

EQUIPMENT
PRODUCTION
STUDIOS

RADIO TELEVISION DAILY

SPONSORS
BUSINESS
AGENCIES

VOL. 54, NO. 20

NEW YORK, MONDAY, JANUARY 29, 1951

TEN CENTS

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 by educators, but opposing the indefinite reservation of 20 per cent of the UHF spectrum for non-commercial educational stations.

President Justin Miller of NAB and President Frank Stanton of CBS were the only witnesses in an

(Continued on Page 8)

Pat Campbell Resigns Post With Don Lee Web

West Coast Bureau of RADIO DAILY Hollywood — Patrick (Pat) W. Campbell, Don Lee Broadcasting System vice-president in charge of station relations since 1943, has tendered his resignation effective Feb.

(Continued on Page 6)

Financial Note

Los Angeles — Seaboard Finance Company, through Smith and Bull, has purchased one of the heaviest announcement schedules consisting of over 1700 one-minute announcements between 8 a.m. and 11 p.m. on KFI during payday weeks for next year. Most of the spots are skedded for use on Fridays or Saturdays.

Inter-American Broadcasters To Meet

Montevideo, Uruguay (by cable)—Felix Muguerza, secretary of the Inter-American Association of Broadcasters, announced here yesterday that the inaugural session of the Second General Assembly will be held in Sao Paulo, Brazil, on March 19th and will continue for ten days. Muguerza is arranging details for the convention with the Sao Paulo Association of Broadcasters. Goar Mestre of Havana is president of the association.

BAB Refutes Charges Featherbedding Edict Of Press Association May Affect Radio, TV

Broadcast Advertising Bureau turned its promotional guns on the Bureau of Advertising of American Newspaper Publishers Association last week with the completion of a brochure which refutes the press organization's claims that retail business took a nose dive during the 1950 newspaper strike in the Pittsburgh area. The booklet, produced by Dorrance & Waddell for BAB, documents the effectiveness of radio during the strike and gives facts

(Continued on Page 6)

Washington Bureau of RADIO DAILY

Washington — A National Labor Relations Board decision handed down yesterday in a so-called "featherbedding" case involving the American Federation of Musicians and a theater in Akron, may have a far-reaching effect on radio and TV. The NLRB ruled that the featherbedding ban of the Taft-Hartley Act does not prohibit unions from seeking actual employment for members, even though the employ-

(Continued on Page 7)

FCC Commissioner Urges Emphasize Audience Growth Of FM Radio Curb On TV Interference

Cleveland — FCC Commissioner George E. Sterling, speaking here Thursday before the Institute of Radio Engineers and Industrial Electronics Organization Meeting, warned that manufacturers of diathermy machines, and FM and TV receivers must exercise extreme care in obey-

(Continued on Page 8)

Claiming there are 7,500,000 FM receivers in use at this time, Morris Novik, chairman of the FM industry committee, Friday refuted a statement attributed to Ross Siragusa of Admiral Radio Corporation that "FM is a dying art."

Novik cited figures to show that

(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 broadcasters 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 Bureau of RADIO DAILY

Washington — When the NAB board of directors opens its semi-annual three-day meeting Wednesday in Bel-air, 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"

Thanatopsis, the sleek ebony cat which femcees on WCBS-TV's "Tales of the Black Cat" on Tuesdays 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 capable manner by one of her daughters by a former marriage, who has now returned to her mousing.

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Edificio Ochoa, San Juan, P. R.; P. O. Box 3369;
Telephone: 2-2305.

FINANCIAL

(January 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	11 3/4	11	11 5/8	+ 5/8
Admiral Corp.	27 7/8	27 1/8	27 5/8	+ 5/8
Am. Tel. & Tel.	151 1/8	150 1/8	150 7/8	...
CBS A	31 3/8	30	31 1/4	+ 1 1/4
CBS B	30 3/4	30	30 3/4	+ 1 1/8
Philco	25	24 1/4	25	+ 1
RCA Common	18 3/4	18 3/8	18 1/4	+ 3/8
RCA 1st pfd.	79 3/8	79 3/8	79 3/8	+ 1/4
Stewart-Warner	18 1/2	17 3/4	18 1/8	+ 3/8
Westinghouse	37 1/2	36 7/8	37 3/8	+ 1/2
Westinghouse pfd.	103 3/4	103 3/4	103 3/4	- 1/8
Zenith Radio	62 1/2	60 1/2	61 5/8	+ 1 1/4

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	12 3/4	14 1/4

TV Manufacturer Okays Radio News Series

(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 Reynolds' 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.

MESSENGER SERVICE

FOR A QUARTER OF A CENTURY
EXPERIENCE—DEPENDABILITY
ALLIED MESSENGER SERVICE

9 Rockefeller Plaza
PLaza 7-8065

NAB Board Meet Must Face Budget, Executive Problems

(Continued from Page 1)

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 lop 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 also will be a factor in determining the new budget. Some board members estimated the NAB operation 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 business 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 is 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 appearing before 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 electro-magnetic 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 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 off to flying starts.

COMING and GOING

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

ANNE C. BALDWIN, photogenic director of publicity at WOV, will return today from Hanover, N. J., where she spent three days on business.

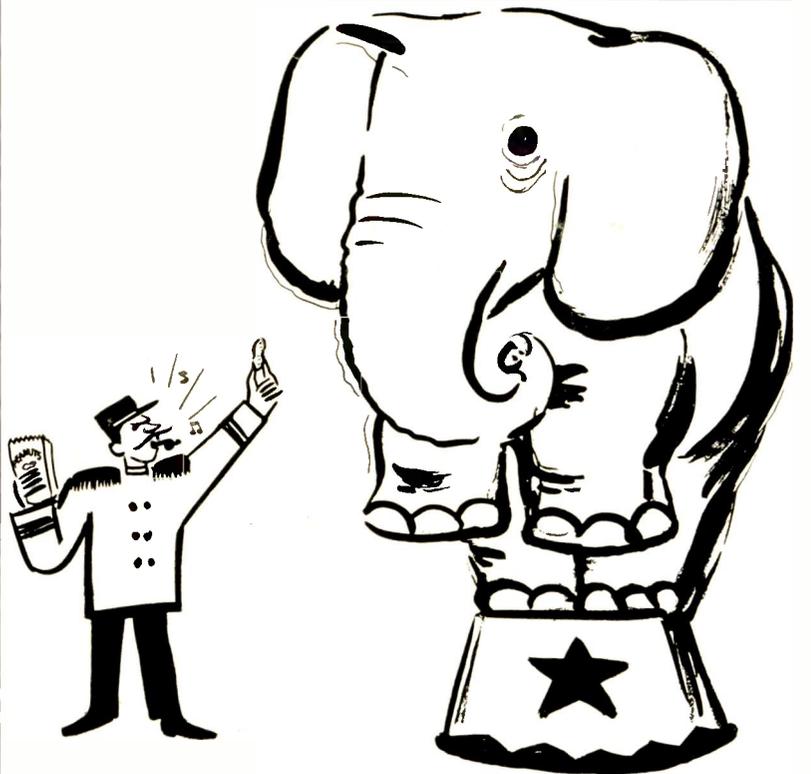
GEORGE BRETT, vice-president and sales manager of The Katz Agency, station reps.; TOM HARKER, vice-president of The Fort Industry Co. in charge of national sales, and MIKE FLYNN, also of The Katz Agency, are spending this week in Atlanta conferring with officials of The Georgia Trio.

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 later 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.

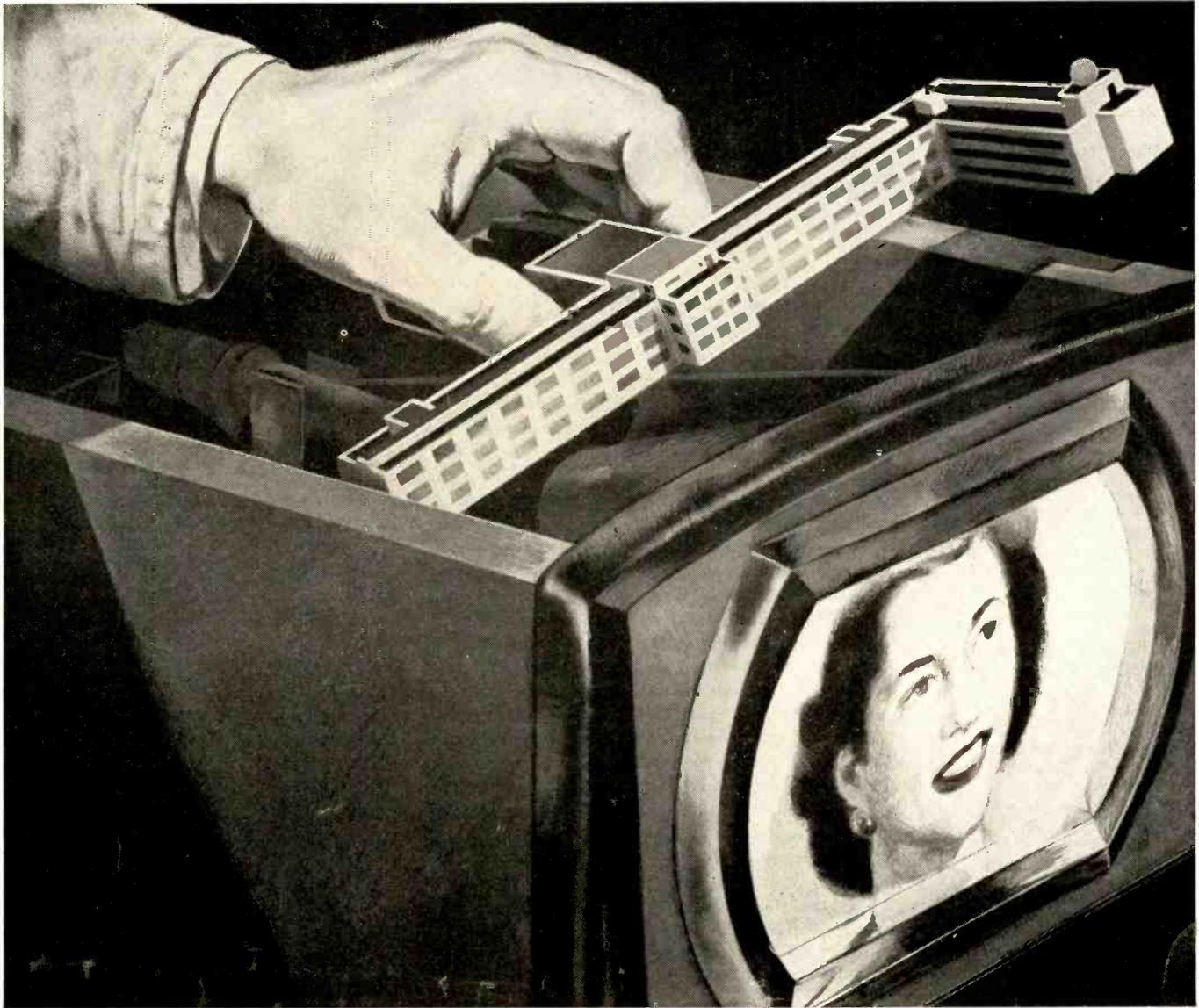


You get a lot for a little*

*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





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

CAPITAL ROUNDUP

By BILL BAILEY

STAFFERS of the WRC newsroom, one of the busiest spots in Washington, 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 Lakeland has forfeited its FM construction permit for WFSI and the FCC has deleted the station and call letters.

The FCC has granted special permission to the Pacific Telephone & Telegraph Co., San Francisco, and West Coast Telephone Co., Everett, Wash., to file revised tariffs to reduce 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, announced. Dillon will supervise the series.

Carrying the show live, beginning Feb. 4, will be WAAM, Baltimore, the originating station; WABD, New York; WTTG, Washington; WXEL, Cleveland and WGN-TV, Chicago. Kinescope will be used by WFIL-TV, Philadelphia; WDEL-TV, Wilmington; WJBK-TV, Detroit; WHNC-TV, New Haven; WICU-TV, Erie; WJIM-TV, Lansing; WSPD-TV, Toledo; WJAC-TV, Johnstown; KEYL-TV, San Antonio.

Trans World Airlines, sponsors of the new NBC comedy, "Mr. and Mrs. Blandings" (5:30-6 p.m., EST, Sundays), entertained members of the Civil Aeronautics Administration and Civil Aeronautics 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 Polymusic Records, Inc., to manufacture and market 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 Polymusic will be the First Quartet of Darius Milhaud, and Turina's "La Oracion del Torero." (The Bullfighter's Prayer).

The Land of the Free

Dramas of American Opportunity
This week: John Drew—Actor

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



By SID WHITE

Man About Manhattan . . . !

● ● ● **PERSONAL POSTCARDS:** WALTER WINCHELL: Didn't Olsen & Johnson drop 200G's on "Pardon My French?" . . . TALLULAH BANKHEAD: Did you know that Wald-Krasna are going to do a picture titled "The Big Show?" . . . GEN'L SARNOFF: Have you heard of Rep. Jacob K. Javits' determination to have sessions of Congress covered by radio and TV? . . . JOLTIN' JOE: Dorothy Arnold has been signed for a series of 30-minute teevee films in which she'll be a comedienne. . . JO STAFFORD: Hear you've been tapped by the Navy to kick off its recruiting campaign via radio in April. . . JOAN FONTAINE: Don't look now, but Olivia not only gets \$3,500 to appear in "Romeo & Juliet" every week it runs, but half of the profits, as well. . . THE SCHNOZ: Has your radio announcer, Howard Petrie, been promised a film build-up by MGM starting with "No Questions Asked?" . . . MARTIN BLOCK: Isn't Frankie Laine departing from Mercury to go Columbia? . . . ED MURROW: Will Rogers, Jr., is putting out a number of albums featuring the best of his late, beloved gum-chewing philosopher father's radio programs. (P. S. to Sophie Tucker: Give a listen; you're in them, too). . . ETHEL MERMEN: Paul Lukas has been signed up by Pick-DeVry Prod. for a teevee series tagged "The Fabulous Ferdinand Farkas." . . . GROUCHO MARX: Your cousin, Phil, is going into moom pitchers; then radio and TV. . . RED SKELTON: Edna has turned restaurateur and on a big scale, too. . . OLE OLSEN: Was that you supervising things at your Hempstead auto laundry the other day?

☆ ☆ ☆
● ● ● **MILTON BERLE:** A counter-man at the Riker's eatery off Shubert Alley may wind up as a nite club comic—the result of his fast line of patter which impressed an MCA exec who stops there for his daily cuppa java. . . JOE CAL CAGNO: Just read your opening radio and TV col'm in the April issue of Screen Stars and it's a honey. Keep up the good work. . . DON DUNPHY: Wouldn't you say that Marty Glickman, ace basketball announcer, has a fine Hoop rating? . . . CLAUDE BARRERE: Nice job on the news letter. . . BILL SLATER: Harvard is not only readying bigtime football for next season, but plans are under way to work out radio and TV deals on a big scale. . . FRANK SINATRA: It's now Mr. & Mrs. Axel Stordahl. The bride is your vocalist, June Hutton, and the groom, as you know, is your arranger and musical director. . . MAGGI McNELLIS: Wendy Barrie's new TV series, "Who's Who At Home," a celebrity panel show, will be scripted and produced by Jerry Kanner and Jerry Ball.

☆ ☆ ☆
● ● ● **ARTHUR GODFREY:** Bing Crosby will be his own sponsor when he goes TV. He'll plug his orange juice product. . . EDDIE CANTOR: Bob Hope is another who'd like to do all his future TV shows on film. That live stuff is too rough. . . BARRY GRAY: Fred Robbins got himself a screen test coming up for Laurel Films. . . DARRYL ZANUCK: The top brass in the radio and TV nets here would breathe easier if they knew whether or not Joe Mankiewicz has been signed by one of the nets. Joe has sold his Beverly Hills home and is moving to N. Y. He'll continue with his H'wood commitments but is not saying whether or not he is taking on any other executive position. In radio or teevee, N. Y., that is. . . GEORGE PUTNAM: Caught your opening session from the Ambassador Theater, and it was a dilly. Congrats on the new Boston outlet (WBZ). . . JACK BENNY: Counterpart of your mock feud with Fred Allen may be found in one between video actresses Nancy Wells and Agnes Young, who are competing for the same choice role on "The Big Story" right now. (Agnes won the role, but Nancy doesn't mind. You see, Agnes is her mother).

CHICAGO

By GINNY EVANS

ONE of ABC's afternoon network shows scheduled to start February 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 featuring Benny's dialect stories.

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

Arnold Carlsen, MBS central division account executive, vacationing in Ft. Lauderdale, Florida.

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

Al Bland, former program director of KMOX, St. Louis, is now program director of WBBM, Chicago. Other recent additions to the WBBM staff include announcers Jay Andre, formerly an announcer on WMAW, Milwaukee, and Jack Callaghan, Callaghan formerly produced "Quiz Kids" and "Ladies Fair." "The Pet Shop" moved from WNBQ to WGN-TV on Saturday, January 27th.

When Patsy Lee recorded "Forever and Ever" and "Chapel of the Roses" with Johnny Desmond for MGM records it was her first singing effort for recordings. Here's wishing her a big hit.

Dolph 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 director of media for Aubry, Moore and Wallace here.

Dorsey Connors has four new sponsors starting in January and February—Fannie May Candy, Joanna Western Mills, John M. Smythe, furniture house, and the First Federal Savings and Loan. They are rotated weekly.

TOMMY BARTLETT

Now emceeing
WBBM's
biggest mail pulling
program
since 1945.

PAY OR PLAY
Monday thru Friday
3:30 p.m.

WBBM, Chicago
for Baker Boy Crackers
through
George Hartman Agency

AM-TV EQUIPMENT FM FAX

Section of RADIO DAILY, Monday, January 29, 1951

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 so that wholesale and retail distributors of these parts will be required upon ordering 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 Outlined

The increases affect the 17-inch table model No. 676 which will list at \$299.95 as compared to \$289.95 previously. Two consoles, the model No. 678 with 16-inch picture and model No. 681 with 17-inch picture, were hiked \$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 scarcities of 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.

Illinois Tech Taking Fellowship Requests

Chicago—The Illinois Institute of Technology is now accepting applications for the 1951 Westinghouse Fellowship in power systems engineering, it was announced by Dr. W. A. Lewis, dean of the graduate school.

Candidates must have a bachelor's degree in electrical engineering from an accredited engineering college. The award is \$1,500 and tuition for three semesters of full-time intensive training to a Master of Science degree in electrical engineering. The candidate will be chosen on personal qualifications, interest and scholarship.

The course of study includes both practical and theoretical training. It includes experience with the \$100,000 A-C Network Calculator in actual power systems for utility and manufacturing companies. A research project in power systems engineering is determined by the Institute and engineers of the Westinghouse Electric Corporation.

Methylene 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-mothballing air force planes, NPA said.

Yesterday's order reserves the refined or refrigerant 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.

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PRODUCTION PARADE

New Packaging For Needles

Chicago — Jensen Industries has announced that their complete line of replacement phonograph needles, consisting of over 100 different types, is now packaged with individual instruction on "How to Install." Simple diagrams are used to explain the step-by-step procedure in installing the new needle in the cartridge.

RCA Promotes Smith

Camden, N. J. — Theodore A. Smith, who for the past five years has headed the sales activities of the RCA engineering products department, has been appointed assistant general manager of the department. He replaces W. Walter Watts, vice-president and general manager, who has been granted a leave of absence to serve with Major General William H. Harrison, Defense Production Administrator in Washington.

Given N. Y. Post By G. E.

Schenectady, N. Y.—Stephen J. Walsh has been appointed district representative for General Electric's tube divisions with headquarters in New York, it has been announced by Gordon E. Burns, field sales manager of replacement tubes. Walsh will be responsible for replacement tube sales and parts for the metropolitan New York and sections located in the northern part of New Jersey.

New Remington-Rand Catalog

The management controls division of Remington-Rand Inc., has issued a new 28-page catalog, "SUIAP," which describes "The Simplified Unit Invoice Accounting Plan" through the use of Remington-Rand Kolect-A-Matic equipment. It shows in detail the many operations in the handling of Accounts Receivable, through "SUIAP," for both retail and non-retail businesses.

RADIO ELECTRONICS SCHOOL OF NEW YORK

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

LICENSED OPERATORS, TECHNICIANS AVAILABLE

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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 1948 (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 that 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 25.2 per cent over the previous month; car registration was up 16.8 per cent; women's and children's wear were up 11.5 per cent. Jewelry stores, florists and many other retail outlets reported sales up over the previous month. Pro football games, which were advertised solely by radio, had sellout crowds at every game and thousands more had to be turned away at the gate. Pittsburgh's employment also increased, and the most startling result arising from radio's exclusive coverage was an increase of 30,000 votes in Pittsburgh's gubernatorial election.

As further proof of radio's effectiveness as a mass medium, the brochure also points out that a week after the newspaper strike ended, Pittsburgh suffered its worst snowstorm in its history and newspaper trucks couldn't get on the streets. During this period the 26 stations in the area didn't lose a single minute. Vital information that saved lives and millions of dollars flashed from Pittsburgh's microphones to virtually every Pittsburgh home. For this service the Pittsburgh radio stations received commendations from all quarters, citing the meritorious campaign it conducted during the emergency. One letter, praising Pittsburgh's radio system as most cooperative and efficient, was signed by a director of Pittsburgh's Post Gazette, Pittsburgh's leading newspaper.

Stork News

Roanoke, Va.—Doug Wilson, announcer, WLS, Roanoke, is the proud father of a son, Gary Lynn, (his second), born to Mrs. Wilson Jan. 8th.

California Commentary

By ETHEL ROSEN

● ● ● Eight new stations have been added to those already televising Ralph Edwards' "Truth or Consequences" program, show which is sponsored by Philip Morris. "Truth or Consequences" is already 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 Millican recorded a character study of "General 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" ainer. . . . 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 168 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 air activities. . . . TV interest should be at peak Feb. 11th when the Spike Jones show does the entire hour on NBC's comedy series. Troupe 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 (Gildy) Waterman for a motion picture series based on the NBC family comedy program, "The Great Gildersleeve." . . . Country Washburne has been asked to write an official school song for his high school alma mater at 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.

Gruen, Elgin Companies 'Discriminate,' Says FTC

Washington Bureau of RADIO DAILY

Washington—The Federal Trade Commission has issued complaints charging the Gruen Watch Co., Cincinnati, and Elgin National Watch Co., Elgin, Ill., with discrimination in granting advertising allowances to their customers. Similar charges were filed recently against Bulova Watch Co., New York.

All three firms are heavy radio-TV users.

TV Course At New School

Henry R. Cassirer, editor, writer, CBS color-TV, will give a course "Reporting the World on TV" in the spring term at the New School for Social Research. The series, which will run for fifteen weeks beginning Wednesday, Feb. 7, 8:30 p.m., will survey news and educational programming on TV illustrated by films and other visual material currently in use.

Regional Clinics Planned By BMI

(Continued from Page 1)

BMI forums except that the state meeting will be of a one-day duration, and the first of the projected series in various parts of the country. Cities and the dates are: Jefferson City, Mo., March 12; Cedar Rapids, Iowa, March 14; Omaha, Nebraska, March 16 and Colorado Springs, Colo., March 19.

Gradual Changes Noted

During the BMI clinics of the past thirteen years a gradual change in the agendas has taken place. Beginning as frank expositions of the physical techniques in music library and music program procedures, there has been a gradual shift in emphasis, bearing more and more upon the content and general aspects of over-all programming. With this shift, or perhaps because of it, the attendance of general managers, commercial managers and other high level executives has been steadily increasing. Thus at the recent New York session, nearly half of the one hundred attendees were either station owners, presidents or general managers. In this respect, Carl Haverlin, president of BMI, said that it was proof that top level executives are clearly paying equal attention to program matters, and balancing their proper interest in commercial affairs.

Pat Campbell Resigns Post With Don Lee Web

(Continued from Page 1)

1st. it was disclosed over the weekend by Willet H. Brown, network president.

"Mr. Campbell has been one of our outstanding executives and deserves much credit for the fine business structure and cordial station relations of Don Lee," said Brown. "We accept his resignation with regret and wish him success in his new ventures."

One of the pioneers in the communications industry, Campbell in 1932, as general manager, organized the West Coast office of World Broadcasting System. He remained with WBS until 1943, when he joined Don Lee.

Million Dollar Budget Set By Liberty Web

(Continued from Page 1)

of new programs and new stars joining the network will be announced shortly. He revealed also that a new appropriation will be considered when the program expenditure has been completed.

One of the new shows featuring a name personality will premiere on February 17, replacing the Disc Jockey's Roundtable, he said. A news commentator will also be added to the schedule, as will several new sports features.

TV Service Complaints Continue To Run High

(Continued from Page 1)

at the present time, the spokesman said that while TV sales have 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 by the 31st. In December, 874 complaints were received; in November, 973; and in October, the record was set when 1393 complaints were registered with the Better Business Bureau. Figures also reveal that October was the peak month for TV sales.

The majority of service complaints fall into two categories: 1) Delay in service. This 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 ascertainment that the situation is being corrected.

City Ordinance Pending

At the present time a TV City Ordinance Bill is pending before the City Council. If passed this bill would further safeguard the public 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 Bloch Associates, Inc., with offices in New York, was announced last week. The new firm will be headed by Bloch and operated by Sherwin Bash and Marc Neufeld. The new organization will specialize in 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 \$70 in its first year in business and \$75,000,000 in 1950. Another facet of the Doctor's many-sided nature, occurred last Dec. 5 when he appeared before the Finance Committee of the United States Senate and was instrumental in successfully pleading the case of the "growth" 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. . . . Chet Long, WBNS-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." . . . Jean Hendrix, film buyer for WSB-TV, Atlanta, and other southern outlets, has set up headquarters in New York for a series of conferences with movie people with the object to secure TV release rights for her clients to late-issue features. . . . Jayne Manners and Paul Gilbert will visit "Don McNeill's TV Club" as special guests, Wed., Jan. 31 at 8:00 p.m. via ABC-TV.

★ ★ ★ ★

TODAY'S TV Personality: **KEN CARTER**, general manager of TV station WAAM, Baltimore, has been in the broadcasting business for only eight years. He was born in Baltimore and his early career with a chain of health clubs was due to his youthful ability as an athlete. As a youngster, Ken spent some time in Hollywood, and during this period appeared as an extra in several of the silent pictures of the day. It was in Hollywood that the "entertainment bug" bit Ken, and when he decided to leave the health club business he turned to radio. His first year in the medium was spent as a time sales-



CARTER

man for an independent station in Baltimore. Later he assumed the duties of national sales manager, general sales manager, and, when TV was added, he became general sales manager of the combined operation. After his resignation from WBAL, Ken moved to WMAR-TV on special sales assignments. He joined WAAM in mid-October, 1949, as local sales manager, and was made general manager in November, 1950. He is a member of the Advertising Club of Baltimore, Hillendale Country Club, Boumi Temple Shriners and the Baltimore Press Club.

★ ★ ★ ★

LEE TRACY will be seen in "Sugar O'Hara" on the ABC-TV "Billy Rose Show," tonight at 8:00 p.m. . . . Cosetta Christiani, member of the famous Christiani family of circus riders, will be the guest of Lilli Palmer on her WCBS-TV show, Thursday, Feb. 1. . . . Nelson-Greenwell Visual Media has incorporated under the name of Visual Media, Inc. and moved to new headquarters at 17 East 45th Street. . . . INS-Telenews scooped the film news services last week with film interviews with El Campesino, former leading Spanish Communist general. He revealed that Russia has condemned 23-million persons to slave labor camps. Of the total he said 19-million are Soviet citizens and the remaining 4-million are mostly from Soviet satellite countries. The film interview was made in Paris. . . . A canine member of the famous Weimaraner hounds, "Y-Mar's Admiral" was the four-footed guest of honor during the premiere of a new WPIX program series, "Your Pet Show," which made its debut on Saturday, Jan. 27 at 4:30 p.m. The program is sponsored by Flag Pet Food Corporation on a 13-week contract placed through the WWJ&D agency. . . . Earl Wilson will guest on "Dennis James' Okay Mother" today over DuMont at 1:00 p.m. . . . Jack Haley and Victor Moore will guest on "The Stork Club" via CBS-TV, tomorrow night at 7:45 p.m. Thursday's guests on the same show will be Claudia Morgan, Eleanor Steber and Mrs. Wendell Willkie.

★ ★ ★ ★

TATHAM-LAIRD, INC., will open a New York office to handle radio and TV programming and production, beginning Feb. 19. H. Lawrence (Larry) Holcomb will join the company on Feb. 12 as director of the New York office of the agency's radio and TV department. He was formerly assistant to the vice-president in charge of radio and TV for Lennen & Mitchell, Inc. . . . Katherine Lee 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 Platform," 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 Peyser, with Leon Levine directing.

Featherbedding Edict May Affect Radio, TV

(Continued from Page 1)

er involved does not want or need such services and is not willing to accept them. Local 24 in Akron had demanded that the Palace Theater employ local bands for a certain number of separate engagements as a condition to the local's consenting for traveling name bands to play at the theater.

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)."

James J. Reynolds, Jr., who dissented, said that under the majority's construction of the law, "unions can avoid liability in all circumstances by the simple expedient of insisting upon the performance of non-existent and unwanted work tasks."

The case stemmed from a booking of Roy Acuff's band into the theater for Aug. 18, 1949, but a letter from AFM President James C. Petrillo, addressed to Acuff's booking agent, advised that "the local there advises 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 until negotiations for an agreement are 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 orchestra for one engagement to perform with a traveling vaudeville act and the theater would be permitted to engage a traveling band within 60 days thereafter without employing local musicians for a second engagement."

The NLRB said the theater home office rejected the proposed agreement.

Amends AM Application

Washington — Sanford A. Schafritz, 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

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THE WEEK IN REVIEW

... Radio-TV Highlights

By BILL NOBLE

WITH the election of nine board members and the appointment of a temporary chairman, the all-industry TV organization was formed in Chicago. The new set-up will be an autonomous operation within the structure of NAB and is expected to be known as NAB-TV. Following the completion of the Chicago meeting, it was announced that four more board members remain to be named by the national networks.

Educators had their day in Washington, where the principal interest at the TV hearings centered around the exhibits introduced by Dallas W. Smythe, research professor of communications, University of Illinois, and Donald Horton, associate professor of sociology, University of Illinois. As their principal exhibit, the two professors showed a chart with a breakdown of TV programs as monitored in New York for the week of Jan. 4-10. The survey 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 veeps are: Leonard Reeg, vice-president for radio programs; Alexander Stronach Jr., vice-president for television programs; James H. Connolly, vice-president for radio relations and Otto Brandt, vice-president for TV station relations. Robert W. Sarnoff, formerly manager of program sales for NBC television, was appointed director of NBC unit productions. Robert E. Button, Lance Ballou and George L. Ogle 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 has already begun test operations with a series of weekly 15-minute broadcasts carried by all stations at 11:15 a.m. Announcement of the new emergency set-up was made jointly by New York's 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)

all-day hearing in the allocation of TV above 400 mc. Commissioner Frieda Hennock, who has displayed an unusual interest in the problems of educators, cross-examined both witnesses on virtually everything

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 Education TV, disclosed Friday in cross-examining NAB President Justin Miller. The NAB head had just 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 thought of it," said General Taylor when Judge Miller suggested filing for existing facilities.

from Western movies on TV to UN telecasts.

Judge Miller said he was "very sympathetic" to the proposal that television should be employed in 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 would do more for educational TV than if educators attempted to operate their own stations.

He expressed the opinion that when state legislatures are faced with budget problems, educational appropriations are the first to be cut and the last to be restored. He said he felt it was the Commission's duty to encourage educational TV but should say "when you have the money, we will grant you a license." Judge Miller said most education-

NLRB Orders Elections

Washington—The National Labor Relations Board Saturday ordered elections by technicians at three stations on petition of NABET.

Technical employees of WBNY, Buffalo, N. Y., will vote within 30 days, under the NLRB order, to determine whether NABET, the American Communications Assn. or neither will represent them. A three-member board of NLRB, John M. Houston, James J. Reynolds Jr. and Paul L. Styles, found that the WBNY technicians formerly belong to the ACA of the CIO but that on June 24, 1950, the employees withdrew from ACA after it was expelled on June 15 from the CIO.

Technical employees of WJIM, Lansing, Mich., and WGFG, Kala-

al institutions would not be financially able to carry on the expensive operations of full-time TV. "All you would do if you block out these frequencies," he told the FCC, "is to put them under an opiate."

Judge Miller said he was opposed to a compulsory rule that would require commercial stations to devote a certain percentage of time for educational programs. He advocated use of motion pictures in classroom work as much cheaper and more effective than TV. In adult education TV can play an important part, he added.

Dr. Stanton advocated judging each educational TV application on its merits and on a community basis. "A blanket and automatic reservation of channels for non-commercial educational use is undesirable," he said. He pointed to TV's pioneer service and told the Commission that the networks and commercial stations are building the audiences. The prime need in any community, he said, is a general service which includes news, entertainment and drama, children's programs, sports, public affairs, religious programs, forums and discussions and home-making programs. "The first consideration must be a service which will appeal to most of the people most 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 and healthy competitive service, and (3) the very real danger that the reservation may result in non-use which would waste spectrum space.

Dr. Stanton told the Commission that "arbitrary formulae, divorced from the practical requirements of a sound general broadcast service, 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 extension of FCC authority to remain silent pending replacement of damaged antenna towers.

WJSW-FM, Altoona, Pa., was given until March 6 to remain silent. On that date the station is to resume operations, changing frequency from 96.5 mc. to 100.1 mc. The original antenna was destroyed by storm.

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

mazoo, were ordered to hold elections to determine whether they want NABET to represent them.

PROMOTION

Seek Official Song

Washington—A contest for an official song for the nation's capital will be sponsored by Motorola, Inc., Chicago, through Simon Distributing Corp., Washington, distributor of Motorola products, James H. Simon, president of the firm bearing his name, announced.

The idea for a Washington song stemmed from Simon's attendance at various conventions when state songs were sung.

"Washington should have a song of its own, a song befitting the world's most beautiful capital," he said. A few days ago he wrote a letter to the Washington Post, suggesting an official song for the capital. The Post published an editorial commending the idea.

Simon discussed it with Paul Galvin, Motorola president. Galvin agreed to put up the equivalent of \$2,500 in prizes. First prize will be \$1,000. Runners-up will receive Motorola TV sets.

Henry J. Kaufman & Assoc., Washington agency handling the Simon account, will place a radio-TV - newspaper campaign announcing the contest, which closes Feb. 22.

FCC Commissioner Urges Curb On TV Interference

(Continued from Page 1)

ing Commission standards or face government action.

Excessive oscillator radiation from FM, TV and communication receivers presents a "new menace" to air navigation, Sterling declared. He quoted from a letter addressed to members of the R-TMA by its president, Robert C. Sprague, in which Sprague said conversations with FCC members and staff had convinced him that "unless the industry as a whole conforms to the new standards and further improves upon these standards as rapidly as the art permits, a solution to the problem may be sought through government regulatory action."

Commissioner Sterling said oscillator radiation is not the only interference originating in the operation of a TV receiver. "Manufacturers must do something immediately concerning the interference that results from the harmonics of 15.75 kc horizontal sweep frequency and video circuits," he stated. This form of interference "has increased considerably within the year," he added.

Radiation of harmonics and hash from TV receivers interfere with airports, commercial circuits and the amateur "and even broadcast service," said Sterling.

Sachs On McBride Program

Sachs Quality Stores, New York City, have just started a 52-week series on Mary Margaret McBride's program, WJZ, 1-2 p.m. Mondays through Fridays.

EQUIPMENT
PRODUCTION
STUDIOS

RADIO TELEVISION DAILY

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TEN CENTS

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)

Nat. 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 presiding. 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)

Pinch Hitting

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

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.

BMI Program Clinic Held In Nashville

Nashville, Tenn. — First of five scheduled BMI Program Clinics in as many southern states was held here Monday at the Andrew Jackson Hotel, with an attendance of 80 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)

NARTB In Plea To FCC To Aid Functional Music

Washington Bureau of RADIO DAILY
Washington—The NARTB 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.

NARTB Counsel Vince Wasilewski, who filed the petition, advised the Commission that he was under

(Continued on Page 2)

TV Networks Cover Narcotic Hearings

While NBC, ABC, and CBS-TV networks covered the Senate Crime Committee hearings investigating narcotic addiction in the United States from Washington yesterday, no "live" coverage of the hearings by major radio networks was given.

Prior program commitments were given as the major reason by radio networks for the lack of coverage, permitting WFDR-FM, New York, to become the only radio station in

(Continued on Page 7)

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.

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)

NARTB And Mfrs. Plan Co-op With Broadcasters

Washington Bureau of RADIO DAILY
Washington—Plans for co-operation 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 NARTB, 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 Herald Tribune hourly newscasts will be heard exclusively over WINS, Crosley'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 Trib-

(Continued on Page 2)

Advertising Women Entertain N. Y. Visitors

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

(Continued on Page 6)

Ambitious

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.

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FINANCIAL

(June 26)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, RCA Common, RCA 1st pfd., Stewart-Warner, Westinghouse, Zenith Radio, and NEW ORK CURB EXCHANGE.

OVER THE COUNTER

Table with columns: Bid, Asked. Row: Stromberg-Carlson 10 1/2 12

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-TV workshop to be conducted by the division of general education from July 2 to August 10, Dean Paul A. McGehee announced last week.

WFIL 560 kc • PHILADELPHIA It's Not the Size... It's the Selling Power! ABC Affiliate—Rep: The Katz Agency

★ COMING AND GOING ★

JAMES FASSETT, host and commentator on the CBS Sunday program, "Your Invitation to Music," on Saturday will fly to The Netherlands via KLM as guest of the Holland Music Festival and the American-Scandinavian Foundation.

FREDERICK SCHNEIER, of the Mutual network's planning division, has returned from Cape Cod, where he received a \$750 scholarship from Alpha Delta Sigma to further his studies.

MONA McCORMICK, who has been working at KXIC, Iowa City, while attending Iowa State University, has arrived in Cleveland for a summer of children's broadcasting on WERE.

C. BRUCE McCONNELL, president, and ROBERT B. McCONNELL, vice-president of WHOT, South Bend, and WISH, Indianapolis, are visiting American network headquarters in New York.

PATT BARNES, one of the better known of WOR's luminaries, on Friday will be emcee at the installation meeting of the newly-organized Westchester Fellowship for the Blind. Ceremonies will be conducted at White Plains.

CARL MARX, general manager at WTTM, Trenton, N. J., is back at the station following a few days in New York.

ARTHUR B. KRIM, president of United Artists, is completing a four-day business trip to London and Paris.

NARTB In Plea To FCC To Aid Functional Music

(Continued from Page 1)

mandate from the NARTB membership and board of directors to intervene and appear in behalf of FM.

NARTB echoed the plea of the 13 stations that the Commission reconsider its position with respect to functional music operations, or institute appropriate rule-making proceedings, or issue a declaratory order to terminate the controversy over the Commission's rules and regulations and its statement of policy regarding functional music, and to grant further relief.

In the alternative, NARTB requested the FCC to grant a "full and complete hearing in order that all of the facts relative to this meritorious service in the public interest may be presented and fully considered."

The Commission's proposals "came as something of a shock, not only to that segment of the industry engaged in specialized services, but to the industry as a whole," said the NARTB petition. It cited that functional music, storecasting and transit radio and "occasional local advertising" are largely the sources of FM's income.

The trade association requested oral argument and asked the FCC to withhold effectiveness of its letters to licensees engaged in functional music operations, pending further consideration of the petitions filed by the 13 FM stations and NARTB.

JAMES A. MICHENER, Pulitzer Prize novelist, was in town yesterday as guest of "America's Town Meeting of the Air" over ABC. Following the broadcast, he returned to his home in Doylestown, Pa.

M. S. NOVIK, radio consultant, has completed participation in the FM meeting of the NARTB and has left Washington for the West Coast.

E. JOHNNY GRAFF, national sales manager of Snader Telescriptions, off to the West Coast for a programming and production huddle.

ALLAN JACKSON, Columbia network newscaster, on Monday was in Detroit. His program originated at WJR.

NAT "KING" COLE and the members of his band on Saturday will start an engagement at the Riviera Club in St. Louis.

Williams Named Pres. Of Georgia Broadcasters

At a recent meeting of the Georgia Association of Broadcasters in Augusta, Ga., Ben B. Williams of WOTC, Savannah, was elected president for one year, beginning July 1.

Other officers elected for one-year terms include W. Fred Scott, Jr., WKTG, Thomasville, as vice-president; S. J. Carswell, WSFT, Thomaston, as secretary-treasurer; E. F. MacLeod, WGGGA, Gainesville, as director; and James E. Bailey, WAGA, Atlanta, as director of the association.

WINS Closes Deal For H-T Newscasts

(Continued from Page 1)

une newscasts calls for four-minute broadcasts 16 times a day on-the-hour from 7 a.m., through 11 p.m., weekdays. A staff of eight headed by Tobin will prepare the hourly news bulletins.

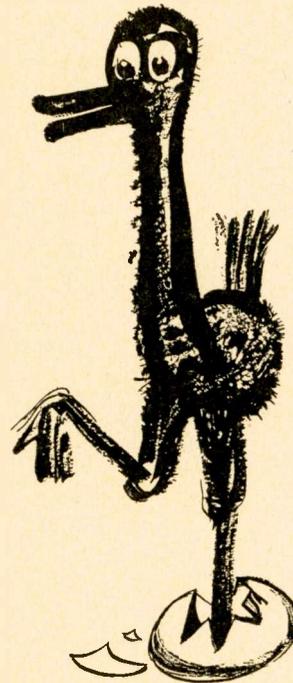
Under general manager Wilmot H. Losee, the station has compiled a record for public service achievements. Its programs, a blend of news, music and sports, are planned to conform to established listener preferences. The station is on the air 19 hours a day, and is licensed to broadcast the full 24 hours.

Broadcasts Yankee Games

One of the most popular WINS features is the broadcasting of all New York Yankee baseball games. Herald Tribune hourly news will not be heard during Yankee games, but all games may be broken into with important bulletins as they arise. There will be a Herald Tribune news summary before and after all Yankee broadcasts and between games of doubleheaders.

Will Demonstrate UHF-TV

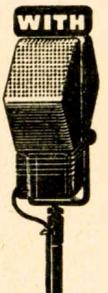
Ten manufacturers will display TV industry's most recent developments of ultra-high frequency television converters and receiving equipment to the FCC in Bridgeport, Conn., this Friday.



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





Senator John J. Williams
 Senator J. Allen Frear

"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.

WDEL-TV
 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 announcers" and not one representing engineers, said NLRB.

The decision is expected to affect future operations of unions representing technical employees. Some of them take in announcers as well as engineers.

In another decision yesterday the NLRB ruled unanimously that an employer may lawfully forbid the distribution of union literature within a plant if the ban does not discriminate between unions and if it is not intended to suppress employees' self-organization activities. The board said:

"An employer can lawfully prevent the distribution of literature in the plant proper, even during the employees non-working time, in the interest of keeping the plant clean and orderly, at least where it is not evident that such activity cannot readily be conducted somewhere off the employer's premises."

The decision was made in a case involving the Monolith Portland Cement Co., Monolith, Calif., and two unions, 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 currently is 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.



● ● ● Louis B. Mayer denying rumors on the coast that he will join a TV network upon leaving the MGM studios. . . . John Royal declines to confirm reports that he will head up the New York offices of a Latin-American TV network upon retiring as an NBC vice president. . . . Arthur Godfrey getting good-natured ribbing over the "butterfly bow tie" he wore on the opening CBS color telecast. . . . Wayne Coy's presence at the color TV affair revived the rumor that he might resign as chairman of the FCC to accept a CBS executive post. . . . Hugh Jackson of the New York Better Business Bureau slated to get an award at the BBB convention at Colorado Springs tomorrow for the organization's crusade against unscrupulous TV servicemen.



● ● ● Frances Langford, Gloria Swanson and Don Ameche have signed contracts with ABC for entry into daytime television this September. Frances and Don will team together in a full hour program from 12 noon to 1 p.m., Monday through Friday. The show will originate in the Times Hall Theater, which ABC has leased especially for this series. The Gloria Swanson show will be televised every Sunday, 3 to 4 p.m., from Television Center.



● ● ● Richard Benedict, former boxer who turned actor, appeared on the "Date in Manhattan" show and was asked by Ed Herlihy whether you take a worse beating by being a boxer or an actor. Dick said acting was worse than boxing till he came into New York on a publicity junket for his latest picture, "Ace In a Hole," and now has decided that Bert Champion, of the Paramount publicity department, can give you a harder workout than boxers or directors.



● ● ● Bob Lanigan in his "TV Review," Brooklyn Eagle, pays tribute to Dick Stark, announcer on Chesterfield's Perry Como show, via CBS-TV, thusly: "When inserted at the proper time . . . and delivered in a pleasing manner by a capable announcer, commercials are no more objectionable than between-the-acts intermission in any B'way play. But, gol darn it, this happens all too seldom. Dick Stark, the regular Chesterfield announcer, is a very pleasant sort of guy. Excellent script and delivery in TV are all important, and Dick Stark has them both.



● ● ● "Treasure House of Adventure," TV series submitted by Marshall-Hester Productions, is the program selected by the Trustees of the American Museum of Natural History for the institution's exclusive commercial cooperation in the field. . . . Francine Stone, Fashion Coordinator for the Martin Goodman Fashion Magic CBS-TV package, being swamped by press agents for "How to do at home" fashion hints.



● ● ● Jack Barry's new TV show, "The People's Choice," which will feature Congressmen and Senators introducing talent from their own constituencies, may resemble a repeat of the Kefauver investigations. Kefauver, Wiley, Tobey and O'Connor have agreed to appear on the show.



● ● ● While "The Great Gildersleeve" cast vacations from NBC this summer, the show's place on Wednesday nights will be taken by "The Falcon," which has been a Sunday night feature for the past season. . . . Roy Rogers will concentrate on producing his own TV films for release in the Fall. . . . Pete Johnson, late of London, has joined the KTTV staff as assistant to Tom Corradine, film director. . . . Freeman Lusk's "Freedom Forum" has been voted "outstanding" video fare for the month of May by the Tenth District Parent-Teacher Association.

'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, Inc.

In rankings by program city rating, the research firm found "Texaco Star Theater" on top with a 55.6. Second position was held by 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.

ARB's TV-nationals are issued monthly with representative sampling from 2200 homes in all TV urban and rural areas.

Ranked by 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 5,370,000 homes. Closely bunched from there on were "Godfrey and Friends," 4,670,000; "Philco TV Playhouse," 4,640,000; "Groucho Marx," 4,640,000; "Fire-side Theater," 4,550,000; "Private Eye," 4,430,000; "Studio One," 4,280,000 and the "Original Amateur Hour," 4,170,000.

Period covered for the sampling was June 1-8 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. decision, resulting from the series of fixed basketball games in the Garden 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, Inc., Carter Products, Eversharp, and Chesebrough Manufacturing Co. Radio coverage of the games, sponsored by Tru-Val shirts with Robert Hall Clothes, Inc. acting as dual sponsor for the March 22 showing, was handled by WMGM.

JINGLES

That Don't JANGLE!

(Write For Free Brochure "R")

LANNY & GINGER GREY

AM-TV PRODUCTIONS & JINGLES

1295 MADISON AVE., N. Y. 28, N. Y.

Enright 9-7778

WFIL

560 kc PHILADELPHIA

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

ABC Affiliate—Rep: THE KATZ AGENCY

WTIC Leads Attack on Dope Peddlers



Paul W. Morency, WTIC Vice President and General Manager (left); Leonard J. Patricelli, Program Manager (right); and Allen Ludden, Moderator of "Mind Your Manners" program, witness the signing of Connecticut's new Narcotics Law by Governor John Lodge.

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 worth-while crusade.

THE NEW LAW

For selling narcotics to minors—
Mandatory Prison Sentence
15 to 30 years for first offense.

Copy of the new Connecticut law is available on request.

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 WHAY, WKNB

New Haven WAVZ, WBIB,
 WELI, WNHC
 New London WNLC
 Norwalk WNLK
 Norwich WICH
 Stamford WSTC
 Torrington WLCR, WTOR
 Waterbury WATR, WBRY, WWCO

WTIC

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 in 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 President Glen McDaniel of R-TMA will name a joint committee to explore the feasibility of co-operative effort in publicizing and promoting FM. Tentative plans call for the issuance of transcriptions on which name talent in entertainment, music and sports would endorse FM reception, the transcriptions to be used on both AM and FM stations.

Attending yesterday's conference were:

For NARTB, Fellows, C. E. Arney, Jr., secretary-treasurer; Robert K. Richards, public affairs director, and the following FM committee: Ben Strouse, WWDC-FM, Washington, chairman; Josh L. Horne, WFMA, Rocky Mount, N. C.; Everett L. Dillard, WASH, Washington.

Representing the FM industry committee were Morris Novik, New York consultant; Raymond S. Green, WFLN, Philadelphia; Leonard H. Marks, attorney, former general counsel of the FM Association.

From R-TMA: Robert C. Sprague, board chairman; McDaniel, James D. Secrest, general manager, and the following FM policy committee: John W. Craig, Crosley division, Avco Mfg. Co., chairman; J. M. Clement, Crosley division, Avco; Ernest H. Vogel, General Electric Co.; A. B. Mills, RCA; Leonard Cramer, Du Mont Laboratories.

News Series Issued

First 13 issues of Pathe Hy-Lights, new quarter-hour weekly film series spotlighting current news, has been completed by Cinetel 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.

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

SEE CHARLIE CURRAN

Seaboard Studios, Inc.

157 E. 69th St., N. Y. 21

Phone: REgent 7-9200

AGENCY NEWSCAST

. . . personnel, sponsors and notes

ASSOCIATION OF ADVERTISING MEN has elected William J. McDermott, of Consolidated Edison Company, as president. Other new officers are Jack Callahan, United Air Lines, vice-president; David Sage, of McCall, vice-president; Ed Hall, treasurer; Norman Amiel, assistant treasurer; Joseph Rickard, 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 staff of Campbell-Ewald 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: Tru Balance, Inc., manufacturer of girdles, and Frank M. Whiting and Company, gold and silversmith.

MRS. LOIS BOHLIG, 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 KUSHNER 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 decorative piece of furniture as well as its functional value. The campaign starts next month.

JOHN P. ELDRIDGE ADVERTISING, Philadelphia, will direct advertising and merchandising for Kilham Engineering, Inc., North Attleboro, Mass., for its Bendit Roller Brake.

JOSEPH A. SONNELAND has joined the copy staff of Doyle, Kitchen and McCormick, Inc. He formerly was assistant advertising and sales promotion manager of Solvay sales division of Allied Chemical and Dye Corporation.

ABNER J. GELULA AND ASSOCIATES, INC., have added the new accounts of Osco Motors Corporation, manufacturers of marine engines; Central Machine Works, Inc., manufacturer of canning equipment; and the Howell Manufacturing Company, producer of overhead garage doors.

FOREIGN ADVERTISING AND SERVICE BUREAU, INC. has been named by Eversharp, Inc. to handle export advertising on Eversharp fountain pens and pencils and Eversharp-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 Elars Products, Inc. for its product, Nim, for the relief of athlete's foot.

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

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

RAY SHELLHAMMER, 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 account executive of BBD&O, will be in charge of the new office.

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 retailers of 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 Wholesale Products Company, candy, and Hollywood Maid Brassiere Company, both of the same city.

MURRAY RUDOMIN has joined the account group of John-Raider Associates. He formerly was assistant to the president of H. O. Gerngroos, and Company, Inc.

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

Nat. TV Film Council Opens Session Today

(Continued from Page 1)

Stan Parlin and Theodore R. Kupferman of NBC in addition to Savage.

The noon luncheon will be addressed by C. Edward Carrier, president of Hollywood 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 Sterling Films, Inc. in the chair, the first afternoon session will hear from Arche Meyers, president of Unity Television Corporation who will speak on "Phases of Film Distribution." He will be followed by Isabel Leighton, author, who will talk on "Educational Film & TV, a Distribution Problem."

Closing session at 3:30 p.m. will be chaired by Larry Gordon, president of Vidicam Picture Corp. Speakers will include Norman Mathews, chief of production, Ruthrauff & Ryan; John Battison, director of TV commercials, Dancer, Fitzgerald and Sample; Marshall Grant, TV director Ruthrauff & Ryan. An open discussion will follow the regular meeting.

Advertising Women Entertain N. Y. Visitors

(Continued from Page 1)

of the visiting delegates to the National Industrial Advertisers Association in the Sert Room of the Waldorf-Astoria. Mildred Kaldor, fashion publicist, was commentator for the show.

AWNY president Helen Berg cited three members for recent honors received. Outstanding was Jean Wade Rindlaub, vice-president of BBD&O, 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, who won special honorable mention in the Erma Proetz Award given by the Women's Advertising Club of St. Louis, 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 was formerly connected with American Maize-Products Co. in New York.

The announcement followed a week after the entire professional staff of WFUV-FM resigned from the university station.

TV Networks Cover Narcotic Hearings

(Continued from Page 1)

the country broadcasting the three-hour narcotic hearings.

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 TV 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 pool last night. It reached agreements with WITH, Baltimore, to share line expenses but the plan failed when no radio station receiver could be reached in Wilmington, Del.

With no "live" coverage of the Washington hearings given by Washington, D. C. radio stations, 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 testimonies on regular news roundups and/or news commentaries. Mutual plans to have Narcotics Commissioner Harry J. Anslinger as guest on "Reporter's Roundup," this Thursday, along with Barney Ross, to speak on the problems of narcotic addiction. Next Sunday, Mutual's "Northwestern University Reviewing Stand" will conduct a forum on the question, "Can We Stop Traffic In Narcotics?"

ABC and CBS are also planning news roundups and special news features dealing with the Washington narcotics hearings yesterday.

Fashion Store Opening On WOR-TV Thursday

Newest innovation to show how retailers can attain the most in TV merchandising will be evidenced Thursday with the televised opening of the latest Famous Fashion Store at 9 E. 42nd St., New York. The novelty TV opening will be telecast over WOR-TV, Channel 9. Buddy Rogers will emcee the opening, which will feature a fashion show as part of the program. Barbara Welles, WOR women's commentator, will be among guest celebrities appearing on the program. Advertising agency for the Famous Fashion Stores is the Wexton Company.

★ ★ TELE TOPICS ★ ★

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."

TINTAIR'S production of "The Letter" on "The Somerset Maugham Theater" Monday night, found the drama and the commercial vying for suspense as the plot unfolded and Wendy Barrie, new mistress of ceremonies, fighting time in the hour-long drama to change her tresses 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 Spaul 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.

TODAY'S TV Personality:

TALLAN BLACK, radio and television head of Cayton Advertising Agency, engineered one of the smartest buys in TV: the quarter-hour following the Gillette bouts Friday nights for the highly successful "Greatest Fights of the Century" film series, over NBC-TV interconnected network. Films are produced by Mannie Baum Enterprises. Producer of the first sponsored program of Howdy Doody for Polaroid Filters, Inc., Allan has numerous shows to his credit, and is at present concentrating on the production of numerous spot film commercials. Following graduation from NYU in 1938, he broke



BLACK

into radio as announcer-writer-producer for New York indies, 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 Today" and "The Lone Ranger," as well as associating himself with the Radio Division of the OWL. He also did several television scripts during this period prior to joining Cayton in 1947. First agency assignment was to direct a nationwide TV spot campaign for the Polaroid TV Filter, which proved an outstanding success.

PREMIERE program of CBS-TV's new "Amos 'n' Andy," tomorrow, June 28, at 8:30 p.m., will be based on the Kingfish's adventures when he receives a "Greeting" letter from a Harlem draft board. The previously announced matrimonial letter mix-up show will be presented at a later date. . . . Bill Garin has joined KSTP-TV, Minneapolis, as assistant director. . . . Another feature news program, "It Happened This Week," has been added to the more than 60 newscasts weekly by WPIX. New show is seen on Saturdays at 8:30 p.m. John Tillman and Joe Bolton will handle the show. . . . NBC has renewed its contract with Filmcraft Productions for filming of the Groucho Marx "You Bet Your Life" program for the 1951-52 season in Hollywood. . . . Attorney General Nathaniel L. Goldstein will guest on "WOR-TV Press Conference" tonight at 8:00 p.m. . . . No matter whose system is used, William Van Pragg of Van Pragg Productions says: "Color television will be one of the greatest boons to the advertising industry." He foresees that most agencies will insist on their commercials being shot in color since polychromatic films are compatible to any system of TV transmission.

TV SETS in the Milwaukee area climbed to 243,193 as of June 1, according to the latest monthly survey of dealers and distributors by WTMJ-TV, the Milwaukee Journal station. Set sales during May were 4,669. . . . Product Services, Inc., has been appointed by Plastic Manufacturing Co., Dallas, for a nationwide TV campaign for their Texas line of plastic dinnerware. Campaign kicks off on August 1 with a 16 state network. . . . "Tales of Tomorrow," first adult science-fiction series, has been bought by Jacques Kreisler for presentation over ABC-TV, starting Friday, August 3, at 9:00 p.m. The program, a Foley and Gordon package, will be presented on alternate Fridays thereafter. The series will be based on stories of the Science Fiction League of America, with Robert Lewine supervising for Hirshon and Garfield, agency on the deal. Kreisler will advertise watch bands on the show. . . . Effective July 2, Francis Martin, Jr., has been appointed to the New York staff of Blair-TV, national representative firm. Martin was previously with the Du Mont network, specializing in spot sales for WABD and WDTV.

WTIC Leads Fight Against Narcotics

Nationwide response to a successful crusade by WTIC, Hartford, Conn., in instituting stronger state legislation against dope peddlers was responsible for a new WNBT-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 stiff narcotics amendments to the state's Drug Act, 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 Commissioner 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 new promotion film, "The Gold Rush Is Still On," will be shown to advertising agency heads and prospective sponsors in the East and Middle 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 McNeill Show

Beginning July 2, the Jell-O division 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 McNeill 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.

TOPS T.V. in FILMS!

Sponsored by Anheuser-Busch — On The CBS NETWORK
MAGIC BOW Starring **STEWART GRANGER**
 The Life Story Of **PAGANINI** With Violin Selections By Yehudi Menuhin

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

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 WTJS, Jackson and president of the Tennessee Association of Broadcasters. Ken Sparnon, 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, WDOG, Chattanooga — "Develop staff personnel into personalities and sell them . . ."

J. B. Sheftall, co-owner WJZM, Clarksville — "Build 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 many 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. Also with the group from New York are Carl Haverlin, BMI president and Glenn Dolberg, director of station relations. Haverlin spoke briefly at the luncheon session and Dolberg 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 Jackson, Miss., under auspices of the MBA. Friday it holds forth in New Orleans and next Monday at Atlanta, Georgia.

New Du M. Ad Drive Set

Teldisco, 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 mats, counter displays, window streamers and die cut pop-up envelope stuffers. Surprise item is the Du Mont Jack-in-the-Bank, made of red and yellow plastic, both a jack-in-the-box and coin bank.

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

TITLE	PUBLISHER
Be My Love	Miller
Because Of You	Broadcast Music
Dream	Goldsen
Faithfully Yours	Witmark
Hello Young Lovers	Williamson
Here's To Your Illusions	Chappell
Hot Canary	Leeds
How High The Moon	Chappell
How Long Is Forever	St. Nicholas
I Apologize	Crawford
I Whistle A Happy Tune	Williamson
I'm Late	Walt Disney
Jezebel	Broadcast Music
Loveliest Night Of The Year	Robbins
Make The Man Love Me	T. B. Harms
Mister And Mississippi	Shapiro-Bernstein
Mockin' Bird Hill	Southern
My Resistance Is Low	E. H. Morris
My Truly Truly Fair	Scantly-Joy
On Top Of Old Smoky	Folkways
Pretty Eyed Baby	Pickwick
Shanghai	Advanced
Syncopated Clock	Mills
These Things I Offer You	Valando
Too Young	Jefferson
Unless	Bourne
Wang Wang Blues	Miller
We Kiss In A Shadow	Williamson
When You And I Were Young Maggie Blues	Mills
Would I Love You (Love You Love You)	Walt Disney
You're Just In Love	Berlin

Second Group

TITLE	PUBLISHER
Aba Daba Honeymoon	Feist
After All It's Spring	Leeds
Alice In Wonderland	Walt Disney
Chesapeake & Ohio	Famous
Dark Is The Night	Feist
Diane	Miller
How Many Times (Can I Fall In Love)	Paxton
If	Shapiro-Bernstein
Moonlight Bay	Remick
Morningside Of The Mountain	Remick
My Prayer	Shapiro-Bernstein
No One But You	Harms
Song Is Ended	Berlin
Sound Off	Shapiro-Bernstein
Super Song	Life Music
Tahiti My Island	Paramount
Tell Me	Mellin
Tom's Tune	Laurel
Tonight Be Tender To Me	Life Music
When Our Country Was Born	Life Music
World Is Mine Tonight	Sam Fox
You Belong To My Heart	Peer

(Copyright, 1951, Office of Research, Inc.)

Serial Programming Seen As 'Much Alive'

(Continued from Page 1)

other from Air Features, representing the Hummerts, who will introduce some old and new serial shows on the networks.

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

Followed "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 programs 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 Whitehall Pharmacal 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, as a sustainer.

Two other Hummert five-a-week serials will return to the networks beginning Monday, July 2. "Lorenzo Jones" will return to NBC, 5:30-5:45 p.m., EDT. "The Strange Romance of Evelyn Winters" will return to the air on ABC'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 9:45-10 a.m., and from 8-8:30 p.m. The guests were Ed Lawson, of United Nations, and Rev. Gary Onike, 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 Pauls' second child.

EQUIPMENT
PRODUCTION
STUDIOS

RADIO TELEVISION DAILY

SPONSORS
BUSINESS
AGENCIES

VOL. 55, NO. 10

NEW YORK, FRIDAY, APRIL 13, 1951

TEN CENTS

TOA MEETS COY; SEES "ABOUT FACE"

Web Lowers Afternoon, Night Rates 10-15%

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

Reductions in CBS network rates, ranging from 10 to 15 per cent for programs broadcast from 1-11 p. m. were announced yesterday by Frank Stanton, president of the web. The changes include a 10 per cent reduction from 1-8 p. m., a 15 per cent reduction from 8-10:30 p. m. and a 10 per

(Continued on Page 2)

'Functional Music' Illegal, FCC Rules

Washington Bureau of RADIO DAILY

Washington—The FCC yesterday announced it had advised four FM stations that the use of "functional music" or similar programs in which commercials are "beeped out" for subscribers is contrary to the Communications Act and Commission rules and regulations.

The stations were given until

(Continued on Page 4)

Nielsen Drops AM Ratings On Non-Sponsored Shows

Current radio ratings reports of A. C. Nielsen Company are omitting ratings of programs for which neither the sponsor nor the advertising agency has subscribed, it was announced yesterday. Deletions have amounted to only 15 per cent of

(Continued on Page 3)

Program First

Salt Lake City—Station KDYL-TV scored a television first last week when "Better Living Electrically," first sponsored program to go on the air 100 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.

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. Arney, 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 1,200 and it is expected that the number will be swelled 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 non-members of NARTB.

"Don't Short-change Radio" is the

(Continued on Page 3)

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 spokesman for the Voice of America said that the VOA had carried all developments, giving it straight factual reporting. Commen-

(Continued on Page 7)

Big League Baseball Will Be TV'ed In Baltimore

Baltimore — Big league baseball comes to Baltimore. WBAL-TV announced today that it has completed arrangements with American Brewery, Inc. to televise nine Washington Senator games this season direct from Griffith Stadium in Washington, marking first time in local TV history that major league baseball has been made available on a regu-

(Continued on Page 2)

NPA Clamps Controls July 1 On Transmitting Equipment

Washington Bureau of RADIO DAILY

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 news conference, that NPA was considering a "controlled-

(Continued on Page 6)

Claims FCC Head Contradicts His Mar 29 View

Washington Bureau of RADIO DAILY

Washington — FCC Chairman Wayne Coy did a complete "about face" of the Commission 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 WFDR immediately sent the following telegram, addressed to the Assistant Executive Secretary to the Mayor, at City Hall:

"WFDR respectfully protests ejection"

(Continued on Page 3)

Penn.-Del. AP Officers Elected For Coming Year

Gettysburg—Ed Darlington, WCNR, Bloomsburg, 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 telecast, receiving" sets and also tubes.

RADIO DAILY

Established Feb. 9, 1937

Vol. 55, No. 10 Fri., April 13, 1951 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free) United States \$15.00 one year. Foreign, \$20.00. Address all communications to Radio Daily, 1501 Broadway, New York, (18), N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

WASHINGTON BUREAU

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

WEST COAST OFFICES

Ethel Rosen
6425 Hollywood Blvd. Phone: Gladstone 8436

CHICAGO BUREAU

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

ROME BUREAU: John Perdleari, Ludovico 16.
PUERTO RICAN BUREAU: Antonio Alfonso, Edifitelo Ochoa, San Juan, P. R.; P. O. Box 3388; Telephone: 2-2365.

FINANCIAL

(April 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	137 1/8	123 3/4	13
Admiral Corp.	26 3/8	25 5/8	26 1/4	+ 3/4
Am. Tel. & Tel.	153 3/8	153 1/4	153 3/8	- 1/4
CBS A	32 1/2	31	32 1/2	+ 1 1/2
CBS B	32	31	32	+ 1 1/2
Philco	23 3/4	23 1/4	23 3/4	+ 1/2
Philco pfd.	90 3/4	90 3/4	90 3/4
RCA Common	20 1/4	20	20 1/4	+ 3/8
RCA 1st pfd.	78	77 5/8	78	+ 7/8
Stewart-Warner	17 5/8	17 1/2	17 5/8	+ 1/4
Westinghouse	38 7/8	38 1/2	38 5/8	+ 1/4
Zenith Radio	67	65	66 7/8	+ 2 1/2

NEW YORK CURB EXCHANGE

DuMont Lab.	17 3/8	17 3/8	17 3/8
Nat. Union Radio	4 3/4	4 3/4	4 3/4	+ 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	12	13 1/2

WPCF Names Rep.

Panama City, Fla.—Station WPCF, affiliate of the ABC, announces the appointment of National Time Sales as its national representative.

ATTENTION
TV PRODUCERS
40 MODERN 40
REHEARSAL ROOMS
ALL SIZES — AIRY
from 20x23 to 60x90
Reasonable Rentals

CENTRAL PLAZA
Centrally Located - 2nd Ave. & 7th St.
(2 Blocks East of JOHN WANAMAKER'S)
ALgonquin 4-9800

★ COMING AND GOING ★

CHRIS J. WITTING, DuMont's general manager; NORMAN DRESCHER, director of station relations, and ROBERT JAMIESON, ROY SHARP and ED KOHLER, the latter three of the traffic department, off to Chicago to attend the NARTB convention.

HERBERT AKERBERG, vice-president of CBS in charge of station relations; WILLIAM SCHUDT, 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. Visited for a while yesterday at the offices of his national reps.

JAMES HICKS, general manager of WCOS, Columbia, S. C., in town yesterday for conferences with the national representatives of the station.

MILDRED FREELAND, woman's editor at WMJD, Atlantic City, N. J., is back at the station after having attended the New York convention of the AWRT.

ROSEMARY CLOONEY, vocalist on Jan Murray's "Sing It Again" over CBS, is touring. Starting today, Rosetta Shaw will substitute for her.

JAMES P. DAVIS, manager of the RCA Victor Custom Record sales division; BERT WOOD, program manager of RCA Recorded Program Services, and A. B. SAMBROOK, manager of RCA Recorded Program Services and Syndicated Sales, have joined the general exodus heading for the Windy City.

Avco Chairman Predicts Business At High Level

(Continued from Page 1)

forecast results for the second half of the fiscal year, since these will depend on allocation of materials for the civilian economy and other factors unassessable at present. Although Avco will be working on important defense contracts in many of its plants, it will at the same time make every effort to continue the output of consumer goods at the highest possible level permitted by government regulations.

The stockholders elected the slate of officers as nominated, and also approved a resolution calling for the retirement of 1,751,466 shares of common stock held in the company's treasury. Seventy-nine per cent of the outstanding shares of common stock were voted in person or by proxy.

MGM Group Chi. Bound

Metro-Goldwyn-Mayer Radio Attractions will be represented at the NARTB convention with a delegation of six executives. They will be Bertram Lebhar, Jr., director of station WMGM and M-G-M Radio Attractions, Raymond Katz, director of production, M-G-M Radio Attractions, William F. MacCrystall, West Coast sales representative, Marcella Napp, West Coast coordinator and aide to the director of production, Sam Rossant, sales manager of M-G-M Radio Attractions, and Paul Beigel, assistant to Lebhar. The Metro-Goldwyn-Mayer Radio Attractions delegation will make its headquarters at the Stevens Hotel during the convention.

MILTON BERLE is vacationing in Miami. He made an impromptu TV appearance yesterday on the Alec Gibson show over WTVJ. The station's switchboard was tied up as calls flooded in from fans.

C. P. MacGREGOR, transcription producer of Hollywood, today heads for Chicago and the NARTB convention. NAT DONATO, sales manager, with headquarters in New York, will leave tomorrow for the confab.

STUART KELLY, of the O. L. Taylor Co., station reps., has left on a business trip to Baltimore and Washington.

RUSSELL O. HUDSON, vice-president in charge of sales for Audio & Video Products Co., is in San Carlos, Cal., for conferences with Ampex on the matter of new tape recorders.

SAMMY KAYE has left for the Midwest, there to inaugurate an extended series of one-night stands.

Big League Baseball Will Be TV'ed In Baltimore

(Continued from Page 1)

lar basis on local screens. Both day and night games are included in the station's video schedule which will start with opening day ceremonies on Monday, April 16. WBAL-TV's veteran sports announcer Joe Crochan will handle color and drama of games as well as commercials, while Nick Campofreda will call the play-by-play account. Negotiations for the deal were handled through Elmer D. Free Advertising Agency.

CBS Reduces Rates For Afternoon, Night

(Continued from Page 1)

cent reduction from 10:30-11 p.m. The new rates will become effective July 1, 1951.

In making the announcement, following a meeting yesterday of the Columbia Affiliates Advisory Board, Stanton declared that the rate changes "increase still further the values of CBS network radio—which today stands as the country's single, most comprehensive and efficient advertising medium."

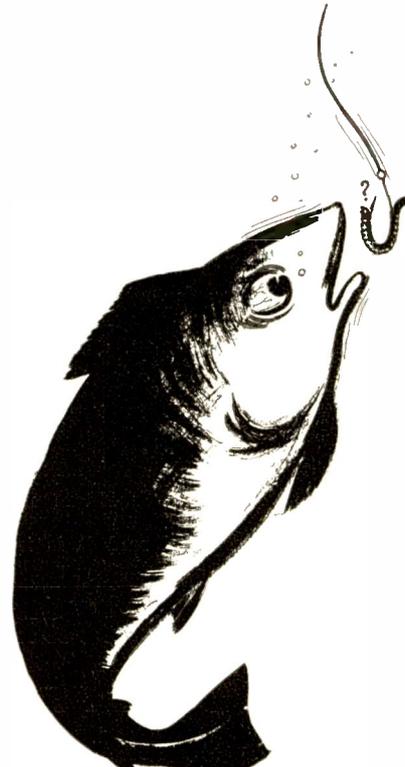
"Alger" Stories Set

Charles Michelson, Inc. program producers are preparing for autumn release "Horatio Alger's Stories." The series will be written and directed by Ruth and Gilbert Braun.

Unusual twist in the Alger series will consist of an interview at end of each story with outstanding people in the arts, science and business fields whose rise to success has been an "Alger" one.

'20 Questions' For Vets

"Twenty Questions," Mutual network radio show, tomorrow will be broadcast in a special performance from the Kingsbridge Veterans Hospital, N. Y. Soldier-patients will be heard as guests. The program will be on the air from 8-8:30 p.m.



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



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 tabulations of Nielsen Audimeter data that will bring into clearer perspective some of radio's immense and saleable assets that have been overlooked in current attempts by the Association of National Advertisers and others to break up the network AM rate structure.

Following President Ryan's address 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 radio, 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 independent agency, comprising: Maurice B. Mitchell, vice-president and general manager of Associated Program Service; Frank Pellegrin, vice-president of H-R Representatives, Inc.; and Lewis Avery, president, Avery-Knodel, Inc. Advertisers will be represented on the panel by Robert M. Gray, advertising and sales promotion manager, Esso Standard Oil Company; representing agencies will be Jerry Stolzoff, of Foote, Cone and Belding, Inc., Chicago.

Stork News

Hollywood—KFWB's early morning waker-upper, Bill Leyden, on Saturday, Apr. 7 was presented by his wife with a seven pound boy at the Hollywood Presbyterian Hospital. The youngster will be named William Leyden, third.

AGENCY NEWSCAST

... personnel, sponsors and notes

DR. E. LAWRENCE DECKINGER, research director of Biow Company, has been elected president of the Copy Research Council. Wilson J. Main, research director of Ruthrauff and Ryan, is the new secretary-treasurer of the Council.

MERCREADY, HANDY AND VAN 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.

JOHN GIBBS AGENCY is now exclusively representing John Newland for radio, television and motion pictures.

JAMES J. McCAFFREY is media director of Anderson and Cairns. 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 formerly with the Harry B. Cohen Agency.

RALPH HARRINGTON, advertising manager of General Tire and Rubber Company, was appointed chairman of the steering committee for outdoor advertising of the Association of National Advertisers.

MEL LOKENSGARD has been named advertising director of Better Living, consumer magazine of the Super Market Institute.

W. L. BUNNAGAR has joined the contact department of Gray and Rogers, Philadelphia.

OSGOOD and HAZEN has been appointed by Peerless Film Processing Corp.

NORMAN D. WATERS AND ASSOCIATES 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.

RIEDL AND FREDE ADVERTISING, INC., Paterson, N. J., will handle advertising for New Era Manufacturing Company, Paterson, makers of specialty printing presses. The agency also is handling the account of Sec-o-matic Corp., Bloomfield, N. J., manufacturers of dry-cleaning equipment.

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

G-L ENTERPRISES, INC., television 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 Association and for Flushing Federal Savings and Loan Association.

Station Reporter Bounced By City

(Continued from Page 1)
 tion of its reporter and the tools of his trade from the public hearings at City Hall today. WFDR hereby formally requests permission for its representative to cover subsequent open hearings. Signed Lou Frankel, General Manager, WFDR.
 WFDR will feed this coverage—a play-by-play tape recording, to any station that requests it.

Nielsen Drops AM Ratings On Non-Sponsored Shows

(Continued from Page 1)
 previously rated programs, as approximately 85 per cent of all sponsored network programs are sponsored by subscribing advertisers or placed by subscribing agencies.
 Commenting on the new policy, A. C. Nielsen said: "It is time to halt the economically unsound practice of publishing ratings on programs for which neither the sponsor nor the agency has sought this information. To whatever extent present non-subscribers may decide to have their programs rated, the number of published ratings will approach 100 per cent again. It is hoped eventually to reinstate the ratings for virtually all sponsored network programs."

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
NBC AFFILIATE

KDKA

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

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

50,000 WATTS
 in the middle
 of the dial
800 kc.

CKLW
 • MUTUAL •

The DETROIT AREA'S Better Than Ever Buy!

Adam J. Young Jr., Inc.
 National Representative

★

Guardian Building
 Detroit 26
 Michigan

J. E. Campeau, President

NPA CONTROLS WILL START JULY 1

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 Electric Supply Association, to be held here April 17 to 19, inclusive, at the Adolphus Hotel.

Best Known As Relay Link

Microwave, a low power, 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.

Send Birthday Greetings To—

- | | |
|------------------|---------------------|
| April 13 | |
| Cecil H. Hackett | Lily Pons |
| Bob Stanley | Catherine Witfield |
| April 14 | |
| Al Cormier | Al Kavelin |
| Bill Green | Robert Stanton |
| April 15 | |
| Dave Alber | Oliver W. Nicoll |
| Earl Ferris | Phillip Porterfield |
| Marian Jordan | Dave Driscoll |
| April 16 | |
| Milton J. Cross | Norman Weill |
| W. Wright Esch | Joe McCauley |
| George Ludlam | Bessie Blouin |
| Jack Negley | Joseph C. Meehan |
| Les Tremayne | Emerson Buckley |
| April 17 | |
| Margaret Espy | Lawton Campbell |
| Jack Nedell | |
| April 18 | |
| Page Gilman | Leopold Stokowski |
| Muriel Haynes | Charles LaTorre |
| Edgar Kobak | |
| April 19 | |
| Ann Shelley | Murray Salberg |
| John Sinn | GeGe Pearson |

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 "are allotted directly to producers on the basis of detailed requirements submitted in advance for the manufacture of goods which 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.

Included in the tentative list of products for which NPA application forms will be required are radio, radar and television equipment, "except home type;" radio tubes, telephone and telegraph communication equipment, storage batteries, primary batteries, dry and wet, etc.

Announcement was interpreted to mean that while receivers, both TV and AM-FM- designed for home use, are exempt from orders, it will be necessary to get permission from NPA to include tubes, thus placing the entire construction of receiving sets in the hands of the Government.

The tentative list of products for which NPA applications are not required include "home radio and television sets." But, it was pointed out, without tubes they are worthless. Thus the manufacture of sets is placed in the category of Government-control, beginning July 1.

PRODUCTION PARADE

Trade-Ins Off In Milwaukee

Milwaukee, Wisc.—TV dealers in this area report very few trade-ins being offered when new sets are purchased. Some report this as due to the fact that many prospective buyers are waiting to see when color TV will be available; others say that the prices of sets are expected to be lowered soon. One dealer thought that trends toward consoles and combination sets keep the price too high for some prospects. Another prominent dealer with several large stores thought that smaller stores do not care to bother with trade-ins, as they do not have the facilities for repairing or servicing old sets. TV set supply is rather good in the area, but several dealers said that more expensive sets are getting scarce.

Shure Plans Mike's 'Debut'

Chicago, Ill.—The petite version of the Shure Unidyne microphone will make its bow at the 1951 Parts Distributors Show in Chicago. The microphone is an ultra-cardioid microphone approximately one-half as large as its companion in the Shure line, the standard model Unidyne Model 55. The small model retains all the important directional qualities of Model 55, and is offered as the only small-size uni-directional moving-coil dynamic microphone. The moving coil system has a high overall efficiency and smooth frequency response, and a rugged coil

New Plastic For Life Rafts

The United States Rubber Co. announced yesterday a new expanded plastic for use in making life rafts and other flotation equipment. Known as Expanded Royalite, the product is honeycombed with millions of tiny non-connecting cells which make it extremely light. It is strong, not affected by sun or salt water, and will stay afloat indefinitely. In addition, Expanded Royalite also is an excellent thermal insulator. Its most important applications in this field have been those that require insulating material for structural strength. It is manufactured in flat sheets which can be formed by conventional thermoplastic forming techniques. Standard sheets available are 46 inches by 70 inches in one-quarter, one-half, three-quarters and one inch thicknesses.

Higgins Joins Spartan

The appointment of William H. Higgins as field manager for Spartan Radio-TV was announced yesterday by Henry L. Pierce, general sales manager of the organization, Jackson, Mich. Higgins is undertaking extensive field work with district merchandisers and key dealers. Higgins was formerly sales manager of the U. S. Television Company and his home is in New York.

construction provides immunity of the moving coil system to abnormal atmospheric and mechanical shock.

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 Heads 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 served successfully as production manager of the refrigerator division, and on the executive staff in charge of tube production.

Robert F. Herr, vice-president of the corporation, 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 Herr, and John Booth will continue to operate as general manager of the Tech Rep Division and will also report to Herr.

WTAO Picks National Rep.

Cambridge, Mass. — Indie Sales, Inc., New York, has been appointed national representative for WTAO.

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DAVENPORT, IOWA
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COAST-TO-COAST

Doubling Of Range Is Claimed For New Meck TV Receiver

BEHIND THE MIKE

WOOD Helps Launch Store
Grand Rapids, Mich.—Contributing its part in joining civic agencies to help launch the new million-dollar Wurzburg Department Store, WOOD set up shop on the store premises for four days prior to the grand opening recently. Operating from one of the television booths in the store's television center, news director Bob Runyon aired his regular news broadcasts daily at 8:00 a.m., 12 noon and 6:00 p.m. from the store, combining his local news coverage with wire service from a teletype installed in the booth.

Telco Award To Hansen
San Francisco—Carroll Hansen, KCBS sports director, received the American Telephone and Telegraph Co.'s Telco Athletic Association award as an "All American Broadcaster" for his work as emcee of the club's Fresno Bowling Tournament last month. The award was presented at a banquet.

"The MacArthur Dismissal"
Baltimore—What WMAR-TV calls the biggest news story since the start of the Korean War—the removal from command of Gen. Douglas MacArthur—was the subject of a special program over its facilities the day it broke. WMAR-TV camera crews went into action on the morning of the President's announcement and rounded up a group of man-on-the-street interviews. The question was, "What do you think of the President's action?" and the results favored MacArthur by 6 to 1. Julius Westheimer, of the public service program, "The U.N. In Action" was the moderator.

Choir Bows On WOAI
San Antonio, Texas—In salute to the Texas Federation of Music Clubs meeting here April 11-14, a special broadcast featuring the Modern Choir of the Texas College for Women at Denton is being aired over WOAI. Mrs. J. V. Chandler, president of the Federation, will be interviewed during the broadcast by program director Bill Shomette.

Penn.-Del. AP Officers Elected For Coming Year

(Continued from Page 1)
week here. Vice-presidents elected were John Foster, WJAC, Johnstown, and William Banks, WHAT, Philadelphia. Joseph Snyder, AP chief of the Philadelphia bureau, continues as secretary. J. M. Cleary, WESB, Bradford, headed the nominating committee.
A system of awards to member stations on handling and coverage of news is being set up by a special committee. Guest speaker Jack Weldon, WWOD, Lynchburg, Va., stimulated interest in the awards project by telling how the AP Association in his state had set up a

Chicago—A new television receiver which makes it possible for every television station to double its present range was unveiled here today by John Meck Industries.

John S. Meck, president of the firm, estimated the new receiver, labeled the "red-head," will increase the nation-wide 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 nearest TV transmitter, or who live closer but need expensive "booster" equipment to receive good pictures on 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, Illinois, cities where television signals are very weak because of their distance from the Chicago and St. Louis station. 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 programs from various cities at distances up to 140 to 150 miles, was scheduled for today but was postponed when fog grounded planes in the Chicago area. He noted that less interference aloft permits reception at 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 similar system which had worked out profitably from a management point of view.

Other speakers included Oliver Gramling, AP assistant general manager for radio; Theodore A. Koop, director of news and public affairs of Columbia Broadcasting System, Washington; and William F. Achatz, Philadelphia AP photo editor recently returned from the Orient.

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 flutter 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 "Cavalcade of Stars," it belongs to Milton Douglas, producer of the show, who made quite a name for himself as a singer before turning to TV production.

Ann Anderson, comedian-singer-stress of "Lend An Ear," will appear on Bob Loewi's "Once Upon A Tune" as a Grandma in Little Red Riding Hood in the Dark.

Kudos to Saxi Holtsworth and his models for a swell job on the Zeke Manners show.

Chas. Sanford, musical director of the Sid Caesar and Bob Hope TV stanzas, has awarded a trophy to be presented one of the winners at the N. Y. Daily Mirror's annual Flying Fair to be held in June.

Some of the credit for that terrific Bob Hope TV show last week should go to producer Danny Dare, as well as Sanford.

Tony Farrar's weekly shows for GI's from Camp Kilmer, in New Jersey, are a natural for teevee.

Alice (Mr. & Mrs. North) Frost a virus case. Bedded at home at the moment.

Rosalind Courtright, the vocalulu now at the Pierre Cotillion Room, set for a video guest shot on the Steve Allen show.

NOW AVAILABLE

Completely reconstructed and NEWLY designed motion picture studio and control room MODERNIZED with every type of unique equipment for use in the production of —

- SHORT FILMS**
- SCREEN TESTS**
- TV SPOTS**
- NON-THEATRICAL PACKAGE SHOWS**
- SPECIAL EVENTS**
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TOA Meets With Coy; Claims 'About Face'

(Continued from Page 1)
"informal" conference with Gael Sullivan, executive director of TOA; Nathan L. Halpern, TV consultant to Fabian Theaters and TOA, and Marcus Cohn, TOA's TV counsel, Chairman Coy stated, the TOA announced:

"1. The FCC report (of March 29) was not intended to, and did not in any way, have any connection whatsoever with the theater television and the hearings to be held on the allocation of a portion of the radio spectrum for theater television.

"2. The practices of motion picture companies referred to in paragraph 20 of the report were not intended to, and did not in fact, have any reference to practices of exhibitors. The paragraph has no relationship to any television broadcasting applications now pending or which may be filed in the future by exhibitors.

"3. As the Commission has stated on several occasions, it will judge on a case-to-case basis the qualifications of applicants for television who have been involved in the violation 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 pointed out that in the past similar occurrences have come up in which the FCC chairman has denied the intent of a Commission "opinion." Those in the "know" still contended, despite Coy's statement to TOA, that the Commission majority plans to make it tough for anyone in the motion picture business to get into radio and TV. They point out that when present film-owned stations come up for renewal of licenses, the Commission will "look into" their past "anti-trust violations." Since most of the major film companies have filed stipulations with the Department of Justice, these observers say it constitutes, in the minds of the Commission, "an admission of guilt."

Coy declined comment on the meeting.

"Photog" 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 Richard Carlyle as the "Casey" of the title role. The program will be viewed alternate Thursdays, from 10:30 to 11 p.m., EST.

Directed by Sidney Lumet, the show is produced by Charles Russell, under the supervision of Charles Underhill, general manager 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 by Carter Products, Inc. and Joseph Ruscoll. It is sponsored

★ ★ TELE TOPICS ★ ★

A PART from its political significance, President Truman's speech Wednesday night has been the subject of numerous observations in the trade. While the tele webs (NBC this time) have come a long way in production quality of White House telecasts, some problems in lighting (too much at one angle this time) and camera angles (only one good one this time) remain to be worked out. The President is obviously more at ease while reading from a prepared speech on his desk than he is when reading from flash cards placed near the camera. The CBS-TV exclusive coverage of Charles E. Wilson's speech Tuesday night might well have been embarrassing to the gentleman if he had been able to see how cruelly TV destroys the confidence and poise of a speaker when he has to read from flash cards, when his eyeglasses catch the light constantly, and when the confined space points up his air-chopping gesticulations.

TODAY'S TV Personality:
BOB BRENNER, one-man radio and TV department of the A. W. Lewin Advertising Agency, has been riding the air-waves ever since his school days. Bob is a native of South Carolina and studied radio at New York University. He got his preliminary TV training at the American Theater Wing Television School. Bob's first radio job was with WFTC, Kinston, N. C. and after a two-year stint there, he left for the great plains to become commercial and assistant station manager of KTSW, Em-



BRENNER

poria, Kansas. Bob returned to the East in 1941 and was promptly tapped by the Army for service in the Intelligence Division. After three years in khaki, his first civilian job was as studio manager for OIC, the State Department station which processed and distributed foreign language radio material abroad. As radio and TV director for the Lewin Company, Bob purchases and places all radio and TV time, auditions talent, supervises production of programs as well as spots — and occasionally goes home.

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 16, at 9:00 p.m. Program was formerly aired on Wednesdays at 8:30 p.m. . . . The fourth Ross Report on TV Film Commercials finds a growth in activity paralleling that of the whole TV industry. Based on a study of 3250 representative film commercials, the Report features itemized checklists by product, ad agency and publisher. . . . 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 study, based on the mailing of a questionnaire to all TV stations in the country. Information sought included data on prints and slides, proper mailing addresses, specific directions for cue-ing marks and other pertinent specifications. Following release of the study, Dynamic Films expects to call a meeting of TV industry leaders for the formulation of plans to standardize requirements, thereby making possible economies in time, money and shipping arrangements. . . . Otto H. Sutter, vice-president of Vidicam Pictures Corporation, spoke early this week to Theta Sigma Phi, national professional fraternity of advertising and newspaper women in Philadelphia. His topic was "Producing a Good Television Film Commercial." . . . "The Paul De Fur Show," visual demonstration of how to plant and care for rose bushes is scheduled for WJZ-TV, at 1:30 a.m., tomorrow, and Saturday, April 28. Program is sponsored by Jackson and Perkins, Inc. of Newark, through Huber Hoge and Sons agency.

In a special remote telecast from Long Beach, Calif., KTTV cameras pictured the arrival of the battleship Missouri at its first port of call since leaving Korean waters. Special was at 9:00 a.m. with Bill Welsh interviewing the official guest and officers of the 45,000 ton "Mighty Mo." Remote was under the direction of Bob Breckner, executive director in charge of special events. . . . WOR-TV's "Telefax News," will be seen from 2:00 to 3:30 p.m., Mondays through Fridays, beginning Monday, April 16. This schedule will be in effect except on Dodger days at Ebbets Field, when WOR-TV televises the games. . . . Two ten-round boxing bouts bringing four of the nation's welterweights will be aired over CBS-TV, Wednesday, April 18 and 25 at 10:00 p.m. The first scheduled tussle from Detroit will pit Johnny Bratton against Don Williams. On the 25th, Chico Vejar, undefeated Stamford, Conn., welterweight will meet Billy Murphy of Brooklyn at St. Nicks. . . . Special location units of Jerry Fairbanks Productions, this week in Chicago, began filming "Centennial Pageant," a special video-commercial picture commemorating the 100th anniversary of the Illinois Central Railroad. The production will be filmed in color with black and white prints made for telecasts. . . . Rep. Arthur G. Klein, (D., N. Y.) has introduced legislation in Washington to permit broadcasting and televising of all proceedings of the Senate and House. The bill would also direct the Capitol architect to construct and operate two short-wave broadcasting stations for the purpose. . . . Charles G. Gallard, Jay and Graham Research, Inc., told a group of 150 TV advertisers and agency representatives at WLW-D, Dayton, recently that Sunday, Monday and Tuesday are the best days for TV viewing. He said that Thursday and Friday TV programs get the least attention.

MacArthur "Story" Relayed Abroad

(Continued from Page 1)
taries both domestic and foreign were broadcast and heavy emphasis was placed on Congressional reaction. VOA attempted to stress two primary points in its coverage: 1) That American policy in regard to the Far East will be unchanged and all pledges and commitments will be fulfilled. 2) That the cardinal principle of this government, which is the supremacy of the elected representative of the people over the military still prevails. At the same time the VOA official pointed out that there was no disposition to minimize MacArthur's achievements as a military leader. The VOA's schedule for yesterday also called for a major portion of their programs to cover latest developments in the affair.

Big Play by BBC

The British Broadcasting Corporation also devoted a high percentage of their Wednesday newscasts 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 newscasts 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 behind the Iron Curtain stressed the fact that such action confirms our policy of giving Europe priority in the present situation.

Spokesmen for the Armed Forces Radio Service also reported that their stations overseas gave complete coverage to the MacArthur story. Two news programs are presented daily over AFRS, an initial program when the station 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 time. Wednesday both these programs and special bulletins that were flashed on the hour reported all developments of the episode and commentaries from Congressmen. Yesterday the AFRS carried a re-broadcast of President Truman's speech, and further news of MacArthur's return to the states.

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By HAL PERSONS

• • • MUSICVILLE GAZETTE—For the first time in 11 years, the famed original Goodman trio consisting of himself, Gene Krupa and Teddy Wilson, played together at a radio concert on Martin Block's "Make Believe Ballroom" over WNEW on Sun., April 1. The concert was recorded and sounded 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 Nickel Ain't Worth A Cent Today," the E. B. Marks Co., in co-operation with Life 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 Meredith Willson 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 hubby. . . . In the seven months that Larry Speir 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 lulu. This tune had been buried in Bourne's archives for some 17 years when Larry unearthed it. The title, "Unless." Almost every diskery has waxed it, with Eddie Fisher on Victor, Guy Mitchell on Columbia, Bing 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 preference lists. . . . Marion Maye, the disappearing thrush, who was being sought all over because of her click with the Coral record "I Gotta Find Somebody to Love," finally showed up at her sister's in Atlantic City. She had been out Chicago way. When she gets on the ground again we'll ask her how she feels. . . . Let's call this MGM (records) News. (1) MGM has announced the signing of Lionel Hampton to a term recording pact. Contracts were signed this week, with gen. mgr. Frank Walker and A & R dir. Harry Meyerson acting for the diskery. (2) Their pressing of Tommy Tucker doing "I Stole You From Somebody Else" is shaping up to hit proportions. (3) They have picked four masters from Elmer Willett of Pittsburgh. The tunes are, "Let's Make Up For Lost Time, Baby," "Goodnight," "Strange Little Girl," and "Signed Sealed and Delivered." These etchings feature The Bill Bickle trio with vocals by Buzz Anson. . . . Disc jockeys are using a specially prepared diary as local prize for a contest on Dinah Shore's new recording of "What's For Me." J. J. Robbins has taken over the exploitation of "Across the Wide Missouri." That doesn't mean that they aim to neglect "Love Me."



• • • TRY THESE ON YOUR TURN TABLES—I am happy to report 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 Maggy Blues" Bing & Garry Crosby (Decca). Just good old fashioned Crosby. . . . "What!! Never Been Kissed" by Jerry Lewis (Capitol) very funny. . . . "Aba Daba Honeymoon" by Hoagy Carmichael & Cass Daley (Decca). Nice rollicking version.

WNYC Plans Pickup Of 'Cosi Fan Tutte'

The Canadian Broadcasting Corporation's performance of Mozart's opera buffa, "Cosi Fan Tutte" on Wednesday, April 18, will be heard over WNYC, direct from Toronto, beginning at 8 p.m. Geoffrey Waddington will conduct the CBC Opera Company's orchestra and chorus, and production will be under the supervision of Terence Gibbs.

Leading roles will be sung by Jane Harkness, Elizabeth Benson Guy, Jimmie Shields, Bernard Johnson, John Sturgess and Marguerite Gignac.

"Met" Plans To Revive It

Special interest attaches to this broadcast, since "Cosi Fan Tutte" has been announced by Rudolph Bing, general manager of the Metropolitan Opera Association, as a revival for next winter's season at the "Met." Stage director will be Alfred Lunt, one of whose most famous dramatic roles was in Molnar's "The Guardsman," a play whose plot is surprisingly similar to that of the melodious Mozart work.

Decca Records Promotes Schneider And Buchner

The election of Leonard W. Schneider as executive vice-president 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 associated with the record industry for 25 years, joined the Decca organization in 1940 and has served as director of sales promotion and advertising and, since 1946, as vice-president and general manager. Prior to his association with Decca he was general sales manager and director of Consolidated Film Industries, general sales manager of Brunswick Recording Corporation and of The American 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, Mondays, Wednesdays and Fridays, beginning Saturday, April 7.

Discusses Promotion

H. T. Hamilton, Jr., advertising sales promotion manager of the Snow Crop Marketers, addressed the meeting of the Metropolitan Advertising Men last night at the group's headquarters, 118 E. 40th St.

Another BMI Pin-Up Hit!
MORE THAN I CARE TO REMEMBER
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Recorded by
GORDON JENKINS (Decca)
RAY ANTHONY (Capitol)
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BROADCAST MUSIC, INC.

BE MY LOVE
From the M-G-M picture
"THE TOAST OF NEW ORLEANS"
recorded by
RAY ANTHONYCapitol
LES BROWNColumbia
BILLY ECKSTINEM-G-M
MARIO LANZARCA Victor
VICTOR YOUNGDecca
MILLER MUSIC CORPORATION

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RCA-Victor Records by DOLPH HEWITT
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POWDER BLUE and TIE ME TO YOUR APRON STRINGS
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By the Composer of "La Vie En Rose"
"DON'T CRY"
Don Cherry—Decca
Edith Piaf—Columbia
HOLLIS MUSIC
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RADIO TELEVISION DAILY

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VOL. 55, NO. 16

NEW YORK, MONDAY, APRIL 23, 1951

TEN CENTS

R-TMA ADOPTS 19-POINT SERVICE PLAN

MacArthur Welcome Sets Radio-TV Record

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

(Continued on Page 6)

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 16th 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

(Continued on Page 7)

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

(Continued on Page 5)

Fifth Anniversary

Tex and Jinx McCrary celebrated their fifth anniversary in radio Sunday with a special program featuring excerpts from the past year's interviews. Among those heard were Jimmy Durante, Mayor Impellitteri, Irving Berlin, Ray Robinson, Bernard Gimbel, Judy Holliday, Mary Martin, Tallulah Bankhead, and Marguerite Higgins.

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 vicepee and general manager.

Present plans call for initial production of 2½ hours of film per week for 2 weeks, for televising purposes exclusively. Films produced by the syndicate will be sold to member-stations at a cost to each station not to exceed more than fifty percent of its local rate-card, thereby permitting station to sell programs locally at a profit.

Editors Asked To Help Draw Up TV Code

Washington Bureau of RADIO DAILY Washington—America's newspaper editors were asked Friday night to aid in drawing up a code of conduct for the medium many of them regard as a rival.

Senator Estes Kefauver, addressing the American Society of Newspaper Editors in convention at the Hotel Statler was asked a question which, by inference, raised the question of the ethics of commercial television and radio microphones

(Continued on Page 6)

AAAA 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

(Continued on Page 5)

NAM TV Program Adds More Stations

Fifty-three television stations in as many markets are scheduled to telecast the weekly feature TV newsreel, "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

(Continued on Page 4)

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 com-

(Continued on Page 2)

Suggestions Made To All Branches Of The Trade

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

(Continued on Page 4)

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,

(Continued on Page 7)

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-

(Continued on Page 2)

Exhibitors Hail Convention As NARTB's Best To Date

Chicago—Summing up the four-day NARTB convention here, exhibitors were unanimous in their opinion that this has been the most successful association meeting to date.

Reuben Kaufman of Snader Telecriptions voiced the general feeling of exhibitors saying, "We are very

pleased with the convention. We found delegates eager to buy top program material on an economical basis. It was indeed an excellent convention."

A representative of Associated Program Service commented "We have been exhibiting at the conven-

(Continued on Page 2)

Radio Is Here

Boston—Mrs. Saul Wallen at the WCOP 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.

RADIO DAILY TELEVISION DAILY

Established Feb. 9, 1937

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JOHN W. ALICOATE : : Publisher

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

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Telephone: Warfield 4462.

WEST COAST OFFICES

Ethel Rosen
6425 Hollywood Blvd. Phone: Gladstone 8436

CHICAGO BUREAU

Ginny Evans, Manager
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Phone: Franklin 2-3238

HOME BUREAU: John Perdicari, Ludovisl 18.
PUERTO RICAN BUREAU: Antonio Alfonso, Edifelo Ochoa, San Juan, P. R.; P. O. Box 3385; Telephone: 2-2305.

FINANCIAL

(April 20)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

RCA Inaugurates Drive To Up Service Standards

(Continued from Page 1)
pany, said the three-month campaign will supplement the company's over-all technician training program. He said it is being spurred by a prize competition among the various RCA service branches with a special trophy to be awarded in each of four groups by Frank M. Folsom, president of RCA.

WFIL 560 kc • PHILADELPHIA Buy selling power, Not power alone! ABC Affiliate—Rep: The Katz Agency

★ COMING AND GOING ★

JOHN HURLBURT, manager of TV audience promotion for NBC, has returned from Philadelphia, where he spoke at the luncheon meeting of the Junior Advertising Club.

MORT NUSBAUM, of WHAM, Rochester, N. Y., left by plane over the week-end for a holiday at Miami Beach.

JUDSON BAILEY, Columbia network sports staffer, has returned from Detroit, where he directed the network's television broadcast of the bout between Johnny Bratton and Don Williams.

ERNIE GLUCKSMAN, producer of the Martin and Lewis show for NBC, on Saturday was in Chicago, originating point of the program on that day.

ED DODD, creator of the "Mark Trail" radio comic strip character sponsored on Mutual by the Kellogg Company, arrived in New York yesterday. He'll be here for about four days.

BRIAN DONLEVY today will leave New York for Chicago.

H. V. KALTENBORN, commentator on NBC, arrived Friday from Chicago, aboard a United Airliner.

HAL NEELY, of the Allied Record Manufacturing Co., Hollywood, planned to Chicago to confer with K. R. SMITH, manager of Allied's plant in New York.

LESLIE S. PEARL, Batten, Barton, Durstine & Osborne executive, and his wife, who is MARGARET SPEAKS, concert soprano, have left for Europe.

FCC's Sterling Urges Improved Spectrum Plan

(Continued from Page 1)

trum in an address Friday night before the Southwestern Institute of Radio Engineers convention here.

Pointing to the rapid developments in radio uses, particularly in safety and communications services, Sterling said that unless the United States has a plan, based on a long-range viewpoint, "We will fail to realize the potential benefits which have been made available to us by the radio engineering profession."

Sterling traced the history of the radio spectrum's use, dating from the early part of the century to the Atlantic City conference in 1947, and said that because of the many new techniques, use of the radio spectrum is changing almost momentarily. The United States is concerned, he said, with getting the maximum use of the spectrum in light of the new developments.

General Mills Sportscast To Follow 'Game Of Day'

Chicago—General Mills has picked up the sponsorship of the five-minute sports resume which follows "The Game of the Day" on the Liberty baseball network for Wheaties, Barton R. McLendon, chairman of the board announced yesterday.

The program, which was negotiated by Edmund Burke, vice-president of Liberty in charge of national sales, will be known as the "Wheaties Five-Minute Scoreboard," and will feature scores and highlights from outstanding games. McLendon and Tom Malarkey will announce.

DOUG MacNAMEE, producer of Margaret Arlen's radio show on WCBS, has left for Washington, where he will do two weeks of duty with the Naval Reserve, in which he holds the rank of lieutenant.

KEN SPARNON, field representative for BMI, on Friday was guest lecturer at the radio and television classes of the University of Rochester.

CHARLES N. COLLEDGE, chief engineer of NBC operations, Washington, left the NARTB convention in Chicago on the double quick to handle the broadcast of the MacArthur welcome in the Capital.

RICHARD BRAHM, account executive at WMCA, left Friday for Naples, Fla., where for two weeks he will pursue the tarpon.

ROSEMARY SCHLACK, music librarian at KEX, Portland, Ore., is spending a three-week vacation in her home town of Davenport, Iowa.

HELEN SIOUSSAT, director of talks for CBS, last week was in Washington, D. C., on business.

WALTER WHITE, JR., president of Commodore Productions, Hollywood, and his wife, who is SHIRLEY THOMAS, producer of the Clyde Beatty Show, have returned from a three-week vacation in Honolulu.

ALBERT CREWS, DR. CLAYTON T. GRISWOLD and REV. CHARLES SCHMITZ, all of the Protestant Radio Commission, have returned from Atlanta, Ga., where they conducted a Religious Radio Workshop.

ROBERT J. McANDREWS, managing director of the Southern California Broadcasters Association, in Chicago last week for the convention of the NARTB.

CORA and BIL BAIRD last week were in Philadelphia for the opening of "Flahooly," new musical.

NARTB'S Convention Lauded By Exhibitors

(Continued from Page 1)
tion for six years and this is by far the most fabulous one ever."

Speaking for Standard Radio, John Devine said, "This has been the best convention since 1946 for us. We found a great deal of buying interest in both radio and TV. The whole four days has been tremendous."

"This has been a very good convention with a lot of business," is the opinion of Pierre Weiss of Lang-Worth. "People are definitely in a buying mood. Business is much better than last year."

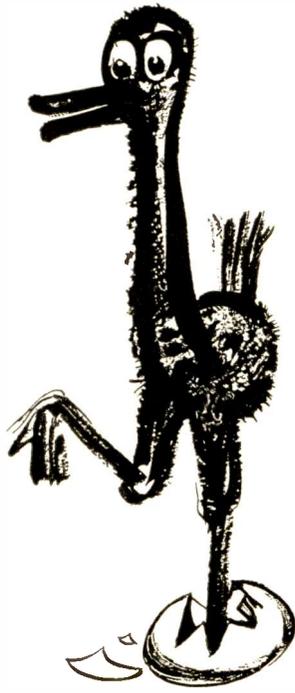
An RCA representative said, "This is the biggest year we have ever had at an NAB convention."

Magnechord, Azrael and Musicolor also reported a greater turnout than in previous years with business very much improved.

Naylor Rogers of Keystone Broadcasting Company said, "This is the most successful convention we have ever had. We had twice as many inquiries as last year."

Wage 10 Years Old

Syracuse, N. Y.—April 21st marked the 10th anniversary of WAGE. Highlighting the festivities was a WAGE "family party," at which present and former staff members were guests of the management at a cocktail party and dinner in the Cavalier Room of the Hotel Syracuse.



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



R-TMA Announces 19-Pt. Service Plan

(Continued from Page 1)

two organizations recommended a long-range program be undertaken to inform the public of factors involved in purchasing and servicing TV sets and that steps be taken to 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. Merriam of the Allen B. DuMont Laboratories, and Better Business Bureau representatives headed by K. B. Willson, executive vice-president of the National Better Business Bureau. Willson and F. E. Smolek of Zenith Radio Corp., headed subcommittees 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 components 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



By SID WHITE

Man About Manhattan. . . !

● ● ● WEEK-END CUFF NOTES: Chalk up some heady thinking on the part of Tom McFadden, youthful manager of KNBH, Los Angeles. Not content with just waiting for the kinescopes on Gen'l MacArthur's Washington speech to reach the coast, Tom chartered a special plane and flew to Omaha with his own kine equipment. He set it up at WOW-TV, got all the shots he wanted and flew back, developing it on the way. Result: KNBH licked all the other non-cable stations on the coast by four hours. . . . Gen'l MacArthur has been offered a fabulous fee—one of the biggest royalty advances of all time—to put his memoirs between covers. (If he accepts, howz about calling him Gen'l Mac-Author?). . . . After effects of Kefauver TV: Al Capone stories are now being revived. . . . No Biz Like Showbiz dep't: More gag writers now have press agents than comedians. The reason's simple: They pay better fees, and . . . most of them are ex-p.a.'s. . . . Summaries of MacArthur's speech in Washington will be carried in the 30 or more languages used by the Voice of America throughout the world. . . . Who sez radio is dead? Lee Segall, owner of KIXL, Dallas, Texas, who's in town this week, reports that America's longest sponsored program (12 hours nightly, 7 nites a week) is now in its 3rd year on his station and pulling just as big as when it started. (Sanger's Dep't Store is the sponsor—and on FM yet!)

☆ ☆ ☆ ☆

● ● ● IMPressions: Martin Block: WNEWsworthy. . . . Ted Collins: Gridiron-man. . . . Ed Wynn: Wynngenuity. . . . Sid Caesar: SuperlaTV. . . . Jerry Lester: By George. . . . Jimmy Durante: Wizard of Schnoz. . . . Versatile Varieties: TVV.

☆ ☆ ☆ ☆

● ● ● AROUND TOWN: Ed Herlihy, who did a bit of amateur wrestling while a student at Boston College, will tackle Gene (Mr. America) Stangle, if it can be arranged, next month for the benefit of the Greater New York Fund. (Of course, it's all in fun, kiddies. At least, Ed hopes so!). . . . Earl Wrightson has been invited to sing at the Nat'l Press Club Dinner for ASCAP on May 3rd. When the gents who write the nation's songs invite you, brother—that's really an orchid. . . . Jack Overall, Mutual's Eastern sales manager, comes from the same home town as Gen'l MacArthur's wife—Murfreesboro, Tenn. Lived right next door, as a matter of fact. . . . Sarah Vaughan, the real "gone" gal, will be gone all Summer—chanting her Columbia recording hits for servicemen all over in Europe. . . . Geo. Scheck is building a hot young property for himself in 8-year-old Kenny Sharpe. Kenny's made so many guest shots on top shows that one of the nets wants to build a show around him—with adult stooges. . . . The Andre Baruches (Bea Wain) named her Bonita Joy.

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 re-

pair 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.

NAM TV Program Adds More Stations

(Continued from Page 1)

increasing numbers, according to G. W. (Johnny) Johnstone, NAM's Radio and TV Director. Many metropolitan public school systems throughout the nation, he added, are using the filmed programs regularly for in-school showing following telecast over the station in their area.

As conceived by Johnstone, "Industry On Parade" is similar in format and story treatment to an orthodox newsreel, but its subject matter is undated and is drawn entirely from the field of American industry and business. A minimum of four stories comprise each 15-minute reel, taking viewers through industrial plant gates and behind the scenes in the actual manufacture of products. Human interest stories centering about workers, communities and management frequently are used. Developments in the nation's defense mobilization and production play an important part in the series.

Production of the NAM series is handled by NBC-TV News, utilizing its nation-wide camera coverage together with its laboratory and editorial facilities in its New York headquarters.

Following is a complete list of TV stations currently carrying the program:

WNBT, New York City; WBEN-TV, Buffalo; WRGB, Schenectady; WHEN, Syracuse; WHAM-TV, Rochester; WKTV, Utica; WNBC-TV, Binghamton; WBZ-TV, Boston; WNBC-TV, New Haven; WJAR-TV, Providence; WDTV, Pittsburgh; WCAU-TV, Philadelphia; WBAL-TV, Baltimore; WNBW, Washington; WSAZ-TV, Huntington; WDEL-TV, Wilmington; WSB-TV, Atlanta; WAVE, Louisville; WMCT, Memphis; WTVR, Richmond; WTVJ, Miami; WMBR-TV, Jacksonville; WTAR-TV, Norfolk; WBT, Charlotte; WPMY-TV, Greensboro; WBRC-TV, Birmingham; WSM-TV, Nashville; WWJ-TV, Detroit; WKZO-TV, Kalamazoo; WLAV-TV, Grand Rapids; WNBK, Cleveland; WLW-TV, Cincinnati; WLW-C, Columbus; WLW-D, Dayton; WJIM-TV, Lansing; WNBQ, Chicago; WTTV, Bloomington; WFBM-TV, Indianapolis; WOC-TV, Davenport-Rock Island; KSTP-TV, St. Paul; KSD-TV, St. Louis; WTV, Omaha; KPRC-TV, Houston; KOTV, Tulsa; WKY-TV, Oklahoma City; WDSU-TV, New Orleans; WBAP-TV, Fort Worth; KEYL, San Antonio; KNBH, Los Angeles; KFMB-TV, San Diego; KRON-TV, San Francisco; KDYL-TV, Salt Lake City; KING-TV, Seattle.

TeeGarden To Chicago

Lewis C. TeeGarden, western officer of Standard Radio Transcription Services, has moved to Chicago to direct selling in the midwest and to work on sales efforts of United Television Programs, Inc., announced Gerald King, president of both Standard and United.

The Land of the Free

Dramas of American Opportunity
This week: Henry Wadsworth
Longfellow—Writer

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

WFIL

560 kc PHILADELPHIA

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

ABC Affiliate—Rep: THE KATZ AGENCY

selling
YOUR PRODUCT
in Detroit
is a **WWJ**-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 - 950 KILOCYCLES - 5000 WATTS
FM - CHANNEL 246 - 97.1 MEGACYCLES

AGENCIES

SHAW AND SCHREIBER, INC., Philadelphia, have been named by Metalcraft Products Company of the same city to handle advertising for its fluorescent 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. Birt-whistle 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, Newark, 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 Schieffelin 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. Waters 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.

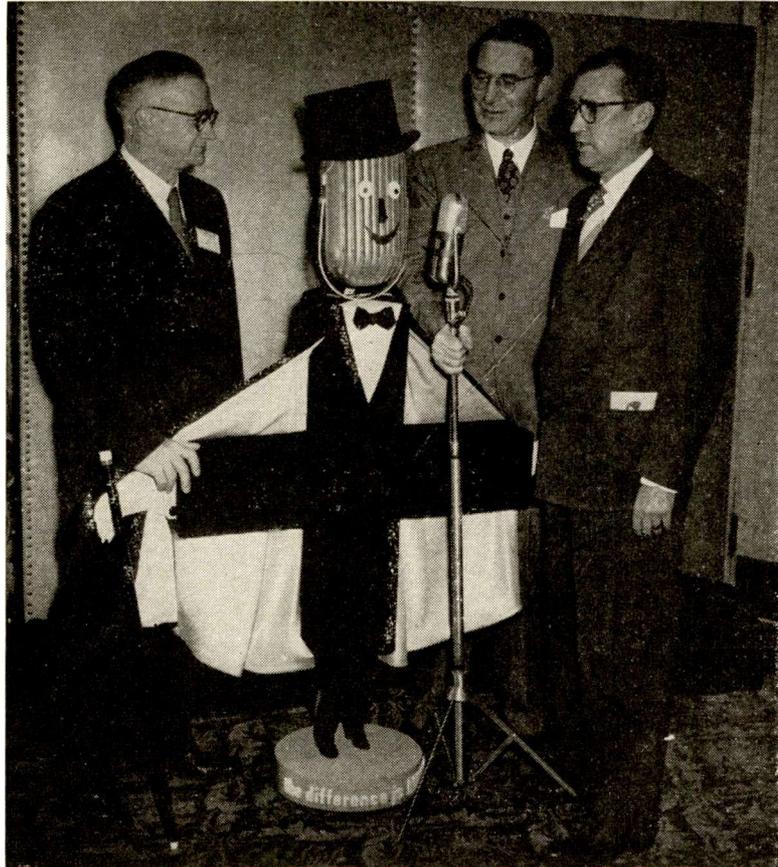
MAX TENDRICH has been named director of media, radio and television of Weiss and Geller, succeeding Lester J. Mallets. He has been with the agency since 1942. Dorothy Wender has been appointed space buyer.

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 on Procter and Gamble accounts.

GREY ADVERTISING AGENCY announces the appointment of Julien 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.

'Formal' Questioning In Chicago



Sen. Estes Kefauver, main speaker at the 10th Anniversary Party of the Radio Pioneers held during the NARTB Convention in Chicago, finds himself answering questions. Here, the quizzer is the Mutual network'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.

AAAA Elects Brockway Chairman Of The Board

(Continued from Page 1)

weekend in White Sulphur Springs, W. Va.

Other officers 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, Dugdale and Company, secretary-treasurer.

Directors-at-large include William R. Baker, Jr., president of Benton and Bowles; B. C. Duffy, president of BBD&O; and E. S. Sylvester, president of Knox Reeves Advertising, Inc., Minneapolis. Directors representing AAAA sectional councils include New York, Fletcher D. Richards, president of Fletcher D. Richards; New England, George C. Wiswell, treasurer of Chambers and Wiswell, Boston; Atlantic Council, Wesley M. Ecoff, president of Ecoff 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.

Dr. Tyson Will Join Radio Free Europe Staff

Dr. Levering Tyson, who recently resigned as president of Muhlenberg College, has been appointed director of the division of intellectual cooperation of the National Committee for a Free Europe. In this capacity, Dr. Tyson will head the Committee's cultural relations program both here and abroad.

The Committee operates Radio Free Europe to refute Communist lies and propaganda, supplementing the aims and purposes of the Voice of America.

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 boxoffice record at the Lyric, Ritz and Carver Theaters in its world premiere last week in Waycross, Ga. 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 WAYX, local MBS outlet, devoted practically all its broadcasting time to the film and the premiere, and 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.

National advertisers tied in with the broadcast cooperated with 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 Herman 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 quartet of new shows, "Finders Keepers," "Kleiglits and Footlights," "Shopper's Showcase" and "Editorial Page" supplement the station's established programs, "The Kathi Norris Show," "Date In Manhattan," "The Josephine McCarthy Program" and "Matinee Theater."

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, "Kleiglits 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 a 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 of typical interest. Telecast from 2 to 2:30 p.m., it offers the at-home audience an opportunity to participate in 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 99.1 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 5.7. Public interest in the top news of the day was further evidenced with a Hooper rating of 47.4 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 carried 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 stations' mobile units located 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, with 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 completing the 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 switching points, three in the studio, eight handling commercials, with each mobile unit occupied by three cameramen, one

A Report, An Address, A Valedictory



General Douglas A. MacArthur, as seen by millions of television viewers who turned in the anxiously-awaited address to Congress. This photo was taken from the screen in Du Mont's master control room at 515 Madison Avenue, during the 40-minute speech, which was telecast on a pool feed basis from Washington, D. C.

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.

Columbia Records will issue tomorrow a complete recording of the MacArthur address.

WOR and other networks have also transcribed the speech, which will be released to the public.

Amperex Has New Tube For Transmitting Power

The Amperex Electronic Corporation has announced the production of the world's highest power air-cooled transmitting and power tube, Type AX-9906R/6078, with a plate dissipation of 45 kw and a weight of only 66 pounds.

This new tube's remarkably high ratio of plate dissipation to weight is obtained by virtue of the fact that it employs new, high efficiency radiator fins and a unique air flow chamber. High velocity air is diverted in the assembly into a number of parallel paths, thus minimizing the total pressure. Designed for high power transmitter and industrial applications, the triode produces an output of 108 kw at 15 megacycles and is intended for operation up to a maximum frequency of 30 megacycles.

Stork News

Chicago — The WBBM newswriter and night newsroom supervisor, George Faber, has a new son. Faber reports that the baby has dark brown hair and weighs 7 lbs., 5½ oz.

Editors Asked To Help Draw Up TV Code

(Continued from Page 1)

entering Congressional committee rooms.

What about the Constitutional rights of the witness summoned before a Congressional committee which has granted television and radio coverage, the crime probing Senator was asked.

"We are hopeful," replied Senator Kefauver, "that we soon will have the language of the Supreme Court to guide us in this matter."

The Tennessee solon explained that suits already had been started in the District of Columbia courts, which raised this issue. He inferred the final decision undoubtedly would rest with the Supreme Court and added he and his committee were eager to get such an expression.

Solicits Suggestions

Meanwhile, Senator Kefauver told the newspaper editors, Congress would welcome suggestions from their group to help guide it in formulating a "code of conduct," which such committees as his own already had felt necessary. Senator Kefauver brushed away any criticism of past admissions of the microphone to a seat at the press table alongside of pencil-wielding reporters, by declaring he believed his committee had been entirely "fair" in the use that had made of the "mysterious new medium."

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 Radio 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 as of April first the network is carrying more than twice as many accounts as carried on April 1 1950.

Continuing on an optimistic note, Wolf said that the office staff of Keystone is double what it was a year ago.

Sales Exec. Clubs Meet Here May 31

(Continued from Page 1)

government and business leaders will emphasize the theme of the convention, which is "Mobilizing the Power of Sales Management in a Defense Economy."

Government leaders to be heard include Warren B. Austin, United States representative to the General Assembly of the UN, and W. Stuart Symington, chairman of the National Security Resources Board. Symington will speak at the luncheon on Saturday, June 2, on "Selling and Security." Mr. Austin will address the closing banquet that evening on the subject, "Selling Freedom to the World."

Top Executives to Attend

Among the top sales, marketing and publishing figures who will be heard during the meeting will be Ken K. Doscher, sales vice-president of the Lily-Tulip Corporation and president of the Sales Executives Club of New York; H. B. Sharer, sales training specialist of the U. S. Rubber Company; Carl V. Haecker, merchandising - display manager, RCA; W. Wallace Powell, director of sales education and sales research, the Hoover Company; Harold Shafer, president of the Gold Seal Company; Arthur H. Motley, president of Parade Publications; Stephen A. Douglas, sales director of the Kroger Company and Elmo Roper, marketing consultant.

A co-feature of the convention will be a Sales Equipment Fair at which will be exhibited all the latest tools and services the modern sales executive needs in his job. Fifty-five exhibitors, occupying 72 booths, will demonstrate and display the latest in sales equipment and such related services as sales training, incentive programs, training films, etc. Among the exhibitors will be Remington Rand, National Cash Register, Soundscribe, Lacy Sales Institute and Stecher-Traung.

WFDR Goes To Bat

Opening wedge for radio and television in the vital function of dissemination of public information on municipal and government matters affecting citizens was done single-handedly by WFDR, in asserting station rights to cover the New York City Council hearings. Monday afternoon the station was granted permission to record Council sessions, following WFDR's waging formal protest over action at City Hall of the ouster previously of one of its reporters. WFDR could find no legality for disbarment from Council hearings, and pressed the right to bring the tools of its trade in to cover hearings.

★ ★ TELE TOPICS ★ ★

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 by Colgate-Palmolive-Peet. Warren Hull will emcee the show. . . . Sun Oil has installed table model TV sets aboard eight of its coastal tankers for its personnel operating the east coast and inland waterways. . . . Paul H. Raymer Co. is now mailing a weekly newsletter reporting national spot activity to all radio and TV stations they represent. . . . A new series of six video announcements for Blackstone Cigar Company has been scheduled for filming by Eastern mobile crews of Jerry Fairbanks Productions. . . . John K. Teres, managing editor of Audubon Magazine, will discuss "Hibernation" on WOR-TV's "Outdoors Unlimited" on Tuesday, April 24, at 8:30 p.m. . . . Buster Crabbe has made a record album of four sides of the basic exercises in which he instructs TV viewers on program also over WOR-TV. . . . Cornelia Otis Skinner, the celebrated dramatic impressionist, will be the special guest on Don McNeill's TV Club, Wednesday, April 25. . . . Buddy Rogers and Freddy Martin headline the "Cavalcade of Bands" show this Tuesday night over WABD. Presented by Drug Store TV products, the musical stanza is seen each week from 9:00 to 10:00 P.M. . . . United Artists' new TV mystery program, "The Great Merlini," has been signed for sponsorship by the Falstaff Brewing Co. of St. Louis for the five TV markets comprising New Orleans, Omaha, Memphis, St. Louis and San Antonio.

TODAY'S TV Personality:

ROGER PRYOR, director of TV for the New York office of Foote, Cone & Belding, has enjoyed an exceptionally large background in the entertainment field. Starting in show business at the age of 18, he played Summer stock and gradually moved to leading parts on Broadway and Hollywood. Finally came radio, first as orchestra leader, then as M.C. on the Gulf Screen Guild Program. Other shows on which he appeared were: Theatre Guild, for the U.S.



PRYOR

Steel Theatre Guild of the Air, The Hildegard Show, The Pause That Refreshes, and Reader's Digest. Since 1947 Pryor has been director of TV at Foote, Cone & Belding, and clients that he has presented on TV include: Union Oil, Sunkist, Pepsodent, Kleenex, Toni Home Permanent, B-B Ball Point Pen, Rheingold Beer and New York Central. The agency also handled Bob Hope's first television show sponsored by Frigidaire, which was presented Easter Week, 1950.

SALLY SMART will have the most elaborate kitchen in TV to work with every Wednesday when her program, "Sally Smart's Blue Flame Kitchen," is heard over WOR-TV. The kitchen, complete with ceiling and all lighting fixtures was built in Indiana at a cost of \$3,000. . . . Psychiatric treatment of mentally disturbed people in groups, rather than singly, will be demonstrated when the Johns Hopkins Science Review presents "Troubled People Meet" on Tuesday, April 24 at 8:30. . . . The Advertising Council will inaugurate a new mobilization-public interest information service to every radio and TV station in the U.S. Each month, starting in May, the Council will advise 2,500 radio and 107 TV stations what campaigns are being suggested to radio-TV advertisers and the new works as the major campaigns in the nation's mobilization and in the public interest. . . . Peggy Lee and Vivian Blaine have been signed by Jerry Fairbanks Productions for appearances in a new series of TV commercials to be filmed for Oldsmobile. Filmed in both Hollywood and New York, the series will feature prominent stage and screen personalities. . . . Len Carey, BBD&O account executive in charge of "Celebrity Time," on CBS-TV, judged the Potomac Boxer Club's annual show, at Ft. Myer, Va., last week in which 127 of the finest boxer show dogs competed for prizes.

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 on WABD. . . . Lee J. Cobb, who created the title role in "Death Of A Salesman," will star in the TV adaptation of "The Moon And Sixpence" on the NBC-TV Somerset Maugham Theatre Monday, April 30, at 9:30 p.m. . . . Life magazine sponsored over the full TV network of ABC "Background for Judgment," a feature, factual documentation of the events leading up to Gen. MacArthur's dismissal by Pres. Truman. . . . Blackstone The Magician will cut a woman in half by means of an electric buzz saw on the "You Asked For It" stanza, Friday, April 27, on WABD.

ABC-TV To Emphasize Education, Service

(Continued from Page 1)

including shipping, railroads, public utilities, commercial fishing, forestry, rubber and food. Virtually every important facet of American industry will be represented in this series.

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.

Other programs in the summer schedule, produced by some of America's great industries include "Democracy's Might," a 13-week series of filmed telecasts produced through the cooperation of 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 Action, depicting the work of the Boy Scouts of America.

The network's summer programming of these public service features will be rounded out by selected films obtained from the major airlines, universities, the Columbian Fathers, Maryknoll Fathers, the U. S. Chamber of Commerce and the U. S. Weather Bureau. An entirely new Marshall Plan in Action series will also 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 Woody Woodpecker "laughs." Lantz is paying Blanc to dismiss his law suit in the District Court of Appeals. Blanc's complaint 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 Causes 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.

TOPS TV
in
FILMS!

The "STRATFORD GROUP" means a "SUPER-DeLUXE PACKAGE" HERE ARE 13 HAND-PICKED FEATURE PRODUCTIONS LOADED WITH GREAT STARS, GREAT DIRECTORS, GREAT CASTS—AND GREAT AUDIENCE VALUES.
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BEHIND THE MIKE

MAX LIEBMAN has been nominated on the final ballot with Fred Coe and Robert Montgomery for this year's "Michael" Award as TV's "Best Director." Final results of Academy of Radio & TV's Arts & Sciences will be announced at the Michael Awards Dinner, Monday, May 7, Waldorf-Astoria.

When the "Mohawk Showroom" reaches its second anniversary May 2nd, 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, wife of the New York City Mayor, for a radio show of her own similar to that of Mary Margaret McBride.

NBC's summer time plans call for the promotion of bands and vocalists in time spots left open by the warm weather hiatus of many big shows.

Warner Bros. wants Bill Hayes, "Show of Shows" vocalist, for a two-picture-a-year deal. . . . Sophie Tucker made her video bow on Jimmy Durante's TV show, April 18. . . . CBS reports that 80 per cent of its nighttime TV advertisers will remain on the air during the summer.

Donald Buka played the lead on the Armstrong Circle Theater, Tuesday, April 17, 9:30 to 10 p.m.

When Bill Stern was 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 at the wonderful way in which Ed 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 WNBC "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 the staff of Robert S. Taplinger & Associates, public relations firm.

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

Don Russell, chief announcer at DuMont, much in demand as an emcee for special affairs, but he has little time to devote to such pursuits.

THE WEEK IN REVIEW

. . . Radio-TV Highlights

By BILL NOBLE

THE NARTB Convention in Chicago, highlighted the events of the week, even though run a close second by the drama of General MacArthur's return from the Far East, carried by most TV and radio stations.

In Chicago, despite the agreed upon agenda, the high spot was the sudden and dramatic announcement of CBS concerning the 10-15 per cent reduction in radio network rates. The CBS announcement, made on Thursday before the convention opened, was one of the principal topics of comment as more than fourteen hundred broadcasters and allied industry persons assembled at the Hotel Stevens.

The un-programmed issue of rate cuts for radio quickly became the principal topic on Monday as the convention opened. On opening day, Justin Miller, president of the NARTB, slapped back at the critics of radio and charged a combination of national advertisers with fostering the rate cutting boycott. He said: "The walls have not yet crumbled on radio because of the impact of television and never will. Far more danger to radio than competition which it might suffer from television in a pre-competitive market, is the rate cutting boycott recently engineered by a combination of certain national advertisers."

Highlight of the second day's meeting was a speech by William B. Ryan, president of the BAB, in which he told an overflow audience that they were gathered to discuss radio's present serious crisis. He added: "Advertisers, through well organized, unified effort of the ANA, have attacked radio's rate structure and apparently with some measure of success. Our medium, which reaches more people than newspapers, magazines, outdoor, car cards or television do now, or conceivably ever can in the foreseeable future; the medium which has so thoroughly demonstrated its ability to sell merchandise effectively at low cost—hasn't come up with the answers. How long can radio stay in competition when it doesn't take the initiative to develop the arguments to defend its rates?"

Stiffening of the line against radio rate cuts took place on Wednesday, third day of the convention, when adoption of a resolution, proposed by Paul Morency of WTIC, Hartford, was voted by an informal group of about 200 broadcasters. The resolution memorialized the four networks that now is not the time for radio rate cutting and nothing in the foreseeable future justifies cuts.

On Thursday, the final day, a telegram, signed by the affiliates committee was sent to the presidents of the four major networks asking them to meet with the broadcasters in New York tomorrow and Wednesday for a discussion of the whole problem of rate structure and its implications.

Despite the emergence of the rate cut situation, the 29th annual con-

vention was voted one of the most successful in the NAB's or NARTB's history. Principal non-industry speakers were Gen. Omar N. Bradley and Senator Estes Kefauver. In addition Wayne C. Coy, Chairman of the FCC, addressed the convention before a capacity crowd. The Commissioner spoke at length on the status of color TV and expressed the opinion that color will be the most exciting and most effective communications medium ever devised. Color-TV was not the only subject touched upon in Coy's speech. He also said: "Today, aural broadcasting has climbed to an all time high with three thousand stations on the air. And the end is not in sight, for applications continue to come in at the rate of from 15 to 20 a month."

For the first time in its 29-year history, the broadcasting industry in 1950 exceeded the half-billion dollar mark in gross revenues, the FCC reported in its 1950 annual AM and FM financial report. However, the gross revenue figure, released last week, does not look quite so big after losses incurred by new TV operations and expansion. Net income before federal taxes was \$70.9 million. According to the FCC, AM and FM revenues increased one-third over 1949, representing a reversal in the trend of aural broadcast income which had been declining steadily since 1944, the industry's peak year. Total AM and FM revenues amounted to \$447.7 million with TV adding another \$105.8 million.

Edgar Kobak announced he would resign his post as chairman of the board of BAB, WGAR and WEWS again walked away with the top honors in the sixth annual radio-TV poll of the Cleveland Press. The NCAA, after banning radio and TV trade writers from their Washington meeting, gave their "rulings" for the coming year to an assembly of newspaper sports writers concerning next Fall's football games. Principal edict, handed down by the "czars" of the game was that only one football game per Saturday would be available for a city "viewing area." Several exceptions to this rule were also announced including televising of the annual Army-Navy game and post-season classics.

Plans for TV broadcast equipment for use in the UHF channels were announced by RCA. AWRT, new organization of women in radio and TV, held its first meeting in New York last Friday. Edythe Meserand, WOR, was named president of the organization, two weeks ago. Western Union Company announced that it would set-up a new subsidiary, Western Union Services, Inc. which will install and service TV receivers. For the time being the new company will operate in cooperation with DuMont in servicing three counties in New Jersey. If the "pilot" operation proves successful, the one-hundred year old communications concern will probably extend its services into all TV areas.

COAST-TO-COAST

Bedevils Lynn P. O.

Lynn, Mass.—WLYN's "Breakfast Show" emcee Dave Mann has come up with a gimmick that has the local postal authorities yelling "uncle." He is currently plugging Mitch Miller's Columbia recording of "Cider Night" and has started a contest asking his listeners to name the amount of times the word "drink" is mentioned therein. During the first three days more than three bags of mail were received. Correct answers bearing the earliest postmarks will receive record albums and ticket consolation prizes will also be distributed. P. S.: The word "Drink" is mentioned 35 times.

Omar Williams To Dayton

Dayton, O.—Omar L. Williams has joined the staff of WLW-D as an announcer. For the past three and a half years he had been sports director at WBOW, Terre Haute, Indiana.

I Can Hear Them Now

Baltimore—A contest to identify a "mystery" voice on the after-session of Hold Everything over WCAO has pulled over 7,000 entries to date. Among the names submitted as the listeners identified them, were George Washington, Beethoven and Shakespeare. It was not stated where the voices were thought to originate.

Found: One Concert Pianist

Muscatine, Ia. — When KWPC's "Spike" Liebke and Jack Butcher took to the air last week to survey the flood situation in southeastern Iowa, they didn't think they'd be coming back with a concert pianist. The station was notified that Boris Goldovsky, commentator of New York opera, was stranded in Burlington, Ia., and couldn't get transportation to Muscatine for his concert that night. Liebke and Butcher picked him up at the Burlington airport and the Elliott Flying Service got him into Muscatine in plenty of time for the concert. P. S.: News staffer Liebke and farm director Butcher carried a complete report on the flood area on newscasts later that day.

WWDC Adds Former TWA Flyer

Washington, D. C. — William Dougherty goes to WWDC, AM and FM, as an account executive, it has been announced by Ben Strouse, v-p and general manager of the station. He held a similar spot with WNAO, Raleigh, N. C. and was formerly a flight crew member of the European Division, Trans-World Airlines.

KLIX
IS KLICKIN'

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

(Continued on Page 5)

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-

(Continued on Page 7)

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.

The twice-daily programs, each of

(Continued on Page 2)

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.

NBC Press Dept. Meets Emergency

The NBC press department, faced with bogged down air mail and special deliveries to radio editors as a result of the rail strike, yesterday used the radio network's closed circuit to get important press information to the web's 180 stations and newspapers in cities throughout the country. Through this arrangement the closed circuit carried a digest of the day's news, program corrections and guest stars, and broadcasters were asked to relay the information to radio editors in their communities. Teletyped service was used in relaying the TV program information to stations and radio editors throughout the country.

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 B. Perlman, solicitor general; Benedict P. Cottone, FCC general counsel, and Samuel Rosenman and

(Continued on Page 2)

Haas Relected 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

(Continued on Page 2)

Educational Series Set For Radio-TV

Detroit—Plans for a series of educational programs sponsored by the Fort Industry Company's Detroit stations in co-operation 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

(Continued on Page 7)

Hooper To Address N. Y. REC Luncheon

C. E. Hooper will be the principal speaker at the luncheon meeting of the Radio Executives Club of New York at the Waldorf-Astoria tomorrow. Hooper will speak on "The Rating Structure; What Does It Tell About the Future of Radio and Television." John K. M. McCaffery of WPIX will also be heard giving a world news report.

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 509 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 KTOW, 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-

(Continued on Page 5)

Vote Unanimous; Expect Passage In The House

Washington Bureau of RADIO DAILY

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 after unanimously passing the Senate. It is

(Continued on Page 8)

Design For Defense Title Of New Series

Denver—A new and unusual public service series presented in cooperation with the combined armed forces of the Rocky Mountain area which has been launched by KLZ, has been cited by Major General Robert W. Harper of the United States Air Force as a "program which will be of great value to our national defense effort." The pro-

(Continued on Page 5)

Merger Of ET Plants Announced By Allied

West Coast Bureau of RADIO DAILY

Hollywood—In a joint statement by Daken K. Broadhead, president of Allied Record Co., Hollywood, and K. R. Smith, president of K. R. Smith Co. in New York, announce-

(Continued on Page 7)

Anniversary

Chicago, Ill.—Swift & Co. will celebrate its tenth anniversary as a sponsor on the "Breakfast Club" on Thursday, Feb. 8 on ABC. Swift sponsorship began on Feb. 8, 1941, and at present it holds down the 8:15 to 8:45 segment of the program. Currently the Swift & Co. half-hour is heard over 281 stations of the American network.

RADIO DAILY TELEVISION DAILY

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FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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Edificio Ochoa, San Juan, P. R.; P. O. Box 3333;
Telephone: 2-2965.

FINANCIAL

(February 6)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	11 7/8	11 1/8	11 1/4	+ 1/8
Admiral Corp.	26 1/8	25 1/2	26	- 1/8
Am. Tel. & Tel.	154 1/8	153 1/4	154	- 1/8
CBS A	30 1/4	29 1/4	30	- 1/8
Philco	24 1/2	23 3/4	24 1/2	- 1/8
RCA Common	18 3/4	18 3/8	18 5/8	...
RCA 1st pfd.	79 3/8	79 1/4	79 1/4	- 1/4
Stewart-Warner	18 3/4	18 5/8	18 3/4	...
Westinghouse	38 1/8	37 7/8	38	- 1/4
Zenith Radio	62 3/4	61 1/2	62 3/4	- 1/4
DuMont Lab.	18 1/8	17 7/8	18	- 1/2
Hazeltine Corp.	26 3/4	26 1/8	26 3/4	...
Nat. Union Radio	4 1/2	4 3/8	4 3/8	- 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	12 3/4	14 1/4

CBS-Gov't TV Plea To Chicago Court

(Continued from Page 1)

Richard S. Salant for CBS, the petition is, in effect, a plea to the Supreme Court to sustain the three-judge court which handed down the decision dismissing the RCA suit Dec. 22.

The temporary restraining order, preventing the Commission from adopting field sequential color standards, is in effect by court order until April 1.

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative: EVERETT-McKINNEY, Inc.

SONGS WITH THE LARGEST TV AUDIENCE

Survey Week Of Jan. 26-Feb. 1

THE TOP 5 SONGS OF THE WEEK

- If Shapiro-Bernstein
- My Heart Cries For You Massey
- Nevertheless Chappell
- Tennessee Waltz Acuff-Rose
- You're Just In Love Berlin

THE 5 FAVORITE STANDARDS OF THE WEEK

- Caravan American Academy
- How About You Broadcast Music
- I'm Always Chasing Rainbows Robbins
- Star Dust Mills
- When Irish Eyes Are Smiling Witmark

Copyright, 1951, Office of Research, Inc.

Haas Re-elected Pres., Of TV Servicemen

(Continued from Page 1)

as successor to George F. Weber.

Haas, in accepting his office declared that he would continue to do everything in his power to raise the standards of the industry in conjunction with other leaders in the U. S. Stressing the fact that the shortage of manpower is now TV's most pressing problem, Haas went on to assert that the industry should take united steps to see that the manpower pool now available should not be further depleted except for military needs. Shortages in TV accessories was also a subject of discussion, but the only conclusions reached as far as this question was concerned were that the contractor would have to show extreme caution in purchasing specific items and unusual aggression in seeking out other items.

Griffin, the newly elected treasurer, then instigated progressive action by circularizing all association members with information on his company's overstock, which he wanted to sell, and at the same time indicated his needs on other items. He recommended that all members take an inventory of their stock and issue a similar report so that the association could gain a better perspective of the TV situation as it exists today.

CBC Begins Broadcasts Direct To Soviet Russia

(Continued from Page 1)

a half-hour duration contain news bulletins, facts on Canadian geography and history, stories of Canada and commentaries on world political events.

The first program is piped out at 9:15 a.m. (5:15 p.m. Moscow time) and the second at 5 p.m. (1 p.m. in Moscow). A CBC spokesman said no reports had been received so far on the reception of the programs.

Sponsor 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.

Will Carry Radio Spots For Brand Names Sponsor

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 four networks, the BAB 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.

COMING and GOING

EDGAR KOBAC, business consultant, has arrived in New York after having attended the NAB board meeting in Florida. Tomorrow he'll leave on a business trip to Chicago and Elkhart, Ind. His name has been mentioned in connection with the NAB presidency.

BERT TILT, JR., vice-president and contract supervisor for Young & Rubicam, and DR. PETER LANGHOFF, vice-president and research director of the agency, have returned to New York following a short visit to the Los Angeles offices.

DOUGLAS MANSHIP, president of WJBO, Baton Rouge, La., is back at the station after having conferred in New York with his national representatives.

BREWSTER MORGAN, television head for Compton Advertising, Inc., and GIL RALSTON, Procter & Gamble TV executive, have arrived in Cincinnati from Los Angeles for home office conferences on the new "Fireside Theater" series being produced by Bing Crosby Enterprises.

JEAN PARKER, film star, has arrived in New York to appear as guest Friday on Mutual's "Twenty Questions" programs. The TV show is scheduled Friday; the radio stanza Saturday.

AUSTIN J. MCGOUGH, account executive of KSO, Des Moines, Ia., is in town on a short business trip.

DON GIBBS has arrived on the West Coast to take over his new duties at the Hollywood office of Warwick & Legler, national advertising agency.

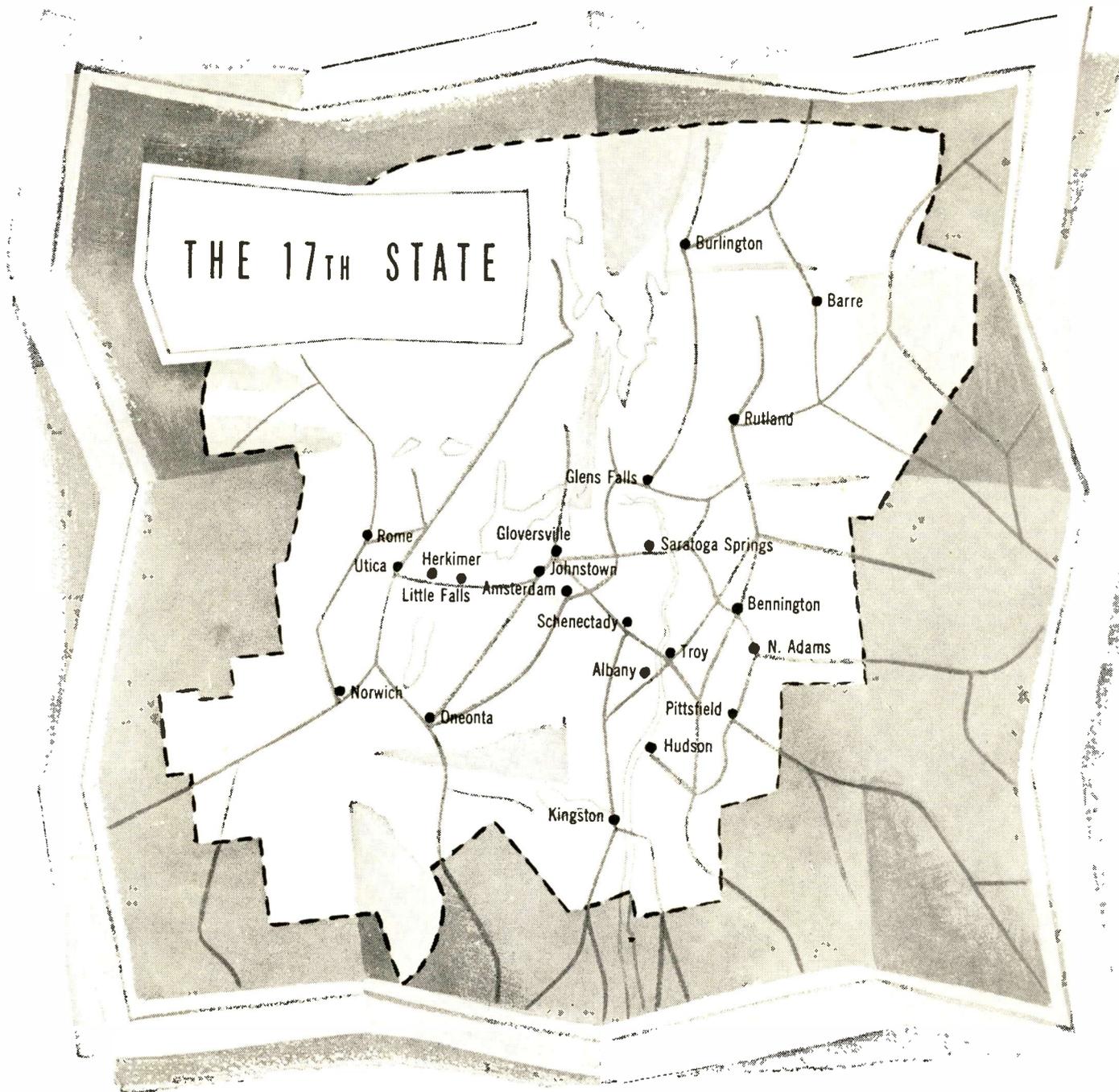


You get a lot for a little *

*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





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 called 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

CHICAGO

By GINNY EVANS

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 WBBM 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 murder.

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

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

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

"Congress Speaks," a weekly report on Washington 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 foreign policy.

WMAQ commentator Elizabeth Hart addressed the Women's Club of the University Church of Chicago on February 6th.

William A. Lewis Company, Chicago, has just purchased 17 films for its "Theater of Romance" on WGN-TV. None of the movies has been seen before on television and most of them were made within the last four years.

An increase in television rates will be put into effect on WENR-TV on March 1st. The price change will up WENR video rates to \$1,300 per Class A hour and \$250 per spot announcement.

Jim Orr, advertising manager of Hauser-Nash, back on deck after a bout with ulcers.

Mutual's "Chicago Theater of the Air" will originate from Cleveland on February 10th as a feature of the dedication ceremonies opening WHK's million dollar radio center. Nancy Carr, David Poleri, Bruce Foote and Donald Gramm will be featured in "Faust."

Newly Formed TV Film Production Firm needs Studio and/or Office Space.

Box No. 112, RADIO DAILY
1501 Broadway, New York 18, N. Y.



By SID WHITE

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 talks 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 B'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 Philly inventor can get sufficient backing. . . . With radio ratings dropping all along the line, Robert Young's "Father Knows Best" has come up with 11.9. . . . Jerry Layton readying a video package titled "Patty's Clam 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 record 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.



● ● ● Television takes another step forward in the public service dept on Feb. 26th when NBC-TV's "Date In Manhattan" will go all-out to encourage blood donors for the American Red Cross. For the first time, an actual blood donation will be made on teevee with Jack Berch as the donor. Announcement of other notables who will appear on the telecast will be made later.



● ● ● **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 somebody told Eloise McElhone that her barbs aimed at the males on "Leave It To The Girls" are becoming quite forced. Serene Dorothy Kilgallen is our gal on this stanza. . . . Those ballerinas on teevee leave me as flat as their feet—with the one exception of Katherine Lee on "Star Time," who is a talented and exciting dish. . . . Dean Martin & Jerry Lewis absolutely sensational on the Colgate Comedy Hour Sunday nite. If they can top that performance, they're geniuses.



● ● ● 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 \$5,336.15 for gifts of candy, smokes and other articles to "underprivileged and hospitalized children, mental institutions, leper colonies, etc." The report points out "there were no salaries or remunerations 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.



CAPITAL ROUNDUP

By BILL BAILEY

Washington — The nation's capital now has 233,910 TV sets, an increase of 14,150 the past month, according to the Washington TV Circulation Committee, composed of program executives of WTOP-TV, WTTG, WRC-TV and WMAL-TV. Latest figures are as of Feb. 1, said Howard Bell of WMAL-TV, just elected chairman for 1951. He succeeds Gordon Williamson of WTTG.

Jim Gibbons, sports director of WMAL-AM-FM-TV, was voted the most popular sports announcer on TV in the Washington area in the Teleguide popularity poll, released Sunday here and in Baltimore.

Jackson Weaver of WMAL-TV becomes an honorary member of the Young Married Women of the YWCA today. The honor will be bestowed during Ruth Crane's "The Modern Woman."

Beverly Spencer, WRC press and promotion department secretary the past two years, leaves March 1 to take a civilian post with the Army Special Services Division in Nuremberg, Germany.

Andy Ockershausen, assistant sports director of WMAL-AM-FM-TV, has joined the U. S. Air Force, following footsteps of two predecessors, Jules Loh and Frank Dill.

Helpful techniques and ideas for TV programs

shows you how to use movies most effectively

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 cameras, projectors, recording equipment, etc., showing how each piece operates and how to use it most efficiently. It tells how to produce titles and special effects, newsreels, all types of commercials; 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 bad in movies for television, and why.

\$4.25

SEE IT ON APPROVAL

The Macmillan 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, Monday's 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 media with 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. Floyd Parks, 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 of 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 assuring 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 Bendick and Theodore S. Koop, CBS; Leslie W. Higbie, MBS; John T. Madigan, ABC; T. H. Mitchell and Roger N. Nash, RCA; William J. McCambridge and Frank J. Christie, Press-Wireless; W. M. Beal Jr., AP; William K. Hutchinson, INS; Harry R. Flory and A. F. Harrison, UP.

Representing the Armed Services, in addition to General Parks, were: Brig. Gen. Eugene L. Harrison, Deputy Chief of Public Information; Col. E. M. Kirby, Chief, and Capt. Carl Zimmerman, Radio-TV Branch, Army; Lt. Col. Dayton W. Eddy, Lt. Col. Glenn Rierson and Bruce Quisenberry, Signal Corps; Maj. Robert Heim, USAF; Maj. Walter King, Office of the Chief of Public Information, Army.

Liberty Web Expansion Plans Revealed By Spokesman

(Continued from Page 1)

viously an account executive with Dancer-Fitzgerald-Sample, Inc.

The Liberty network, which now numbers in the neighborhood of 248 stations, is signing new affiliates every day, Perley revealed. Many of the recent acquisitions were formerly with the now defunct Progressive Broadcasting System. Another of the new stations signed to take Liberty programs is WJAC, Johnstown, Pa., an NBC affiliate, he said. "A number of our stations are also affiliated with MBS and ABC," he declared, adding that many of these are taking more and more of Liberty's programming.

Will Sponsor Games

Perley also announced the signing of Falstaff Brewing Corporation to sponsor Liberty's Game of the Day baseball broadcasts over 140 stations this season. The contract was placed through Dancer-Fitzgerald-Sample, Inc.

Liberty is currently programming 16 hours a day, from 7:45 a.m. to 11:45 p.m., Eastern time. Studio programs originate from Dallas, the headquarters of the LBS network, Hollywood and Washington, D. C. Perley said Liberty is also planning to originate programs from New York.

Program from Washington

All the network's news programs come out of Washington, and include commentator Raymond Swing, 15-minutes across the board, and six quarter-hours of commentaries by Arthur McArthur and George Campbell. Liberty also programs three full-hour shows; an old-time minstrel show, a disc jockey's round table featuring a platter-spinner from a different affiliate each day, and Liberty Jamboree, presenting Western stars, cowboy singers, etc.

But sports still dominate the Liberty line-up. It currently airs a daily strip, Great Days in Sports, featuring recaps of famous sports events and games. Each night the network broadcasts live a collegiate basketball game. Liberty has the broadcasting rights for five teams, Notre Dame, Kentucky, Bradley, Oklahoma A. & M., and Southern Methodist.

Will Carry Baseball

In the Spring the network will begin its Game of the Day broadcasts, with Liberty president Gordon Mc-

Takes Saginaw Post

Saginaw, Mich.—Jack Parker has acquired a stock interest in the Saginaw Broadcasting System and has been elected to the position of vice-president and general manager, according to Milton L. Greenebaum, president of the corporation. Parker is a veteran Michigan radio man and until his recent election served as director of service operations for the firm.

Lendon doing the play-by-play. As in the past, Liberty will also operate regional networks for baseball broadcasts of individual teams in Major League territories. The arrangements are now being worked out, Perley said. Tentatively scheduled for regional network broadcasts are the New York Giants, St. Louis Browns, among others.

During the football season, LBS will broadcast three collegiate football games each Saturday, and two pro games on Sunday.

Perley disclosed that the Armed Forces Radio Service began this week to pick up Liberty's sports broadcasts for transmission overseas.

PBS Affiliates Join Web

The line-up of former Progressive stations joining the Liberty network continues to grow. In New York, the following stations were reported signed up: WCFC, Beckley, W. Va.; WLTR, Bloomsburg, Pa.; WBUT; Butler, Pa.; WCFV, Clifton Forge, Va.; WFCB, Dunkirk, N. Y.; WGET, Gettysburg, Pa.; WLBR, Lebanon, Pa.; WCMB, Lemoyne, Pa.; WMMW, Meridan, Conn.; WPAW, Pawtucket, R. I.; WREV, Reidsville, N. C.; WRYO, Rochester, N. Y.; WMRI, Marion, Ind.; and WKAI, McComb, Ill.

Design For Defense Title Of New Series

(Continued from Page 1)

gram, "Design for Defense" is heard on KLZ Saturdays 2:00 to 2:30.

For the initial broadcast, the station's public affairs director, Matt McEniry, flew to Pensacola, Florida, where he tape-recorded an interview with Commander Arthur Godfrey for use on the first broadcast. In addition, singer Evelyn Knight recorded a song for the program during a recent singing engagement in Denver.

Nurse Corps to Be Saluted

The first broadcast features a salute to the Army Nurse Corps on the occasion of the Corps' 50th anniversary. In addition, tape-recorded bedside interviews with combat returnees from the Korean theater are part of the show's format.

The program is written and prepared by officers and men of Fitzsimons Army Hospital, Lowry Air Force Base, Colorado Military District, and the Buckley Naval Air Station, all of the Denver area.

Stork News

A son, John Bradford, weighing eight pounds, two ounces, was born Monday morning to Mrs. Deborah Winters at the Mt. Vernon Hospital. The father, Dick Winters, is publicity director of WINS.

PIANO MOVER

Speaking of moving merchandise... KDKA's "Shopping Circle" director, Janet Ross, can move almost anything for you. Take pianos. She sells \$1,000 jobs, more modest ones too. One day last month she mentioned a \$2.98 toy piano, invited telephone orders. For the next hour, orders piled in at the rate of one a minute. After four more announcements, Janet had sold 872 pianos!

"Shopping Circle," a 9:30 AM participation program, can be your most efficient sales tool in one of America's richest markets. For details check KDKA or Free & Peters.

PITTSBURGH
50,000 WATTS
NBC AFFILIATE

KDKA



WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales.

AGENCIES

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

NATIONAL ASSOCIATION OF RADIO STATION REPRESENTATIVES, INC. has announced the appointment of its 1951 committees. The committees and their chairmen are: Promotion & Public Relations, Wells H. Barnett, Jr. of John Blair & Co.; Sub-Committee Research AM & TV, Dan Denenholz of The Katz Agency, Inc.; General TV Committee, Jack Brooke of Free & Peters, Inc.; Spot Clinics, Jerry C. Lyons of Weed & Company for AM, and Irving E. Showerman of Free & Peters, Inc. for TV; Membership, Lewis H. Avery of Avery-Knodel, Inc.; and Legal, Eugene Katz of The Katz Agency, Inc.

LAWRENCE W. BRUFF has been appointed advertising manager for Liggett & Myers Tobacco Company. He has been with the firm since 1948.

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

DAVID LOOMIS, account executive with Dancer-Fitzgerald-Sample, 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 it is continuing 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 be host to America's 12 most outstanding Eagle Scouts Friday, Feb. 9, when they will be taken on a guided tour of the NBC radio and TV studios in Rockefeller Center, New York, and will participate in the transcribed "Radio City, U.S.A." program. The Scouts will be in New York as a feature of Boy Scout Week (Feb. 6-12).

California Commentary

By HERB BERG

● ● ● **KNX executives Merle S. Jones, general manager; Wilbur S. Edwards, director, and Ed. W. Buckalew, sales manager, will represent that station at the Columbia Affiliates Advisory Board meetings in San Francisco on Feb. 10. . . . Dick Haymes finished his**

Hollywood

starring engagement at the Las 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 Telescriptions 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 Hoss, program director for Mutual-Don Lee affiliate KSLM will shortly leave for Korea to record a number of interviews with wounded and other personnel from Oregon.

☆ ☆ ☆ ☆

● ● ● **Howard Helmick, vice-president of Product Merchandisers, Inc. has contracted for sponsorship of "The Continental" program on station KHJ. Series will be aired Monday-thru-Fridays for 52 weeks starting Feb. 5 plugging Life shampoo. . . . Harry Maizlish, president and owner of KFWB and Robert J. McAndrews, managing director of Southern Calif. Broadcasters' Ass'n 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. 8 with his family from a brief Cuba vacation. . . . Anne Whitfield plugs the March of Dimes in song written for the campaign by Irving Bibb on "Backstage with NTG."**

☆ ☆ ☆ ☆

● ● ● **Sam Balter is doing the sportcast 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 foreign 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 floral hat designs and an airport plant that moves across the country will be visited by KTLA's "Roving Cameras" this Tuesday.**

☆ ☆ ☆ ☆

● ● ● **The Andrews Sisters have been set for a guest stint on Tallulah 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 Agua Caliente on film with Joe Hernandez. The sponsor is Philco TV by Gough Industries.**

☆ ☆ ☆ ☆

● ● ● **Connie Haines has been signed by Louis Snader to sing for five TELEscriptions. Snader also signed the Guardsman's Quartet to do five barbershop harmony ballads. Met opera star Robert Merrill becomes a TV commuter during this month as he will fly to New York every Saturday night for his NBC-TV "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 some day be his strongest competition.

Hooraves — to the Heathertones for a wonderful job on the "Frank Sinatra Show."

Mort Lawrence who is heard on "John Steel, Adventurer," "Charley Wild" and many other 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 Barnes and his 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 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 Painton, asst. to George McGarred on "Shows of Shows" twisted her spine hurrying out of the control room and was rushed to the Wickersham Hospital.

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

Abbey Records releasing the second recording by songstress Dorothy Ann this week. The titles 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 his death, and has been providing the music for "We the People" and "John Conte's Little Show," now is adding to her list "Counterspy."

Dick Foran signed by Masterson, Reddy & Nelson to do the singing chores on "Bride and Groom."

New Voice

The voice of the atomic bomb was heard last night by transcription on the Mutual network. The final test explosion of the bomb at Las Vegas, N. M., had been recorded previously for the "Mutual Newsreel" heard at 7:15 p.m. The eerie sound of the detonation lasted for 45 seconds.

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 now has shown a 25 per cent increase over the last TV sale held in the first weeks of December. The spokesman felt that present circumstances have much to do with 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 Electric as one manufacturer 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 their 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 costumers yesterday morning by RADIO-TELEVISION DAILY show that none had been influenced by Snyder's proposal, but the majority of these people asked 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 "Instruction for Survival" series. Wilson comes to KTTV from KWKW in Pasadena where he was director of sports and news for nearly three years.

★ ★ TELE TOPICS ★ ★

"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 the American way of life. Highlighting the presentation were film clips of jet flight training and bombing over Korea. As an introduction Secretary of Defense George Marshall was filmed with Chris Witting, director of the DuMont network. General Marshall complimented the network for its co-operation and expressed 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 Spurgeon. Anthony Farrar directs for WAAM, Barry Mansfield designs the settings, and Herbert B. Cahan acts as production supervisor. All and all 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.

★ ★ ★ ★

HELEN HAYES will recreate her role of "Mary of Scotland" when the "Pulitzer Prize Playhouse" presents the Maxwell Anderson drama on Friday, Feb. 16 at 9:00 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 Hooperatings Pocketpiece released yesterday show that "Godfrey's Talent Scouts" with Steve Allen, substituting, was in first place, "Texaco Star Theater" with Ken Murray and Perry Como, was second. Third spot was occupied by "Cavalcade of Sports," with Ezzard Charles vs. Lee Oma.

★ ★ ★ ★

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 of modern times: aviation, radio and TV. 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



HUBBARD

airline in the U. S. and laid out their routes still used by airlines today. In 1924, Stan started WAMD in Minneapolis. The station call-letters were changed to KSTP in 1928. In June, 1939, he purchased one of the first television cameras and began experimenting with the medium. On April 27, 1948, KSTP-TV, under Stan's guidance, began full commercial operation, housed in the station's ultra-modern radio city building and the only structure in the area built exclusively for radio and television production.

★ ★ ★ ★

MARTIN AND LEWIS, on "The Colgate Comedy Hour," Sunday night, hit a 45.9 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 on their previous TV showing for Colgate. . . . Lee Ruwitch, vice-president and general manager of WTVJ, Miami, has been elected to the board of directors of the station, according to an announcement made yesterday by Mitchell Wolfson, president of the company. . . . The Fort-Worth-Dallas area had 105,319 TV sets as of Feb. 1, according to Harold Hough, WBAP-TV director. Count was made by the station's research department and is based on requests from viewers for the station's free program schedule and through totals checked with the area's distributors and dealers. . . . The Pepsi-Cola Company has signed motion picture writer-director Marion Parsonnet as supervisory consultant on the filming of the ABC-TV "Faye Emerson Show." . . . Byron Nelson's six golf lessons on Ed Sullivan's "Toast of the Town," via CBS-TV, will commence on Sunday, March 4. . . . Bill Lauten succeeds Mike Dann as Trade News Editor at NBC.

★ ★ ★ ★

FOUR CBS radio packages are expected to have TV counter-parts, come next fall—"Life With Luigi," "Our Miss Brooks," "My Friend Irma" and "My Favorite Husband." . . . WOW-TV, Omaha, Neb., weighs in with a figure of 62,904 TV receivers installed in the area as of Feb. 1. This compares with 14,087, just one year ago. Figures are from the Nebraska-Iowa Electrical Council's weekly check of 29 distributor sources. . . . Former President Herbert Hoover will be seen over WOR-TV on Friday, Feb. 9 at 9:00 p.m. in an exclusive telecast of a foreign policy address originating from the station's studios in New York. . . . High-ranking Boy Scouts of the Greater New York Council will participate in a televised celebration of the forty-first anniversary founding of the Boy Scouts of America over WPIX tomorrow at 8:30 p.m. . . . "Easy Does It," WNBT's 6:00 p.m. cross-the-board stanza will originate tomorrow night from the RCA Exhibition Hall where operatic costumes and antique musical instruments will form the back-ground. . . . Claudia Pinza, daughter of Ezio, will guest on the ABC-TV "Faye Emerson Show," Friday, Feb. 16 at 7:15 p.m.

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 this 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. Steiner, University of Detroit president, stated: "The statesmanship of America has been deficient for a quarter of a century, as to both leaders and average 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 mediums. Thus, it is our hope that this series of programs, in cooperation with WJBK and WJBK-TV, will result in better informed citizen-statesmen."

Merger Of ET Plants Announced By Allied

(Continued from Page 1)

ment 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 K. R. Smith division of Allied Records. Broadhead said consolidation of the two firms had been planned for some time to provide fuller and faster processing service, coast-to-coast, for the recording and transcription industry.

Present plans call for expansion of the East coast manufacturing facilities and increased production of transcriptions and records of all sizes and speeds. And also will embrace development of multiple duplication of tape and injection molding of transcriptions 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 transcriptions 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. Broadhead 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-658, introduced by Sen. E. W. McFarland (D—Ariz.), majority leader. The bill is virtually the same as one passed by the Senate and another by the House in the 81st Congress. The measure sets up the FCC on a functional, rather than a professional basis, provides for 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. Johnson (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, both broadcast and common carrier." The legislation "will be of inestimable value in making more certain that regulation of the industry shall be in the public interest, convenience and necessity," said the committee report.

Broadcasters, generally, endorse 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 given the terms "broadcasting" and "licensee." Otherwise the bill provides the following:

Permits Commissioners 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 counsels, assistant chief engineers and assistant chief accountants from three to two and prohibits the general counsel, chief engineer 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.

In reorganizing the legal, engineering and accounting bureaus, the Senate committee said in the past "the three bureaus, have become self-contained and independent little kingdoms, each jealously guarding its own field of operations and able to exercise almost dictatorial control over the expedition of a case. They can, and have, set at naught the best efforts of individual Commissioners to spur action."

Three Bureaus Changed

Under the bill the Commission is given 60 days to organize the three bureaus into integrated divisions "as are deemed necessary to handle the Commission's workload problems." 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.

On the review staff which is authorized would be legal, engineering and accounting personnel "whose sole function shall be to prepare and review decisions, orders, rules and other memoranda as the Commission shall direct." The review staff would be responsible only to the Commission and would not participate in the preparation nor prosecution of cases.

Authority Revised

Neither the general counsel, chief engineer or chief accountant would have authority over the review staff. "Its purpose is clear," said the Senate committee. "It is to separate with finality the prosecutory and judicial functions of the Commission so that the same individual who prosecutes a case in behalf of the Commission before a hearing examiner shall not later be found to be preparing the final decision or advising Commissioners or the Commission as to the final decision."

"The records and facts well known to your committee and to industry have not always had the most equitable judicial treatment under the existing type of administrative judicial process" the committee added.

The Commission, under the bill, must render decisions in non-hearing cases within three months of application filings and within six months from the final date of hear-

ings in all hearing cases. The FCC is instructed to report to Congress promptly on all cases pending longer than those specified periods.

An amendment was written to annul the AVCO procedure adopted by the Commission, which prevented a licensee from selling his property to a proper person of his choosing, but required an opportunity for others to make bids for any station proposed to be sold. The committee said it regarded it "significant" that the FCC dropped the AVCO procedure some months ago, but to avoid a recurrence, it is forbidden by legislation.

A "cease-and-desist" clause has been inserted in the bill, providing that the FCC may issue cease-and-desist orders in cases where there have been violations of the act or regulations.

A new section is added authorizing the Commission to issue, on request, declaratory orders to clarify certain issues.

Judicial review has been strengthened and defined, giving the U. S. Court of Appeals for the District of Columbia jurisdiction over all cases appealed from the Commission. The appellate period is extended from the present 20 days to 30 days.

New Hearing Procedure

An important change in hearing procedure before the Commission is contained in the McFarland bill. If it becomes law all hearings must be held before the Commission *en banc* or before a designated hearing examiner. Individual Commissioners may not conduct them, a current practice.

Apart from authority expressly granted the review board, and the duties laid upon the Commissioners, legal assistants, "every safeguard is written into this section to prevent examiners, lawyers, or other employees from advising or consulting with the Commission with respect to its actions," said the committee report of a section defining hearing procedure.

A new section establishing a parallel to the mail fraud law is included. This prohibits the use of radio or TV for the purpose of fraud and provides penalties up to \$10,000 fine and five years in jail or both.

The McFarland bill is expected to pass the House without difficulty.

KLRA 24 Years Old

Little Rock, Ark.—KLRA, Little Rock, celebrated its 24th year of broadcasting on January 19, with an open house party in their studios.

More than a thousand persons attended the affair, from 4 to 9 p.m.

A special message of congratulations by Arkansas Governor Sid McMath got the celebration officially under way on the evening preceding the birthday party.

COAST-TO-COAST

Disc Jockey Adds Show

Richmond, Va.—With the extension of the broadcast schedule of WXGI, Allan Knight, Richmond's only Negro disc jockey has been added to the schedule for another show every afternoon at 2 p.m.

DeeJay Turns Author

Cleveland, O.—WJMO polka disc jockey, Paul Akel, turned writer to produce his new book, "Polka Parade," which features pictures and biographies of the nation's top polka band leaders. Akel is advertising the book on his own polka program and sold 983 copies at \$1.00 a copy the first week.

Joins KTTV Sales Staff

Los Angeles, Calif.—The appointment of Bob Wood to the KTTV sales staff has been announced by Frank G. King, station sales manager. Wood was formerly with CBS in the sales department.

New Assistant At KRNT

Des Moines, Ia.—Joe Hudgens, promotion manager of KRNT, has announced the appointment of Marie Manning, formerly with KMTV, Omaha, as his new assistant. Mrs. Manning replaces Jeanette Cottingham, who, after four years as assistant promotion manager, has been named promotion manager of KRNT Theater, the legitimate playhouse in this city, which is owned and operated by the station.

Terry On Bank Board

Denver, Colo.—KLZ vice-president and general manager, Hugh B. Terry, has been elected to the board of directors of Industrial Federal Savings and Loan Association of Denver, the largest mutual savings institution in the Rocky Mountain Empire.

Attends Enlistment Ceremonies

Hartford, Conn.—WCCC's announcer Jim Pansullo played host recently during enlistment ceremonies of 45 Greater Hartford recruits for the U. S. Marine Corps on the stage of the Loew's Poli Theater, prior to the city's premiere showing of 20th Century-Fox's movie, "Halls of Montezuma." All branches of military service participated in the ceremonies, and the event was spirited by the 50-piece Air Force band from Westover Field, Mass. Pansullo transcribed interviews with Military and city and state officials as well as the recruits themselves for re-broadcast over WCCC.

Subbing For Joe Tucker

Pittsburgh, Pa.—Bob Prince, who works many WWSW play-by-play sportscasts with Joe Tucker, is filling in for Joe, who is taking a two-week respite. Tucker, WWSW sports director, is in Florida sojourning with Art Rooney, owner of Pittsburgh's pro football team, the Steelers.

EQUIPMENT
PRODUCTION
STUDIOS

RADIO TELEVISION DAILY

SPONSORS
BUSINESS
AGENCIES

VOL. 54, NO. 43

NEW YORK, MONDAY, MARCH 5, 1951

TEN CENTS

NAB ASKED TO EVALUATE RESEARCH

NCAA Moves Against Live Football Telecasts

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)

Sidney To Sydney

Shenandoah, Ia. — "Sidney, Iowa, USA, calling Sydney, Australia," to be aired Sunday, March 11th, is the third annual international program exchange of KMA. The thirty-minute show, produced by Wayne Beavers, typifies life in Sidney, Iowa, while the exchange platter gives a word picture of Sydney, Australia.

Color Kinescope Revealed By RCA

A booklet describing the manufacturing steps of the three-gun 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 United TV Series Sold For NAB-TV Board For DuM. Sponsorship

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 McInnis, 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 TV is tremendous, FCC Commissioner Frieda B. Hennock declared here Saturday that "the cost of television should not dissuade educators from its use." Speaking before the sixth annual Michigan radio-TV conference at Michigan State College, Commissioner Hennock declared the cost of

Sale of Royal Playhouse, second run of TV's "Fireside Theater," to Allen B. DuMont Laboratories for sponsorship by DuMont TV receivers in 18 major markets served by the DuMont TV network was announced Friday by United Television Productions, Inc. The series, presented on 35 mm. film will be presented on the network beginning April 1st.

Consummation of the deal highlighted a three-day conference of
(Continued on Page 2)

Lewis, Pegler, McCarthy Named In Pearson Suit

Washington Bureau of RADIO DAILY
Washington — ABC commentator Drew Pearson filed suit in Federal District Court here Friday against Sen. Joseph R. McCarthy (R-Wis.); Fulton Lewis, Jr., MBS commentator; Westbrook Pegler, King Features Syndicate columnist, and
(Continued on Page 7)

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 \$230,397,661. The 1950 earnings amounted to \$9.73 per share on 1,928,000 shares outstanding. Sales in 1950 rose 106 per cent over the 1949 volume of \$112,004,251, and earnings showed a 129 per cent increase
(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 Monday
(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."

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, she assured the Michigan educators. "Just as the cost of receivers falls with mass production of sets and
(Continued on Page 3)

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FINANCIAL

(March 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	12 3/8	12 1/4	12 1/2	+ 1/2
Admiral Corp.	29	28 1/4	28 3/4	+ 3/8
Am. Tel. & Tel.	157 7/8	157 5/8	157 7/8	+ 1/4
CBS A	30 3/8	30 1/4	30 1/4	+ 1/4
CBS B	30 1/4	30	30	+ 3/8
Philco	24 7/8	24 3/8	24 3/8	+ 1/2
RCA Common	19 1/8	18 7/8	19 1/8	+ 1/4
RCA 1st pfd.	81	80 3/8	81
Stewart-Warner	18 1/2	18	18
Westinghouse	36 1/4	36 1/8	36 1/4	+ 1/8
Westinghouse pfd.	103 3/4	103 1/2	103 1/2	- 1/8
Zenith Radio	67 3/4	66 3/4	66 3/4	- 1/8

NEW YORK CURB MARKET

DuMont Lab.	18 5/8	18 1/2	18 1/2
Hazeltine Corp.	25 3/4	25 3/4	25 3/4	+ 1/8
Nat. Union Radio	5	4 7/8	4 7/8	- 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	14 1/4	15 3/4

General Foods Renews CBS Daytime Series

General Foods has renewed its sponsorship of the CBS daytime series, "The Second Mrs. Burton," for another 52 weeks effective with the program of March 26. The series is aired over CBS radio, Monday through Friday, 2:00-2:15 p.m., EST. Agency for the sponsor is Young & Rubicam, Inc.

WEAV

PLATTSBURG, N. Y.

AMERICAN BROADCASTING CO.

CONSTANTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET

JOSEPH HERSHEY MCGILLVRA, Nat. Rep.

★ COMING AND GOING ★

FRANK STANTON, president of the Columbia network; HERBERT V. AKERBERG, vice-president in charge of station relations; J. L. VAN VOLKENBURG, vice-president and manager of network sales, and ADRIAN MURPHY, vice-president and general executive, are back from New Orleans, where they attended the meeting of District 4, Columbia Affiliates Advisory Board.

HORACE 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, head of personnel at WDTV, Pittsburgh, is in Ohio Valley Hospital recovering from pneumonia.

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

R. J. MAHLER, industrial consultant to the Columbia network, is in Chicago, where today he will address two groups. At luncheon he will address personnel of the Commonwealth Edison Corp., while at dinner he will talk to members of the Western Society of Engineers.

GEORGE W. HASKETT, of 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."

Soap Co. To Sponsor New Serial On NBC Web

(Continued from Page 1)

day through Friday locally. Morse was signed to a five-year contract and is the author of "One Man's Family" radio and TV shows and "I Love A Mystery" on Mutual network. Forrest Lewis, Les Tremayne and Alice Rinehardt will have the leads in the new show. Agency acting for Sweetheart Soap is Duane Jones. Show replaces current "Love and Learn" program.

Nielsen Adds 22 Clients To Service, Since Jan. 1

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 33 the number who have subscribed to NTI since the inauguration of all-audimeter television research late last year.

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 fact that since November about half the requests for special analyses by Nielsen clients have concerned television.

Announce RCA Dividend

Following a meeting of the Board of Directors of the Radio Corporation of America held Friday in New York, Brig. General David Sarnoff, chairman of the board, announced that a dividend of 87 1/2 cents per share has been declared on the outstanding shares of \$3.50 Cumulative First Preferred stock, for the period from January 1 to March 31, 1951. The dividend is payable April 2, 1951, to holders of record at the close of business March 12, 1951.

RCA Official Named To Staff Of DPA

(Continued from Page 1)

fabricated products sales, engineering products department, RCA Victor division. DPA Administrator William H. Harrison announced that Hawthorn will be special assistant to W. W. Watts, assistant to the DPA Administrator, also a former RCA Victor official.

At the same time, Harrison announced appointment of Morris V. Rosenbloom, assistant to the chairman of the NSRB, as special assistant to Edwin T. Gibson, deputy DPA administrator for staff services.

United TV Series Sold For DuM. Sponsorship

(Continued from Page 1)

United executives in New York City during which time sales, promotion, and program distribution plans were discussed. Among those attending the meetings were Jerry King, Dick Dorso, and Wyn Nathan of Hollywood; Milton Blink of Chicago and Edward Petry.

Represented by Day, Geyelin

Douglas Day, advertising manager of DuMont Labs, and Harry Geyelin, advertising manager for DuMont receivers, represented the sponsor in the negotiations for the filmed dramatic series.

Two New Sponsors On "Sat. Night Review"

Two new sponsors, the Lehn and Fink Products Corp. and Bymart, Inc., joined the roster of advertisers on NBC's TV spectacle, "The Saturday Night Revue," 8:00 to 10:30 p.m.

Lehn and Fink, through McCann-Erickson, and Lennen & Mitchell, has picked up the 8:00-8:15 p.m. portion of "The Jack Carter Show," first part of the revue. The company will advertise Hinds Honey and Almond Fragrant Cream, "Etiquet" Deodorant and Lysol Disinfectant in its segment of the show.



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



Educational TV Costs Reviewed

(Continued from Page 1)

studio equipment," she declared, programming expense to universities will be much less than for commercial TV because the universities have "great resources of manpower and material," which cost far less than "high-priced comedians and variety shows" for which commercial broadcasters must now compete.

"When the value of educational TV is fully accepted, I am sure that the question of its cost will prove to be negligible in comparison with its importance and effectiveness," she added. Speaking on "education's opportunity in television," Hennock restated her belief that "TV is the finest opportunity for vitalizing and expanding our educational system that has come to our educators in generations."

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 in the 9:00 p.m. spot, will move to 9:30 p.m. on the same date.

AGENCY NEWSCAST

... personnel, sponsors and notes

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 BARB 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.

GREY ADVERTISING AGENCY will handle all advertising for Kaywoodie Company and Kaufman Bros. & Bonday, Inc., New York and London manufacturers of pipes.

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, administering 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.

AFM Locals Mull Networks' Proposal

(Continued from Page 1)

of the AFM, and the radio and TV networks have been suspended temporarily until the locals pass an opinion on the wage proposal.

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.

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.

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.

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. Arthur Rosenberg Co. is the agency.

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HOLLYWOOD

By HERB BERG

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 and was 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 direction of James Burt.

Louella Parsons aired some sound track excerpts featuring the five actors nominated as "best supporting actor" for the Academy Awards on her Sunday, March 4 ABC network show. Nominees are Edmund Gwenn, for "Mr. 880," Sam Jaffe, "Asphalt 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 gives "Cowboy Thrills" featuring Doye 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.

Sears Roebuck will sponsor headline 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 Calchrome and is a native of Chicago.

Completes TV Films

Hollywood — Coy Watson completed the photographing and editing of 3 new Erskine Johnson "Hollywood Reel" shows for Paramount Television Prod. With Johnson narrating, the reels feature stars such as Ellen Drew, Jack Dempsey, Pat Medina, Lloyd Bridges, Ann Rutherford, Edward G. Robinson, Jeff Donnell, Lisa Ferraday 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.



By SID WHITE

Man About Manhattan . . . !

● ● ● WEEK-END CUFF NOTES: Jimmy Melton takes over the Jack Haley show for the Ford Dealers on NBC-TV as of April 5th. . . . Wm. Gargan planing 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." . . . Madeleine Carroll off for a European vacation this week. . . . WPAT discontinuing its all-nite slot and will sign off the air at 1 ayem. . . . Carleton E. Morse's theme song must be "You're A Sweetheart." Sweetheart Soap, which sponsors his "One Man's Family" on teevee, will also pick up the tab on his new serial, "The Woman In My House," which bows in on NBC on the 26th. . . . Benny Goodman due in from the coast this week for radio and teevee 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. . . . Sid 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. . . . Ritz Bros. insist they won't do any teevee except on film.

☆ ☆ ☆ ☆

● ● ● Jack Perlis forwards the one about Groucho Marx who visited the parents of a 2-year-old child. "Just look at him," enthused the proud mother, "he's been walking like that for a year." "Amazing," conceded Groucho. "Can't you make him sit down?"

☆ ☆ ☆ ☆

● ● ● 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 sports ace, into the Marines this week. . . . Ivan Black, who handles public relations for True mag, sez 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 Neilson, 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 Mastic's first 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. . . . World Broadcasting System's Herb Gordon a proud gent over "Forward America" copping one of the Freedom Foundation's awards last week.

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● ● ● RADIO ROWges: Joke Benny. . . . Sing Crosby. . . . Gowlcho Marx. . . . Gab Hope. . . . Eyedie Cantor. . . . Thrill Tabbert. . . . Ken Merry. . . . Jimmy Duranteevee. . . . Bill Slaterrific.

☆ ☆ ☆ ☆

● ● ● MAIN STREET SEEN-ery: Robert Q. Lewis, the Qmorist, lugging a totem pole THIS BIG along Lexington Ave. He collects 'em. . . . Ed Herlily on his way to the Annual National Antiques Show which opens today at Madison Sq. Garden. . . . At B'way & 50th St., Jose Ferrer, of "Cyrano de Bergerac" fame, in a huddle with James Durante, who invented the nose.

CAPITAL ROUNDUP

By BILL BAILEY

Washington Bureau of RADIO DAILY
Washington—The President's Advisory Committee on the Voice of America, of which Judge Justin Miller, NAB president, is a member, is scheduled to leave March 11 for a month in South America to evaluate the Voice in the Latin countries.

WWDC, in cooperation with the D. C. Office of Civil Defense, has scheduled a weekly series of quarter-hours (7-7:15 p.m. Saturdays), beginning March 10, to acquaint the capital with all aspects of preparedness. John E. Fondahl, acting OCD director for Washington, will be the first speaker.

WOL has started its new telephone program, 5:30-6 p.m. Sundays. It's titled "Call the Forum" and listeners will be asked to call the station with questions for panel members who will have presented introductory talks. Col. Frank Monahan, one-time narrator on the NBC "Cavalcade of America" program, will moderate the weekly forum.

Walter Cronkrite, WTOP-TV newsman (11 p.m. daily for Colgate), uses only brief notes to keep him on the track while reporting world news. He studies the news, absorbs it, writes it, then uses only a skeleton outline on the air. He seldom fumbles for words.

Bob Wolff, WWDC sportscaster, leaves March 5 for the major league training camps in Florida to transcribe interviews for playback, under sponsorship of Christian Heurich Brewing Co. (6-6:15 p.m. across the board).

Joins Sales Staff

Washington — Appointment of Howard Williams, recently with the Reuben H. Donnelley Corp., Washington office, as account executive of the WWDC sales staff has been announced by Ben Strouse, station vice-president and general manager. Darwin H. Shopoff and James Robertson, WWDC sales staff members, have left for government service. Shopoff has been named public information officer of the American Embassy in the Philippines and Robertson has enlisted in the U. S. Air Force.

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Thad Brown Attorney For NAB-TV Board

(Continued from Page 1)

the TBA, Allen B. DuMont Laboratories and various individual TV stations. His late father, Thad H. Brown, Sr., was a member of the old Federal Radio Commission and later the FCC from 1929-40.

Native of Columbus, Ohio, Brown is a graduate of Princeton and Harvard. During five years of military service he was successively aide to Adm. H. A. Wiley, Vice-Adm. Leland P. Lovett, wartime Navy director of public relations and served three years in the Pacific area on a patrol craft and as executive officer of a destroyer.

In January, 1946, on his discharge as lieutenant commander, Brown joined Roberts and McInnis. He served on the Ways and Means Committee of the National Amvets in 1947-48.

He is a member of the Principles and Administrative Law Committee of the American Bar Assn., chairman of the Publications Committee of the ABA for Washington, Member of the Bars in District of Columbia and Ohio and a member of the Chevy Chase and University Clubs. He lives in Georgetown, is married and has two children.

NLRB Upholds KMBC In Dispute With AFRA

Washington Bureau of RADIO DAILY

Washington—The National Labor Relations Board has dismissed a complaint by AFRA against the 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. AFRA had alleged that KMBC entered into individual 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-Management Relations Act.

Paul M. Herzog, chairman; James J. Reynolds, Jr., and Abe Murdock, members, signed the majority opinion. NLRB members John M. Houston and Paul L. Styles dissented in part.

Will Receive Award

Hollywood—Ralph Edwards will receive the Hollywood Rotary Club Award for Showmanship in the field of radio and filmed television on Mar. 13 in the Blossom Room of the Roosevelt Hotel here. Club recently awarded Kroger Babb for his accomplishments in the motion picture industry. The award Edwards will receive is inscribed "in appreciation of his showmanship, his contribution to humanitarian projects on his radio show 'Truth or Consequences' and for the pioneering and setting the same high standard in the field of filmed television."

THE WEEK IN REVIEW

... Radio-TV Highlights

By BILL NOBLE

TWELVE new members were elected to the NAB board, with the 13th contest a tie to be resolved in a run-off. C. E. Arney Jr., secretary-treasurer of the organization announced. Nearly 72 per cent of the membership took part in the voting. Tie vote was between John Esau, KTUL, Tulsa, and High B. Terry, KLZ, Denver, for director-at-large representing medium stations.

New directors include Craig Lawrence, WCOP, Boston; Leonard Kapner, WCAE, Pittsburgh; Thad Holt, WAPI, Birmingham; Robert T. Mason, WMRN, Marion, Ohio; Merrill Lindsay, WSOY, Decatur, Ill.; 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 Strouse, WWDE-MC, Washington.

In an "exclusive," RADIO-TELEVISION DAILY learned that Carl Haverlin, president of BMI, would be drafted to assume the presidency of NAB, succeeding Justin Miller at a salary of \$45,000 per year. Following the story "break," it was learned that Haverlin was formally offered the job of president of the NAB and that it was expected he would give his acceptance at an early date.

Ivor Kenway, former vice-president of ABC, joined the executive staff of Grey Advertising Agency. Ray Livesay, WLBH, Mattoon, Ill., was elected president of the Illinois Broadcasters Association at their annual meeting held in Springfield, Ill. Frank E. Mullen was retained as management consultant by KTTV, Hollywood. William Rich was appointed sales manager of WNBC. California State Broadcasters Association voted to change its name to California State Radio and Television Broadcasters Association and also named William B. Smullin of KIEM, Eureka, president.

Edgar Kobak was named permanent chairman of the board of directors of Broadcast Advertising Bureau, Inc., at their initial meeting in New York. The conference, attended by 19 directors and alternates, approved plans for an association committee structure and adopted a general statement of principles and objectives. Following the meeting, it was expected that Kobak will take an active part in guiding the administration policies of the radio promotion bureau. Directors also elected William B. Quarton, WMT, Cedar Rapids, as secretary of the BAB board and Allen Woodall, WDAK, Columbus, Ga., as treasurer.

In Chicago, the TV committee of the National Collegiate Athletic Association heard from the industry as to its ideas and proposals for live TV experimentation. Robert H. O'Brien of United Paramount discussed possible theater-TV experi-

ments and Zenith Radio Corp. demonstrated phonevision. Talks were also made by Thomas Velotta, ABC; Hugh M. Beville, NBC; Sig Mickelson, CBS and Les Arries, DuMont.

Resolutions authorizing expansion of the Broadcast Advisory Council and setting forth its purposes were adopted by an all-day meeting of the council at NAB headquarters, called by Justin Miller, head of the NAB and BAC chairman. Exploratory conferences with President Truman, Secretary of State Acheson, Secretary of Defense Marshall and other Government officials have proved valuable to the broadcast industry, the BAC members agreed. At the meeting Chairman Miller was empowered by resolution to increase the membership to include all facets of the industry. Present membership was determined at the initial meeting, Dec. 14.

NBC announced that its new radio sales presentation, which won unanimous acclaim at the Station's Planning and Advisory Committee's meeting, will be taken on a tour and shown to stations across the country. Charles R. Denny, executive vice-president and Carleton D. Smith, vice-president in charge of station relations, as well as Norman E. Cash, director of radio station relations, will make the trip.

Industry Spokesmen Report On Savings

(Continued from Page 1)

there was no evidence of civilian production in any way holding up military production. Industry requested more detailed information about what lies ahead and what they can expect in the way of defense orders.

William H. Harrison, Defense Production Administrator, and Manly Fleischmann, NPA administrator, advised that as soon as a controlled materials plan can be put into operation, NPA will be able to give allotments of basic metals for the quarter ahead and an approximation of amounts available five or six months in advance.

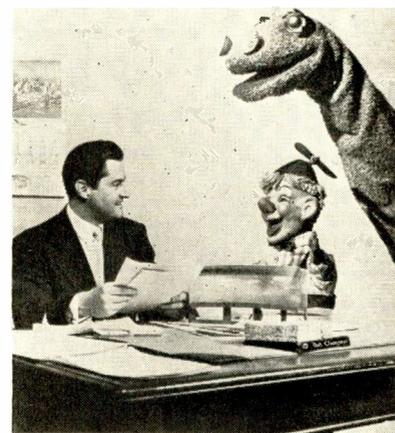
Attending the meeting on behalf of industry were: W. E. Wilson, Acme Electric Corp., Cuba, N. Y.; A. D. Pladmondon, Indiana Steel Products Co., Chicago; H. A. Ehle, International Resistance Co., Philadelphia; A. P. Hirsch, Mica Mold Radio Corp., Brooklyn; L. F. Muter, The Muter Co., Chicago; Sarkes Tarzian, Sarkes Tarzian, Inc., Bloomington, Ind.; Robert S. Sprague, Sprague Electric Co. and retiring president of R-TMA; A. Deligher, Standard Transformer Corp., Chicago; Max Balcom, Sylvania Electric Products, Emporium, Pa.; H. L. Oleson, Weston Instrument Co., Newark, N. J.

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AM-TV EQUIPMENT FM FAX

Section of RADIO DAILY, Monday, March 5, 1951

RCA'S THEATER-TV COST REDUCED

Mismarking OF Tubes Alleged In FTC Action

Washington Bureau of RADIO DAILY
 Washington — In an initial decision, Federal Trade Commission trial examiner Clyde M. Hadley would prohibit Continental Corp., Chicago, and its officers from deceptive marking of radio tubes and from representing that the firm had been licensed by RCA "to make or distribute radio tubes." Unless the examiner's decision is appealed, stayed or docketed for review, it becomes final in 30 days.

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 tubes.

Named in the complaint in addition to Continental are P. D. Jackson, Jacob L. Gaber, Erwin F. Rempert and Martin Gaber. Jackson and Rempert are no longer with the company but FTC alleges they were during the period covered by the complaint.

AEPEM Approves NPA Priority System

Chicago—The Association of Electronic Parts & Equipment Manufacturers has voiced its approval of the NPA's establishment of a priority system of critical materials for maintenance and repair parts. The association called it a "tremendous help" to the industry and "a step in the right direction to keep the nation's productive facilities at full capacity." The NPA order follows the general lines of the resolution presented by the mobilization committee of the EP&EM and a committee of the Sales Managers Club Eastern Group. Arie Liberman, co-chairman of the committee, said the "NPA directive should be implemented by the adoption of specific interpretations necessary to insure that home, auto and amateur radio and television receivers and intercommunications equipment can serve designed functions of entertainment, dissemination of news and communication and as an indestructible link in a national network of civilian defense."

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.

Experimentation to Continue

"RCA is continuing 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 continuous research in the field of theater projection and sound equipment.

New High Reported In Admiral's Sales

(Continued from Page 1)
 crease over the \$8,206,153 for the previous year, it was disclosed in the company's annual report released last week.

The report indicated that Admiral's net worth is now \$32,751,011 as compared with \$18,024,048 in 1949, an increase of 82 per cent.

"Almost a Million" TV Sets

Ross D. Siragusa, president and board chairman of Admiral, informed stockholders that the company last year had manufactured "almost a million" TV sets, and that appliance sales "substantially exceeded those of the past two years combined."

He said that production of Admiral TV sets rose from 2,700 sets daily at the start of 1950 to 5,000 sets daily by September.

Research Investment Is Revealed By RCA

West Coast Bureau of RADIO DAILY

San Francisco—An RCA investment of more than \$50,000,000 in TV research and development during the last few years was revealed yesterday by E. C. Anderson, vice-president of the commercial department of RCA Laboratories. Speaking before the San Francisco Patent Law Association, Anderson declared that scientific research has become the major factor in the progress of all American business.

Illustrating RCA's contribution to the TV industry, Anderson told how RCA gave blueprints for the manufacturing of their TV receivers to various competitors with a complete bill of material, immediately after the war, to build up the industry.

PRODUCTION PARADE

Sylvania Buys Factory Site

Sylvania Electric Products, Inc. has purchased a new factory site at Woburn, Mass., for the production of electronic tubes and equipment for national defense, it was announced by James J. Sutherland, general manager of the electronics division. Construction is expected to begin within the next two months for a factory with 100,000 feet of floor space to employ about 600 people. The project will cost in the neighborhood of \$1,000,000.

Hinck In New DuMont Sales Post

Edwin B. Hinck has been appointed sales manager of the electronics parts division of Allen B. DuMont Laboratories, Inc., it was announced by Paul Ware, division manager. He succeeds Harry Van Rensselaer who has been recalled to active duty with the Air Force. Hinck was formerly northeast sales manager for DuMont's TV transmitter division.

McCune Promoted At G. E.

Francis K. McCune, assistant general manager of General Electric Company's nucleonics department, has been named manager of engineering of the company's large apparatus division in Schenectady. He succeeds Ernest E. Johnson, who was recently named general manager of GE's engineering laboratory. William E. Johnson will take over McCune's post in the nucleonics department.

Delano Heads Westinghouse In N. E.

Boston—Edward C. Delano has been appointed manager of the Westinghouse Electric Corporation's New England district, succeeding L. E. Lynde, according to Tomlinson Fort, vice-president in charge of the company's apparatus sales division. Lynde was recently elected vice-president in charge of the firm's relationships with the Government offices in Washington.

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Public Interest In TV Promoted By Crosley

Cincinnati — Greatest mid-west mass exposure of the public to TV sets was 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 freeze due to defense production is forthcoming.

Points to Auto Shows

Dunville reasoned that this could best be done by following a leaf from the automobile shows, in inviting distributors to set up TV displays of their 1951 models and then 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 \$90,000 promotional stunt has stimulated public interest in TV and WLW-TV.

Lewis, Pegler, McCarthy Named In Pearson Suit

(Continued from Page 1)

others, for \$5,100,000 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 painful injuries. For that the commentator asks \$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 mimeographed statement which Senator McCarthy handed reporters.

Other Defendants Listed

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

★ ★ TELE TOPICS ★ ★

IT was a nice gesture on the part of Garry Moore, Ken Murray, and Jack La Rue to give Alan Young a helping hand on his Esso TV show over CBS on Thursday, Alan, physically handicapped from a collision with a Turk wrestler the previous week, got excellent support from Moore when they burlesqued the TV pitchman selling household appliances. The Dalton boys skit of Moore and La Rue was also funny. Murray, as always, was refreshing as he opened the show with wisecracks about Young's indisposition.

JIMMY POWERS AND JACK MCCARTHY have been wasting much wordage of late kidding their sportscasting confrere, Win Elliot—it was funny at first but since has become rather boring as the Powers-McCarthy combo cover the Golden Gloves contests on WPIX. . . . More human interest background on fight participants would be more entertaining to the fight followers.

TODAY'S TV Personality:

JAMES LEONARD, general manager of WLW-C, Columbus, Ohio, laid the groundwork for his career in radio through his association with the University of Florida's station, WRUF, as announcer, producer and sportscaster in 1934. Two years after his graduation Jim joined the staff of WLW in Columbus, and the combination was so good it's lasted all this time. At WLW, Jim became one of the station's outstanding stars, gaining national recognition through his announcing, singing, MC work, and participation on various dramatic programs. In 1944, he accepted the position of program director



LEONARD

of WSAI, also a part of the Crosley Corporation, and during this time he also taught special radio courses at Cincinnati's College of Music, and was instrumental in the development of new talent in that city. In accepting the position of general manager of WLW-C in 1949, Jim assumed the responsibility of establishing Columbus' first TV station and has made it pay off. The rapid growth of the station has found his interests directed on the emphasis of WLW-C's participation in local events. Through the facilities of the TV outlet, many worthwhile public service and civic programs have been made available to local viewers.

THE February New York Hooperatings Pocketpiece shows that the International Boxing Club, LaMotta vs. Robinson middleweight championship fight in first place with a 65.9. Second was "Texaco Star Theater" with a 56.3, followed by "Godfrey's Talent Scouts," hitting a 42.5. . . . Number of TV sets installed in the Washington, D. C., area rose 10,350 in February, bringing the March 1 total for the area to 244,260, as determined by the Washington Television Circulation Committee. . . . Maggie Johnson, DuMont's star of the daytime, has been named official hostess at the exhibit of antique and modern toys to be displayed at the National Antiques Show, starting today at Madison Square Garden. . . . New York's Easter Parade, March 25, will find Faye Emerson and Skitch Henderson giving the play-by-play description, starting at noon, over NBC-TV. Program is sponsored for the second successive year by Sanson Hosiery Mills through Dorland, Inc.

JEROME HINES, Metropolitan basso, will return to the "Voice of Firestone" simulcast on Monday, March 12 at 8:30 p.m., via NBC and NBC-TV. . . . "First Love," Italian picture, starring Valentina Cortese, will be WOR-TV's "Italian Feature Film" on Saturday, March 10 at 5:00 p.m. . . . "Beat the Clock," now seen on CBS-TV, Fridays at 10:30, switches to Saturday at 7:30 p.m., starting March 10. . . . "Happy's Party," WDTV's first live children's show in Pittsburgh is now being seen Mondays through Fridays. . . . Edgar A. Guest, "Poet of the People," will begin a Monday-through-Friday TV program, today, over NBC-TV at 3:15 p.m. . . . "Page One News and Sportsreel," weekly film roundup of news and sports events, sponsored by Jose Escalante & Co., makers of Corona cigars, will debut today over WENR-TV, Chicago, at 9:30 p.m. . . . What is believed to be TV's first regular religious and spiritual counselling program, will be inaugurated today by Dr. and Mrs. Norman Vincent Peale on WABD's "Morning Chapel" at 9:45 a.m. Dr. Peale, minister of the Marble Collegiate Church, has conducted religious programs on radio for many years. Mrs. Peale is the present treasurer of the Broadcasting and Film Department of the National Council of Churches.

JIMMY FOXX, now a member of baseball's Hall of Fame, is starring in his own TV program on WPTZ, Philadelphia, every Friday at 7:00 p.m. Program is titled "Sports Pictorial" and is sponsored by Adams Clothes through the Ralph A. Hart Advertising Agency. . . . Leif Erickson, Jeanne Cagney, Nelson Leigh, Roddy McDowall and Joseph Vitale have joined the cast of "Hill Number One," special hour-long TV program now being filmed at Jerry Fairbanks Productions under sponsorship of "Family Theater."

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 their 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 direct live telecasting on "a limited basis" and to supervise all kinds of delayed telecasting. "We are hopeful some realistic program can be developed to co-ordinate network television and college athletics," 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."

Representatives of the four television networks, phonevision and the R-TMA all spoke to the committee at a closed session. Hamilton stated that they made no concrete suggestions. "It was just general policy discussion," he said. "We are still studying the problem."

Stresses TV Buildup In Planning Films

Hollywood—Further proof of TV ability to pull customers into motion picture theaters is reflected in yesterday's announcement by Stephen Slessinger that production and release of his forthcoming Red Ryder feature will be withheld until after a similar series of TV films have been telecast. Slessinger believes that such a step will create a tremendous build-up which will increase box-office demand when the picture is finally released.

Commenting on the TV potential at the movie box-office, Slessinger stated that as a direct result of the expected TV build-up, he has allocated a bigger budget to the feature than he would have otherwise. Slessinger thus makes his movie investment heavier than it would be if the picture did not have the benefit of TV.

Recalled To Service

Jack Mohler, WOR account executive, has been recalled to active duty with the Army as a Captain in Military Intelligence. Mohler joined the station in 1941 and has been in the sales department 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.

NEW BUSINESS

WTMJ-TV, Milwaukee, Wis.: The Dow Corning Co., advertising sight savers, has placed a contract for 52 weeks of spots through the Don Wagnitz agency of Detroit. Taking spots for 48 weeks is the National Carbon Co., which manufactures Eveready Batteries. The Wm. Esty Co. of New York handles the account. The Colgate-Palmolive-Peet Co. has contracted for 26 weeks for spots on Palmolive Brushless Shaving Cream. Ted Bates & Co., New York, placed the business. The Celanese Corp. of America will advertise its fabrics on spot announcements for a 15-week period. Ellington & Co., Inc., of New York handles the Celanese advertising. Thirteen-week contracts have been placed by the Pure Frozen Lemon Juice Corp. of America through the Allen Advertising Agency, Chicago; the Westgate-Sun Harbor Co. by the Barnes Chase Co. of Los Angeles for Breast O'Chicken Tuna, and the Runciman Co., advertising Hallmark Beans, with Goodkind, Joice & Morgan, Inc., of Chicago, as the agency. Other new 13-week contracts are for the Green Bay Federal Savings and Loan Association of Milwaukee, with the Dayton Johnson and Hacker Agency of the same city handling the account and for the W. H. Pipkorn Co. of Milwaukee which advertises folding doors. The Saxton Agency, Milwaukee, handles this account.

WFIL, Philadelphia: Corn Exchange National Bank & Trust Co. will sponsor a five-minute segment of the "LeRoy Miller Club" program Monday through Saturday, beginning Monday, March 5. Agency for the account is John Falkner Arndt & Co., Inc., Philadelphia. One participation a week in the "Mary Jones" show has been scheduled by Oakite, beginning Wednesday, March 14. The agency is Calkins & Holden. Carlock, McClinton & Smith, New York. Monday-through-Saturday participations in the "Farmer Jones" program are being sponsored by Seaboard Seed. The contract was placed through Leonard F. Fellman & Associates, Philadelphia.

Boynton Agency Moves To New Detroit Offices

Detroit—Stanley G. Boynton and Son, national advertising agency, moved into new offices at 159 Pierce St., Birmingham, a Detroit suburb. March 1, it was announced. The agency has resided in the Fisher Building in the New Center Area for the past 27 years.

The agency handles all types of network accounts, and for the past 20 years has specialized in custom-built networks. It has handled network broadcasts of national football games, All-Star games, and National Professional play-offs. For the past 10 years, the agency has hooked-up network broadcasts of the National Tennis Matches.

Committee Seeks NAB Aid In Research Evaluation

(Continued from Page 1)

the committee asking NAB to undertake the study is composed of Kenneth H. Baker, NAB research director, chairman; Louis H. Avery, Avery-Knodel, Inc.; Hugh M. Beville, director of plans and research, NBC; Mathew N. Chappell, chairman of the department of psychology, Hofstra College; Herbert L. Krueger, WTAG, Worcester, Mass.; Fred B. Mancee, vice-president BBD&O, and A. Wells Wilber, director of marketing research, General Mills.

In seeking the research evaluation, the committee report declared: "It would be an understatement to say that there is confusion in the radio and television industry—including both buyer and seller—with regard to radio and television ratings."

"This report is written because the committee that wrote it believes something can be done, and should be done, to straighten out the confusion.

"In fact, the committee believes that if something is not so done, radio and television research of any kind—good or bad—may be discredited in many quarters, and a great disservice thus done the entire industry.

Confusion Explained

"The confusion arises from the fact that the industry is perhaps oversupplied with data which, unfortunately, 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 thorough and completely objective.

"It is firmly believed that, from the data that would be collected, competent research authorities in 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, to its ultimate long-lasting 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 audience measurement services would be asked to submit answers to a series of questions relative to their coverage, methods, costs, and data.

The second step calls for comparison of available data. "Since there already exist a number of cities for which various services provide rating reports," the committee report reads, "it seems highly probable that something can be learned from study of these data side-by-side, with retabulations be-

ing provided in many instances in an attempt to reduce the number of variables functioning. . . . To the extent that valid comparisons can be made, the industry will benefit by having such information to guide its judgment."

The third step is a recommendation by the committee that original experiments be conducted to reveal further information on the degree of agreement and disagreement between methods, particularly as compared with two methods not in common use: House-to-house incidental calls and house-to-house unaided recalls. The report states: "While no commercial service is at present conducting house-to-house incidentals or house-to-house recalls—in fact, the cost is such that it may never be practical to conduct them on a continuing basis—it is believed that much can be gained from comparing the results obtained by the commercially practiced methods with those obtained from the two house-to-house measurements." It is pointed out that these two methods are recommended for comparative purposes, not as absolute yardsticks.

Full-Time Executive Urged

It is proposed to implement the plan of action by engaging a full-time project manager to direct the operations of the analysis. The cost of the three-step project, including the necessary personnel, is placed in the neighborhood of \$140,000. In addition to the project manager it is proposed that a volunteer committee of five industry research leaders be appointed to consult with him on procedure, analysis and interpretation.

It has been known for some time that agencies and sponsors have been disappointed in the quality of research measurement on TV and research directors have met in New York in an effort to clarify the situation. As one agency research director put it: "You put a half a dozen 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 formula for the research projects. Those cooperating were: A. C. Nielsen, president of the A. C. Nielsen Company; Sydney Roslow, 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 Purina Co. has expanded "Farm Time" on KGW, Portland, to five, 15-minute mornings for 52 weeks. Program was half-hour, twice a week. Agency is Gardner Advertising, Inc.

BEHIND THE MIKE

TALENT manager and publicist Earl S. Peed is moving his staff into larger quarters at 119 W. 57th St., while adding a new department for TV clients.

It looks like Sherry Shadburne, the redheaded TV actress, is coming into the Jack—by appearing with the Jacks. She was on Gleason's TV show one week, and the Haley and Carson shows the next.

Playwright Harold J. Taub, who's been free-lancing television scripts through Writers For Television, has a fall production in the offing for his play Denny Malone. Herbert L. Berger will produce.

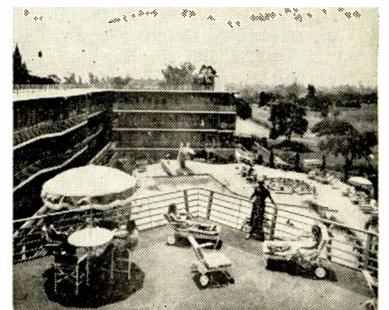
One of the most striking and newest success stories in radio is that of Abraham Ellstein, called the "Yiddish Arthur Godfrey" and considered the leading disc jockey in Jewish broadcasting today. Latest polls indicate that Ellstein, who started as a two-show-a-week disc jockey two years ago and now has 15 quarter-hour programs weekly over WEVD, N. Y., is heard in more than 50,000 homes in metropolitan New York daily.

Leaves WPIX For NBC

Robert R. Rodgers has been appointed to the television sales staff of NBC National Spot Sales, James V. McConnell, National Spot Sales director, has announced. He replaces Robert Button, who has joined the television network sales department.

Rodgers, staff writer in the press department since November, 1949, is former assistant public relations manager of WPIX.

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NAME 50 CANDIDATES FOR NAB BOARD

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

Washington Bureau of RADIO DAILY
Washington — Television in the hands of educators can become one of the most vital forces for dynamic democracy that the world has ever seen, FCC Commissioner Frieda B. Hennock told the Women's National Democratic Club here yesterday. "I think we can find room on television for both Groucho Marx and (Continued on Page 7)

Religious Leaders Plan Special Documentaries

On Friday, Feb. 9, 8-8:30 p.m., NBC will broadcast a special documentary, "Time To Share," in which Dr. Franklin Clark Fry, president, United Lutheran Church in America, and Albert Crews, director of (Continued on Page 5)

Debuts

Washington — Price Stabilizer Michael DiSalle and Wage Stabilizer Cyrus Ching will make their first television appearances over WNBW and the NBC-TV network in a program titled "Battle Report Washington," scheduled for 3 p.m. Sunday, February 4. They will appear with John R. Steelman, assistant to the President.

'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.

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- (Continued on Page 5)

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 3)

Liberty Begins Servicing Of Progressive Affiliates

The Liberty Broadcasting System expects to absorb about 40 of the nearly 100 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

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)

Result Of Election Will Be Told Feb. 28

Washington Bureau of RADIO DAILY
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 mobiliza- (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 WEOK, Poughkeepsie, (Continued on Page 4)

Mysteries Promoted

Mutual will tee off a "Mystery Book Month" in behalf of the net's fourteen mystery programs, Feb. 1-28. The network enjoyed great success last October when it promoted a national Western Week for its kid shows and western features and the new feature, conceived by Hal Coulter and Bob Schmid is expected to produce good reaction.

(Continued on Page 3)

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FINANCIAL

(February 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	11 1/8	11	11 1/4	+ 1/2
Admiral Corp.	27 3/8	26 5/8	27 1/2	+ 3/4
Am. Tel. & Tel.	152 1/2	152 1/2	152 3/4	+ 3/4
CBS A	31 1/8	29 3/4	31 1/8	+ 1 3/8
CBS B	30 1/4	30 1/4	30 1/4	+ 1/4
Philco	25 1/4	24 1/2	25 1/8	+ 1/2
Philco Pfd.	93	93	93
RCA Common	19 1/4	18 3/4	19 1/4	+ 1/2
RCA 1st pfd.	79	79	79
Stewart-Warner	18 3/4	18	18 3/4	+ 3/4
Westinghouse	38	37 5/8	37 7/8
Zenith Radio	63 3/8	61 1/8	63 1/2	+ 2 3/4

NEW YORK CURB EXCHANGE

DuMont Lab.	18 1/8	17 7/8	18	+ 1/8
Hazeltine Corp.	24	24	24	- 5/8
Nat. Union Radio	4 7/8	4 3/4	4 3/4

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	13	14 1/2

SESAC Adds Catalogues

SESAC, Inc., announced yesterday the acquisition of two more catalogues, Nazarene Publishing House and Lillenas Publishing Company of Kansas City. Both companies are publishers of religious music.

With the signing of these two companies, SESAC has added eight new catalogues to the library in the past 30 days.

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

KGW PORTLAND OREGON

ON THE EFFICIENT 620 FREQUENCY

APPLICATED WITH N.B.C. REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

FCC ACTIVITIES

Washington Bureau of RADIO DAILY
Washington — The FCC, by a board composed of Commissioners Walker, Jones and Sterling, has taken the following broadcast actions:

Circle Broadcasting Corp., Hollywood, designated for hearing March 1 application for a new station to operate on 1200 kc, one kw, daytime only.

Lawrence County Broadcasting Co., Lawrenceburg, Tenn., designated for hearing in Washington March 2 application for new station to operate on 1230 kc, 250 watts, unlimited time; made WBMP, Huntsville, Ala., and WCMA, Cornith, Miss., parties to proceeding.

WOOF, Dothan, Ala., designated for hearing in Washington March 7 application to increase power from one to 5 kw, operating daytime only on 560 kc; and granted petition of WQAM, Miami, to be made party to proceeding.

KVAS, Astoria, Ore., granted modification of CP which authorized new station, to change frequency and hours of operation from 1050 kc, daytime only, to 1230 kc, unlimited time, with 250 watts power.

KOEL, Oelwein, Iowa, granted modification of CP to change hours of operation from daytime to unlimited time, operating on 950 kc, with 500 watts, change directional antenna system, install new transmitter and change studio location.

WLBJ, Bowling Green, Ky., granted modification of CP to increase daytime power from one to 5 kw, operating on 1410 kc, with one kw nights, directional antenna.

WIMS, Michigan City, Ind., granted modification of CP, which authorized change in power and hours of operation from one kw, daytime, to 500 watts, night, one kw, days, unlimited time, and install directional antenna nights, to specify new transmitter site because of CAA objection to site previously proposed.

Designated for consolidated hearing in Washington March 13, applications of Muhlenberg County Broadcasting Co. and Central City-Greenville Broadcasting Co., both in Central City, Ky., for CP's for new stations to operate on 1380 kc, 500 watts, daytime only.

WRIA, Caguas, P. R., upon request for hearing filed by WRIA, ordered that the hearing in the matter of revocation of WRIA's license commence March 5 at Caguas, before a presiding Commissioner.

KNAF, Fredericksburg, Tex., granted

consent to transfer of negative control (50 per cent) of licensee from Arthur Stehling to Mrs. Merle Moore for \$26,000.

KBKW, Aberdeen, Wash., granted consent to transfer control of licensee corporation, KBKW, Inc., from Ben K. and Marian J. Weatherwax, owners of 100 per cent stock, to Archie Taft Jr., for \$47,885.

WTNJ, Trenton, N. J., upon request of WTNJ for hearing, suspended revocation order of Dec. 20, pending hearing Feb. 19 before a presiding Commissioner in Trenton.

KWBR, Oakland, application to install new transmitter, and increase daytime power from one to five kw, operating on 1310 kc; scheduled for hearing in Washington March 16.

KULP, El Campo, Tex., denied petition for waiver of hearing in application to change power and hours of operation from 500 watts daytime only to 100 watts nights, 500 watts days, on 1390 kc.

Applications for three new stations were designated for consolidated hearing in Washington March 22 as follows: Booth Radio & Television Stations, Inc., Lansing, Mich., for 1470 kc, one kw, days; Adelaide Lillian Carrell, Flint, Mich., for 1470 kc, one kw, unlimited time, and John C. Pomeroy, Pontiac, Mich., for 1460 kc, 500 watts, days, WBIG, Greensboro, N. C., was made a party to the proceeding.

Two other applications were designated for consolidated hearing March 23 in Washington as follows: Hirsch Communications Engineering Corp., Sparta, Ill., and Hawthorn Broadcasting Co., St. Louis, each seeking new stations on 1230 kc, 250 watts, unlimited time.

KLCN, Blytheville, Ark., denied petition for reconsideration and grant without hearing to change facilities from 900 kc, one kw, daytime only, to 910 kc, 100 watts, nights, one kw, days, scheduled hearing March 29 in Washington. The Commission on its own motion made WCOG, Meridian, Miss., a party to this proceeding.

Wireless Operators Hold Annual Meeting

William J. McGonigle, of the N. Y. Telephone Company, and William C. Simon, of Tropical Radio—United Fruit Company, were re-elected president and secretary of the Veterans Wireless Operators Association at its 26th annual convention held in N. Y. C. recently. The Association is composed of some 300 "brass-pounders," operators of ship and shore wireless telegraph stations.

George E. Sterling, a member of the FCC, a former "brass pounder" and one who has always been active in VWOA affairs, was also re-elected to the Association's board of directors. Others elected were: A. J. Costigan, 1st vice-president; H. L. Cornell, 2nd vice-president; R. H. Pheyse, treasurer; R. J. Iverson, asst. secretary.

Others elected to the board of directors were: George H. Clark, RCA; A. J. Costigan, Radiomarine Corp. of America; C. D. Guthrie, U. S. Maritime Commission; Capt. Fred Muller, U. S. N. R.; and Jack R. Poppele, president Television Broadcasters Association.

COMING and GOING

KEN SPARNON, field representative for BMI, will leave over the week-end for Norfolk, Va. He'll be there until Thursday, after which he'll go on to Richmond for a few days.

BENEDICT GIMBEL, JR., president of WIP, Philadelphia, will be in Cleveland a week from today attending the meeting of the Mutual network board of directors.

ED SULLIVAN, emcee on "Toast of the Town," is in Florida combining a vacation with a talent hunt.

JOSEPH NASSAU, general manager of WAEB, Allentown, Pa., is in New York on business.

GEORGE P. HOLLINGBERRY, head of the station-rep organization bearing his name, has arrived from Chicago for conferences at the New York headquarters of the organization.

MIKE JABLONS, formerly assistant to Frieda Henock, of the FCC, tomorrow will fly to Paris via Air France.

LARRY FINLEY, who headed the Progressive Broadcasting System, which suspended operations Wednesday, arrived yesterday from Hollywood.

Extending TV Film Contract

Hollywood—Immediate filming of 65 additional "Crusader Rabbit" video films was scheduled by Jerry Fairbanks Productions yesterday following signing of a new contract with the program's sponsor and NBC-TV. With 130 shows already completed, new films will boost the total to nearly 200. The program appears daily on the NBC network.



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



Candidates Named For NAB's Board

(Continued from Page 1)
must be returned by Feb. 20. Election results will be announced Feb. 28. Successful candidates will take office for two-year terms, beginning immediately after the 1951 convention in Chicago, April 15-19.

Nominations Listed

Following are the candidates nominated:

District One—Craig Lawrence, WCOP, Boston; Paul W. Morency, WTIC, Hartford.

District Three—Victor C. Diehm, WAZL, Hazleton; Leonard Kapner, WCAE, Pittsburgh.

District Five—Thad Holt, WAPI, Birmingham.

District Seven—Robert T. Mason, WMRN, Marion, Ohio; John F. Patt, WGAR, Cleveland.

District Nine — Ben A. Laird, WDUZ, Green Bay, Wis.; J. R. Livesay, WLBH, Mattoon, Ill.; Merrill Lindsay, WSOY, Decatur, Ill.

District 11—H. L. Linder, KWLM, Willmar, Minn.

District 13 — Kenyon Brown, KWFT, Wichita Falls, Tex.; Fred Nahas, KXYZ, Houston.

District 15—Glenn Shaw, KLX, Oakland.

Large Stations—John H. DeWitt Jr., WSM, Nashville; E. K. Hartenbower, KCMO, Kansas City.

Medium Stations—Rex Howell, KFXJ, Grand Junction, Colo.; Herbert R. Ohrt, KGLO, Mason City, Ia.; Walter E. Wagstaff, KIDO, Boise, Ida.; Hugh B. Terry, KLZ, Denver; William E. Ware, KSTL, St. Louis; Richard O. Lewis, KTAR, Phoenix; John Esau, KTUL, Tulsa; J. Frank Jarman, WDNC, Durham, N. C.; Earl W. Winger, WDDO, Chattanooga, Tenn.; Gunnar O. Wiig, WHEC, Rochester, N. Y.; Roy Dabadie, WJBO, Baton Rouge, La.; Philip J. Allen, WLVA, Lynchburg, Va.; J. W. Woodruff, WRBL, Columbus, Ga.; O. M. Schloss, WWSW, Pittsburgh.

Small Stations

Small Stations—Frank C. McIntyre, KLIX, Twin Falls, Ida.; Al G. Meyer, KMYR, Denver; Lee Bishop, KORE, Eugene, Ore.; Gene Trace, WBBW, Youngstown; F. E. Lackey, WHOP, Hopkinsville, Ky.; Harry McTigue, WINN, Louisville; A. E. Spokes, WJOY, Burlington, Vt.; Simon Goldman, WJTN, Jamestown, N. Y.; John W. Schultz, WMVA, Martinsville, Va.; Milton L. Greenebaum, WSAM, Saginaw; Edgar Kobak, WTWA, Thomson, Ga.

FM Stations — Edward Breen, KFMY, Fort Dodge, Ia.; C. L.

AGENCY NEWSCAST

... personnel, sponsors and notes

KUDNER AGENCY has moved to new quarters at 575 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 Biow 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 the National Antiques Show 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 Smallen Advertising. He was formerly associated with Geyer, Newell & Ganger, 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 Prism-lite 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.

New Hooper Radio Survey For Capital City Area

(Continued from Page 1)

survey was conducted by the coincidental telephone call method and is to provide the trade with 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 listening to WGY, WTRY, WKKW 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.

Thomas, KXOK - FM, St. Louis; Everett L. Dillard, WASH, Washington; R. Sanford Guyer, WBTM-FM, Danville, Va.; Edward A. Wheeler, WEAR, Evanston, Ill.; Michael R. Hanna, WHCU-FM, Ithaca, N. Y.; Owen F. Uridge, WQAM-FM, Miami; Ben Strouse, WWDC-FM, Washington.

LBS Starts Servicing Progressive Outlets

(Continued from Page 1)

some time to fill the 12-hour programming gap.

This service would not continue beyond yesterday evening, the Liberty spokesman said, because the PBS telephone lines were to be taken out of service.

In New York, the staff and executives of the Progressive network

Finley Comments

Larry Finley, president of Progressive, interviewed by telephone in Hollywood yesterday told RADIO-TELEVISION DAILY, that since the announcement of network suspension several offers to finance the web have been received. "Maybe during the next 48 hours Progressive will be back on the air as a network," Finley said. "Several responsible friends have volunteered to finance continuation of the operations. We think the PBS plan is basically sound."

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 for another two months, it would have come out of the red and become a successful operation.

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

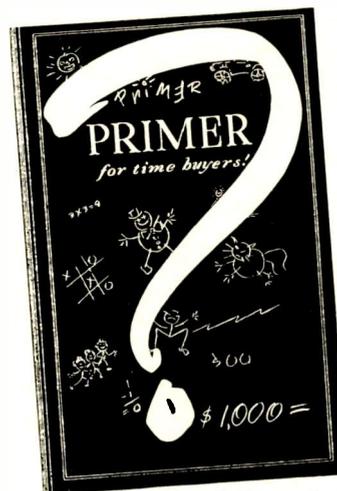
Liberty meanwhile has announced that definite affiliation commitments have already been received from the following former PBS stations: WGEG, Gettysburg, Pa.; WLTR, Bloomsbury, Pa.; WRYO, Rochester, Pa.; WLBR, Lebanon, Pa.; WMRI, Marion, Ind.; WKAI, Macomb, Ill.; and WCFC, Beckley, W. Va.

Philip Morris Sets CBS Dramatic Series

(Continued from Page 1)

Karol, CBS sales manager. Agency is Biow Co.

Philip Morris sponsors four other CBS radio and television shows—the Horace Heidt AM & TV series and Truth or Consequences with Ralph Edwards, also on radio and TV. The Philip Morris Playhouse goes into the time slot now occupied by "The Lineup."



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 low-down on this tremendous market as concerns CKLW. Reading time: 2 minutes! Uses: Unlimited! Write today . . . it's FREE

50,000 WATTS • 800 KC.

CKLW

Guardian Bldg. Detroit 26

Adam J. Young, Jr., Inc. National Representative

★ J. E. Campeau President

MESSANGER SERVICE FOR A QUARTER OF A CENTURY EXPERIENCE—DEPENDABILITY ALLIED MESSANGER SERVICE

9 Rockefeller Plaza Plaza 7-8065

YOUR DIAL WINS 1010

SURE
SIGN of
SPRINGING
SALES . . .



FRED ROBBINS SHOW

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

MON.-SAT.

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

. . . Getschal & Richard Agency

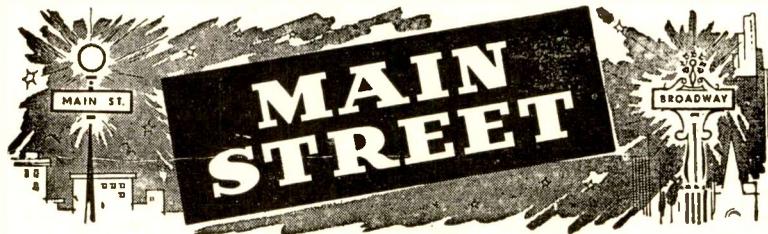
Produced by Evelyn Cooper

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

Buy WINS . . .
it Sells!

WINS
50KW New York

CROSLY BROADCASTING CORPORATION



By SID WHITE

Man About Manhattan . . . !

● ● ● NBC is to be commended for giving a distinguished group of radio, stage and screen stars air time Wed. nite to refute charges made on a recent American Civil Liberties Union program over the web and to give dramatic emphasis to our "Right to Freedom" as covered by the Bill of Rights. John Wayne staged the production which was presented at the Belasco Theater and Sen. Pat MacCarran (D., Nev.), who sponsored the new anti-subversive law, took occasion to answer criticism leveled at him during the recent ACLU broadcast. Among the distinguished cast who lent their talents and patriotism to the occasion were Lee Tracy, Victor Moore, Neil Hamilton, Marjorie Gatenon, Patsy Ruth Miller, Ned Weaver and Allen Bunce. The presentation, having the Bill of Rights as its theme and the defense of Democracy as its basic philosophy, was a noteworthy public service contribution to radio and a stirring preachment for Americanism.

☆ ☆ ☆ ☆

● ● ● THE MORNING MAIL: "Dear Sid," writes Geo. Lewis, "now that your column-readers have agreed that writers (material) are more important than comics, what are the networks and agencies gonna do about it???? The Gagwriters Institute has presented a Comedy Writers Development plan to both CBS and NBC, to no avail. We must develop comedy writers—or the future will see TV falling into the same rut radio eventually hit—the quiz shows. And quiz shows on TV are a poor substitute for good humor. Someone must shout for us—for the Talented Ten of the Gagwriters Institute—for the whole comedy writer development plan—or it will sink into oblivion until 1955 when some far-seeking network exec or agency head will predict that something must be done about developing comedy writers. If it weren't a necessity, we'd fold our tents and silently steal away—but it is a necessity and WHY, WHY, WHY, someone doesn't do something about it is the crime of the industry!"

☆ ☆ ☆ ☆

● ● ● AROUND TOWN: A shirt company is negotiating with Drew Pearson with a view to sponsoring the radiocradle when his present contract runs out. Sid Caesar wants to play a straight dramatic role—his first—on TV when Bob Montgomery does Steinbeck's "Of Mice & Men." . . . Next video squabble will be over three-dimensional TV. . . . Daily Mirror's Phil Strassberg and actress Linda Kalan take a walk down that well-known aisle on March 17th. . . . If'n you want to see TV commercials that entertain as well as sell, catch the pitches that Emil Mogul Co. has set up for Ronzoni Macaroni on "Leave it to Papa." . . . Dick Bruner upped to news ed of Printer's Ink. A well-rated jump, too. . . . Ed Herlihy leaving on a Nieuw Amsterdam cruise Monday but even while he's vacationing, he'll still be in there pitching. He intends to shoot films along the trip and send the clips back for showing on his "Date In Manhattan." . . . Jack Egan has taken over as manager of Gene Krupa and his reorganized crew. . . . Leo Durocher nixed a fabulous offer to take on a baseball commentary stanza. (Said he didn't wanna conflict with his newspaper pals). . . . Butch Cavell, one of the most popular of the kid stars on radio & TV, leaves for the coast Sunday for another UI picture assignment. . . . TV starlet Cindy Heller, who usta get lotsa publicity as a sexy blonde, is now an equally sexy brunette.

☆ ☆ ☆ ☆

● ● ● APPLAUSE DEPT: Frank Gallop's spooky characterization on "Lights Out." Scares the daylighters out of us. . . . Hank Sylvern's tip-top music on the new Sam Levinson session. . . . Dick Brown's singing, anytime, anywhere. . . . Lady Iris Mountbatton's charm via the new "Versatile Varieties" stanza. . . . Hal Block's clowning on "What's My Line."

PROMOTION

Paris Bound

Two winners of the WOR-TV "Talent Parade" show presented in cooperation with the Skouras Theaters of greater New York (Wednesday nights, 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 are an electric guitar playing duo and have been very active in New York City Police Athletic League functions.

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.

Transfer Of Stations Authorized By FCC

(Continued from Page 1)

N. Y., was granted consent to transfer control from Harold W. Cassill to Arthur J. Barry, Jr., for \$40,000.

Pittsburgh Broadcasting Co., licensee of WPGH, Pittsburgh, was granted consent to transfer control to George Harton, holder of 49 per cent stock, by purchase of remaining outstanding stock from F. Garrett Richter (3.33 per cent) and William Zueger (47.67 per cent) for \$8,890.

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, DeKalab, Ill., through sale of 40 shares of stock to other stockholders.

The Fairmount Corp. seeks acquisition of control of Buttrey Broadcast, Inc., licensee of KFBB, Great Falls, Mont., through purchase of 1428 shares of stock from Fred Birch.

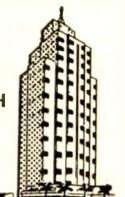
Wedding Bells

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

THERE'S ONLY ONE

Lord Tarleton
MIAMI BEACH
OCEAN FRONT • 40th to 41st Sts.

COMPLETELY AIR-CONDITIONED
Reservations • Walter Jacobs



Religious Leaders Plan Documentaries

(Continued from Page 1)

radio and TV, Protestant Radio Commission, will deliver first hand reports on world conditions. Dr. Fry and Mr. Crews are scheduled to return Feb. 5 from a round-the-world trip during which they interviewed many important religious and political figures.

Heard on the NBC program will be recorded interviews with such persons as Syngman Rhee, president of the Republic of Korea; Sao Shwe Thaik, president of Burma; Rajenrad Prasad, president of India; Jawaharlal Nehru, prime minister of India; King Abdullah, of Trans-Jordan; David Ben-Gurion, premier of Israel, and Ernest Reuter, mayor of West Berlin.

The CBS network will devote an entire week's programs on "You And The World" series to a special group of five shows. Dr. George Crothers, CBS director of religious broadcasts, will discuss a series of problems of the homeless both here and abroad.

Over the ABC network, Dr. Fry will be heard with Dr. John Sutherland Bonnell, minister of the Fifth Avenue Presbyterian Church in New York, on "National Vespers," Sunday, Feb. 11, 1:30-2 p.m.

TV will run a series of four discussions on DuMont's "Morning Chapel." Dignitaries scheduled for the TV programs are: Dr. Stanley I. Stuber, executive secretary for UACS; Dr. Russell Stevenson, secretary, division of foreign missions, National Council of Churches, Wynn C. Fairfield, Dr. Edward Chandler, Miss Helen Kenyon, Dr. Robin Barstow, and Dr. Fry and Mr. Crews.

Participating communions include American Baptist Convention, Church of the Brethren, Congregational Christian, Disciples of Christ, Evangelical and Reformed, Evangelical and United Brethren, Mennoite Churches Eastern District Conference, Presbyterian U. S., Presbyterian U. S. A., Reformed Church in America, Romanian Orthodox, Russian Orthodox, Serbian Eastern Orthodox, and United Presbyterian.

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," "Last Minute Headlines," and "Crusade in Europe." Ed Sarrow, staff producer-director, was assigned "Shopping For You." Paul Kane, another staff producer-director, has assumed full production chores on "Tee Vee Waamboree." At the same time, Ben Wolfe, WAAM director of engineering, announced the addition of Martin Yannuzzi, James Gurgick, and Aubrey Stansberry to his staff.

Export Advertisers Increase Budgets In Latin America

(Continued from Page 1)

Gamble, Lever Brothers, Colgate Palmolive Peet, Quaker Oats, Borden's, Admiral Radio, Philco, and Sterling Pharmaceutical Products.

The trend in Spanish programming at this time appears to follow the format set by American broadcasts both in AM and TV. Soap operas are popular all over, to the extent that they are heard five and six times a week and frequently run in both afternoon and evening. Audience participation shows still maintain a strong listenership, but are not as much in demand as they were two years ago. Sports broadcasts command a large portion of listenership, and many advertisers have gone in not only for descriptions of sporting events, but also interviews with popular sport figures.

Programs of Varied Nature

Ballantine Beer is making use of sport interviews, Rheingold is doing sport commentaries, and Schaeffer Beer is using programs of international news. Chesterfield cigarettes is appropriating most of its budget for newscasts. Borden's has gone in for a variety of programs from early morning disc jockeys to afternoon soap operas, and local music and comedy programs in the evening. Advertisers like Rinso, Procter & Gamble and Colgate Palmolive Peet are engaged in promoting soap operas, while Lifebouy Soap is devoting all of its resources to the variety show. Don Q Rum is running sport commentaries daily, and Barcardi Rum is doing a dramatic program dealing with the people and culture of the various countries.

Spot announcements are being used considerably by both local and national advertisers, and many advertisers run about 20 spots a day in place of a regular program. Listerine, Wrigley's, Toni Home Permanent, Coca Cola, and Pepsi Cola are sponsors using a great deal of spot announcements at this time.

Survey Reveals Trend

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 show that 23.6 per cent of their export advertising appropriations went into radio this past year. 21 industrial machinery companies showed that 4.3 per cent of their appropriations went for radio. Food and beverage companies listed 33 per cent of their budgets going toward radio; and clothing and household equipment companies, although doing much export advertising, allocated no money for radio in 1950.

Most advertisers have not delved too deeply into Latin-American TV at this time, but recent studies indicate that the potentialities of TV in Mexico, Cuba and Brazil are not to

be overlooked. One TV station is now in operation in Mexico, two transmitters are up in Cuba, and two more are serving Brazil. Ten thousand sets are now being used 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 use by the end of 1951.

CMQ-TV Reports Sales

Records show that CMQ-TV in Havana, Cuba, sold 87 quarter-hours time out of the one hundred and forty hours available each week before it went into operation and it also sold at the same period one-half of the available spot time. TV at present is restricted to sport coverage mostly. But here too, the format appears to follow the pattern set by American TV programs. All the TV stations are following a six-hour day, with one hour devoted to newsreel, cartoons or cowboy films, and the remaining five hours given over to live shows and special features.

Procter & Gamble is now using two half-hour shows each week over CMQ-TV in Havana, Cuba, as is Colgate. Other American advertisers now seen over CMQ-TV are Sterling Pharmaceutical Products, General Electric, Admiral Radio, General Motors, and Barcardi Rum. Information as to TV sponsors in Mexico and Cuba are not available at this time.

Agency Expands Operations

Substantiating the recent wave of interest in export radio and TV, McCann-Erickson Wednesday announced the formation of Guastella-McCann-Erickson, S.A., Publicidad, in Mexico City and Havana. This merger with Publicidad Guastella adds to an already extensive global list of McCann-Erickson foreign offices. It has 11 offices in Latin America, 5 in Europe and associate agencies in Canada, Africa, Asia and Australia. George H. Giese, vice-president and director of the international division at McCann-Erickson, commenting on the type of AM programs that are getting the largest play in Cuba, Brazil, and Mexico said that the soap operas and audience-participation shows are now receiving the best response from listeners. Giese stated that most programs follow the pattern set by American broadcasts, but insert their own local color into most shows. As for TV, Giese contended that the networks are going through the stage of development that America experienced in 1948-49, and that advertisers are only now beginning to experiment with the great potentialities that are offered. As proof of the full drawing force of TV, Giese stated that it was not an uncommon sight to see as many as 60 people crowded about a TV set in Havana, Cuba.

FCC Shuts Station For Experimental TV

(Continued from Page 1)

ther application for license without action.

KG2XBI, operated by Conestoga, has been intercepting programs of Philadelphia TV stations and re-broadcasting them on UHF frequencies for reception on special receivers of association 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."

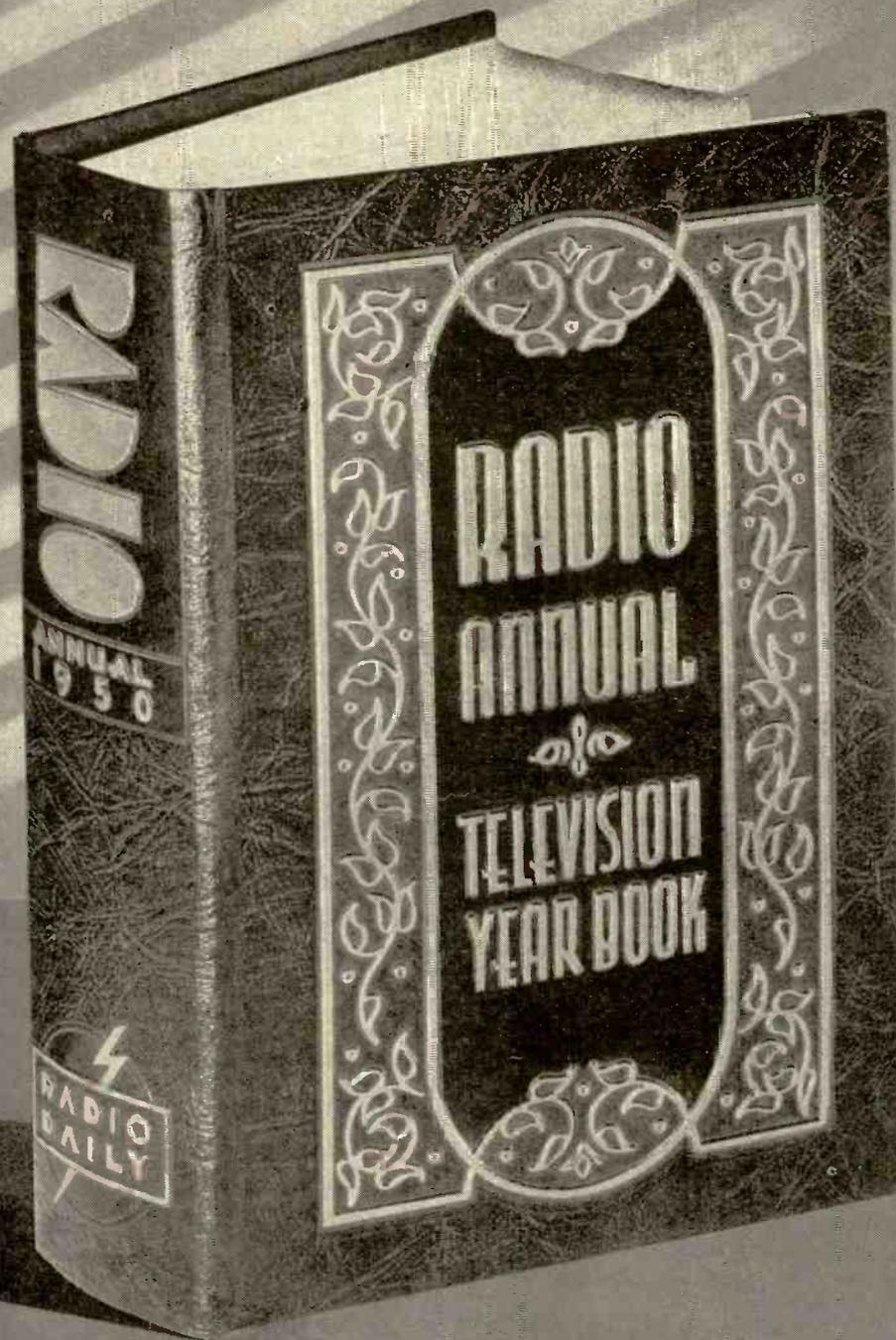
Hymes Leaving WLAN

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 Biow 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. Baudino | Cal Tinney |
| Benny Rubin | Veronica Wiggins |
| Arthur Billings Hunt | |
| February 3 | |
| Martin Block | Mary Carlisle |
| Nelson Case | Nick Kenny |
| Jack Weldon | Barbara Wells |
| Charles J. Correll | |
| A. B. Chamberlain | |
| February 4 | |
| John G. Fraser | Alice Hill |
| Jack R. Poppele | Paul Ruhle |
| A. Walter Socolow | Jane West |
| February 5 | |
| Ed Abbott | Thor Ericson |
| Eddie Stanley | Rupe Werling |
| Elwood Hoffman | Bill De Costa |
| February 6 | |
| Thurl Ravenscraft | Ray Katz |
| Haven Gillespie | Louis Nizer |
| Dorothy DeRosa | Kay Reed |
| Joseph Rogers | Steve Ellis |
| Roland Van Nostrand | |
| February 7 | |
| Bill Johnston | Frank Weitmer |
| Alexander McQueen | Jerome Sill |
| Dorothy M. Smith | |
| February 8 | |
| Don Ball | Roscoe Beach |
| Truman Bradley | Ed Fitzgerald |
| Irving Kaufman | Henry King |
| Frank E. Mason | Charles Sears |
| Fred Thoms | Jack Rourke |
| Jimmy Powers | |

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 programs," said Miss Hennock in an address at a meeting in the committee's clubrooms, "that is why I have been advocating 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 "a most urgent one," saying "as a member of the Federal Communications Commission I can tell you everybody talks about television; we have the power to do something about it." She said in the interest of children "we have the responsibility to see that this great natural resource is devoted in part for cultural advancement; to education as well as entertainment."

Cites 18th Century Action

Miss Hennock told the Democratic women that TV "is as important to the free exchange of ideas, public information and the development of our cultural heritage as mining coal, the production of newsprint and drilling oil is to our economic and industrial growth."

She advocated adopting the same policy for TV as that of the Congress in the 18th Century when certain lands in the northwest territory were reserved for educational institutions to be later established. "I am asking that 20 per cent of the remaining television frequencies be treated in similar manner and set aside for the exclusive non-commercial use of our educational institutions and organizations," she added.

Commenting on TV's "influence on the habits and morals of our younger generation," Commissioner Hennock said "Hopalong Cassidy cowboy outfits and a heavy belt 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—far from it. Education via television need not be compared to eating spinach or taking sitting-up exercises. It can be informative and at the same time most interesting."

Sees Emergency Use Vital

Miss Hennock visualized 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."

★ ★ TELE TOPICS ★ ★

WOR-TV's presentation of the swimming races, low and high diving board contests, water ballet, water polo game and the contest between swimmers and fishermen gave a refreshingly different evening to those who watched the NYAC show at 9:00 p.m., Wednesday night. With John Condon as emcee and Stan Lomax calling the races, the two-hour odd long show passed all too quickly. Performances of local, state national and Olympic champions gave 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 which she was assisted by Doris Michel, 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 "one-shotter," this was interesting TV.

STORM prevented Ted Husing from getting to Detroit for the CBS telecast of the Ike 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 RUWITCH, vice-president and general manager of WTVJ, Miami, was born in Escanaba, Michigan. He has been associated with the station since August, 1948, when the WTVJ was still in the construction stage. At the time, Lee was rounding out his second year as executive assistant to Col. Mitchell Wolfson, co-founder of the station. Following his graduation from the University of Minnesota, Lee was associated with Joseph Ruwitch & Sons Department Store in Norway, Michigan. During the war he served three-and-a-half years in the



RUWITCH

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 first-hand information and to study personnel and operating methods at both large and small outlets. As a result, WTVJ has grown in stature during the year, Lee was named general manager of the station in 1949 and in January, 1950, he was elevated to vice-president, while continuing to perform his duties as general manager. His main non-occupational hobby is getting to the beach to keep his Florida tan.

LIGGETT & MYERS, for Chesterfield cigarettes, will again telecast all New York Giants home games, via WPIX. 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. WPIX entered the Giant's picture in 1948, televising night games only. Season commences April 20. . . . Wendy Sandford, formerly with CBS-TV's "Studio One" staff, has resigned to become an associate producer with the Regis Radio Corporation. In her new assignment she will work on the network's "Charlie Wild Show," a Regis package presented Fridays at 9:00 p.m. . . . Today and tomorrow the biggest TV show of its kind will take place at the University of Dayton fieldhouse, Dayton, Ohio, when WLW-D and TV distributors of the area put on a continuous entertainment show from 8:00 a.m. to midnight, each day. A special preview show is scheduled for this morning at which time Mayor Louis W. Lohrey will proclaim "Television Week." . . . TV sets will be displayed by fifteen manufacturers. . . . Canada Dry is placing extra TV promotion behind its 6-bottle handi-pak cartons in the New York area by offering them as jackpot prizes on the WOR-TV quiz show, "The Better Half." As an award the company gives 100 handi-paks and \$100, which can be doubled or tripled if contestants miss the jackpot question.

PUCCINI's one-act comic opera, "Gianni Schicchi," will be the third presentation of the NBC-TV "Opera Theater" this season, on Sunday, Feb. 11 at 3:00 p.m. Ralph Herbert will sing the title role with Samuel Chotzinoff producing. . . . Dorothy Gish and Walter Hampden will co-star in "Spring Again," on CBS-TV's "Ford Theater," Friday, Feb. 9 at 9:00 p.m. Program replaces "One Day for Keeps," previously announced for the date. . . . Sec. of Defense George C. Marshall will launch the first of a new series of TV programs, "The Armed Forces Hour," on Sunday, Feb. 4 at 8:30 p.m. over DuMont. Time is being donated weekly by the network and 50 affiliated stations. Marshall will introduce the series during an interview with Chris J. Whiting, general manager of DuMont. . . . Now that "Studio One" has won a baker's dozen top awards for 1950, including best dramatic program in RADIO DAILY's annual poll, sponsor of the series is going to get one. On Monday, Feb. 5 Robert L. Crinnian, president of the Society of Industrial Engineers, will present the Award of Merit to Westinghouse twins—laundromat and clothes dryer—as finest in the field. John Ashbaugh, Westinghouse v-p will accept. . . . Jack O'Brian, erudite TV editor of the Journal-American, was inadvertently omitted from the Radio-TV list of editors yesterday in RADIO DAILY.

Expansion Of TV Forecast By Meck

(Continued from Page 1)
tion and world crisis would slow up the timetable of TV's growth but would not permanently check it.

He predicted that eventually 30,000,000 families will own TV sets, and many families will own more than one. Adding the receivers in taverns, institutions and other public places, this will mean a total of about 40,000,000 sets in use. If these sets are replaced once every five years, there will be a normal domestic demand for 8,000,000 receivers, he pointed out.

Meck spoke yesterday at the luncheon of the Alumni Association of Illinois Institute of Technology. He said, "if we find the average retail price is \$375, this will account for a volume of three billion a year. Maintenance of 40,000,000 sets will come to another 600 million or so. And this is exclusive of export, which we can expect to become an important factor, and of radio production."

Game Of Day Series Set Again On Mutual

(Continued from Page 1)
The National list are Pittsburgh and St. Louis.

The "Game of the Day" broadcasts on Mutual last season were carried on 350 stations with 3,500 co-op sponsors participating in the broadcasts. Local sponsors bought participating time in cities where the games were heard.

Al Helfer is slated to again give the play-by-play description.

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, 1876, 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.

Gets Control Of KTBS

Washington—Acquisition of control of Radio Station KTBS, Inc., Shreveport, licensee corporation 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.

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

on "RADIO BALTIMORE"

Contact
EDWARD
PETRY CO.

WBAL

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

Another BMI Pin-Up Hit!
IN YOUR ARMS
Published by Hill & Range
Recorded by
DINAH SHORE.....(Victor)
TONY MARTIN.....(Columbia)
PAUL WESTON.....(Capitol)
JAN GARBNER.....(MGM)
LEROY HOLMES.....(MGM)
Licensed exclusively by
BROADCAST MUSIC, INC.

Proven Hits!
THE NIGHT IS YOUNG
(And You're So Beautiful)
DREAM A LITTLE DREAM OF ME
IT ISN'T FAIR
I STILL GET A THRILL
W-M WORDS & MUSIC, Inc.
1619 Broadway, New York 19, N. Y.

ZING ZING
ZOOM ZOOM
recorded by
THE ANDREWS SISTERS ..Decca
PERCY FAITHColumbia
DAVID ROSEM-G-M
PERRY COMORCA Victor
others to follow
ROBBINS MUSIC CORPORATION

Great New Waltz
CROSS MY HEART,
I LOVE YOU
Cromwell Music, Inc. — ASCAP
129 W. 52nd St., New York 19, N. Y.

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

● ● ● **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 WJZ-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 featured on the program Gene Buck, Deems Taylor and Fred E. Ahlert, 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; experts keep telling him that he's using recording because the music on the TV stanzas sounds too perfect to be a live orchestra. . . . Doc Berger of Leeds 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 devoting himself almost exclusively to the packaging of TV shows. . . . Glenn Moore, who was featured with Fred Waring, Rudy Vallee, to name a couple, has now gone into business for himself. His newly organized dance band will open at the Pelham Heath Inn in the Bronx on Friday, Feb. 2nd.

☆ ☆ ☆ ☆
● ● ● **PUB CRAWLING:** Everywhere you go in music town these days the inhabitants are either on the way or just back from Florida or on the other hand they are down with a virus infection. Leave it to Mills Music to corner the market. . . . Jack is on the way to Florida and Sid is down with the bug. . . . Redd Evans of Jefferson Music on the sick list also. . . . It is reported that Ray Block is becoming active again as a BMI publisher affiliate. One of his first tunes will be "Oh What a Face," a comedy song winner on "Songs For Sale," the TV and AM show which features Block as musical director. . . . Sammy Kaye once again proves the universal commerciality of the classic melodies. First, "Tell Me You Love Me," an adaptation of Leoncavallo's "Vesti La Giubba" is showing an amazing upswing and then, Barbara Benson the pretty vocalist with Sammy's band is stopping the show cold each performance with a classical rendition of the same composer's "La Matinata." . . . recordings of the former by The Ink Spots, Vic Damone and Sammy Kaye are prospering.

☆ ☆ ☆ ☆
● ● ● **Records—I can see a nice future for Columbia's waxing of ABC Music's new tune "Faithful," which features the singing of Frank Sinatra and Alex Stordahl's orchestra. Frankie really sings in this one. He sounds as if he's been taking vitamins! The music was written by Alex "Symphony" Alstone with a lyric by Jimmy "Harbor Lights" Kennedy. . . . No. 4 best-seller in Kansas City. "It is No Secret" (What God Can Do) has broken as a top copy-seller in 10 major jobbing cities, according to Duchess Music. In seven of these cities, "Secret" is among the first ten songs in sheet sales. . . . Denny Vaughn can be seen Thursdays at 8:30 on the Peter Lind Hayes show, over WNBT. The four sides Denny recorded last Friday for Coral Records will be released this coming week. That makes 16 sides this boy has made for that label in three months. . . . Capitol records has just signed Nat "King" Cole to a five-year deal with the biggest guarantee ever offered any artist on that label. Miller Music giving "Every Night at Seven" from the MGM picture "Royal Wedding" the number one place on their plugging list. World Broadcasting System, has signed harpist Robert Maxwell to an exclusive one-year contract, he will transcribe 40 selections for distribution to World affiliated stations. Spencer Williams, writer of "Basin Street Blues," has just turned out "Bow'd Down With The Blues" for Ostrow Music Publishers. There is a Billie Williams arrangement of the tune due.**

RCA Victor Immortals Include Pops, Classics

The special albums of "immortal performances" to be issued by RCA Victor in January and February 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 names 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, Clinton 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; "Columbo, 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 February, will comprise albums of recordings by some of the greatest musical artists of history, including Caruso, Ponselle, Chaliapin, Calve, Garden, Jeritza, Bori, Galli-Curci, McCormack, Tetrizzini, Farrar, Tamagno, Lehmann, Paderewski, Prokofieff, Rachmaninoff, Gigli, Ruffo, 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.

Forfeits Station Permit
Washington—Chet L. Gonce, trading as The Voice of Reno, permittee for KBOX, has forfeited his FCC authorization on 1230 kc., 250 watts limited time, and the Commission has deleted the station call letters.

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and
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RADIO DAILY TELEVISION DAILY

SPONSORS
BUSINESS
AGENCIES

VOL. 54, NO. 23

NEW YORK, THURSDAY, FEBRUARY 1, 1951

TEN CENTS

PBS RADIO WEB SUSPENDS OPERATIONS

Petrillo Lists Terms For New Net, TV Pacts

Seeks Virtual Ban On Films For Tele Use

Terms for negotiating new contracts with the radio and television networks as proposed by James C. Petrillo, president of the American Federation of Musicians, were announced by Petrillo at a conference in the union's headquarters in New York yesterday afternoon. The

(Continued on Page 3)

Newspaper Requests Court Ruling Re Radio

Lorain, O.—A local newspaper has asked the Federal court to decide if it must accept advertisements about radio programs. The motion was filed Tuesday by The Lorain Journal which requested a ruling from Judge Emerich B. Freed.

The Journal is the same newspaper which came afoul of the law recently when it refused advertise-

(Continued on Page 2)

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 an-

(Continued on Page 5)

Score: 2—2

New York's first "big snow" of the season, forecast in the morning papers by the local Weather Bureau as "fair and cold today," hit the metropolis in the early morning. As a result, ABC and CBS released all except essential workers at 4:00 p.m. On the other hand Mutual and NBC paid no attention to the elements outside and kept staffs on their jobs.

Weather Fine In Florida

Bellair, 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 69.8, and the forecast partly cloudy.

Atom Bomb Series Set For Philadelphia

Philadelphia—WIP has scheduled a series of four broadcasts on the subject of the atomic bomb, its effects, and how to survive them. The programs will be conducted by Dr. Richard Gerstell, author of the book, "You Can Survive An Atomic Bomb," and consultant on civilian defense for the office of the National Security Resources Board, Washington, D. C. The series will be aired on successive Fridays, Feb. 9, 16, 23 and March 2, from 9:30 to 10 p.m.

Dr. Gerstell first discussed how to

(Continued on Page 2)

Florence Warner Returns To CBS Organization

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

(Continued on Page 2)

AM-TV Applications Filed With The FCC

Washington Bureau of RADIO DAILY
Washington—Applications for two new TV stations, two new AM stations and changes in facilities of two outlets have been filed with the FCC.

WICA, Ashtabula, Ohio, has filed for a construction permit for a new commercial TV station to operate on Channel 8, with effective radiated power of 2.16 kw, visual, and 1.08 kw, aural, and antenna height 285 feet above average terrain.

WBIR, Knoxville, Tenn., seeks a

(Continued on Page 7)

Gain In Gross Billings For '50 Reported By WCCO

Minneapolis—Reporting a 17 per cent increase in gross income for 1950 over 1949 and a gain of 15 per cent in the sale of local time, Gene Wilkey, station manager, revealed that CBS outlet had the best year in its history.

One of the strong factors in the

(Continued on Page 5)

FCC Institutes Wide Probe In 'Functional Music' Field

Washington Bureau of RADIO DAILY
Washington—The FCC announced yesterday it has begun an investigation into Functional Music and kindred types of operations for FM to determine whether such programming violates either the Communications Act or Commission rules and regulations.

Letters have been addressed by

the Commission to WLRD, Miami Beach; WFMF, Chicago; KDFC, Sausalito, Calif., and WACE-FM, Chicopee, Mass., demanding complete information, including contracts, with Functional Music, Inc., and other similar organizations.

"This inquiry is being made in connection with the Commission's

(Continued on Page 3)

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 Fleischer and Jack L. Rau, as members of the PBS executive

(Continued on Page 5)

Radio Expanding, CBS Speaker Asserts

Springfield, Mass.—In a speech, delivered before the Advertising Club here, Edward Shurick, market research counsel for the CBS Radio Network, decried the thought that because radio, nationally, has reached the 95 per cent saturation point, its growth is a thing of the past.

Shurick pointed out that while

(Continued on Page 7)

Vienna Philharmonic Offered On TV Films

Washington Bureau of RADIO DAILY
Washington—The Campbell Music Co. of Washington, in cooperation with American Wholesalers, DuMont Teleset distributors, will attempt a new idea in local TV enter-

(Continued on Page 8)

Church Appeal On TV

Re-cap of the films showing the destruction of the Church of the Sacred Hearts of Jesus and Mary and St. Steven the Martyr, Jan. 10 in Brooklyn, will be shown on Sunday at 5:15 over WPIX. The Rev. Leonard Pavone, assistant pastor, will be featured on the program, titled, "The Bells Will Ring Again" in an appeal for \$200,000 to help rebuild.

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TELEVISION DAILY

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MARVIN KIRSCH : Business Manager

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FINANCIAL

(January 31)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg
ABC	11 1/4	10 3/4	10 3/4	3/8
Admiral Corp.	27 1/8	26 3/4	26 3/4	1/4
Am. Tel. & Tel.	152 1/2	151 7/8	151 7/8	1/8
CBS A	31	29 3/4	29 3/4	1
CBS B	30 1/2	30	30	1
Philco	24 3/4	24 1/8	24 1/8	1/2
Philco pfd.	93	92 3/4	93	1/8
RCA Common	19	18 3/4	18 3/4	1/2
RCA 1st pfd.	79	79	79	1/4
Westinghouse	38 3/8	37 1/2	37 1/2	1/2
Zenith Radio	61 1/4	60	60 3/4	1/2
NEW YORK CURB EXCHANGE				
DuMont Lab.	18	17 3/8	17 3/8	1/8
Hazeltine Corp.	24 5/8	24 1/2	24 5/8	1/8
Nat. Union Radio	4 7/8	4 3/4	4 3/4	1/8
OVER THE COUNTER				
Stromberg-Carlson		Bid 13 1/2	Asked 15	

Civil Defense Program

"The Civil Defense Reporter," a weekly round-up of news and developments in the civil defense program, will be heard weekly starting today, 7-7:15 p.m. over WFDR.

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★ COMING AND GOING ★

FRANK STANTON, president of the Columbia network; H. K. AKERBERG, vice-president in charge of station relations; J. L. VAN VOLKENBURG, vice-president in charge of network sales, and WILLIAM B. LODGE, vice-president in charge of general engineering, have returned from Dallas, Tex., where they attended the meeting of District 8, Columbia Affiliates Advisory Board.

LESTER W. LINDOW, general manager of WFDF, American network outlet in Flint, Mich., is in town for conferences with officials of the web.

JAMES TASKER, formerly of the J. Walter Thompson Co. office in Port Elizabeth, South Africa, is in New York for a three-week refresher course at the home offices, after which he'll take up new duties at the agency office in Frankfurt, Germany.

FRED RIPLEY, manager of WARC, Rochester, N. Y., is in town for confabs with the national representatives of the station.

NEAL WELCH, commercial manager of WSBT, South Bend, has arrived from Indiana. Was welcomed yesterday at the local headquarters of his national reps.

PETER DONALD off to Nashville, Tenn., for Friday's broadcast of his "Share the Wealth" program which will originate at the War Memorial Auditorium. He'll be back next Monday.

MORT WERNER, manager of KVEN, Ventura, Cal., is en route to New York, where he'll spend ten days on business.

TOM MOORE, master of ceremonies on "Ladies Fair," heard on Mutual, on Feb. 12 will go to Winterhaven, Fla., to spend a week at the annual Carnival. He'll participate in the water-skiing championships. Last year he won the crown.

Atom Bomb Series Set For Philadelphia

(Continued from Page 1)

survive the effects of atomic warfare in a special WIP broadcast last December. The favorable reaction from listeners was so encouraging that Benedict Gimbel, Jr., president and general manager of the station, decided to schedule the new series.

The first program will be a continuation talk of Dr. Gerstell's initial theme on atomic attack. The second will feature a panel of leading citizens questioning the author.

Gustav Forster, a displaced person from Germany now living in Lancaster, will be Dr. Gerstell's guest on the third program. Forster, who survived the bombings of Stuttgart, Bratislava and Vienna, will give practical, first-hand information on precautions to be taken to minimize injuries from bombings.

In the final broadcast, Dr. Gerstell will answer questions from the press, which will be represented by members of four suburban papers.

Will Promote Suburbs

Cleveland, O.—WJMO starts a new series of programs promoting Cleveland suburbs Monday, February 5. Fifteen-minute programs are called "Radio Spotlight Tours" and will play up current and historic points of interest. WJMO plans to present one "Radio Spotlight Tour" each week in an effort to increase general good will and demonstrate the effectiveness of radio advertising to the suburban merchants who are sponsoring the programs.

GEOFFREY B. BENNETT, Chicago sales representative for RCA Victor Custom Record Sales, has left for a two-month field trip through the southern states.

MARTY GLICKMAN, sportscaster on WMGM, today will leave for Syracuse, where he will broadcast the basketball game between the Nationals and the N. Y. Knickerbockers. On Saturday, he'll be in Baltimore to cover the contest between the Knicks and the Baltimore Bullets.

WILLIAM A. CHALMERS, vice-president and director of radio and television for Kenyon & Eckhardt, and VICTOR BORGE, singer, have completed a flying trip to Battle Creek, Mich., as guests of the Kellogg Co., sponsor of "The Victor Borge Show," which bows Feb. 3 on NBC-TV.

TED HUSING and RUSS HODGES, Columbia network sportscasters, yesterday were in Detroit to handle the radio and TV coverage of the boxing bout between Ike Williams and Vic Cardell.

WILLIAM F. MALO, commercial manager of WDRC, Hartford, Conn., is back at his desk following a week in Boston, where, among other things, he attended the two-day meeting of the New England Major Markets Group.

MRS. ALICE THOMPSON, publisher and editor-in-chief of the magazine Seventeen, and FRANCES HODGES, director of merchandising services, tomorrow will leave for Hollywood to confer with manufacturers, department-store officials and motion-picture executives.

HARRY HOESSLY is in town for huddles with national representatives. He's commercial manager of WHXC, Columbus, Ohio.

JOSEPH WERSHBA, Washington correspondent for CBS, visited briefly in New York last Friday.

HAROLD GROSS, general manager of WJIM-TV, an outlet of CBS in Lansing, Mich., is visiting Gotham.

Newspaper Requests Court Ruling Re Radio

(Continued from Page 1)

ments from local retailers who also bought time on radio. At that time Judge Freed found The Journal guilty of violating the Sherman Anti-Trust provisions.

Charles A. Baker, attorney for the newspaper, said his client had complied with the judge's decree and was now accepting advertisements from merchants who used WEOL, in nearby Elyria.

Baker said The Journal now wanted the judge to clarify the scope of his ruling. The motion was filed after a local men's wear store attempted to insert an advertisement in the newspaper to publicize a program which it sponsored over WEOL.

Florence Warner Returns To CBS Organization

(Continued from Page 1)

Moines, Ia., later she served as educational director for CBS in the midwest division and went on to Washington as an executive of WOL, then operating as a Cowles station. She had an active part in the radio-TV arrangements at the last Republican National Convention and handled radio in the last Presidential campaign.



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



Petrillo Lists Terms For Web, TV Pacts

(Continued from Page 1)

meeting was attended by top network brass and musicians' union officials. In television, the union is demanding a basic wage scale of 20 per cent above the applicable network radio scale. Musicians in TV are currently getting about 10 per cent below the radio scale. On the problem of films, the union proposes that the networks use only those films which have been "expressly authorized by agreement between the AFM and producers or others having interest in such film." This is interpreted as a virtual ban against the showing of motion pictures on TV.

Meanwhile, negotiations will begin Monday, Feb. 5, at a 3 p.m. meeting in Petrillo's office. In addition to discussing the national contracts, the forthcoming network meetings with Petrillo will include bargaining for new contracts with the musicians' locals in New York, Chicago and Los Angeles.

On the problem of retroactive wage increase, over which Local 802 in New York had threatened to strike, Petrillo said both parties had agreed that any basic wage increase arrived at between now and February 15 would become retroactive to February 1. Both local and national contracts expired at midnight last night. In the event no basic wage agreement is reached by February 15, Petrillo said the union would ask for an extension of the temporary agreement.

The AFM head declared the union would go ahead with its demands for basic wage increases as if "there was no wage freeze." When and if the union is granted a wage increase, then Petrillo said, "we will go to the Government and see what it's all about." He pointed out that if the wage and price control board turned down the musicians' increases, the union definitely would not call a strike.

The complete texts of the radio and television demands submitted by Petrillo to the networks yesterday are listed in the adjoining columns.

MBA Meeting In Jackson

Columbus, Miss.—Members of the Mississippi Broadcasters Association will meet in Jackson on Feb. 1-2, for a two-day program and sales clinic. Meetings have been scheduled for the purpose of discussing problems and developments in both programs and sales with some of the nation's top authorities slated to speak.

Two More Joining ABC

Two Iowa radio stations will become affiliates of ABC, effective June 16, it was announced Friday. The two stations are: KSO, Des Moines, Iowa, a full-time station operating with 5000 watts, and KSCJ, Sioux City, Iowa, a full-time station also operating with 5000 watts.

CONTRACT TERMS OF AFM

Proposed Scales and Conditions For Telecasts for Trans-Continental and Regional Networks

(1) LOCAL TELEVISION BROADCAST:

This subject remains in the jurisdiction of the locals as heretofore.

(2) NETWORK TELEVISION BROADCAST:

The basic minimum scale for network single and weekly engagement television broadcasts shall be twenty per cent (20%) over the applicable network radio scale of the local in whose jurisdiction the telecast takes place.

If the musicians engaged on a weekly basis are used on AM, they shall receive pro-rata the AM rate.

(3) USE OF RADIO STAFF MUSICIANS ON TELEVISION:

Where radio staff musicians are used on television programs (television only), such men shall be paid the full television scale.

(4) LIVE AUDITION (NOT ON AIR):

This rate to be established with the local in the jurisdiction.

(5) FILM AUDITION:

Film auditions of any nature are prohibited.

(6) MAKE-UP AND/OR COSTUMING:

Musicians called in for costuming or make-up for either dress rehearsal, or telecast, must be paid \$12.00 for each such service. In no event shall they be called in more than one hour prior to telecast or rehearsal, so that the make-up and/or costuming time shall be consecutive with the rehearsal or telecast.

It is understood that musicians may be required to wear tuxedos or business suits for no additional fee.

(7) FILM:

The employer will only produce film expressly authorized pursuant to agreement with the American Federation of Musicians. The employer will use only film, the use of which on television has been heretofore, or will hereafter be, expressly authorized by agreement between the American Federation of Musicians and producers or others having interest in such film.

Programs may be reproduced on film, or other devices, during live telecasts. Such reproduction may be used only on telecasts by stations affiliated with the network at the time of the original telecasts, and may not be used more than one time. In such event the following payments shall be made:

(a) A repeat fee shall be paid to the musicians whose performances are reproduced, and

(b) A payment to the Music Performance Trust Fund shall be made in an amount equal to five per cent (5%) of the "gross time charges." The term "gross time charges" shall mean the charges established by the network associated with the television station telecasting such reproduction for the use of its facilities (i.e., time on the air) for the period during which the reproduced program is telecast, less

(1) advertising agency commissions not exceeding 15% actually allowed, and
(2) rate card discounts actually allowed.

Other terms and conditions applicable to the Trust Fund payment shall be substantially similar to those contained in the Television Film Trust Agreement dated October 16, 1950, presently in use.

Except as provided in this paragraph, no musical part of a sound track or pictures of instrumental musical performances shall be used and/or extracted for any other purpose.

(8) RECORDED MUSIC:

Recorded music shall not be used for spots or jingles, or for accompaniment, background, mood, cue, bridge or incidental purposes.

(9) REMOTES (LOCAL AND NETWORK):

All rates for remotes of any kind, whether local or network, shall be in the jurisdiction of the Federation, as distinguished from the local.

(10) SIMULCASTS: Where programs are simultaneously broadcast over radio and telecast over television (simulcast), the musicians performing on such simulcast shall be paid, in addition to their radio payment, fifty per cent (50%) of such radio payment.

(11) COOPERATIVE, ETC., PROGRAMS: Programs of the so-called "cooperative" type (i.e., network programs which are simultaneously sponsored by different spon-

Conditions Affecting Network Radio

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

(1) FREQUENCY MODULATION:

Broadcasters may use the services of musicians employed by them under the Local agreement for simultaneous AM and FM broadcasting, and may assign such musicians interchangeably to independent AM or FM programming.

(2) COOPERATIVE, ETC., PROGRAMS:

During the term of the Local agreements, programs of the so-called "cooperative" type (i.e., network programs which are simultaneously sponsored by different sponsors in various localities), and programs of the so-called "participating" type (i.e., programs broadcast by the network's New York, Chicago or Los Angeles stations, which are sponsored or include spot or other announcements by more than one sponsor), shall be paid for at the same rates as would be applicable to such programs if they were sponsored by a single sponsor.

In this connection it is pointed out that the so-called "participating" type of program was never intended and does not apply to network programs.

(3) USE OF ELECTRICAL TRANSCRIPTIONS OF NETWORK PROGRAMS:

We have agreed that, during the term of the Local agreements referred to above, the following existing practices with respect to the use of electrical transcriptions of network programs shall continue unchanged:

(a) Any network program which is transcribed by any affiliated station which cannot carry the program at the time it is played live because of unavailability of station facilities and such station may broadcast the program by transcription once within seven (7) days thereafter without charge. The seven-day limitation shall be sixty (60) days in the case of Alaska and of territories and possessions of the United States.

(b) Network programs may be transcribed during the period when daylight saving time is in effect, and fed to network affiliated stations for broadcast once in each area not on daylight saving time, in order to overcome the operational difficulties caused by the broken pattern of daylight saving time; and this may be done without any additional charge, except that any additional charge which would be payable were it not for daylight saving time, will be paid.

(c) Any commercial network program may be transcribed and subsequently fed to a group of affiliated stations for broadcast once over such stations. In any such case, the applicable live repeat fee shall be paid for such rebroadcast to the musicians performing on such programs.

(d) An entire network show may be transcribed for the convenience of the participating artists and in the interests of program quality. Such transcribed show may be fed to a network in lieu of a live show on such network. The applicable transcription rate shall be paid to the musicians on the show.

(e) Nothing herein contained, or contained in said former Agreements as so extended, shall be construed to provide for or to relate to employment or to the rendition of services in connection with the preparation or manufacture of any recordings, electrical transcriptions or devices suitable for similar uses, other than those specifically referred to in this paragraph 3.

ITEMS TO BE DISCUSSED:

(1) Number of men.
(2) No settlement can be made unless we make a settlement for all stations which are owned and controlled by the networks, as we have done in the past.

sors in different localities) and programs of the so-called "participating" type (i.e., programs broadcast by the network's New York, Chicago or Los Angeles stations which are sponsored or include spot or other announcements by more than one sponsor), shall be paid for at the same rates that would be applicable to such programs if they were sponsored by a single sponsor.

In this connection it is pointed out that the so-called "participating" type of program was never intended and does not apply to network programs.

FCC In Wide Probe Of Functional Music

(Continued from Page 1)

current review of the overall status and operation of FM broadcasting," said the announcement. The question of transit radio is "another part of the general study," the FCC added.

Commissioner Robert F. Jones, who opposed a TV inquiry, also disented from the FM probe.

In letters almost identical, the Commission asked for specific answers no later than Feb. 15 to a series of questions dealing with programming and station revenues, as well as "electronic or other means" by which "planned programs" without commercials are received by certain sets, while commercials are broadcast to the public generally.

"Full Description" Requested

FCC demanded a "full description" of various operations, ranging from use of the "electronic or other means" of suppressing portions of broadcasts for specially-equipped receivers, to revenues received from the Functional Music operation, as well as revenues received from normal commercial operations.

Each station was asked if such operations should not be held to contravene the Commission's rules and regulations, as well as the Communications Act, and whether the "planned programs" did not contravene the act with reference to responsibility of licensees.

The stations were told to state whether they had "departed substantially" from their respective programs formats as "exemplified by the stations' logs" submitted to the FCC.

The FCC wants an explanation of payments received from Functional Music and others, together with methods employed to determine what segment of the public prefers Functional Music, the legitimate interests of such audiences, etc.

WLRD was asked to submit its contract with Twin City Sound Systems, Inc. From WFMF the Commission wants full details of a contract with Functional Music, Inc., subsidiary of the Field Enterprises, licensee of the station.

From KDFC the FCC requested contracts with Musicast, a subsidiary of Sundial Broadcasting Corp., station licensee. A contract between WACE-FM and Air-Muse, Inc., franchise holder from Functional Music, Inc., was requested.

In each instance the Commission asked not only for contracts and detailed data but for all promotional material issued by the "planned music" organizations.

Adds To TV Schedule

Hollywood — Station KECA-TV adds two additional hours of telecasting to its Saturday schedule, starting Feb. 3. The additional programming will be from 11 a.m. to 1:00 p.m.

HOLLYWOOD

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 KHJ 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, KCBQ sales manager in San Diego, was married last Saturday to Pauline Calabria. They're honeymooning up and down the coast.

Producer Jerry Fairbanks is visiting Chicago and Dayton, O. for conferences with video agency and network executives. Johnny Bradford and Ronnie Kemper, daily on KLAC-TV with "Breakfast Frolics," are looking for a suitable restaurant from which to do the program. Audiences make the studio each morning too crowded. Ralph Wilshin, National Screen Service executive, was guest star on Hal Sawyer's Show, KECA-TV and told how motion picture trailers were made. Dick Contino, accordionist, was guest star on the Armand La Pointe Show via KFMV-KWIK. Van Heflin will guest today.

Takes Civil Defense Post

San Bernardino—Gene W. Lee, vice-president and general manager of KFXM, has been named communications co-ordinator for civil defense by both the city and country. He also functions in the same capacity for the Red Cross here.

ATLANTIC CITY

Jefferson

AMERICAN PLAN

• PLANTATION ROOM •

Cocktail Lounge & Grille

NEW AUDITORIUM

COFFEE SHOP • SODA BAR

MONTICELLO

AMERICAN AND EUROPEAN PLANS

• Coach-and-Four •

Cocktail Lounge

BOSCOBEL

EUROPEAN PLAN

ATLANTIC CITY'S POPULAR

PRICE FAMILY HOTEL

KENTUCKY AVE., Nr. Beach



By SID WHITE

Man About Manhattan . . . !

● ● ● **BIGTOWN SMALL TALK:** Joe McCarthy, who quit the Boston Red Sox last summer after too many managerial headaches, has been offered a 5-minute baseball commentary for next season. . . . TV film distributors with old-time Rudolph Valentino reels are anticipating. Consensus is that when Columbia's much heralded "Valentino Story" is released, they'll cash in via video rentals of the originals. 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 Philly 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 Gag," 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 stanza. . . . Moe Gale excited about a new teevee idea he's whipped up for Jane Pickens. . . . Sidney Gubor, 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.

☆ ☆ ☆ ☆

● ● ● Distinction of being singled out as the "Good Neighbor of the Year" by ABC's "Welcome to H'wood" radio show this year goes to Harry Maizlish, owner and gen'l manager of KF'WB, H'wood. Maizlish was honored on the broadcast yesterday via KECA when veteran Jack Hellman presented him with a gold statuette with the inscription: "Good Neighbor of the Year."

☆ ☆ ☆ ☆

● ● ● **ONCE OVER LIGHTLY:** Eddie Cantor took this dep't's suggestion about reviving some Ziegfeld bits. His vignettes Sunday p.m. (Will Rogers, Marilyn Miller, W. C. Fields, et al) were a nostalgic highlight. . . . Gordon Duff's great directing job on last week's Philco show, "Great Escape," oughta win him an award. . . . Disc jocks contemplating teevee should analyze the Joe Franklin show, produced by John Hade. It's a real "sleeper." . . . Val Lewis' "Now You're Cookin'," is one of daytime's tastier dishes. . . . For early ayem patter and chatter, give us WMGM's Ted Brown—one of the freshest and wittiest of the morning deejay romps. . . . Another deejay rapidly climbing in stature and following is Louie Quinn, the WVNJockey from the Copa.

☆ ☆ ☆ ☆

● ● ● 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."

☆ ☆ ☆ ☆

● ● ● Jan Murray's patience and his manager's foresight have been rewarded now that his "Songs for Sale" is going back on TV Saturday p.m. via CBS. Jan has had some very fancy offers for theater and niteclub dates out of town—but acting on the advice of his manager, Jack Bertell, Jan turned them all down, preferring to remain in N. Y. to do his "Songs for Sale" on radio, with the prospect of CBS finding a TV spot for it, too.

☆ ☆ ☆ ☆

CHICAGO

By GINNY EVANS

AN overwhelming demand for tickets to Breakfast Club broadcasts while Don McNeill and the gang are on the West Coast made it necessary to move the California originations to Earl Carroll's Restaurant and one broadcast to the Los Angeles Shrine Civic Auditorium.

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 produces two weekly programs on home problems on WGN-TV.

"The Continental" debuted yesterday on WGN. The Monday through Friday program features an anonymous man giving sidelights of life, love and romance in America as seen by a European.

Maurie Lishon, WBBM staff musician, is the father of a baby boy, Martin, born last week.

ATTENTION — SPONSORS
PRODUCERS — NETWORKS

FOR SALE

OR LEASE

ONE OF AMERICA'S MOST BEAUTIFUL
LEGITIMATE 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 ORIGINAL

GOOD AUDIENCE PARTICIPATION

LOCATION WITH GOOD
PARKING FACILITIES

SEATING CAPACITY 1500 ON 2 FLOORS

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New Books

"Opportunities in Television" by Jo Ranson and Richard Pack. \$1.00. Published by Grosset & Dunlap.

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 Richard Pack, program director of WNEW, 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 production facilities. In 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 also has reference value for library or school use.

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:

Tom Lawson McCall, "Civil Defense in Oregon"; Lee Bishop, "Coordination of Radio and Civil Defense"; J. B. Conley of KEX, "Experience in Television"; Jennings Pierce of KMED, "Transition from Regional Network to Market Station," and Dean Orlando Hollis, president of the Pacific Coast Conference, discussing "The PCC and Radio-Television."

5000 WATTS 1330 K.C.



ENGLISH JEWISH

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

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

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

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 hurried to revamp their broadcast schedules and it was indicated last night that many of them would avail themselves of an opportunity to take the Liberty Broadcasting System program service.

The terse announcement which was relayed to the trade yesterday from PBS headquarters read:

"Progressive Broadcasting System announces today that it will suspend broadcasting activities Wednesday, January 31, at 7 p.m. It is understood that arrangements have been made with Liberty Broadcasting System to offer LBS programming services to the present PBS affiliates."

In this connection, Gordon McLendon, 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 be, a merger between Liberty Broadcasting System and any other network. LBS is a network by itself and does not need to effect a merger.

"Mr. Larry Finley, of Progressive Broadcasting System, approached me today and told me he found it impossible to continue the operation of his network and desired to have his stations continue to receive service. LBS has, therefore, agreed to furnish service to Mr. Finley's stations who do not interfere with our present coverage.

"Again, let me state, there has

been no merger. Liberty is simply absorbing the remaining stations of the now defunct Progressive Broadcasting System."

Hardest hit of the PBS affiliates was reported to be the Palmetto Network, comprising 24 stations in South Carolina and Georgia, who had been taking PBS program service. This group joined the PBS organization 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.

Formed by Industry Leaders

The PBS network was launched by Finley, successful west coast jeweler and ballroom operator after several months of organizational work. Dr. Miller McClintock, former president of Mutual, was elected to the board of directors and Donald Withcomb, former station relations executive of NBC, was named vice-president. Other appointments included Edgar H. Tawmley, formerly of WBEN, Buffalo, as vice-president in charge of the eastern division, and Robert B. White, formerly of ABC, head of the central division.

The programming schedule called for PBS to feed affiliates from 7:00 a.m., to 7:00 p.m., seven days a week. At the time of the web's inception network executives forecast they would have 400 affiliates by February 1st.

Inaugural program titled, "Salute to Progress" originated with WNJR and was fed to stations in the eastern time zone. This was repeated out of WCFL, Chicago, and again out of the Audio-Video Studios, Los Angeles, for their respective time zones.

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 over WQXR, New York, beginning in April. 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 Abram Chasins, music director of WQXR.

The primary purpose of these

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. Woodyard, president and general manager of Dayton stations WONE and WTO (FM), has signed a two-year contract with the Liberty Broadcasting System, as of Jan. 1, 1951.

broadcast recitals, it was reported, is to provide opportunities for youngsters whose musical development is a normal part of their general education.

The Mailbag

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 interpretative reasons are RADIO DAILY's opinions and were not based on either facts secured from us or any interview with us."

Sincerely,
C. E. Hooper

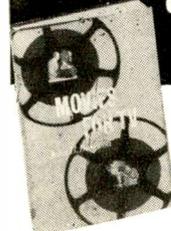
Counter-Spy At New Time

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 Phillips 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.

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

Helpful techniques and ideas for TV programs



shows you how to use movies most effectively

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 cameras, projectors, recording equipment, etc., showing how each piece operates and how to use it most efficiently. It tells how to produce titles and special effects, newsreels, all types of commercials; 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 had in movies for television, and why.

\$4.25

SEE IT ON APPROVAL

The Macmillan 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

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 networks, agencies, public relations offices and others interested in contacting the radio-TV press.

ALABAMA

Alexander City Outlook: Carl Wolsoncraft.
Birmingham Post: Lillie Mae Caldwell.
Gadsden Times: Carl Hofferbert.
Mobile Press: Michael McEvoy.
Mobile Register: Tony Walker.
Montgomery Advertiser: Mel O. Davis.

ARIZONA

Arizona Republic: Ralph Mahoney.
Phoenix Gazette: Julian DeVries.
Mesa Daily Tribune: Barney Mergen.
Tucson Daily Citizen: Norman Harrington.

ARKANSAS

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

CALIFORNIA

Fresno Bee: Ed Clow.
Fresno Guide: Hap Haggard.
Hollywood Citizen News: Zuma Palmer.
San Diego Tribune-Sun: Dorothy 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: Les Malloy.
Tribune (Oakland): Barbara Howell.
Pasadena Independent: Bill Bird.
Star News (Pasadena): Charles Purlee.
San Bernardino Daily Sun: James A. Guthrie.
Santa Ana Register: Pat Cooley.
Los Angeles Examiner: Pat Hogan.

COLORADO

Free Press (Colorado Springs): Joe Givando.
Denver Post: Ken White.
Rocky Mountain News (Denver): Glenda Randow.
Denver Times: John W. Fishback.
Durango News: Leo Burrington.
Herald-Democrat (Durango): Tim O'Connor.

CONNECTICUT

Bridgeport Herald: Leo Miller.
Bridgeport Post: Rocky Clark.
Hartford Courant: M. Oakley Stafford.
Hartford Times: Ann Norman.
Stamford Advocate: Len Massell.
Torrington Register: Walter Gelbrecht.
Waterbury American: E. Christy Erk.

DELAWARE

Morning News (Wilmington): Lew Gerlack.

DISTRICT OF COLUMBIA

Times-Herald (Washington): Bernie Harrison.
Washington Post: Sonia Stein.
Evening Star (Washington): Harry MacArthur.
The Daily News (Washington): Henry Frankhauser.

FLORIDA

Miami Herald: Marion Aitchison.
Miami News: Louis Leydon.
Journal and News (Pensacola): Maurice Harling.
St. Petersburg Times: Jack Faulkner.
Tampa Morning Tribune: Phil Barney.
St. Augustine Record: Harvey Lopez.

GEORGIA

Atlanta Constitution: Rita Van Pelt.
Atlanta Journal: Lauren Norvell.

ILLINOIS

Chicago Tribune: Larry Welters.
Chicago Daily News: Sam Lesner.
Chicago Sun-Times: Bill Irvin.
Chicago Herald-American: Bill McHugh.
Rock Island Argus: Frank Harrington.

Weather Note

Hartford — On last Friday at 7:40 a.m., the middle of winter, the transmitter tower of WDRG, Hartford, located in Bloomfield, Conn., was struck by lightning. There were several loud peals of thunder on the uncommonly warm day and then a bolt of lightning struck the tower. No damage was done.

INDIANA

Anderson Herald: Mauriee Hockett.
Bulletin (Anderson): Juliet Crittenberger.
Ft. Wayne News-Sentinel: Bud Manth.
Indianapolis News: Martha McHatton.
Indianapolis Star: George Dyslin.
Indianapolis Times: Robert Schull.
Kokomo Tribune: Charlene Marguiss.

IOWA

Cedar Rapids Gazette: Nadine Subotnik.
Ames Tribune: Arthur H. Hogg.
Davenport Democrat: Ina Wickham.
Daily Times (Davenport): Jennie Strezlecki.
Waterloo Daily Courier: Joyce Mascik.
Journal-Tribune (Sioux City): Willis Forbes.

KANSAS

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

KENTUCKY

Courier-Journal (Louisville): Bill Ladd.
Louisville Times: Angela Preis.

LOUISIANA

Morning Advocate (Baton Rouge): Bob Wilson.
New Orleans Item: Ted Liuzza.
New Orleans States: Bob Sublette.
Times-Picayune (New Orleans): Ed Brooks.
Illustrated Press (New Orleans): H. C. Alfred.

MAINE

Press Herald, Evening Express (Portland): Otis Williams.

MARYLAND

The Morning Sun (Baltimore): Robert Snyder.
The Sunday Sun (Baltimore): M. Holland.
Baltimore American: Jennie Lea Bird.
Cumberland Sunday Times: William Hunt.
Cumberland News: H. H. Robinson.
Cumberland Evening Times: Gene Gunning.
Morning Herald (Hagerstown): Joseph Harp.
Daily Mail (Hagerstown): Garving Hager.
Hagerstown Globe Independent: Stewart Douglas.

MASSACHUSETTS

Boston Post: Howard Fitzpatrick.
Boston Herald & Traveler: Rudolph Elie.
Boston Globe: Elizabeth Sullivan.
Christian Science Monitor (Boston): Al Hughes.
Boston Record-American: Joseph Anderson.
The Fall River Herald News: Pete Dubé.
Eagle-Tribune (Lawrence): Stanley Greenhalgh.
Lynn Daily Item: Doris Latimer.
Newton Villager: Philip Ahlin.
Belmont Citizen: G. B. Seavey.
Waltham News-Tribune: Thomas Murphy.
Berkshire Eagle (Pittsfield): Ed Farrell.
Springfield Union & News: Harvey Grey.
Springfield Daily: Robert Price.
Watertown Sun: Fred Green.
Wellesley Townsman: A. E. Larsson.
New Bedford Standard-Times: George Geiger.
Worcester Telegram: Frederick L. Rushton.
Evening Gazette (Worcester): James Gourgas.
Sunday Telegram (Worcester): Don Williams.

MICHIGAN

The Detroit News: Herschell Hart.
The Detroit Times: Vera Brown.
The Detroit Free Press: Mark Beltaire.
Flint Journal: Dorothy Acheson.
Flint News-Advertiser: Tom Carstens.
Flint Weekly Review: Marshall Boor.

MINNESOTA

Minneapolis Star & Tribune: Will Jones.
Evening Telegram (Superior): Seegar Swanson.
St. Paul Dispatch: Ernestine Kogi.

MISSISSIPPI

Grenada Daily Star: Nell Caughman.

MISSOURI

Kansas: C. H. Nobe.
Kansas City Star: Robert Hoyland.
St. Louis Globe Democrat: Harry LaMertha.
St. Louis Post Dispatch: James Spencer.
St. Louis Star-Times: Ralph Gentles.
Springfield News & Leader: Eddie Bass.

NEBRASKA

Lincoln Star: Jim Lawrence.
Lincoln State Journal: Ray McConnell.
Omaha World-Herald: Jake Rachman.

NEVADA

Reno Evening Gazette: Shirley Platt.
Nevada State Journal (Reno): Frank Sullivan.

NEW HAMPSHIRE

Monitor-Patriot (Concord): James M. Langley.

NEW JERSEY

Press-Union Newspapers (Atlantic City): Dorothy Shremer.
Newark News: Robert Taylor.
Passaic Herald News: William Pohle.
Trentonian: Ernie Kovacs.

NEW MEXICO

Health City Sun (Albuquerque): Betty Shaffer.

NEW YORK

Knickerbocker News (Albany): Bob O'Brien.
Albany Times Union: John F. Archer.
Binghamton Sun: Doris Lyon.
Binghamton Press: R. Sturdevant.
Buffalo Evening News: Dick Wesp.
Courier-Express (Buffalo): Don Tranter.
Associated Press (N. Y.): Wayne Oliver.
N. Y. Daily Compass: Fred Rayfield.
N. Y. Daily Mirror: Nick Kenny.
N. Y. Daily News: Ben Gross.
N. Y. Post: Al Cusick.
N. Y. Herald Tribune: John Crosby.
N. Y. Times: Jack Gould, Val Adams.
N. Y. World Telegram & Sun: Harriet Van Horn.

Rochester Times Union: Don Yerger.
Rochester Sun: Beverly Crowe.
Syracuse Herald-Journal: Tom Collican.
Syracuse Post Standard: Peg Simpson.
Schenectady Gazette: Arthur F. Casey.

NORTH CAROLINA

Charlotte Observer: Dick Pitts.
Charlotte News: Emery Wister.
The Democrat (Greensboro): Paige C. Holder.
Greensboro Free Press: T. E. Wagg.
Concord Tribune: Ray Hull.
Durham Herald & Sun: Wyatt Dixon.
Raleigh Times: Lynn Nisbet.
Raleigh News & Observer: Jane Hall.
Salisbury Post: Tenus Cheney.
Journal-Sentinel (Winston-Salem): Pat Kelly.

NORTH DAKOTA

Fargo Forum: Roy Johnson.
Bismarck Capital: Gaylord Conrad.
Bismarck Tribune: William Moeller.

OHIO

Akron Beacon Journal: Bee Offinier.
Canton Repository: Rose Kesel.
Cincinnati Post: Mary Woods.
Cincinnati Times Star: Charlton Wallace.
Cincinnati Enquirer: Margee Adams.
Plain Dealer (Cleveland): George Condon.
Cleveland News: Elmore Bacon.
Cleveland Press: Stanley Anderson.
Columbus Dispatch: Dean Myers.
Columbus Star: Dick Corum.
Columbus Citizen: Joe Bradley Reed.
Ohio State Journal (Columbus): Mary McG. Koebel.
Dayton News: Bill Barton.
Portsmouth Times: Charles D. Mowry.
Toledo Blade: Ruth Driftmyer.
Toledo Times: Betty Gilmore.

OKLAHOMA

Oklahoma City Advertiser: Leon Hatfield.
This Week (Okla. City): Colonel Nelson.
Tulsa Tribune: John Booker.
Tulsa World: Russell Gideon.

OREGON

Oregon Journal (Portland): Joe Stein.
Oregonian (Portland): William Moyes.
Medford Mail Tribune: E. C. Ferguson.

PENNSYLVANIA

Call-Chronicle (Allentown): Sam Miller.
Altoona Mirror: Richard Beeler.
Erie Dispatch: Wesley First.
Erie Times: Peg Parsons.
Johnstown Observer: Lou Pettigue.
Pittsburgh Post Gazette: Harold Cohen.
Pittsburgh Press: Si Steinhauer.
Pittsburgh Sun-Telegraph: Wilbur D. Clark.
Philadelphia Daily News: Jerry Gaghan.
Philadelphia Inquirer: Frank Brookhauser.
Philadelphia Evening Bulletin: Elmer Cull.
Reading Eagle: Owen Thompson.
Reading Times: Louis Schlosberg.

RHODE ISLAND

Westerly Sun: Abe Solovetzek.

SOUTH CAROLINA

News & Courier (Charleston): Pearl Baum.
Charleston Evening Post: Belvin Houes.

TENNESSEE

Jackson Sun: Harris Brown.
Knoxville News-Sentinel: Hugh Allen.
Knoxville Journal: Juanita Glenn.
Memphis Press Scimitar: Louise Nolan.
Memphis Commercial Appeal: Mike McGee.

TEXAS

Abilene Reporter News: Katherine Duff.
Austin American-Statesman: Dudley Early.
Daily Texan (Austin): Ronnie Duger.
Beaumont Enterprise: Merita Mills.
Beaumont Journal: Anita George.
Dallas Morning News: Fairfax Nesbitt.
Dallas Daily Times Herald: Douglas Hawley.
Sun Tribune (El Paso): Dick Levering.
Ft. Worth Press: Jack Gordon.
Ft. Worth Star Telegram: Jo White.
Houston Chronicle: Mildred Stockard.
Houston Press: Bill Roberts.
Houston Post: L. Rowsey.
Port Arthur News: Grace Foot.

VERMONT

Burlington Free Press: Edward Cranc.
Burlington Daily News: Charles Weaver.

VIRGINIA

Virginian Pilot (Norfolk): Warner Twyford.
Richmond Times-Dispatch: Norman Rowe.
Richmond News-Leader: John Stratton.
Roanoke Times: William Atkinson.
Roanoke World News: William C. Stouger.

WASHINGTON

Seattle Times: Nat Lund.
Seattle Post-Intelligencer: Dick Mything.
Seattle Shopping News: Henry Larson.

WISCONSIN

Beloit Daily News: Minnie Mills.
Milwaukee Journal: Bea Papan.
Milwaukee Sentinel: Buck Herzog.
Wisconsin State Journal (Madison): Wm. L. Doudna.

WYOMING

Wyoming State Tribune: Lewis E. Bates.
Wyoming Eagle: R. F. MacPherson.

ALASKA

Anchorage News: Cliff Cernick.
Anchorage Times: Bernie Kosinski.
Fairbanks News-Miner: Jack Daum.

HAWAII

Honolulu Advertiser: Paul Findeisen.

PUERTO RICO

"El Mundo" (San Juan): German Negroni.
Radio News (San Juan): Esther G. Rodriguez.
El Diario (San Juan): W. L. Bothwell.

Favorite D-J's

Washington — Willis Conover, WWDC disc jockey, has been named the top platter spinner of 1950 in the nation's capital by the radio and TV editors of newspapers in the Washington area. Second award went to Gene Klavan, WTOP, and third place to Jon Massey, WWDC. Harold Jackson of WOL won the "entertaining and personality showmanship" selection. Eddie Galaher of WTOP rated the outstanding commercial disc jockey of the year.

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 29.1 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 580 kc, 500 watts, daytime only.

Gordon Pock, Stillwater, Okla., has filed for a new station on 1600 kc, with power of 30 kw, nights, and 50 kw, days, using directional antenna.

WHOB, Gardner, Mass., asks a CP to change frequency from 1490 kc, to 1340 kc, and move studio from 39 Pleasant St. to Green St., Gardner.

WELS, Kinston, N. C., filed for a CP to change hours from daytime only to unlimited and change frequency from 1010 kc, to 960 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 docket 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 1230 kc, 250 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, Calif., on 970 kc, one kw, unlimited time, 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, W2XAW, 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 Horn" will start on Feb. 7, then "Kentucky Jubilee" with Jerry Colonna on Feb. 15 and on Feb. 21 "Lost Continent" is scheduled with Cesar Romero.

★ ★ TELE TOPICS ★ ★

AFTER an intensive, three weeks viewing of "mystery" shows, billed as such on TV, this reviewer has come to the conclusion that the educators, present in Washington, might make a better case for themselves in merely asking for the time slots devoted to these insults to the TV viewer. With only few exceptions, the fare is sloppily written, poorly directed, badly produced and walked through by the actors. Such video, beyond the complaints coming from PTA's and other interested parties, can only add to the mounting chorus that something must be done to let television reach towards the potentials which surely lie within the medium's reach.

ASPECIAL Hooperating on the "Four Star Revue," featuring Jimmy Durante, broadcast Wednesday, Jan. 24 showed 35.6. This is higher than the sixth ranking program in the most recently released "First Fifteen" appearing in the January Hooperatings Pocketpiece. . . . Ivan Black, True Magazine's public relations boy, suggested Sunday night's Philco play "The Great Escape," which appeared in the magazine last Oct. . . . Networks will "pool" the carrying of Gen. Eisenhower's report to the nation tomorrow. The program is slated for 10:45 p.m. Hank Sylvern has been signed as musical director for the "Sam Levenson Show," which made its debut last Sat. via CBS-TV.

TODAY'S TV Personality:

M. C. WATTERS, broke into radio with NBC in Washington, D. C., following his graduation from Georgetown University. Before going to Rochester, New York, as general manager of the Gannett Newspapers' WHEC, Mort spent a year as radio director of the Lewis Edwin Ryan agency in the capital city. He left Rochester to manage WCHS, Charleston, West Va. and was instrumental in forming the West Virginia Network. In 1938, Mort joined Scripps-Howard Radio, Inc., as general manager of WCPO in Cincinnati. Two years later, at the age of 31, he became a vice-president of Scripps-Howard Corp.



WATTERS

LADY IRIS MOUNTBATTEN will be the permanent femmcee on the new "Bonny Maid Versatile Varieties" TV show which held its premiere last Sunday, via CBS-TV at 11:30 a.m. Original plans called for rotating top artists, but, according to Frances Scott, co-producer, "everyone fell so much in love with Lady Iris that the sponsor, Bonafide Mills, Inc., decided to make it a permanent thing. . . . WTVJ, Miami, reports that the number of TV sets installed in the area, as of today, has reached 52,500. Of the total, 3,825 are in public places. Figures are based on continuing distributor surveys conducted by the Radio and Television Department of the University of Miami. . . . DuMont's key station, WABD, flashed the results of the UN voting, designating Red China as an aggressor, at 10:19 p.m., Tuesday night, breaking in on the "Star Time" program, but fortunately not in "The Bickerson's" sequence. . . . Olga Baclanova, star of the '30's, will make her TV debut in a featured role with Ralph Bellamy on CBS-TV's "Man Against Crime" tomorrow at 9:30 p.m. . . . Immediate filming of 65 additional "Crusader Rabbit" films has been scheduled by Jerry Fairbanks Productions for showing over NBC-TV. . . . "Help Wanted" appeals for skilled and unskilled defense workers is the new show over WXEL, Cleveland, sponsored by three prominent local companies.

"CAPTAIN VIDEO" has added five new stations to its current chain, bringing the total number of TV outlets carrying the series to 23. The DuMont show is sponsored by Powerhouse Candy. . . . Household Finance Corporation will cancel its sponsorship of the CBS-TV series, "People's Platform," after the Feb. 25 telecast. Reason is the recent tightening of loan regulations by the Government. Program, produced by Leon Levine, will continue on the air as a sustainer. . . . Excerpts from the film version of Donizetti's famed comic opera, "L'Elisir d'Amore" will be featured on WOR-TV's "Italian Miniatures," Sunday, Feb. 4 at 7:00 p.m. . . . A TV "first" will permit the Quiz Kids, and their viewers, to see the most valuable collection of Lincoln material in existence, as the world famous Oliver R. Barrett Lincoln Collection is featured on the program, tomorrow night at 8:00 p.m., via NBC-TV. Collection is valued at \$3,000,000 and contains priceless letters, documents, signed photographs, speeches, etc.

Radio Expanding, CBS Speaker Asserts

(Continued from Page 1)

radio homes expanded to the 95 per cent saturation point, car radios more than doubled, and secondary sets within homes increased from 9,000,000 in 1940 to 25,000,000 in 1950. He also said that in 1950 twice as many radio sets were manufactured as TV sets.

Shurick went on to say that when the advertiser considers what he is getting today for his radio dollar, a realistic approach would take into account factors of relativity. From the standpoint of total radio circulation, CBS, he said is underpriced 7 per cent today at the end of a decade—with such comparison based on rate relationship with increases in radio's circulation during the 1930-1940 period.

He also stated that the per-station average cost has declined with CBS advertisers, as of today, paying \$170 per station on a gross hourly evening time basis, as compared to \$223 in 1940 and \$245 in 1930.

Will Televis Games

Washington — WNBW, NBC-TV outlet, has signed an exclusive contract to televise the inter-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, with the championship game scheduled for Feb. 24. Dutch Bergman and Ray Michael are handling the play-by-play and commentary.

Files TV Application

Washington—WICA, Inc., Ashtabula, Ohio, has filed application with the FCC for a construction permit 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 285 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.

THE COMPLETE MOTION PICTURE PLANT

- Planning per budget
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AGENCIES

THE 1951 ADVERTISING WOMAN OF THE YEAR will be chosen by a panel of judges which includes Bernard C. Duffy, president of BBD&O; Fred O. Bohlen, president of Meredith Publishing Co., and A. B. Penny, of Humble Oil & Refining Co. The award is made annually by the Advertising Federation of America's Council on Women's Advertising Clubs, and will be presented during the AFA convention in St. Louis June 10-13. Deadline for entries is April 1.

ROBERT KIRSCHBAUM has joined the radio-television department of Marschalk and Pratt Company in a creative capacity.

ARTHUR SHAER has been promoted from sales manager to managing director of Coastal Recording Company in New York.

TRUDY RICHMOND, formerly with ABC and Arnold & Co., Boston, has been appointed vice-president in charge of creative planning for radio and TV with William Wilbur Advertising, Inc., New York.

FOOTE, CONE & BELDING, Chicago, has been appointed by Libby, McNeill & Libby to handle advertising for their pineapple products.

HALLAM ASSOCIATES, INC. has been named by the Casserole Kitchens, Inc., to handle public relations and promotion for their kitchen facilities.

SCANDINAVIAN AIRLINES is buying one-minute spots on all stations of the Alaska Broadcasting System. The purpose is to attract Alaskans of Scandinavian origin who spend their vacations in their home countries.

SYLVANIA ELECTRIC PRODUCTS, INC. has launched a million-dollar advertising campaign for its Radio Tube Division. The drive will co-ordinate Sylvania's weekly TV show, "Beat the Clock," with national advertising and comprehensive point of sale material. Cecil & Presbrey, Inc., is the agency.

ARTISTS FILMS, INC. is completing a series of films recording the works of great composers as performed by some of our top artists. Seven subjects have already been filmed and released to TV stations and movie theaters. One is a color-fantasy based on the First Movement of Beethoven's "Appassionata Sonata."

THOM McAN shoe chain will celebrate the production of its 200,000,000th pair with a national radio, newspaper and magazine advertising campaign. It will mark the first time McAN has used national advertising on a sustained basis. Neff-Rogov, Inc. will handle the radio-TV budget.

COAST-TO-COAST

Livestock School Meet Aired

Blackstone, Va.—As a public service to its rural audience, WKLV carried a delayed recorded broadcast of the Piedmont Virginia Livestock-Agronomy School held at the Municipal Center here on January 17th. Broadcast was aired the following day from 9:00 to 10:00 a.m. as part of the new WKLV series, "Nottoway County on Parade." Meeting was conducted by Paul Cassell, county agent and discussion was led by Douglas Moore, assistant county agent. Speakers were Curtis Mast, Assistant Animal Husbandman; Jerry Matthews, Assistant Agronomist; M. L. Dalton, Associate Animal Husbandman, and George Herring, Animal Husbandman; all of the VPI State Extension Service.

Joining WJMO Staff

Cleveland, O.—Dave Baylor, general manager of WJMO, has announced the appointment of Bob Dean to the sales staff of the station. In coming to WJMO Dean is also returning to his home town of Cleveland for the first time in ten years.

Pleasant Surprise For Marines

St. Louis, Mo.—Marine Corps recruiting sergeants here have learned that it pays to be spruced up when appearing in front of television cameras, for you never know who might be watching. Wearing snappy dress uniforms and white gloves, four of the leathernecks formed a color guard for playing of the National Anthem before the Riley-Famechon boxing match here the other night. What they didn't know was that their appearance in the ring 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.

"Dimes" Contest On WTAG

Worcester, Mass.—All local programs on WTAG have pitched in on a novel contest promoting the March of Dimes. Contestants mail a name and phone number to the station with every dime contributed. At the windup of contest, a 15-year-old local polio victim will draw five of these names from a large drum, and on the WTAG 5:05 p.m. musical show, he will telephone these five people on the air, asking each a question of numerical fact about the fight against polio. The contestant knowing the answer, or coming closest with a guess, wins an expense-paid air trip to Canada's Alpine Inn, near Montreal. Arrangements for the prize trip were made by WTAG through Northeast Airlines in Worcester.

Named Kiwanis Club Chairman

Denver, Colo. — KLZ assistant manager, R. Main Morris, has been named public relations and publicity chairman of the local Kiwanis Club for 1951. Morris has been a member of the organization in this city for over three years.

Debutes Civil Defense Series

Charleston, S. C.—Alicia Rhett, director of women's program for WTMA, last week launched a series of interviews with leading civil defense personnel. First was Civil Defense Director Fred P. Hamilton, who described the defense effort from an over-all viewpoint. Next will be Chief Norman Olsen, of the fire department; then Police Chief Chris H. Ortman; then the chief air raid warden, and the chiefs of transportation, medical, evacuation and other divisions. The interviews are especially helpful, says Director Hamilton, because they make women of the area more aware of the needs and benefits of the program.

"Hot Lips" On WSTC

Stamford, Conn. — "Dr." Henry "Hot Lips" Levine, former maestro of the renowned "Chamber Music Society of Lower Basin Street," will appear as a guest on the Merry and Bill show over WSTC and WSTC-FM on Friday. Ellen Dunlop, vocalist with the Levine orchestra, will also appear. Levine currently is recording for the Norcon Record Company, a new firm recently established in Norwalk. The Merry and Bill Show is heard over WSTC and WSTC-FM every Monday, Wednesday and Friday at 12:45 p.m.

Vienna Philharmonic Offered On TV Films

(Continued from Page 1)

tainment Feb. 9 by sponsoring over WTTG, local DuMont outlet, the Vienna Philharmonic Orchestra.

Scheduled for 8-8:30 p.m. Fridays, the series will run for 13 weeks under Campbell-American Wholesalers sponsorship, Walter Compton, WTTG general manager, announced. Compton, Earl Campbell, head of the music company bearing his name, and Thomas Privot of American Wholesalers were hosts at a preview and luncheon Monday.

The films, made and recorded in Austria, offer a new angle in TV technique. During the musical numbers cameras highlight solo instruments and sections and use the montage to splendid advantage. It's a type of show that should win acclaim of good music lovers who view 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 Compton.

The films are distributed in the U. S. by the Ambassador Works.

BEHIND THE MIKE

"STUDIO ONE," CBS-TV Monday night drama series produced by Worthington C. Miner, was voted tops in the "general drama" category in the second annual awards poll of TV Forecast magazine. "Suspense," produced by Bob Stevens, was first "mystery drama," and "The Goldbergs," topped the "soap opera" class.

Bill Keene is in extra "Good Humor" these days. He's being called the Ice Cream Man of the Week, having done three sales-convention shows for three different ice cream companies in the past seven days. And—just to continue the triple-threat characteristic, he's going to play the part of an attorney in three consecutive "Famous Jury Trials" via TV.

Patt Barnes, whose Barnes table is heard every Friday afternoon from 4:30 to 5:00 p.m. over WJZ from Cavanagh's restaurant, phoned the Mayor's office in Lakewood, N. J., to see if the Mayor might be available for a future appearance on his show. "This is for a very important program" he told the secretary. "I see" she replied knowingly. "Arthur Godfrey's or Groucho Marx's?"

Wilbur Stark, who among other activities, produces the "Kathi Norris Show" over WNBT, decided to add a new gimmick to Kathi's program in the shape of a feature, "What's The Gag?" It had a cute device of displaying magazine cartoons to a panel of experts, but concealing the gag caption.

Mel Torme, "the velvet fog," makes his first Boston appearance next Wednesday, Feb. 7th, at the RKO theaters.

Last week on Bill Stern's show "Remember This Date," producer Hal Finberg did something a lot of producers would like to do—he shot the writer of the show, Ray Kimbell. It was all in fun, part of a skit. This is one show where producer and writer really work. By the way, Stern's show has jumped from a 5.1 rating to a 9.6, the biggest gain in daytime TV. Keep up the good work, Bill.

Cal Howard has been appointed as associate producer on the Ben Blue show for the Anchor Hocking. Cal was formerly a writer on the Jerry Lester stanza.

The Whipperwills, a quartet composed of frat brothers from Los Angeles City College, will appear as guest on the "John Conte Little Show" Feb. 1.

When it comes to a tough job, Capt. Anderson at NBC-TV casting office really has one. What with screening new faces and getting audition requests, Anderson wishes he was a swinging door so there is always a way out.

Dick Bernie, the outstanding comedian in the armed forces during World War II, in town mulling over TV offers.

EQUIPMENT
PRODUCTION
STUDIOS

RADIO DAILY

TELEVISION DAILY

SPONSORS
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VOL. 54, NO. 22

NEW YORK, WEDNESDAY, JANUARY 31, 1951

TEN CENTS

STANTON QUESTIONED; PROBE HINTED

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

(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 on

(Continued on Page 5)

Hicks Elected President Of N.C. AP Broadcasters

Columbia, S. C.—James Hicks, general manager of WCOS, Columbia, was re-elected president of South Carolina Associated Press Broadcasters at their annual meeting here January 26.

Other officers are: James Coggins,
(Continued on Page 6)

Commends Program

Oscar L. Chapman, Secretary of the Interior, has commended Mutual's "Mark Trail" program on the occasion of the adventure series' first anniversary. He cited the show for its dramatic scripts on conservation of our natural resources. The Kellogg Company sponsors the three-times-weekly series through Kenyon & Eckhardt, Inc.

World Series Radio-TV Rights Okayed

Washington—Baseball Commissioner A. B. "Happy" Chandler yesterday affixed his signature to the contract which gives Gillette Safety Razor Company and the Mutual Broadcasting System exclusive radio and TV rights to the World Series baseball games and annual all-star games. Contract is for six years with the sponsor and network paying \$1,000,000 annually for the TV rights alone.

Brewery Will Sponsor AFM And Networks Amos 'n' Andy On TV Talk Nat'l Pact Today

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 Schenley, it was announced yesterday. Correll & Gosden while not appearing in the TV version will act as producers and will assist Joe Connolley and Bob Mosher, writers of the Amos 'N' Andy scripts.

Alvin Chilress will have the role
(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
(Continued on Page 7)

Representatives of the major networks will meet in New York today with James C. Petrillo, president of the AFM, to discuss on a national basis a new contract for musicians, embracing radio, television and TV films. The conference is scheduled for 3 p.m., at the union's headquarters, 570 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
(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 and
(Continued on Page 6)

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. This estimate

was based on preliminary figures made available to NAB by Sales Management, which gave the total families count as 44,108,000.

Dr. Kenneth H. Baker, NAB director of research, applied the currently accepted 95 per cent radio ownership ratio to arrive at the estimate. The 1948 BMB survey showed 94.2 per cent radio ownership among U. S. families, Baker said.

FCC Interest In TV Programming Apparent

Washington Bureau of RADIO DAILY
Washington — The FCC, through Commissioner Frieda B. Hennock 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
(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 \$192,639,200 for the similar nine months of 1949. Announcement was made by O. Parker McComas, president.

Of the increased revenue, \$36,701,-
(Continued on Page 2)

Saudek Stresses Role Of Radio-TV In Public Interest

Asserting that the output of mass media reflects "both the people who produce them and the people for whom they are produced," Robert
(Continued on Page 6)

Government Files

Washington—Jess Larson, Administrator of General Service, U. S. Government, yesterday filed a petition to intervene in the forthcoming FCC investigation into 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."