



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 1

NEW YORK, MONDAY, OCTOBER 3, 1949

TEN CENTS

HINT NO FREEZE-END BEFORE COLOR-TV

Block Programming Increasing On Webs

In line with the major networks' usual tendency to block program night-time "situation" dramas, ABC last week scheduled its two new acquisitions, "Chandu, the Magician" and "The Casebook of Gregory Hood," as two back-to-back Saturday series, 8-8:30 p.m. and 8:30-9 p.m., EST, respectively, beginning Oct. 15.

"Gregory Hood," which has been on MBS since its debut in September, 1946, will be offered by ABC for alternating sponsorship. On Mu-

(Continued on Page 5)

Miller In Dallas Today For District 13 Meeting

Dallas—Two hundred broadcasters from the Texas area will gather at the Hotel Adolphus here today for a two-day meeting of District 13, NAB, Clyde W. Rembert of KRLD, Dallas, district director, announced Friday.

The meeting will hear addresses by Justin Miller, president of NAB, Maurice Mitchell of Broadcast Advertisement Bureau and Richard

(Continued on Page 2)

New WLIB Owners Aim At Special Audiences

WLIB, New York, sold two weeks ago by Dorothy Schiff to the New Broadcasting Co., will build special programs for two large segments of the metropolitan audience—Jewish and Negro listeners. This was disclosed on Friday by Morris Novik, one of the new owners, at a recep-

(Continued on Page 8)

Confirmation

Crosley Corporation and Gen-eroso Pope, publisher of Il Progresso Italo-Americano, Friday confirmed the sale of WINS, 50,000 watt New York station, to the Pope interests who operate WHOM, 5,000-watt language station in New York. Terms of the deal were not disclosed. It was reported, however, that the purchase price was \$512,500.

The Pope interests, according to reports, hope to retain the call letters of WHOM on the WINS wave length and to convert it into a language station. They will then sell the WHOM transmitter and wave length. Recently WHOM went to 5,000 watts at an expense of around \$225,000.

Radio Pioneers Plan New Club Activities

Plans for a luncheon meeting of the Radio Pioneers to be held at the Roosevelt Hotel in New York on Wednesday, October 19th, for the purpose of discussing several matters of policy were announced Friday by William S. Hedges, of NBC, president of the club.

Among the matters which will

(Continued on Page 6)

Public Service Spots Skedded During Series

Commercial time during the World Series broadcasts and telecasts will be shared by the Gillette Safety Razor Co., sponsors, with the

(Continued on Page 2)

FCC "Didn't Do Too Well On B & W," Says Coy, Questioning Engstrom; No Session Scheduled Today

'We The People' Goes From CBS To NBC Web

The Gulf Refining Co. reportedly signed a contract on Friday with NBC for sponsorship of "We, The People" on both radio and television, involving combined billings of about \$1,000,000 and constituting the second major sponsor switch from CBS to NBC within a week.

The simulcast, formerly heard on

(Continued on Page 6)

M-G-M Radio Attractions Bow On WMGM Oct. 10

WMGM, New York, will launch the Metro-Goldwyn-Mayer Radio Attractions series in the metropolitan area on Oct. 10, with a half-hour dramatization of "Crime Does Not Pay." The program, based on MGM film subjects, will be aired each Monday, 7:30-8 p.m.

On Oct. 12 another program in the

(Continued on Page 8)

Nielsen Ratings Rising With Return Of Stars

National Nielsen Ratings for Aug. 21-27, just released, reflect the increased listening stemming from the advent of fall and the return of big-

(Continued on Page 2)

Washington Bureau of RADIO DAILY
Washington — The first week of the FCC's hearing on color television ended with a strong intimation that the Commission might refuse to lift the present freeze on TV until the industry is ready to make full speed ahead with color. This began to appear as Commission members ham-

(Continued on Page 6)

Researcher Ponders Future Of AM-TV

Speculating on the future of radio and television last week at an American Marketing Assn. meeting in New York, E. L. Deckinger, research director for the Biow Co., suggested that radio might eventually aim only for the daytime audience, leaving the nighttime field to television.

"In the daytime maybe the television addition would be a minimum

(Continued on Page 8)

1200 Expected To Attend ANA's Annual Meeting

Attendance of more than 1,200 is expected at the Association of National Advertisers' 40th annual meeting, to be held Oct. 12 at the Waldorf-Astoria, New York. Speakers will include Paul G.

(Continued on Page 2)

Tele-Set Increase Ups Rate; Cost Per M. Down, Says Net

General rate increase for most stations in the country is expected in the near future in the light of an NBC announcement Friday of a boost by 22 of its affiliated stations.

Web's flagship, WNBT, New York, will have a new basic class A hourly rate of \$2,000, beginning Nov. 1, compared with its present rate of \$1,500. The three other network outlets in New York also have a \$1,500 rate and these are expected to go up

to the WNBT figure soon. In addition, WPIX, New York indie, also plans an increase from its present \$1,200 rate.

Rate increases in all cases will be based on the rapidly growing number of receivers in circulation.

In the 22 NBC cities, 17 of which are on the inter-connected network, the rate boost, in some cases as high as 40 per cent, may be com-

(Continued on Page 7)

Award

Toledo—Art Barrie, announcer for WSPD, Toledo, has been awarded the Citizenship Medal of the Veterans of Foreign Wars by the Toledo Post, VFW, for outstanding service to citizens of Toledo. His "Sidewalk Interviews" program has long stressed the problems of the ordinary citizen as well as the returning war veteran.

Veteran

Hartford, Conn.—WTIC was reminded of its approaching silver anniversary on Saturday when plant manager Herman D. Taylor celebrated the completion of his twenty-fifth year with the Hartford station. Next February, a quarter century of actual broadcasting will be marked by WTIC. When The Travelers entered radio in 1924, Taylor was engaged.



Vol. 49, No. 1 Monday, Oct. 3, 1949 10 Cts.

JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Postage free) United States (other than California) \$10.00 one year; California, \$15.00. Foreign, \$15.00. 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.

WEST COAST OFFICES
6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Hal Tate, Manager.
360 No. Michigan Ave.
Phone: Randolph 6-6650
Phone: Riverside 5491
SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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

FINANCIAL (September 30)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg. Lists various stocks like ABC, Admiral Corp., Am. Tel. & Tel., etc.

CBS TV Affiliates Total Fifty Stations

The number of CBS-TV affiliates increased to 50 last week with the addition of WJAR-TV, Providence, Rhode Island, to the network effective immediately. Station, assigned Channel No. 11, is owned and operated by the Outlet Company, Providence. John J. Boyle is manager of the station.

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

★ COMING AND GOING ★

MORGAN BEATTY, whose "News of the World" is heard on NBC, will return today from England, where he made a study of the situation resulting from the devaluation of the pound.

KEN SPARNON, field representative for BMI, left over the week-end for Memphis, where he'll attend the meeting of District 6, NAB. From there he'll go to Chattanooga on business, and later will attend the meeting of NAB's District 4 at Pinchurst, N. C.

LEE LITTLE, president of KTUC, Columbia network outlet in Tucson, Ariz., a visitor Friday at the New York headquarters of the web.

SIDNEY ASCHER, publicist, will return today from Madison, Wisc., where he spent a few days on business.

ALLAN SIMPSON, owner of WADC, affiliate of CBS in Akron, Ohio, conferred last week at the New York offices of the web.

BEN B. BAYLOR, JR., assistant general manager and director of sales for WMAL, Washington, D. C., has left on a business trip to Chicago, Detroit and Pittsburgh, where he'll consult with agency officials and sales executives of ABC.

HOWARD S. MEIGHAN, Columbia network vice-president and general executive, who has been named CBS chief executive officer on the West Coast, has arrived in Hollywood to take over his new duties.

TED GRANIK, whose "American Radio Forum" debuts as a simulcast on NBC tele and AM on Sunday, October 30, has returned from Kansas City, where he flew for conferences with a prospective sponsor.

GEORGE B. STORER, JR., manager of WAGA-TV, the Fort Industry TV station in Atlanta, Ga., who attended the color television hearings at the FCC last week, is expected in New York shortly.

EVERETT TOMLINSON, assistant western program director of CBS, has left on a two-week vacation.

SY BLOOM, scripter for "Buzz and Bill" on KDKA, Pittsburgh, is vacationing here in his native New York. During his absence, Ed King, of "Brunch with Bill," will take over the Bloom program.

BERT LOWN, vice-president of Associated Program Service in charge of station relations, is in Dallas, Tex., for the meeting of District 13, NAB. He'll be in Memphis the end of this week.

Nielsen Ratings Rising With Return Of Stars

(Continued from Page 1) name shows. Most top-rated programs, especially in the evening, show rating increases ranging from 9 per cent to 13 per cent above those of the preceding week.

"Mr. Keen" leads the once-a-week evening listings, followed by "Mr. District Attorney," "Crime Photographer," "Our Miss Brooks," and "This Is Your FBI." "Lone Ranger" tops the multi-weekly evening category, followed by "Counter-Spy," and "Beulah." Arthur Godfrey leads the daytimers, trailed by "My True Story," "Right to Happiness," and "Wendy Warren."

Miller In Dallas Today For District 13 Meeting

(Continued from Page 1) Doherty, NAB's labor executive. It was not known on Friday whether the sessions would be "on the record" or "off the record."

Video Show Challenges 'The Great Dunninger'

The producers of "We, The People" are going to great lengths — to Bermuda, to be exact — in an attempt to outwit Joseph Dunninger, the magician and mental telepathist, when he appears on the program's video premiere over CBS-TV next Wednesday night.

An airlines hostess left New York yesterday by air for Hamilton, Bermuda. There she is to pick up a carton containing four objects placed therein by prominent Bermudians. Back she will fly to New York with the sealed carton. There on Wednesday night, before the "We, The People" cameras, Dunninger guarantees to announce the contents of the carton by reading the mind of the hostess.

Public Service Spots Skedded During Series

(Continued from Page 1) Advertising Council for public service announcements on behalf of seven Council projects.

These include messages on Forest Fire prevention, Better Schools, Community Chests, and the American Economic System. If the Series runs beyond four games, other spots will be aired on National Service Life Insurance Dividends, Highway Safety, and Armed Forces Prestige. Production details are being handled by Maxon, the Gillette agency.

1200 Expected To Attend ANA's Annual Meeting

(Continued from Page 1) Hoffman, ECA chief; Sam C. Gale, vice-president and director of advertising for General Mills, Inc., and Chester J. LaRoche, president of C. J. LaRoche, Inc. Members of the advertising Council's board of directors who will appear on the speakers' platform include Frank Stanton, president of CBS; Louis G. Brockway, of Young & Rubicam, and Fairfax Cone, of Foote, Cone & Belding.

CBS Renews Contract Of Symphony Conductor

Bernard Herrmann, conductor of the CBS Symphony Orchestra, has been re-signed by CBS to continue his post as the web's symphonic conductor for a term of three years.

With the conclusion of the CBS Symphony's 1949 Sunday afternoon concert series on Oct. 9, Herrmann will sail for England to direct the Halle Orchestra, Manchester, in a series of six concerts during November as guest of John Barbirolli, permanent conductor of the Halle ensemble. Later he will lead the BBC Symphony in London in a series of radio performances.



Cutest trick of the week

This tiny kitten seems to think that the reins on the donkey make an ideal trapeze. Just how the kitten got 'way up there, nobody knows. But everybody agrees that it's a right cute trick.

There's a cute trick to buying radio time in Baltimore—that is, if you're looking for a station that will produce the greatest results for the least amount of money. The station is W-I-T-H, the BIG independent with the BIG audience.

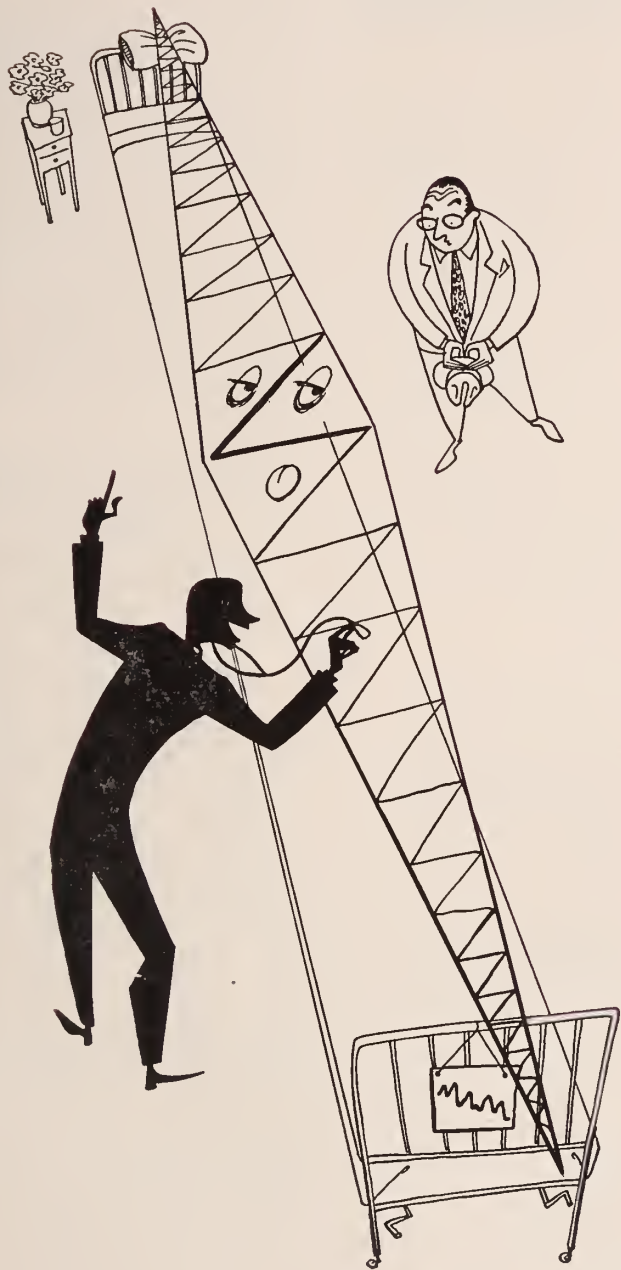
W-I-T-H delivers more listeners-per-dollar than any other station in town. It covers 92.3% of all the radio homes in the rich Baltimore trading area. It's the station famous for low-cost results.

So if you want the real bargain buy in Baltimore, call in your Headley-Reed man and let him tell you all about W-I-T-H.

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

Then Jamison said . . .

“You need Weed, Sir!”



At lunch the other day our man Jamison met a very worried station manager. In advertising's best anonymous tradition we will call him Station Manager A.

“I hear a lot of talk these days about economic recession,” Manager A was saying. “I don't necessarily believe it, but I hear it. I hear that the honeymoon is over, that the buyer's market has arrived, and that advertisers are getting more careful every day about how they spend their appropriations.”

“True in part,” said Mr. Jamison. “But let's look at the bright side. The fact that both buyers and advertisers are becoming more careful *improves* your competitive position. You have a good station in a good market. And Spot Radio, the major product you have to sell, is admittedly one of the most economical and profitable forms of advertising ever devised. It is the medium smart advertisers prefer when they want to pinpoint their markets and avoid all waste circulation.”

“Then why is my station losing money?” the manager asked.

“If you don't mind my saying so,” Jamison replied, “you are improperly represented. Spot Radio should be sold as carefully as it is used . . . You need Weed, sir!”

“I have been employed by this fine organization for some time. We are doing more business for *all* of our clients than ever before. And there's no reason why we can't do the same for you.”

Weed
and company

*radio and television
station representatives*

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

SOUTHWEST

KTSA chief engineer W. L. Eger-ton, has completed installation of the Frequency Modulation equipment and inaugurated service by San Antonio's fifth FM outlet, KTSA-FM. The outlet broadcasts from KTSA's new suburban transmitter site with an effective radiated power of 18,000 watts on channel 281, at the 104.1 megacycle frequency. Present schedule sets broadcasting hours weekdays from 3:00 to 9:00 p.m., 2:00 to 9:00 p.m. Sundays with 100 per cent duplication of KTSA local programming and CBS network shows.

Bill Michael is the latest addition to the staff of KMAC, San Antonio. He has taken over duties as a newscaster. There is only one letter different in his name and Bill Michaels, manager of KABC here. That is the letter "s" in the KABC Michaels.

Austin Williams, night news editor for WOAI, San Antonio, has returned to his duties following a two weeks vacation on the beach at Galveston.

As a public service broadcast, in the current drive to curb reckless driving, KITE, San Antonio, is originating a 15-minute broadcast direct from Corporation Court in San Antonio. Airings are heard Monday through Friday. The microphone is opened and picks up the case that is in progress before the judge at that time.

Request has been made to the FCC for the transfer of 200 shares of stock in the Amarillo Broadcasting Co., owners of KFDA and KFDA-FM, from J. Lindsey Nunn to Gilmore H. Nunn, a son. J. Lindsey Nunn has had 50 per cent interest and transfer makes the father and son equal partners. There is no money involved in the transaction.

Henry Taylor To Speak At Eastern 4-A Dinner

Henry J. Taylor, ABC news commentator who has just returned from a world tour, will be the principal speaker at a dinner next Wednesday night at the Park Lane Hotel, New York, climaxing the two-day annual Eastern conference of the 4-A's.

Clarence B. Goshorn, president of Benton & Bowles, and chairman of the 4-A's board, will also be heard. Ray Vir Den, president of Lennen & Mitchell and chairman of the New York council of the association, will preside.

RADIO EXECUTIVE'S APARTMENT

Ideal 3-room apartment beautifully furnished. Located on East 80th St. Combination office & living quarters, built in sound equipment, special lighting effects. Apartment could easily rent for \$250. Will take \$150 plus incidentals for equipment. Have Cadillac Club Coupe. Leaving for the Coast. Phone TR. 9-0961 before 12 noon.



Mainly About Manhattan. . . !

● ● ● **IT SEZ HERE:** Ralph Weil, gen'l manager of WOV, denying reports that the station may drop its Italian language programs. In fact, they recently expanded its schedule, he sez. . . . Talking about foreign languages, WWRL is adding Roumanian and Scandinavian shows bringing its language airings to 14 different tongues. . . . Bill Gargan readying a giveaway series called "Junior Collects." (Ain't the guy busy enuf with his radio and TV series?) . . . Earl Wilson nixed a fabulous offer from Hearst. Post Syndicate matched the offer to keep him. . . . Boston and Philly loom as first cities to give up televised baseball. Magnates there studying TV effect on the gate. . . . Toughest campaign being waged in N.Y. election since Fiorello LaGuardia is being conducted by Oren Root, running for Borough Pres. of Manhattan. He'll do 6 TV programs on WNBT starting tonight and is inviting his potential constituents to debate, argue or heckle. . . . WPEN's Eddie Newman named president of Philadelphia's new disc jockey ass'n. . . . It's a girl at the H'wood home of Zeke Manners. . . . If Libby, McNeil and Libby's "Auction-aire" is a click on TV, every food company in the country will be out for a similar idea. They're watching it like a hawk. . . . Alfred Drake swears the towels in a H'wood duo's home reads "Ham" and "Her."

☆ ☆ ☆ ☆

● ● ● **AFTER MONTHS** of planning and research, the Tele-Rex Co., who recently established headquarters at 369 Lexington Ave., has come up with what is said to be one of the best ideas in television to date. Highlighted as the "Tele-Rex Plan," the firm is now negotiating with major recording firms on adopting the idea. New Plan figures to play a major part in injecting that so-called 'shot in the arm' that TV programming could use.

☆ ☆ ☆ ☆

● ● ● **DORIS SHARP**, the little lady who thought up Radio Registry and parlayed it into the Important Money, reports that her latest idea—Registry Casting—is a huge success already. Started last April, it's already accounted for 322 actual jobs for Radio Registry clients—and this during the slow summer months. The new service started as a result of traffic in calls to RR for information on talent. Doris immediately saw the value in these calls and put them to practical use. She makes it clear, however, that Registry Casting is not an agent nor does it cast. It is an elaborate system of information on talent to help the director in his casting problems. In response to requests, all her clients are submitted in category of the inquiry. There is no alphabetical or other preference and no recommendations are made. Client's credits and pictures help the director in his selection of talent and the director makes his own choice. The speed with which this service has caught on has not only proved the need for such a central source of information but is proving a terrific help to the actor who can't cover all the casting contacts in town.

☆ ☆ ☆ ☆

● ● ● **PURELY PERSONAL:** Jack Arthur's performance on the Kraft Tele Theatre the other night ranks with any we've yet seen on the new medium. In sum, he was slightly sensational. . . . Caught run-through at NBC of TV situation comedy, "Cinderella on B'way," with comic Dave Burns. Agency boys on the lookout for zany comedy plus songs and dances would do well to give this the once-over. . . . We'd like "The Front Page" if it was presented in a theatre or your backyard but John Daly's conception of Walter Burns ain't the way we read it. . . . Interviewing Jerome Zerbe the other p.m., Bill Slater asked him howcum he became a society photographer. "Well," explained Zerbe, "when I was very young, my father was a financial disappointment to me."

CHICAGO

By HAL TATE

VINCE LLOYD, until recently sports editor of WMBD in Peoria, has joined the staff of WGN-TV, Jay Faraghan, station's program director announces. His first assignment will be covering collegiate football telecasts with Bill O'Connor. After four years of service in the Marine Corps, Lloyd rejoined WMBD as sports editor. In the new job, he rejoins a fellow alumnus of WMBD, Jack Brickhouse, WGN-TV sports manager.

A three-way tie-up has been worked by station WLS, Coronet Magazine, and ABC-TV. On the magazine's October cover will be depicted a painting of an aged fiddler and two young square-dancers in the position, "Honor Your Partner."

Nell Tangeman, mezzo-soprano, was presented as Career Performance artist of the Chicago Theater of the Air on the final summer concert over WGN and the Mutual network on Sept. 24.

Jean Jones, secretary to Ade Hult, vice-president in charge of the Mutual Broadcasting System Central division, has recovered from cuts and bruises suffered in a traffic accident. Harry Mason Smith, vice-president in charge of sales for station WLM, Cincinnati, was a recent visitor at the Mutual offices.

Starting Thursday, September 29, "Comedy Playhouse" will become a full hour program over WGN-Mutual, from 8:30 to 9:30 p.m. The first production on the new expanded schedule will be the John C. Holm-George Abbott stage hit of the 30's, "Three Men On A Horse," starring the Gold Coast Players, a radio stock company developed for "The Chicago Theater of the Air." The "Comedy Playhouse" series is written and directed by Jack LaFrandre, who manages to retain the original story line and comedy flavor in streamlining the Broadway hits.

"Action Autographs," telecast on ABC-TV Sundays from 5:30 to 5:45 p.m., will present the story of World War II's most incredible combat team, the Shark Men, on October 2. Former Marine Captain Jerry Miller will be there in person to tell the tale. Ed Prentiss handles the emcee duties on the program, which is a Jack Brand Production.

No Cigar?

A new approach to quiz shows is claimed by WNEW, New York in its latest offering, "What Comes Next?" Listeners at home are asked to identify popular songs after hearing only the verse played or sung. In return they get no mink underwear, no trip to the Riviera, no \$50,000 jackpot, and no truckload of dog food—nothing, says WNEW, but "fun."

AGENCIES

HAL STECK, radio copy chief at McCann-Erickson, Inc. has resigned. He plans to re-enter the freelance field, heading his own organization which will offer a radio and television writing service to the trade.

WARWICK & LEGLER, INC., has signed a two-year agreement for National Nielsen Radio Index Class "A" Service, including New York Television Reports.

PETER A. KRUG, formerly radio and space buyer, has been named director of radio and television for Hicks & Greist, Inc., New York. Estelle M. Shelton will handle space buying for all agency accounts. Increased television activity is planned.

FRANKLIN BRUCK ADVERTISING CORP. has been named by A. Siegel & Sons, maker of La Magnita Cigars. Television will be used.

HIRSHON-GARFIELD, INC. has been appointed by Textron, Inc. for its men's wear division.

ARCHIBALD McG. FOSTER has been elected a vice-president of the A. W. Lewin Co., New York.

STEVE RICHARDS, of the Kuder Agency, joined General Motors on Oct. 1 to direct public relations for the Buick Motor Division.

A. T. GRAY has been named special representative in New York for the Union Oil Company of California. He has been with the company since 1929 and in recent years has been associated with its Western offices.

Johnson States Position On Union Squabble At WHBF

Rock Island, Ill. — Les Johnson, general manager of WHBF, Rock Island, declared last week, "There is no basis of fact for AFRA's unfair labor practice charge" in commenting on station's union squabble. He added: "Negotiations broke up over question of form of union security. Station offered maintenance of membership. Union demands union shop. Only three people of the staff of eight doing air work are members of AFRA and demanding union shop. The station has a staff of 42 people."

WBAL
means business
in Baltimore

Block Drama Programming Increases On Web Schedules

(Continued from Page 1)

tual, the crime detection drama has been a sustainer since March, 1948. The show, however, was sponsored by Petry Wine Co. from its beginning on MBS to May, 1947. Mutual will fill the spot formerly held by "Gregory Hood" with the "Count of Monte Cristo."

"Chandu," another former Mutual mystery show and more recently on the Don Lee network, will be offered by ABC as co-operative program. Cyril Ambrister is producer-director of "Chandu." Martin Andrews will handle the same assignment on "Gregory Hood." Frank Chandler will play the role of "Chandu." Elliot Lewis will be heard as "Gregory Hood."

ABC's biggest block of dramatic presentations during the Fall-Winter season falls on Wednesday nights. That night's two and one-half hours of dramas begins with "The Lone Ranger" at 7:30 p.m., EST, followed by "The Amazing Mr. Malone" at 8 p.m., "The Adventures of Sherlock Holmes" at 8:30 p.m., "The Detective of the Week" at 8:55 p.m., "Starring Boris Karloff" at 9 p.m., and "The Croupier" at 9:30 p.m.

The Friday night block of dramas on ABC consists of "The Lone Ranger" at 7:30 p.m., "The Fat Man" at 8 p.m. and "This Is Your F.B.I." at 8:30 p.m. "The Sheriff" is scheduled for the same night at 9:30 p.m., with a comedy break, "The Adventures of Ozzie & Harriet," immediately preceding.

CBS' "strongest" night of drama falls on Thursdays. On the web's schedule are "F.B.I. in Peace & War," 8 p.m., EST; "Mr. Keen, Tracer of Lost Persons," 8:30 p.m.; "Suspense," 9 p.m.; "Crime Photographer," 9:30 p.m.; "Hallmark Playhouse," 10 p.m., and "First Nighter," 10:30 p.m., constituting three hours of dramas.

The Saturday night schedule of

Durante And Ameche Will Return October 7

Jimmy Durante, Don Ameche, and the rest of the vacationing comedy crew will return to NBC on Oct. 7, 9:30 p.m., EST.

Joining the cast in featured roles will be Vera Vague, man-chasing comedienne, and Sara Berner, mimic and dialectician, as Mrs. Mataratza. Candy Candido will return to add his comedy to the program. Music will be by Roy Bargy and his orchestra.

Wedding Bells

Announcer Leif Jensen of WDRC, Hartford, and Miss Virginia Cioffi of New Haven, were married September 7 in New Haven, Conn. Jensen and his bride will live in Bethany, Conn., and he will commute to Hartford for his WDRC announcing duties.

CBS starts off with "The Adventures of Philip Marlowe" at 8:30 p.m., EST, followed by "Gangbusters" at 9 p.m. and "Escape" at 9:30 p.m. An hour-long drama, "Lux Radio Theater," represents the Monday fare of love and adventure for CBS listeners, 9-10 p.m., EST.

Mutual's dosage of two hours and more of drama falls on Mondays and Tuesdays, with a short five-minute break by "Bill Henry and the News" at 8:55 p.m., EST. On the Monday schedule is "I Love A Mystery," 7:45 p.m.; "Straight Arrow," 8 p.m.; "The Affairs of Peter Salem," 8:30 p.m.; "Murder By Experts," 9 p.m., and "Secret Missions," 9:30 p.m., EST. Tuesdays' roundup consists of "Count of Monte Cristo," 8 p.m.; "Official Detective," 8:30 p.m.; "John Steele, Adventurer," 9 p.m., and "Mysterious Traveler," 9:30 p.m., EST.

NBC strengthens the Wednesday night potition with three "situation" programs: "Mr. District Attorney," 9:30 p.m.; "Big Story," 10 p.m., and "Curtain Time," 10:30 p.m. NBC's Wednesday schedule, along with ABC's roundup, means that American listeners, by turning their dials only once in the course of the evening, can be shocked, thrilled or intrigued for three and one-half hours.

PROMOTION

For Old Red And Blue

WCAU, Philadelphia, is pulling all the stops in promoting the fact that Byrum Saam, sportscaster, will be heard exclusively on the station in the broadcast of University of Pennsylvania football games. Latest step in the campaign to get the fact that Saam is exclusive on WCAU across is a series of transcribed announcements featuring the sportscaster calling an imaginary Penn game. Saam interrupts after a moment or two to tell the fans that he is all set for Saturday's contest and he will be on WCAU exclusively in Philadelphia. The plugs are being scheduled all over the board. The games, which are being carried by WCAU for the 15th straight year are again sponsored by the Atlantic Refining Company. Saam is starting his 10th year on WCAU for Atlantic.

"Life Of Riley" Starts 6th Year On Oct. 7, NBC

"The Life of Riley," starring William Bendix, will start its sixth year on the air on Oct. 7 when the comedy series is broadcast over NBC, 9 p.m. EST.

The television version of the show will be seen Tuesdays over the NBC Television Network, 9:30-10 p.m., EST, beginning Oct. 4.

RANGERTONE

Synchronized Magnetic Tape Gives "Lip Lyric" Sound for Television and Motion Pictures

Used by

De Rochemont in "Lost Boundaries" (Light-house Scenes)

MPO "The Tanglewood Story," State Dept. Cultural Film

(Dr. Sergei Koussevitzky and the Boston Symphony)

Life Magazine, Texas Promotional Film

IMPS "Career Decision" U. S. Recruiting Film

"Lightning Talks" NAB Promotional Film

Beck and Albert "Human Beginnings" (Dr. Becks' Emotion Series)

And now

Proctor "The Big Story" sound from tape direct on the air with Documentary Film, NBC Television, "Precision Timing"—Variety

RANGERTONE, Inc.

73 Winthrop Street

Newark 4, N. J.

Radio Pioneers Plan New Club Activities

(Continued from Page 1)

come up for discussion will be the subject of awards for individual achievement in the art, science and business end of radio; the advisability of establishing a Radio Hall of Fame and the publication of a non-profit year book for the club's membership.

The luncheon will also hear progress reports from committee chairmen and will pass on whether or not the organization will sponsor an annual banquet this year.

Carl Haverlin, president of BMI, and chairman of the Radio Pioneers membership committee, is planning a membership drive and asks that applicants with 20 or more years radio service contact the club's secretary, Mrs. Hilda Jane Foley, 40 Andrew Lane, Hicksville, L. I. Miss Foley is also receiving reservations for the luncheon meeting on Oct. 19.

Dorothy Gordon of the New York Times, chairman of the club's publicity committee, held a luncheon meeting of her committee in the New York Times building on Friday. Among those present were president Hedges, H. V. Kaltenborn, founder of the Pioneers; M. H. Shapiro of BMI; Frank Burke, RADIO DAILY and Michael Dann of the NBC press department.

WRNY Sells Football

Rochester, N. Y.—Whiting-Buick, Inc., local Buick distributor, will sponsor this season's football games of the Aquinas school over WRNY, Rochester. The Aquinas schedule opens Oct. 2.

Syndicating TV Programs Firm

Rapid expansion of TV requires more and more GOOD low-cost programs for stations and sponsors. Nationally known and experienced program production firm receiving bona fide requests for product. Needs immediate additional funds for production and syndication throughout U. S. on film. Opportunity to invest in one or more series. Excellent profit possibilities. First proceeds to investor until investment return, profit sharing continues.

BOX 274
RADIO DAILY

1501 Broadway, N. Y. C.



HEDGES

Hint Freeze-End Must Await Go-Ahead Signal On Color

(Continued from Page 1)

mered away at the RCA research director, Elmer W. Engstrom, who had the unpleasant duty of announcing that RCA was not quite as ready with color TV as its August announcement had indicated.

The most significant questioning, perhaps, was that by FCC chairman Wayne Coy, who asked if it were not quite true that RCA was willing to take a much greater risk on black and white than it was willing to take on color.

Coy declared, one year to the day from his announcement of the freeze on TV, that the Commission "didn't do too well on black and white," and that it is unwilling now to rush ahead. When Engstrom started to interject a remark that progress has been good on monochrome, Coy said, "We've had to stop and revise it, haven't we?"

Earlier, Commissioner Frieda B. Hennock had indulged in some blunt talk with Engstrom. "Don't kid us," she said, "let's call a spade a spade on this color thing. Why don't you help us."

She and the Commission are not willing to take the blame because RCA is not prepared, she said after listening to Engstrom report that his company is months away from actual commercial production of equipment for its color TV system. "Color has been in the process for 20 years," she said, "but every time we want something it's next spring, or next year or five years from now. I don't believe you want color." She said the public wants color, and that the FCC is not going to take the blame for holding it up simply because RCA is not ready.

As Engstrom clung doggedly to his position that more testing is necessary for the RCA system, Miss Hennock shifted her attack to his recommendation that the freeze be lifted at once and the UHF opened. Engstrom said the Commission could "decide on the fundamentals of a color system now," with the details still to be worked out.

Miss Hennock suggested that the wise course might be for the Commission to refuse to lift the freeze until it can at the same time set color standards. Engstrom offered that the freeze not be lifted "until

Caribbean Show On MBS Originating In San Juan

San Juan, P. R. — "Caribbean Crossroads," produced at the studios of WAPA, San Juan, under the direction of Harwood Hull, Jr., general manager of the station, has become a weekly feature on the Mutual network and is heard on Saturdays from 5:30 to 6:00 p.m., on mainland network stations. The first two shows featured Cesar Concepcion and his orchestra and the Perin Vazquez trio.

Color Only

Washington—The FCC announced Friday that it has denied DuMont its request for comparative demonstration of high-grade commercial black and white TV along with the color demonstrations by CBS and RCA slated for this week. Instead, the Commission said, DuMont will have to wait until the comparative demonstrations to be held next month. DuMont had argued that by the time the comparative demonstration is held the Commission might already have made up its mind what to do on the basis of this week's demonstrations.

you decide what role color is to play in television," returning to his position of advocating that the fundamentals of a color system be promulgated.

"But those fundamentals have been here for 20 years," Miss Hennock shot back.

"No," said Engstrom, "only for a few weeks." He referred to the working out of the RCA system.

Earlier in his testimony, Engstrom had withdrawn at the request of counsel for Color Television, Inc., a criticism he had made in his prepared statement of the CTI system. He admitted that he was not sufficiently familiar with the system.

When Engstrom offered also to withdraw criticism of the CBS system, CBS attorney Richard Salant declined, saying he wanted the statement left in the record to indicate the quality of the RCA presentation.

Dr. George Brown of RCA followed Engstrom to the stand with a technical discussion of the RCA system. Asked at one point if RCA had any other systems to offer for color TV, Brown said he could not be sure, and added:

"I haven't been to Princeton since last week-end. They might have six or seven new ones by now."

There will be no hearing today, with the sessions resuming tomorrow. Further RCA testimony is expected, with Brown to return to the stand.

WQXR To Observe Centennial Of Poe

WQXR will observe the centennial of Edgar Allen Poe's death on Oct. 7 with the broadcast of a performance of "The Raven" as set to music by Arcady Dubensky and recorded by the Philadelphia Orchestra under the leadership of Leopold Stokowski.

The work was borrowed by the station from the composer for broadcast on the "Let's Celebrate" program, 9:30-9:45 p.m.

'We The People' Goes From CBS To NBC Web

(Continued from Page 1)

CBS on Tuesdays, 9 p.m., will begin shortly on NBC radio and TV, Fridays, 8:30-9 p.m., EST, RADIO DAILY learned on Friday. The other switch from CBS to NBC during the past week was the Fatima account of Liggett-Meyers Tobacco Co.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 OF "RADIO DAILY" published daily except Saturdays, Sundays and Holidays at New York, N. Y., for October 1, 1949. State of New York } County of New York { ss.

Before me, a notary public in and for the State and county aforesaid, personally appeared Marvin Kirsch, who, having been duly sworn according to law, deposes and says that he is the Business Manager and Vice-President of RADIO DAILY and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily, weekly, semiweekly or triweekly newspaper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the act of August 24, 1912, as amended by the acts of March 3, 1933, and July 2, 1946 (section 537, Postal Laws and Regulations), printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, John W. Alicoate, 300 Park Avenue, New York, N. Y.; Editor, Frank Burke, 51 Choate Lane, Pleasantville, N. Y.; Business Manager and Vice-President, Marvin Kirsch, 12 Locust Drive, Great Neck, L. I., N. Y.

2. That the owner is: Radio Daily Corp., 1501 Broadway, New York, N. Y.; John W. Alicoate, 1501 Broadway, New York, N. Y.; Donald M. Mersereau, 1501 Broadway, New York, N. Y.; Marvin Kirsch, 1501 Broadway, New York, N. Y.; Chester B. Bahn, 1501 Broadway, New York, N. Y.; and Charles A. Alicoate, 1501 Broadway, New York, N. Y.

3. That the known bondholders, mortgages, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above is: 7,119.

MARVIN KIRSCH, Business Manager and Vice-President. Sworn to and subscribed before me this 30th day of September, 1949.

(Seal) JEANETTE HANDIN, Notary Public in the State of New York, Res. in Kings Co. Kings Co. Clk's No. 162, Reg. No. 226-H-O-N. Y. Co. Clk's No. 460, Reg. No. 281-H-O. Commission Expires March 30, 1950.

TELEVISION DAILY

Section of RADIO DAILY, Monday, October 3, 1949 — TELEVISION DAILY is fully protected by register and copyright

NBC UPS RATES, OTHERS TO FOLLOW

TELE TOPICS

TWO BIG NEW SHOWS bowed on CBS last Thursday nite. Both were good; both could, and probably will, be better. The main fault of both was the same, writing. In both cases the material was not on a par with the performances and production. . . Taking the two chronologically, we'll start with "The Front Page," the World Video package based on the famous Hecht-MacArthur play. A farce in the same pyrotechnic manner of its parent, the TV version began at the point the play ended, with editor Walter Burns kidnaping the future mother-in-law of star reporter Hildy Johnson to prevent Johnson from leaving his employ. There followed in rapid succession an unsuccessful attempt at assassination, a murder, the arrest of the mother-in-law for the murder, and finally another attempted assassination foiled by the two intrepid newshawks. Intermixed with these events were manifestations of Hildy's two great struggles, one with his editor and the other with his fiancée. . . There was plenty of frenzied action, and Mark Roberts (Hildy) and John Daly (Burns) played their roles to the hilt. Daly especially milked every line, but the dialogue was not strong enough and at times it seemed to fall apart completely. . . Produced by Donald Davis, program was directed by Franklin Heller from a script by Alvin Sapinsky.

THE SECOND SHOW, "Inside USA With Chevrolet," with a budget reportedly in the neighborhood of \$20,000, revealed a lineup of bright new talent, some excellent camera work for dance ensembles and two totally unfunny skits. One was a switch on the overworked theme of college football recruiting practices, and the other an obvious bit on the home life of a child movie star, played by Margaret O'Brien with the same lachrymose attitudes she employs in her screen tragedies. In the comedy department, Peter Lind Hayes, Jim Kirkwood and Lee Goodman were far superior to their material, while the musical portions were very ably handled by singers Mary Healy and Marion Colby and dancer Sheila Bond. . . On the plus side was the attempt, successful for the most part, to get away from the curtain and proscenium and build the show solely for the cameras. Between-acts film clips of Hayes scooting around in a snazzy Chevy convertible will have to be changed in future installments. Dance ensembles shot the chorus of ten vertically instead of horizontally, providing effective depth and allowing very interesting movements in relation to the cameras. . . Produced by Arthur Schwartz and directed by Sherman Marks, program featured skits by Sam Taylor, choreography by Paul Godkin, with ork conducted by Jay Blackton. Campbell-Ewald is the agency.

Tele-Set Production At New High In Aug.

Washington Bureau of RADIO DAILY
Washington—A new high in TV set production was achieved in August, according to RMA figures released over the week-end. More than 200,000 home receivers were made, it was said. With RMA companies reporting 185,706 sets—a weekly average of better than 35,000 sets for the five-week period covered in the survey. An average of better than 41,500 sets per week had been reached by RMA members in March, however, with April output nearly as high.

Production of other set types was also healthier than during most of the Spring and Summer. The number of FM-AM and FM-only sets went to 64,179—highest figure since March, FM bands were included on 38,790 TV sets. There was a turnout of 559,076 AM-only sets—also the highest figure since March.

These totals bring the year's turnout of TV sets by RMA companies to 1,178,308, with 512,403 FM sets and AM-FM combinations and 3,934,657 AM-only sets.

'Dollar' To Buy TV

The second CBS television show to originate in Hollywood will be a mystery-adventure series titled "Yours Truly, Johnny Dollar," a radio version of which is heard on CBS Saturday night, 7-7:30 p.m.: The network has not yet set a starting date for the new video show.

The Week In Television

Commission Begins Hearings On Color, UHF

The FCC hearings on color and UHF got under way in Washington, with the question of polychrome in the spotlight throughout the week. RMA and JTAC urged that black-and-white be reaffirmed as standard, but with the door to color left open. Their opinion was that no system of color has been proved ready for commercial use and they advised extensive field tests and experimentation before the adoption of polychrome standards. DuMont also supported monochrome and urged that comparative tests between black-and-white and color be made as part of the hearings. RCA asked authorization of color on both UHF and VHF bands, and estimated that converters would cost from \$125 to \$175, with color sets ranging from \$400 to \$1,000. CBS unveiled a small hand-sized converter which might cost no more than \$5. . . . DuMont opened "the world's largest and most modern television assembly plant" in East Paterson, N. J. Capacity of the factory, it was said, is one set every 22 seconds. . . . Conferences between the AAAA and SAG and SEG to discuss union organization in the video field opened in New York. . . . R. J. Reynolds placed on CBS a new mystery series, "Man Against Crime," starring Ralph Bellamy, to begin Oct. 7. . . . ASCAP extended its TV agreement to Oct. 15 pending definite agreement on use of music on a per program basis.

Switcheroo

Cincinnati — WCPO-TV became an unwitting booster for rival WLWT last week. Astounded pedestrians witnessed the spectacle of a WCPO station wagon driving around town with a red back-bumper sign which read "Best in TV—WLW-T—Channel 4." Grinning WLW-T officials disclaimed knowledge of how come. One guess was the sign got accidentally "transplanted" at a Cincinnati Reds game being covered by both outlets.

To Air Live Drama From Streets Of N. Y.

An hour long dramatic show, aired live at 11 p.m. from the streets of New York, will bow on WNBT Oct. 25 under sponsorship of Bedford Stores, Inc., through Elliott Nonas agency.

Titled "City At Midnight," program is said to be the first drama series to be presented directly on location. Initial ainer will originate at the intersection of Orchard and Rivington Streets in Manhattan's lower east side. Action will take place inside and outside a synagogue, in the hallway of an apartment house, the exterior of a religious article show, an optical store and the interior of a bar.

Program is a United Productions package, produced by Lou Dahlman.

Audience Increase Lowers TV Cost Per Thousand

(Continued from Page 1)
pared with a 78 per cent rise in the number of sets in these cities.

In a letter to agencies and advertisers explaining the new rates, all of which are effective Nov. 1, Harry C. Kopf, NBC veepee in charge of sales, said that at the new rates, the NBC inter-connected web "will deliver nearly four times as many television homes and at a cost per thousand 26 per cent less than one year ago—a decline in cost per thousand unmatched by any other advertising medium."

Kopf continued: "In the past year, the interconnected network alone has grown from 14 to 25 stations and the available television audience from 603,000 to 2,225,000 families. By April 30, 1950, the audience will number over 3,000,000 families."

During the two-year period from November, 1947 to November, 1949, the cost per thousand on the NBC interconnected network, it was pointed out, will have dropped 50 per cent.

Current advertisers and those placing orders accepted before Nov. 1 will be protected at old rates through April 30, 1950. New rates for the 22 stations follow:

Interconnected	
WBZ-TV Boston	\$ 750.00
WRGB Schenectady	325.00
WPTZ Philadelphia	1,000.00
WBAL-TV Baltimore	550.00
WNBW Washington	500.00
WNBT New York	2,000.00
WTVR Richmond	250.00
WBEN-TV Buffalo	325.00
WNBK Cleveland	600.00
WSPD-TV Toledo	300.00
WWJ-TV Detroit	600.00
WNBQ Chicago	1,000.00
WTMJ-TV Milwaukee	350.00
KSD-TV St. Louis	425.00
W GAL-TV Lancaster	200.00
WLWT Cincinnati	350.00
WDEL-TV Wilmington	200.00
Non-interconnected	
WSB-TV Atlanta	250.00
WBAP-TV Fort Worth	250.00
RNBH Los Angeles	900.00
RSTP-TV Minneapolis	325.00
WBTV Charlotte	175.00

Sennett Reels Withdrawn As Result Of H. D. Suit

NBC has withdrawn all Mack Sennett comedies from participation in its "Howdy Doody" program pending settlement of the suit filed last week by Joseph Balabar, owner of the Canadian rights to the pictures.

Plaintiff maintains that television receivers in the Dominion pick up the domestic broadcasts and violates his agreement with the network which involves only the latter rights.

Researcher Ponders Future Of AM-TV

(Continued from Page 1)

addition—perhaps, a virtually irrelevant backdrop," he said. "It might be an advertising message. It could be something that the viewer doesn't have to watch but can still get the course of developments from the spoken word."

While guessing that the eventual demise of radio as such is "inevitable," Deckinger predicted that this remains "a long way off." On this subject he said: "I have a pretty good hunch that radio, on a cost basis, is going to be able to hold its head, in a national way, pretty high for some time to come. And don't forget this, either. Most people believe that radio is a tremendously efficient mass medium for reaching people. I would wonder if it isn't true that the cost of reaching people by radio could be doubled and radio could still be efficient as against, say, newspapers or magazines or billboards, or some other medium."

Approves Simulcasts

Later he countered this speculation by adding: "... I believe that radio before too long will be unable to support very expensive radio properties, unless the cost of radio comes down—or unless a part of that cost is diverted over to a charge, in a bookkeeping way, against television. . . . I think that this will partly be handled by ingenious solutions to the question of simultaneous broadcasting and telecasting. If I can charge part of the cost of Jack Benny against both radio and television then I've got a solution to the question of how to finance Jack Benny for both television and radio."

He concluded: "So I think that part of the 'whateo' of which we've been speaking is a new pattern for television and radio which blends the two together."

Baseball Sponsors Renew For '50 Season On WORD

Spartanburg, S. C.—Before 1949 baseball season in the Tri-State League ended, WORD and WDXY, FM affiliate, renewed the contract for sponsorship of all Spartanburg Peaches games to be played in the 1950 season.

All games played by the Peaches in the 1949 season were jointly sponsored by the Spartanburg Coca-Cola Bottling Company, The Aug. W. Smith Department Store, Cudd and Coan Insurance Company and the White Dot Grocery Stores.

As a part of a package sale, the sponsors of baseball received a year-round program on WORD and WDXY. The package price was in excess of \$20,000, which was the largest radio advertising contract ever negotiated in Spartanburg.

All four sponsors renewed for the 1950 season on the same terms of their 1949 contract.

★ THE WEEK IN RADIO ★

Beer Sponsors Show Sharp Rise

By AL JAEGBIN

BREWERS and their distributors throughout the country have more than tripled their use of radio and television over that of previous years, thus compensating in large measure for the loss of revenue resulting by the decision of the major networks to ban liquor commercials, it was indicated in a RADIO DAILY survey. The poll of brewers and their agencies showed an awareness by the beer industry of the fact that home consumers constitute "the most rapidly expanding beer market."

The Publishers Information Bureau released a new set of figures of billings on the four major networks for the month of July, totalling \$12,090,579, and for the first seven months of this year, amounting to \$112,862,890. NBC led the list for the first seven months with \$37,873,390, followed closely by CBS with \$37,323,652. . . . ABC increased its revenue during the week with the signing of a contract with William R. Warner & Co., Inc., involving more than one million dollars in time charges and services, for sponsorship of Walter Winchell, beginning Jan. 1. . . . Additional revenue will come to Mutual also from the Benrus Watch Co. which contracted for spots before each World Series game. . . . NBC was dickering separately with Pennsylvania Railroad, American Airlines, Veterans of Foreign Wars and the Penicillin Corp., for sponsorship of the newly-acquired "American Forum of the Air" on both NBC radio and television nets. . . . The Club Aluminum Products Co. renewed for the fifth consecutive year its sponsorship of "Club Time" over ABC, Tuesdays, 10:45-11 a.m., EST. . . . Pabst Blue Ribbon Beer has picked up the tab on 12 New York giants pro football games over WMGM, New York. . . . WHLI, Hempstead, N. Y., reported eleven 52-week contracts for programs and one deal for hourly time signals, representing combined gross billings of \$60,000.

The Republican Liberal Fusion Party will sponsor a series of broadcasts in behalf of candidates for Mayor, Comptroller and City Council President, over four New York City stations: WNBC, WJZ, WOR and WMCA. . . . The Independent Citizens' Committee for the Election of Herbert Lehman, a Democrat, for the U. S. Senate will sponsor a series of 15-minute broadcasts over a statewide CBS network.

"America's Town Meeting of the Air," which represents a sizeable chunk of income to Town Hall, Inc., may become a free agent when its current contract with ABC expires on Dec. 31, according to trade rumors, because the co-op program reportedly has not been paying off to the network. . . . A network of 14 FM stations in Pennsylvania, New York, West Virginia and Ohio on Saturday began carrying the play-by-play broadcasts of the Duquesne

University football games. . . . The football games of the University of Michigan will be carried by a network of nine AM and five FM stations throughout the state of Michigan.

Because of what was described as "pressing financial circumstances," Kermit-Raymond Corp. and Transcription Broadcasting System, Inc., joint package producers, called a creditors' meeting. . . . Two district meetings of the NAB had to be changed because of conflicting hotel schedules. District No. 3 meeting will be held at the Skytop Lodge, Skytop, Pa., Oct. 26-27. District No. 2 meeting will be held at the Berkeley-Carteret, Asbury Park, N. J., Nov. 3-4. . . . William B. Quarton of WMT, Cedar Rapids, Ia., advised broadcasters attending the NAB's 10th District Meeting at Des Moines to watch the Government for possible attempts to restrict freedom of radio. As one precaution, he emphasized the need for a strong industry trade organization. . . . One industry organization, the Institute of Radio Engineers, announced the formation of a Professional Group of Quality Control, to be headed by R. F. Rollman of Allen B. Du Mont Laboratories, Inc. . . . The subject of government regulations came up at a meeting of the Northmount Lions Club in Montreal. T. J. Allard, general manager of the Canadian Association of Broadcasters, charged that the CBC was "complainant, prosecutor, judge, jury and hangman all in one operation." . . . Industry observers who returned to Washington from the Quebec NARBA conference indicated a strong possibility that the United States may have to share about 10 clear channels in acquiescence to Cuba.

The FCC turned down the bid by WCAR, Pontiac, Mich., to move into Detroit. . . . The Commission also refused the bid of the United Automobile Workers, CIO, for a station in Detroit. . . . An okay, however, was registered by the Commission on the application by the Coast Radio Broadcasting Corp. for a new five-kw daytimer in Los Angeles. . . . The FCC bypassed the Radio Features, Inc., case on giveaways in Chicago and decided to concentrate its fight for the edict in the New York court test with ABC, NBC and CBS.

Another division of the Avco Manufacturing Corp. which figured in the week's news developments was the one engaged in manufacturing. Avco's Crosley Division announced a giant \$2,000,000 "give-away" contest to spur the sale of its newest products. . . . In another effort to acquaint the public with radio and television, especially the current FCC hearings on TV, the RMA engaged a corps of publicists (Selvage & Lee, Inc.) to assist the radio and television industry in the job.

M-G-M Attractions On WMGM Oct. 10

(Continued from Page 1)

Radio Attractions series, "The Story of Dr. Kildare," debuts with Lew Ayres and Lionel Barrymore starring. This show will be heard each Wednesday, 7:30-8 p.m. On Friday, Oct. 14, WMGM will present the first in a series of full-hour productions of hit films, first of which will be "Vacation From Marriage," starring Deborah Kerr and Ivor Francis, 7:30-8:30 p.m.

Also starting next Monday, Oct. 10, is Paula Stone's "Hollywood, USA," which will be aired Monday through Friday, 12-12:15 p.m. It will be transcribed in Hollywood.

New WLIB Owners Aim At Special Audiences

(Continued from Page 1)

tion held at the station for Mrs. Schiff and the WLIB staff.

Novik and his brother, Harry, a Stamford, Conn. retailer, own 65 per cent of the stock. Samuel H. Hains, a CPA, owns 20 per cent, and Norman B. Furman, of the advertising firm of Furman, Feiner & Co., owns 15 per cent. Morris Novik, as spokesman for the new owners, said that no staff changes are contemplated.

Mrs. Schiff said, in reply to a question, that if and when she disposes of her Los Angeles and San Francisco stations, which are for sale, she will be out of radio to stay. Her duties as publisher of The New York Post leave her no time for other business interests, she said.

In line with Morris Novik's plans to give Negroes a greater voice in New York radio, especially on his newly acquired station, WLIB, the station on Friday broadcast the 40th Anniversary meeting of the founding of the National Assn. for the Advancement of Colored People, 8 p.m.

Speakers on the half-hour broadcast were Mayor William O'Dwyer and Roy Wilkins, acting national secretary of the organization. The program originated from City College of New York.

Buys WSNY Football Sked

The Schenectady Works of G. E. have purchased sponsorship of WSNY's twelve game football schedule, made up of leading Union College and area High School games. General Electric previously sponsored the entire play-by-play baseball schedule of the Schenectady Blue Jays over WSNY during the 1948 season.

CBS V.-P. Is Guest

Hubbell Robinson Jr., CBS vice-president and director of programs, appeared as a guest-expert Friday night on the "You and Humor" program over CBS. Robinson gave his views on radio humor in an interview with Dwight Cooke, the show's host.