational institutions."

Miss Hennock thinks the problem is much more complicated than it looks. Speaking during a four-day meeting of the Educational Television Association in Chicago, Miss Hennock said, "I am asking that 20 per cent of the educational institutions be treated in similar manner and set aside for the exclusive non-commercial use of educational institutions and organizations."

Commenting on TV's "influence on the habits and morals of the younger generation," Commissioner Hennock said "Hoping Cassidy cowboys out for her. But supporting a pair of six-guns have become standard wearing apparel for many of our small fry. But think of what television could do if its energies and influence were turned to education and improving our standard of living. Think of the potentiality of turning every home into a classroom. Not that education must be dull or bookish—but far from it. Education via television need not be compared to eating spinach or sitting up exercises. It can be so interesting I'll say at the same time most interesting."

Sees Emergency Use Vital

Miss Hennock, who involved teaching science, medicine, first aid, law and languages by television. She sees in TV a valuable instrument of mass communication in time of emergency.

Educational TV can exist alongside of commercial stations, she stated. The TV screen, she said, "is the teacher's electronic blackboard—reaching into every home and classroom to bring the wisdom and knowledge of ages to every American, regardless of race, religion or economic status.

World's presentation of the swimming races, long and high diving board contests, water ballet, water polo game and the coast between the trimmers and fishermen gave a refreshing different evening to those who watched the NYAC show at 9:00 p.m., Wednesday night. With John Condon as emcee and Dr. Louis C. Camp, calling the races, the trombone and odd layy show passed with great quickness. Performances of local, state national and Olympic champions give the TV viewer the feeling he was seeing the best available in "aquatics." On the feminine side the ballet solo by Bim Campbell as well as the ballet quartet in "Aquatics" by Miss Lee, Mary Jane Green and Mary Catherine Van Cleeve, and the ballet ensemble, performed by twelve mermaids, was enthusiastically applauded by those at poolside as well as those sitting in front of the screen. While a "two-shooter" this was interesting TV.

STORM prevented Ted Husing from getting to Toronto for the CBS telecast of the like Williams fight Wednesday night. Husing's plane was grounded at Buffalo and Russ Hodges was recruited to substitute for him by the Pabst Blue Ribbon sponsor. Hodges, incidentally, proved to be a worthy substitute for Husing. He had a conversational delivery and was not too wordy.

Today's TV Personality: Lee Ruchitch, vice-president and general manager of WTV, Miami, was born in Escanaba, Michigan. He has been associated with television since August, 1948, when the WTV station was still in the construction stage. At that time Lee was rounding out his second year as executive assistant to Mitchell Wolfson, co-founder of the station. Following his graduation from the University of Michigan, where he was associated with Joseph Ruchitch & Sons Department Store in Newark, Michigan. During the war he served three-and-a-half years in the Navy, mostly in the south Pacific, emerging as a lieutenant. During the past year, Lee has traveled thousands of miles visiting other TV operations to secure firsthand information and to study personnel and operating methods at both large and small outlets. As a result, WTV has grown in stature during the year. Lee was named general manager of the station in 1948 and in January, 1950, he was elevated to vice-president of the concern. Lee is now general manager, having been with the company since 1948.

Liggett & Myers, for Chesterfield cigarettes, will again teletaste all New York Giants home games, with WPXI Contract, through Cunningham & Walsh, Inc. will be signed next week for the 77 home games. No price has been set nor announcement made as to who will handle the program. WPXI entered the Giant's picture in 1948, television night games only. Season commences April 20. . . . Wendy Sanford, formerly with CBS-TV's "Studio One" staff, has been appointed as sales manager for Regis Radio Corporation. In her new assignment she will work on the network's "Charlie Wild Show," previously announced for the date.

Why buy 20 big sales jobs when you can do 1 big sales job. The presentation of the NBC-TV "Open Theater" this season, on Sunday, Feb. 11 at 3:00 p.m. Ralph Herbert will sing the title role with Samuel Chotzinoff producing. "Rutledge," which will be produced for the "Terry Service Company."" The premiere will be on Mutual Radio. The program will be telecast from the New York City Metropolitan Opera during the month of February. The program will be telecast from the New York City Metropolitan Opera during the month of February. The program will be telecast from the New York City Metropolitan Opera during the month of February.

Expansion of TV Forecast By Meck

(Continued from Page 1)

Will Honor Baseball

The Mutual network will join with the National League for a special broadcast today from 9:30 to 10 p.m., celebrating the senior circuit's 75th anniversary. On Feb. 2, 1928, the baseball league was established in a hotel room meeting in downtown New York. The program is to be a dramatic narrative as an "Old Timer" tells a boy the story of the league's background.

Gives Control Of KTBS

Washington—Acquisition of control of Radio Station KTBS, Inc., by a New England corporation, was announced yesterday for KTBS, by George D. Wray, Sr. and E. Newton Wray through purchase of 16 2/3 shares of common stock from Allen D. Morris has been approved by the FCC.
**Friday, February 2, 1951**

**WORDS & MUSIC**

**PLUG TUNES**

- **GAZETTE**: Otto A. Harbach, president of ASCAP and dean of American lyricists, will be honored on Ted Mack's Family Hour television show on Sun., Feb. 4th, from 6 to 7 p.m. over WIZ-TV. The program which will be simulcast from 6:30 to 7, will feature many of Harbach's well-known songs from "Roberta," "The Cat and the Fiddle," etc. In line with the Family Hour salute to ASCAP, there will also be a program on the program Gene Buck, Deems Taylor and Fred E. Abibol, all past presidents of the Society, ... Orch. Leader Ralph Flanagan now joins Vaughn Monroe, Jose Iturbi, Les Brown and Larry Clinton as the music world's most rabid stratospheric enthusiasts. He bought himself a plane and now flies from date to date. What some people won't do to insure themselves a hotel room, ... Charles Sanford, musical director on "Show of Shows" doesn't know whether to be insulted or flattered: except by telling him, "What are you biological because the music on the TV stations sounds too perfect to be a live orchestra,... Doc Berger of Leeda Music is visiting with the Disc Jockies of the nation, today he is in St. Louis, next week he'll be in Texas, then he does the south, the eastern seaboard and he'll be home in four weeks, ... Sonny Kendis became so enthralled with the production end of things while appearing with his orchestra on the TV "Sonny Kendis Show," that he is now directing himself almost exclusively to the producing end of TV shows, ... Glenn Moore, who was featured with Fred Waring, Rudy Vallée, to name a couple, has now gone into business for himself. His newly organised dance band will open at the Pelham Heath Inn in the Bronx on Friday, Feb. 2nd.

**Proven Hits!**

**THE NIGHT IS YOUNG**  
(And You're Beautiful)  
**DREAM A LITTLE DREAM OF ME**  
**I HURT INSIDE**  
**I LOVE YOU**

**Another BMI Pin-Up Hit!**

**RCA Victor Immortals Include Pops, Classics**

The special albums of "immortal performances" to be issued by RCA Victor Immortals this coming week will include both popular and classical recordings. As an adjunct to its Red Seal "Treasury of Immortal Performances," the organization has announced the release in January of a collection of some of the greatest music studio performances in jazz and swing annals. This series of six albums is comprised of "Theme Songs," the musical signatures of Artie Shaw, Benny Goodman, Duke Ellington, Charlie Barnet, Lionel Hampton and Louis Armstrong: "Dance Band Hits," a fabulous compendium of best sellers by Dorsey, Miller, Weems, Ellington, Farnsworth, and Kemp: "Small Combo Hits," which bring back memories of the Goodman Quartet, Shaw's Gramercy 5, and Coleman Hawkins' unforgettable "Body and Soul"; "Keyboard Kings of Jazz," the most star-studded piano album ever assembled: "Colombo, Crosby, Sinatra," performances by that great triumvirate of crooners; and "Folk Singers" with a line-up of three of the pioneers in the field: Jimmy Rodgers, Vernon Dalhart and Gene Austin.

**Red Seal List Impressive**

The Red Seal "Treasury of Immortal Performances," to be issued in series, will comprise a Library of recordings of some of the greatest musical artists of history, including Caruso, Ponselle, Chaliapin, Elgin, Carle, Garden, Jerome, Barbirolli, Gallici, Curnel, McCormack, Petrazzini, Farrar, Tamagno, Lehmann, Paderewski, Pfoffer, Rachmanoff, Gigli, Rufio, Schorr and several others.

This, the first "Treasury of Immortal Performances," is the precursor of similar releases of memorable record "greats." Future "Treasury" series, to be issued later in 1951, will also include records which are now collector's items.

**Forteis Station Permit**

Washington—Chet L. Gonce, trading as The Voice of Reno, permitting for KBOX, has forfeited his FCC authorization on 1220 kc. 250 watts limited time, and the Commission has deleted the station call letters.

**Power Duo**

**RCA Victor Immortals Include Pops, Classics**

**Forster Music Pub., Inc.**

1619 B'way, NY 19 216 S. Webh Ave, Chic. 4
Weather Fine In Florida

Belair, Fla.—In a sun-drenched setting of semi-tropical calm the mid-winter meeting of the NAB board of directors got under way yesterday and sport-clad broadcasters talked about the weather, winter back home, and problems of administration of the industry organization. Yesterday's closed meeting was devoted to discussions on the shrinking NAB budget, the appointment of a new general manager to succeed Bill Ryan and the membership of the NAB-TV directors group. The high temperature was in the seventies, low 63.8, and the forecast partly cloudy.

James Edward Wilkey, station manager, revealed that CBS outlet had the best year in its history. Shurick pointed out that while radio, nationally, has reached the 95 per cent saturation point, its growth is a thing of the past.

NAB budget, the appointment of a new general manager to succeed Bill Ryan and the membership of the NAB-TV directors group. The high temperature was in the seventies, low 63.8, and the forecast partly cloudy.

Officially Closes Two Months Of Broadcasting

Progressive Broadcasting System, launched last November as a taped network of 75 stations, suspended operations at 7 p.m., last night following the release of a short announcement issued by Larry Finley, president, Bernie Pleischcher and Jack L. Rau, as members of the PBS executive.

To CBS Organization

Florence Warner Returns

Florence Warner, widely known in radio and formerly head of the women's radio division of Republican National Committee, has joined CBS as assistant to Helen Sioussat, director of talks. It was announced yesterday. Mrs. Warner, at one time was in newspaper work in Des Moines, Iowa, and sport-clad broadcasters talked about the weather, winter back home, and problems of administration of the industry organization. Yesterday's closed meeting was devoted to discussions on the shrinking NAB budget, the appointment of a new general manager to succeed Bill Ryan and the membership of the NAB-TV directors group. The high temperature was in the seventies, low 63.8, and the forecast partly cloudy.

Oregon Broadcasters

To Meet Feb. 9 And 10th

Corvallis, Ore.—The annual meeting of the Oregon State Broadcasters Association will be held February 9 and 10 on the campus of Oregon State College, it was announced yesterday.
At the conclusion of the Atom Bomb Series, Frank Stanton, president of the Columbia Broadcasting System, and R. A. Kerber, vice-president in charge of station relations, J. L. Van Volkenburg, vice-president in charge of network sales and programming, and William G. Ladd, vice-president in charge of engineering, will return from Baltimore, Md., where they will broadcast the two-week series on the second week of the new series of programs promoting the Civil Defense Program.

CIVIL DEFENSE PROGRAM

"The Civil Defense Reporter," a weekly round-up of news and developments in the civil defense program, will be heard weekly during the Atom Bomb Series.

First day of rehearsal, Feb. 1. First show, Feb. 8.

First show will be broadcast from the new program headquarters in the Caro Building, 37-47 Park Ave., N.Y.

The series will be heard daily over all stations of the network.

First show, Feb. 8, at 7:15 p.m., over WOPE.

First show, Feb. 10, at 7:15 p.m., over WOPE.

First show, Feb. 11, at 7:15 p.m., over WOPE.

First show, Feb. 12, at 7:15 p.m., over WOPE.

First show, Feb. 13, at 7:15 p.m., over WOPE.

First show, Feb. 14, at 7:15 p.m., over WOPE.

First show, Feb. 15, at 7:15 p.m., over WOPE.

First show, Feb. 16, at 7:15 p.m., over WOPE.

First show, Feb. 17, at 7:15 p.m., over WOPE.

First show, Feb. 18, at 7:15 p.m., over WOPE.

First show, Feb. 19, at 7:15 p.m., over WOPE.

First show, Feb. 20, at 7:15 p.m., over WOPE.

First show, Feb. 21, at 7:15 p.m., over WOPE.

First show, Feb. 22, at 7:15 p.m., over WOPE.

First show, Feb. 23, at 7:15 p.m., over WOPE.

First show, Feb. 24, at 7:15 p.m., over WOPE.

First show, Feb. 25, at 7:15 p.m., over WOPE.

First show, Feb. 26, at 7:15 p.m., over WOPE.

First show, Feb. 27, at 7:15 p.m., over WOPE.

First show, Feb. 28, at 7:15 p.m., over WOPE.

First show, March 1, at 7:15 p.m., over WOPE.

First show, March 2, at 7:15 p.m., over WOPE.

First show, March 3, at 7:15 p.m., over WOPE.

First show, March 4, at 7:15 p.m., over WOPE.

First show, March 5, at 7:15 p.m., over WOPE.

First show, March 6, at 7:15 p.m., over WOPE.

First show, March 7, at 7:15 p.m., over WOPE.

First show, March 8, at 7:15 p.m., over WOPE.

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**Proposed Scales and Conditions for Terms and Conditions for the Co-Operative Radio Networks**

<table>
<thead>
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**Conditions Affecting Network Radio**

The following terms will be in addition to the terms and conditions agreed upon between networks and localities which are being negotiated:

<table>
<thead>
<tr>
<th><strong>FREQUENCY MODULATION</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcasts may use the services of authorized personnel of the broadcasting program network for simultaneous AM and FM programming. The same personnel may be used interchangeably on independent AM or FM programming.</td>
</tr>
</tbody>
</table>

**CONTRACT TERMS OF AFM**

1. Proposed Scales and Conditions for Terms and Conditions for the Co-Operative Radio Networks (Co-Operative, Etc., Programs)

<table>
<thead>
<tr>
<th><strong>LOCAL TELEVISION BROADCAST</strong></th>
<th><strong>NETWORK TELEVISION BROADCAST</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) LOCAL TELEVISION BROADCAST:</td>
<td>(1) NETWORK TELEVISION BROADCAST:</td>
</tr>
<tr>
<td>(a) The basic minimum scale for network programs may be calculated on either a weekly or daily basis.</td>
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</tr>
<tr>
<td>(b) ARTISTS:</td>
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</tr>
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<td>(1) Any network program may be transmitted once over such stations. In any such case, a single payment or additional charge which would be payable for such rebroadcast to the public would be paid.</td>
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<td>(b) Any commercial network program broadcast once during the term of the original telecasts, and may be used only once more after such program was never intended and does not apply to network programs.</td>
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</tr>
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<td>(d) The Functional Music operation, as defined in the Functional Music operation.</td>
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</table>

**ITEMS TO BE DISCUSSED:**

1. Number of stations of each network in the Functional Music operation.
2. No settlement can be made unless we make a settlement for all stations which are owned and controlled by the networks, or we have the same number of stations in different localities.
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**FCC In Wide Probe Of Functional Music**

(Continued from Page 2)

**IN WIDE PROBE OF FUNCTIONAL MUSIC**

The Federal Communications Commission (FCC) recently announced that it would be conducting a wide probe of Functional Music, a controversial financial mechanism that allows broadcasters to pay royalties to musicians for the use of their performances in broadcast programming. The probe is expected to last several months and will involve an examination of the Functional Music operation, as well as revenue-sharing agreements between broadcasters and performers.

The probe is being conducted in response to concerns raised by various stakeholders, including musicians, broadcasters, and consumer groups. The commission is expected to focus on issues such as the legality and fairness of the Functional Music operation, as well as its impact on the broadcasting industry and the music industry.

The probe is expected to have significant implications for the broadcasting industry, as well as for the music industry. Broadcasters and musicians are likely to be affected by the probe, and the outcome could have far-reaching consequences for the way in which broadcast programming is funded.

In addition to the probe, the FCC is also expected to consider new regulations that could affect the Functional Music operation. These regulations could include changes to the way in which broadcasters are required to pay royalties to musicians, as well as changes to the way in which revenue-sharing agreements are structured.

The probe is being led by Commissioner Robert F. Jones, who has expressed concerns about the Functional Music operation and its impact on the music industry. Jones has said that the probe is necessary to ensure that broadcasters are paying fair and reasonable royalties to musicians for the use of their performances in broadcast programming.

The commission has also announced that it will be seeking public input on the Functional Music operation and the implications of the probe. The public is encouraged to provide feedback and comments on the matter, and the commission will consider all submissions in its decision-making process.

The probe is expected to be completed by the end of the year, and the FCC is anticipated to issue a report on its findings and recommendations at that time.
By SID WHITE

Man About Manhattan . . . !

By SID WHITE

ATTENTION - SPONSORS
PRODUCERS - NETWORKS
FOR SALE
OR LEASE
ONE OF AMERICA'S MOST BEAUTIFUL LEGENDARY THEATERS IN
LOS ANGELES, CALIF.
CLASS A STEEL AND
CONCRETE CONSTRUCTION
BUILT 1927

COST $1,380,000.00

RECENTLY REFURBISHED AT COST OF
$100,000.00

HUGE STAGE—Approximately
4000 Sq. Ft. — 40 x 100
MODERN LIGHTING EQUIPMENT

DRESSING ROOMS FOR COMPANY OF 100

IDEALLY SUITED FOR DRAMATIC STOCK,
MUSICAL SPECTACLES — or

TELEVISION
PROGRAM ORIGINI

GOOD AUDIENCE PARTICIPATION
LOCATION WITH GOOD
PARKING FACILITIES

SEATING CAPACITY 1500 ON 2 FLOORS

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PAN AMERICAN
TELEVISION CORPORATION

127 SOUTH BROADWAY
LOS ANGELES, CALIF.

TEL: MU. 3713
MI. 1776

Thursday, February 1, 1951

TOM HUBBARD has bought out
the interests of Irving Levin in
their TV company which is filming
the half-hour show, "Adam's Spare
Rib" in which Hubbard stars with
Jane Harlan. Third show in the
series "Too Many Blondes" is now
being filmed with Hal Smith, Walter
White, Jr. resumes taping his "Hop-
along Cassidy" show at KHIJ on Feb.
15 when Bill Boyd returns from
his South American junket. KTLA
did a neat job in televising the R.M.S.
Caronia on its first visit to the Port of L. A. Presented on its
"City at Night" feature, station had
to cover over 738 feet of the big
ship.

Graham H. Moore, KCQB sales
manager in San Diego, was married
last Saturday to Pauline Calabria.
They're honeymooning up and
down the coast.

Producer Jerry Fairbanks is visit-
ing Chicago and Dayton, 0. for con-
ferences with video agency and net-
work executives. Johnny Bradford
and Ronnie Kemp were daily on
KLAC-TV with "Breakfast Frolics," and
Ronnie Kemper, daily on
WLAC-TV with "Breakfast Frolics,"
and following is Louie Quinn, the
morning deejay romps.

Wouldn't it be a twist if the Great Sheik, dead a quarter of a century,
loomed as TV's silent version of Hopalong Cassidy? . . . Don Dunphy
and Curt Gowdy will do the St. Joseph Temple basketball game from
Philadelphia this Sat., via DuMont. Dunphy will also continue doing the track
meets for the rest of the year. . . . Wilbur Stark tried out a new gimmick,
"What's The Gog," on the Kathi Norris session last week, figuring
that if it proved successful he'd keep it on as a regular feature of the show.
Reaction was so favorable that now he's planning it as a full-time evening
event. . . . Moe Gale excited about a new teevee idea he's whipped up for Jane Pickens. . . . Sidney Gubar, Chas. Michelson's sales
manager, and Elaine Plotkin have set March 31st as the date . . . Look
is closely scanning all gal singers on TV for a proposed layout on femme
singers who became stars via the new medium. No. 1 choice right now
is Eileen Wilson.

Is kissing taking over the plunging neck-line? Today's
mail brings two items: From CBS comes word that the "longest
kiss ever seen on TV (2 minutes and 10 seconds) took place when
Frank Sinatra gave Jack Benny a lesson in osculation, using Faye
Emerson as his foil. The other concerns Gloria Perle, Packard
Music Co., who has just kissed 1000 postcards and sent them
along to 1000 disc jocks plugging the tune "Counterfeit Kisses."

By GINNY EVANS

An overwhelming demand for
tickets to Breakfast Club broad-
casts while Don McNeill and the
gang are on the West Coast made it
necessary to move the California
originations to Earl Carroll's Res-
taurant and one broadcast to the
Los Angeles Shrine Civic Auditori-
um.

Paul MacAlister and his associates
have been commissioned to color
engineer the interiors of seven new
department stores throughout the
midwest and on the west coast by
Butler Brothers. MacAlister produ-
tes two weekly programs on home
problems on WGN-TV.

"The Continental" debuted yester-
day on WGN, The Monday through
Friday program features an anony-
ous man giving sidelights of life,
love and marriage in America as
seen by a European.

Maurie Lisbon, WBBM staff mu-
sician, is the father of a baby boy,
Martin, born last week.
**New Books**


Two radio executives have compiled a vocational guidance manual titled, “Opportunities in Television” which holds promise of being a best seller because of the interest in the TV industry. The authors are Jo Ranson, public relations director of WMGM, New York, and Edward Pack, program director of WEQV, New York. Both have had experience in TV production as well as the background of many years in radio and newspaper work.

The book is informative as it covers almost every aspect of TV. Chapters are devoted to acting, writing for television, directing, engineering and television production facilities. Each chapter the authors have attempted in a clear and concise manner to furnish TV indoctrination in laymen's terms.

It is recommended for anyone seeking an opportunity in TV. It has reference value for library or school use.

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**Oregon Broadcasters To Meet Feb. 9 And 10th**

(Continued from Page 1)

nounced by Lee Jacobs, OSBA president.

The business sessions of the conference will be conducted in the Memorial Union Building. The scheduled speakers and their topics are as follows:

1. Allan E. Hollis, president of Liberty, last night issued a statement in which he said:

   "I am delighted at the prospect of being able to add approximately 30 more stations to the present 242 Liberty Broadcasting System affiliates throughout the country. I would like to emphasize, however, that there has not been, and will not avail themselves of an opportunity broadcasting station and any other station. LBS has, therefore, agreed not to effect a merger."

2. "Mr. Larry Finley of Progressive Broadcasting System, approached me today and told me that it is impossible to continue the operations of his network and desired to sell stations to a large buyer. LBS has, therefore, agreed to furnish service to Mr. Finley's station, but do not interfere with our present coverage."

3. "Again, let me state, there has been no merger. Liberty is simply absorbing the remaining stations of the new defunct Progressive Broadcasting System."

4. Hardest hit of the PBS affiliates was reported to be the Palmetto Network, comprising 24 stations in South Carolina and Georgia, who, having been taking PBS program service, last night announced the network's last November 26th when the network was launched with broadcasts originating in New York, Hollywood, Chicago and Washington. The Palmetto group yesterday took steps to fill in their program schedules as of today.

**Progressive Web Suspends As Taped Network Operation**

(Continued from Page 1)

board. With the announcement stations taking PBS program service in the east, Midwest and South scurried to revamp their broadcasting schedules and it was indicated last night that many of them would be impossible to continue the operation of his network and desired to sell stations to a large buyer. LBS has, therefore, agreed not to effect a merger.

**Amateur-Musician Series Starts In April On WQXR**

Talented young violinists and pianists from metropolitan area schools will be given an opportunity to perform on a series of Sunday afternoon concerts to be broadcast on WQXR, New York, beginning April 13. The concerts are being sponsored by the New York Times and the station as a new project in their continuing educational program.

**Panel to Pick Contestants**

The young artists appearing on the programs, titled, "Musical Talent in Our Schools," will be chosen by a five-man panel, which includes three of the world's greatest concert artists: Jascha Heifetz, Vladimir Horowitz and Rudolf Serkin. Completing the panel are Olin Downes, music critic of the Times, and Abra Chanas, music director of WQXR.

The primary purpose of these concerts is to provide opportunities for youngsters whose musical development is a normal part of their general education.

**Gain In Gross Billings For '50 Reported By WCCO**

(Continued from Page 1)

rise of WCCO billings was the summer campaign to boost billing during June, July and August of last year, Carl Ward, sales manager, revealed. He added that the summer selling activity boosted local time sales for the summer quarter by 17.6 per cent and national spot time sales by 11.1 per cent.

**Signs With Liberty**

Dayton, O.—Ronald B. Woodard, president and general manager of Dayton stations WONE and WTWO, has signed a two-year contract with the Liberty Broadcasting System, as of Jan. 1, 1951.

**Counter-Spy At New Time**

Starting Thursday, Feb. 1 at 9:30 p.m. Counter-Spy will be heard under the sponsorship of the Gulf Oil Corporation over NBC. Created in May, 1942, by Philip H. Lord, the program will continue to star Don MacLaughlin. Marx Loeb will direct the series and music will be by the Oscar Bradley orchestra.

Oil will also continue to sponsor “We, the People” on TV over NBC. Fridays at 8:30.

**MOWIES FOR TV by J. H. Battison**

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

$4.25

**Helper Techniques and TV programs**

shows you how to use movies most effectively

---

**Hooper Viewpoint**

"I have just finished the story 'Radio-TV Audience Gains in 28 Cities' from the January 25, 1951 Daily and wish to call your attention to four items which are introduced by the sentence, 'Several reasons are given for the increase; and which appear at the top of the first column, page four. I request that you make it clear to Radio Daily readers that whereas the material for the rest of the article is properly credited to us these four interpretive reasons are Radio Daily's opinions and were not based on the facts secured from us or any interview with us."

C. E. Hooper

---

**The Mailbag**

"Progressive Web Suspends As Taped Network Operation" — So what? How much does the audience even know about this?"
Weather Note

Hartford — On last Friday at 6:45 A.M., during a period of winter, the transmitter tower of WDRB, Hartford, located in Bloomfield, Conn., was blown over. The old tower, which was several pounds low in the unseasonably warm day and then a bolt of lightning struck the lower. No damage was done.

Thursday, February 1, 1951

1951 Roster Of Nation's Radio-TV Editors

Broadcasters Contribute Names

The nation’s radio and TV broadcasters in response to questionnaires sent out by Radio-Television Daily contributed the accompanying list of editors. This list is published for the convenience of network, network, public relations offices and others interested in contacting the radio-TV press.

ALABAMA

Alexander City Outlook: Carl Wulffcrnatt.
Birmingham Post: Richard Caldwell.
Gadsden Times: Carl R. Hofford.
Mobile: Michael McKee.
Mobile Register: Tony Walker.
Montgomery Advertiser: J. W. Daves.

ARIZONA

Arizona Republic: Ralph Mahoney.
Phoenix Gazette: Jolene Jones.
Mesa Daily Tribune: Harnay Mergen.

ARKANSAS

Fort Smith Times Record: Bill Barksdale.
Southwest American (Fort Smith): Ralph Lee.
Arkansas Democrat: (Little Rock): Geraldine Streud.
Arkansas Gazette: (Little Rock): Jerry Cooper.

CALIFORNIA

Fresno Bee: Horace Holman.
Fresno Free: Gary Haggard.
San Diego Tribune: Robert Mahoney.
San Diego Union: Marian Mitchell.
The Chronicle: (San Francisco): Terrence O’Flaherty.
San Francisco Examiner: Dwight Newton.
Shopping News (San Francisco): Tom Tyrell.
San Francisco News: Dorothy Beck.
San Francisco Call-Bulletin: Leo Mahoney.
Tribune (Oakland): Barbara Howell.
Tulare County: Roscoe P. O’Hara.
Star News (Pasadena): Charles Purlee.
Journal (Shasta City): Will Forbes.

KANSAS

Topeka State Journal: Tom Kiene.
Topeka Daily Capital: Jim Reed.
The Wichita Beacon: Sidney Coleman.
The Wichita Eagle: Russ Johnson.

MISSOURI

Anderson: Maurice Hordell.
Belton: (Belton): Juliet Cerritemberger.
Pl. Wayne News-Sentinel: Bud Lamm.
Kansan: C. H. Rohr.
Indianapolis Star: George Dyiinn.
Indianapolis Times: Robert Netzall.
Kokomo Tribune: Charles Margulies.

NEW YORK

Morning Advocate: (Syracuse): Bob Wilson.
New Orleans States: Bob Sublette.

MAINE

Daily Mail (Hallowell): George Hager.

MICHIGAN

Boston Post: Howard Flattop.
Boston Herald & Traveler: Ralph Eile.
Boston Globe: (Boston): Ed Farrell.
Christian Science Monitor (Boston): Al Lockland.
Boston: (Boston): Joseph Anderson.
Towel: (Worcester): Pete Dube.
New York Standard Times: (Boston): George Gris.
Lynn Daily Item: Berl Latimer.
Nevers: (Fall River): Philip Ahdin.
Waltham News: (Burlington): Thomas Murphy.
Berkshire Eagle (Pittsfield): Ed Farrell.
Springfield Union (Springfield): Harvey Hargreaves.
Springfield Daily: (Springfield): Ray Chaffee.
Waterston: (Worcester): Fred Green.
New Standard: (Boston): George Gris.

MINNESOTA

Minneapolis Star & Tribune: William Jones.
Evening Telegram (St. Paul): Norman Swanson.
St. Paul Dispatch: Josephine King.

MISSISSIPPI


PENNSYLVANIA

Call-Chronicle (Allentown): Sam Miller.
Alberta: (Reading): Albert W. Koebel.
Erie Dispatch: Wesley First.
Erie: (Erie): Myrtle Pertz.
Johnstown Observer: Lou Pettigau.
Pittsburgh: (Pittsburgh): Robert B. Clark.
Pittsburgh Press: (Steubenville): Terence Clark.
Philadelphia Record: (Philadelphia): Willard Eulitt.
Reading: (Reading): Edward Thompson.
Reading Times: Louis Schlaberg.

RHODE ISLAND

South Carolina News & Courier (Charleston): Pearl Baum.
Charleston Evening Post: Bethie Hour.

TENNESSEE

Jackson Sun: Harold Brown.
Knoxville News-Sentinel: Hugh Allen.
Knoxville Journal: Janatae Gann.
Memphis Press-Sentinel: Lester Nolan.
Memphis Commercial Appeal: Mike McKe.

TEXAS

Abilene Reporter News: Katherine Duff.
Austin American Statesman: Buddy Estill.
Austin Daily Texan (Texas): Donnie Baker.
Beaumont Enterprise: Les Rankin.
Dallas Morning News: Jack Redditt.
Dallas Daily Herald: Douglas Halsey.
Fort Worth: (Fort Worth): W. M. Blue.
Fort Worth Star: (Fort Worth): Jack Gordon.
Houston Times: Houston Chronicle.
Houston Post: (Houston): Bill Romantic.
Houston Times: (Houston): L. Roosy.
Port Arthur News: Grace Foot.

VIRGINIA

Virginia Pilot (Norfolk): Warren Twiford.
Richmond Times-Dispatch: Norman Berard.
Richmond News-Leader: John Stradlan.
Rocky Mount Times: William Atkinson.

WASHINGTON

Seattle Times: Nat Lord.
Seattle Post-Intelligencer: Dick Mythe.
Seattle Shopping News: (Henry Larson.

WYOMING

Burlington Daily Times: (Burlington): Dick Mythe.

RHODE ISLAND

South Carolina News & Courier (Charleston): Pearl Baum.
Charleston Evening Post: Bethie Hour.

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Jackson Sun: Harold Brown.
Knoxville News-Sentinel: Hugh Allen.
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Austin Daily Texan (Texas): Donnie Baker.
Beaumont Enterprise: Les Rankin.
Dallas Morning News: Jack Redditt.
Dallas Daily Herald: Douglas Halsey.
Fort Worth: (Fort Worth): W. M. Blue.
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Fort Worth Star: (Fort Worth): Jack Gordon.
Houston Times: Houston Chronicle.
Houston Post: (Houston): Bill Romantic.
Houston Times: (Houston): L. Roosy.
AM-TV Applications Filed With The FCC

(Continued from Page 1) CP for a TV outlet to operate on Channel 10, effective radiated power of 28.1 kw, visual. 14.6 kw, aural, and antenna height 516.3 feet above average terrain.

Tuskegee Broadcasting Co., Inc., Tuskegee, Ala., seeks a CP for a new AM station to operate on 550 kc, 500 watts, daytime only.

Gordon Pock, Stillwater, Okla., has filed for a CP to change Morse's daytime only to unlimited and change frequency from 1490 kc to 1340 kc, and move studio from 39 Pleasant St. to Green St., Gardner.

WOBH, Gardner, Mass., asks a CP to change frequency from 1490 kc to 1340 kc, increasing power from one kw, days, to one kw, nights, and five kw, days, and change type of transmitter, using directional antenna, nights.

Four decisions in related cases, three of them sustaining hearing examiners, have been announced by the FCC.

Application of Belen Broadcasting Corp., for a license to cover a CP for KENE, Belen, N. M., operating on 1340 kc, 500 watts, unlimited time, was formally denied. The station halted program tests Nov. 17.

Application of Haygood S. Bowden for a license to cover a CP for WACA, Camden, S. C., operating on 1590 kc, one kw, daytime only, granted as was application for consent to assignment of license from Bowden to Camden Broadcasting Corp.

Application of Stanislaus County Broadcasters, Inc., for a CP for a new station at Modesto, Cal., using directional antenna day and night, was granted.

By memorandum opinion and order, the FCC suspended for one year from Feb. 1, 1951, the amateur radio license of Philip H. Morse, Plainfield, N. J., ordered his station, WXXW, off the air and ruled it would not entertain any application filed by Morse for any class of amateur operator license during the suspension. Morse withdrew his request for a hearing.

Using TV Prod. Studios

Hollywood—During the month of February, the KTTV independent motion picture producers' facilities will be occupied by Lippert Productions, who expect to complete three films. Huntington Hartford Productions are currently shooting "The Secret Sharer" with James Mason. Lippert's "Little Big Horse" will start on Feb. 7, then "Kentucky Jubilee" with Jerry Colonna on Feb. 15 and on Feb. 21 "Last Continent" is scheduled with Cesar Romero.

Radio and was made a director of the corporation in 1941. In 1949, Mort directed the construction and opening of WCPO-TV, which was the first television station to become an operation completely separate from and independent of its AM affiliate. Under Mort's guidance WCPO-TV became the first station to go into heavy daytime programming and one of the first to go live with black figures. Today, the station has a program schedule of 141 hours per week—one of the most extensive schedules in the country. Mort was appointed last November to the Broadcasters Advisory Council of the NAB.

Files TV Application

Washington—WIBW, NBC-TV outlay, has signed an exclusive contract to televise the high school basketball tournament at Washington's Uline Arena. The first game was aired Saturday and succeeding games will be telecast at 2 p.m. Saturdays through Feb. 17. The 31-game schedule of the Central States Basketball Conference was selected for Feb. 24. Dutch Bergman and Ray Michael are handling the play-by-play and commentary.

Will Televise Games

Washington—WBAB, NBC-TV outlay, has signed an exclusive contract for a new commercial TV station to operate on Channel 8, with 2.16 kw, visual, and 1.08 kw, aural, effective radiated power and antenna height 265 feet above average terrain.

Samuels Returns To Coast

Hollywood—Frank Samuels, vice-president and general manager in charge of the Western Division of ABC, was back at his desk at the Television Center here after two weeks in N. Y. on network business.
Livestock School Meet Aired
Blackstone, Va.—As a public service to its rural audiences, WKLV carried a delayed broadcast Monday morning of a livestock-Agronomy School held at the Municipal Center here on January 17th. Broadcast was made every hour from 8:00 to 9:00 a.m. and from 10:00 to 11:00 a.m. as part of the new WKLV series, that pays off one of the key points of the program... "Hai Lips" On WSTC
Stamford, Conn. — "Dr." Henry "Hot Lips" Levine, former maestro of the renowned "Chamber Music Scenes" that broadens the National Anthem before the Riley-Famechon boxing match here to the other night. What they didn't know was that "Hot Lips" was being recorded by KSD-TV cameras and was going out over the CBS television network. A few days later they received a letter from Washington, D.C., commending them on their "splendid representation." It was signed: General Clifton B. Gates, Commandant, United States Marine Corps.

Vienna Philharmonic Offered On TV Films

[Continued from Page 11]

wagon television network. The films, made and recorded in Austria, offer a new angle in TV technique. During the musical numbers, these cameras highlighted soloists, instruments and sections and used the montage to splendid advantage. It's a type of show that should win acclaim of good music lovers who watch TV. According to critics who attended the preview, "if this series is successful we hope to continue it in the interests of better music by television," said the Mayor's office.

The films are distributed in the U.S. by the Ambassador Works.
Army Investigating Radio Program Charges

AFN Is Criticized For Handling Of U.S. News

Army authorities yesterday launched an investigation into charges that the Armed Forces Network in Europe is guilty of news discrimination and suppression. The charges were leveled at A.F.N. by William Mineheart, a Berlin correspondent, who has served with the A.F.N. for several years. (Continued on Page 5)

Civil Defense Web To Conduct 2nd Test

Virtually every AM and FM station in New York State is expected to carry the second broadcast of the newly established Civil Defense Network tonight at 11:30 p.m. The weekly programs, originating in New York City, are designed to inform and educate the public. (Continued on Page 5)

Hicks Elected President Of N.C. AP Broadcasters

Columbia, S. C.—James Hicks, general manager of WCCO, Columbia, was re-elected president of South Carolina Associated Press Broadcasters at their annual meeting here Jan. 28. Other officers are: James Coggins, secretary. (Continued on Page 6)

Brewery Will Sponsor Amos 'n' Andy On TV

Amos 'n Andy, produced by Charles Correll and Freeman Gosden, who created the roles, and featuring an all-Negro cast, will become a half-hour TV program on the CBS network under the sponsorship of Blatz Brewery, a division of Schlitz, it was announced yesterday. Correll & Gosden while not appearing in the TV version will act as producers and will assist Joe Connolly and Bob Mosher, writers of the Amos 'n Andy scripts. Alvin Chilress will have the role of Joe Connolly. (Continued on Page 5)

Richards Transfer Plea Dismissed By The FCC

Washington—Petition to dismiss without prejudice applications to transfer control of the G. A. Richards stations, KMPC, WJR and WGAR, was granted by Acting Chairman Paul A. Walker of the FCC, sitting as motions commissioner. Richards and his stations had been scheduled for an FCC hearing on March 28. (Continued on Page 7)

TV Stations Pick Up U. N. Proceedings

A special pick up of the United Nations Political Committee meeting at Lake Success was televised by network stations throughout yesterday afternoon. Beginning at 12 noon TV cameras focused on the important session as member nations voted on the United States plan to name Communist China an enemy of the United Nations. (Continued on Page 7)

Radio Homes Up 1,201,000 In Year; Total 41,902,700

Washington Bureau of RADIO DAILY

Washington — Radio homes increased 1,201,000 between Jan. 1, 1950 and Jan. 1, 1951, the NAB announced yesterday. This means "a tremendous expansion in radio listening in America," said the radio trade organization. On Jan. 1 the NAB estimated there were 41,902,700 radio families in the United States. (Continued on Page 6)

AFM And Networks Talk Nat'l Pact Today

Representatives of the major networks were in New York today with James C. Petrillo, president of the AFM, to discuss a national basis new contract for musicians embracing radio, television and TV films. The conference is scheduled for 3 p.m., at the union's headquarters, 970 Lexington Ave. Negotiations have been conducted for the past several weeks on a local basis, with the networks meeting separately with the musicians' locals in New York, Chicago and Los Angeles. (Continued on Page 7)

FCC Interest In TV Programming Apparent

Washington — The FCC, through Commissioner Frieda B. Hemnock and Assistant General Counsel Harry M. Plotkin, yesterday gave the TV industry an inkling of what may come up at the forthcoming "public conference" into TV's service. During the cross-examination of witnesses, FCC Chairman Paul A. Walker of the FCC, sitting as motions commissioner, asked consultant Eugene A. LaFave what concern he has with TV. Mr. LaFave said the concern is "the danger of the Establishment making the whole business a dead issue, and the only good that can come of it is that the Establishment will lose control of TV to the general public." (Continued on Page 7)

Philip Morris Sales Up In Nine Months

Philip Morris & Co. Ltd., incorporated, one of radio and TV's largest advertisers, reported yesterday that the company's sales for the nine months ended Dec. 31, 1950 totaled $232,956,782 as compared to $192,630,200 for the similar nine months of 1949. Announcement was made by O. Parker McComas, president of Philip Morris. (Continued on Page 2)

Sauder Stresses Role Of Radio-TV In Public Interest

Assuming that the output of mass media reflects "both the people who produce them and the people for whom they are produced," Robert Sauder stressed the importance of radio-TV in public interest areas. (Continued on Page 6)

Government Files

Washington—Jess Larson, assistant administrator of General Service, U. S. Government, yesterday filed a petition to intervene in the forthcoming FCC investigation into the long distance telephone rates, both interstate and to foreign countries. His petition said the Government is "one of the largest single users of AT&T and Bell System services." (Continued on Page 6)