



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 2

NEW YORK, TUESDAY, OCTOBER 4, 1949

TEN CENTS

'SERIES' DOMINATES RADIO-TV SCENE

Probe Plane Crash That Killed Clark

The Civil Aeronautics Board has begun an investigation of a plane crash in downtown Los Angeles Saturday night that took the life of singing star Buddy Clark and seriously injured two NBC coast executives.

Clark, who was 38, died in a hospital an hour after the accident. Jennings Pierce, head of station relations for NBC's western division, sustained a cerebral concussion and other injuries. Frank Berend,

(Continued on Page 6)

Adair Program Director For Mutual's Coast Web

West Coast Bureau of RADIO DAILY

Hollywood—J. Carlton Adair has been named program director for western regional network of Mutual, effective immediately. Announcement was made by Willet H. Brown, president.

Adair succeeds Charles Bulotti, Jr., who has been program director for last three years and has been associated with Don Lee for last 10 years. Adair joined Don Lee

(Continued on Page 2)

Ludens Takes 1/4 Hr. On "Sing It Again"

The tab on the 10:45-11 p.m. segment of CBS' "Sing It Again" program has been picked up by Ludens, Inc., to bring the total sponsorship on the hour-long show to one-half hour, effective Nov. 26.

Carter Products, Inc., began sponsorship of the 10:30-10:45 p.m. period on Oct. 1. The agency is J. M. Mathes, Inc.

Pioneer

Boston — W. Gordon Swan, WBZ-WBZA program manager yesterday celebrated his 25th year with the Westinghouse outlet here. Swan first became associated with WBZ as an announcer when that station was first located in Springfield, Mass. He later was named traffic manager, and in 1941 was appointed WBZ program manager.

Endurance B'dcaster Ends State Fair Vigil

Trenton, N. J.—After one hundred seventy-three hours, seventeen and one-half minutes of continuous broadcast performance from the mobile studio of station WTTM at the New Jersey State Fair in Trenton, Ernest Kovacs, special events director of the radio station surrendered the microphone at 1:20 p.m. Sunday. Kovacs began his marathon broadcast at 11 a.m. Sunday, Sept. 25.

The radio announcer had daily physical examinations and finished his sleepless tour with a loss of only ten pounds in weight due to special diet and prescribed exercises. He revealed yesterday, he had not resorted to benzedrine to keep him awake, as numerous reports had ventured. Kovacs and his wife left the city yesterday for a two week vacation at an undisclosed resort hotel. Kovacs said besides catching up on lost sleep, he will devote some thought on what feat he will perform at next year's New Jersey State Fair. He also stated he doubts if his record of one hundred seventy-three hours, seventeen and one-half minutes of continued broadcast work will be broken—and he is certain that it will never be broken by him.

Alabama Broadcasters Will Meet October 6-7

Tuscaloosa, Ala. — The Alabama Broadcasters Assn. will hold its fall meeting on the University of Alabama campus here Oct. 6 and 7. Mrs. Wilhelmina Doss, of WJRD, Tusca-

(Continued on Page 6)

NAB District 13 Convenes, Talks Sales With Mitchell

Dallas, Tex. — Clyde Rembert, general manager of KRLD, Dallas, and district director of the NAB District 13, called to order another "off the record" NAB session yesterday in the Hotel Adolphus.

The highlights of the two-day agenda were to include a preview of the BMB Study No. 2, by Dr. Kenneth Baker, NAB director of research, a luncheon address by Judge Justin L. Miller, president of

AM-Radio And Television Staffs Ready For Yankee-Dodgers Opening In New York Tomorrow

By AL "DODGER" JAEGGIN and IRV "YANKEE" MARDER

With 740 radio stations carrying the proceedings to all points of the globe and fifty-odd television stations in the United States presenting sight and sound coverage, the 1949 World Series' baseball games between the New York Yankees and the Brooklyn Dodgers will get under way tomorrow at the Yankee Stadium, with 72 of the stations CBC outlets.

Indicative of the Series interest is the report that television dealers in cities served by video stations report heavy sales and a scarcity of the name table model receivers. Likewise radio receiver sales have been stepped up and the demand for portable and table model sets have exceeded expectations.

Gillette Safety Razor Co. will sponsor the Series on both radio and TV, the 11th time on the Mutual Broadcasting System's radio network. Included in the sponsored programs

will be the MBS network of 520 stations; the Canadian Broadcasting Corp.; the Cuba Network; the Aloha Network in Hawaii, including Mutual's affiliate, KHON, in Honolulu; the Mexican Network; stations in

(Continued on Page 7)

Quiz Show Format Revised For Don Lee

West Coast Bureau of RADIO DAILY

Hollywood—"Tello-Test," the radio-telephone quiz program that recently received nationwide publicity by serving as a test case under the proposed giveaway ban by the FCC, was launched in a revised version on the full Don Lee network, yesterday, 6:30-6:45 p.m. The show will be heard five times weekly.

The program, one of the oldest quiz shows in radio, made its debut in Chicago some ten years ago. Under the original format, people

(Continued on Page 2)

Chicago FM Stations Will Buy Listings

Chicago—Ralph J. Wood, Jr., president of the FM Broadcasters of Chicagoland, announced that FM stations affiliated with this organization have voted to institute a space-buying campaign in the daily newspapers listing special and sports events which can be heard over local FM outlets.

Present plans call for a once-a- (Continued on Page 2)

Public Service

Three Philadelphia television stations—WFIL-TV, WCAU-TV and WPTZ will combine their facilities in behalf of the Community Chest to present a half-hour solicitor training program on Sunday, October 16. Program will be heard from 6:00 to 6:30 p.m., and will be produced in the studios of WFIL. Later kinescope recordings will be offered.

(Continued on Page 8)

RADIO DAILY



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JOHN W. ALICOATE : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES

6425 Hollywood Blvd. Phone: Gladstone 8436

WASHINGTON BUREAU

Andrew H. Older, Chief 6417 Dahlfonega 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

(October 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 3/8	7 1/4	7 3/8	+ 1/8
Admiral Corp.	25 3/8	24 1/4	25 3/8	+ 1 3/4
Am. Tel. & Tel.	142 1/4	142	142 1/4	+ 1/4
CBS A	22	22	22	- 1/2
CBS B	22	22	22	- 1/2
Philco	31 3/4	30 3/4	31 3/4	+ 1
RCA Common	12	11 3/4	12	+ 1/4
RCA 1st pfd.	73 1/4	73 1/4	73 1/4	---
Stewart-Warner	12 1/8	12	12 1/8	- 1/8
Westinghouse	25 5/8	25 1/4	25 5/8	- 1/8
Westinghouse pfd.	99 7/8	99 3/4	99 7/8	+ 7/8
Zenith Radio	27 1/8	27 1/8	27 1/8	+ 1/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	2 3/4	2 1/2
OVER THE COUNTER		
DuMont Lab.	13 3/4	14 3/4
Stromberg-Carlson	10 1/2	11 3/4
U. S. Television	5-16	1/2
WJR (Detroit)	7	7 3/4

Adair Program Director For Mutual's Coast Web

(Continued from Page 1)

about a year ago as sales service manager and a month ago was promoted to head the newly-created department as manager of program service department. Prior to joining Don Lee, he had his own agency, and was at one time vice-president of Raymond R. Morgan Company in Hollywood.

Returning To CBS Web

"Lum and Abner," absent from the airwaves for the past several months, will return to the CBS network, Saturday, Oct. 22. Program originating in Hollywood will be aired 7:00-7:30 p.m., EST.

Quiz Program Format Revised For Don Lee

(Continued from Page 1)

were called and asked to answer a jackpot question. The jackpot question carried over an indeterminate number of broadcasts until it was correctly answered.

The recent FCC regulations banning certain giveaways as lotteries would have affected "Tello-Test" only because of this jackpot question carry-over feature. The Commission felt that a giveaway program would be considered illegal if aid to answering the question correctly is given on a program broadcast over the station; and that the broadcasting of the question on a previous program would be considered as such aid. At any rate, "Tello-Test" was granted in injunction and remains on the air in the East under the original format.

Don Lee officials asked for a change in format in order to comply with all Commission requirements. Conferences between Donn Tatum, Don Lee vice-president and general counsel, and Walter Schwimmer, president of Radio Features, Inc.—owners of "Tello-Test" package, cleared up all differences. In the Don Lee version of the quiz program, the "carry over" objection will be eliminated by utilizing a different jackpot question for each broadcast. If no one called answers correctly during a single show, the announcer will tell listeners the answer. The jackpot will continue to grow, but a new question will be used on the following broadcast.

Pre-series Programs Set By Mutual Network

MBS' 520 affiliates have scheduled a special half-hour "World Series Preview," today, 9 a.m., EST, originating from the hotel suite of Baseball Commissioner Albert B. Chandler. Participating on the show will be Casey Stengel, Yankee manager; Burt Shotton, Dodger manager, and Joseph P. Spang, Jr., president of the Gillette Safety Razor Co. AFRS plans to short-wave a recording of this show tomorrow in the event of a postponement of the Series' opener.

Another MBS show, "Knothole Gang World Series Preview," will be carried this afternoon on 460 affiliates during the last quarter of Mutual's "Bob Poole Show," 3-4 p.m., EST. Participants include "Rabbit" Maranville, former short-stop of the world champion 1914 Boston Braves; Don King, captain of the Boys Town, Nebraska, Baseball Team, and Ray Herrera, captain of the National Championship Junior American Legion Baseball Team of 1949.

Karl Nelson Named

Toledo—Karl Nelson, program-production director of WTOL, has been elected to a two-year term as director and second vice-president of the Toledo Advertising Club.

Chicago's FM Stations To Purchase Listings

(Continued from Page 1)

week spot on the radio pages of Chicago daily newspapers. Football games, basketball games, lectures, and live musical events would be included in the paid listings.

In addition, brochures outlining all major events and programs to be broadcast over local FM stations this season will be printed and mailed to listeners. They will also be distributed by FM set manufacturers to retail radio stores, Wood said.

WABF Opera Series

WABF (FM), New York, will broadcast a series of rarely-heard 18th century operas on Wednesday evenings starting Oct. 12. The operas will be performed by the Hunter College Opera Workshop, and will originate from the Hunter College Playhouse. All will be sung in English.

Renew McNeill Program

Chicago—Swift & Company, thru the J. Walter Thompson agency, has signed a 52-week renewal contract, effective Monday, October 24, to continue its half-hour sponsorship from 8:15 a.m. of Don McNeill's Breakfast Club. This renewal covers the Monday through Friday broadcasts over 270 ABC stations.

COMING and GOING

TOMAS MUNIZ, president of Puerto Rican Broadcasters Assn. and general manager of WIAC, San Juan, arrived in New York yesterday on business. He'll be here for a week.

MERLE S. JONES, recently named general manager of the Columbia Pacific Network and KNX, the CBS O&O station in Los Angeles, has arrived on the West Coast to take over his new duties.

PAUL MOWREY, national director of television for the American network, is back at ABC headquarters in New York following an extended business trip to the West Coast.

HOWARD LANE, general manager of KOIN, Portland, Ore., left yesterday for the Coast following a few days in New York.

JACK ZERBE, general manager of WKAQ, San Juan, P. R., has arrived in New York on business.

PHIL ALAMPI, farm news editor of WJZ, is in Harrisburg, Pa., where he is attending the Northeastern Poultry Producers Council Exhibition.

LLOYD BROWNFIELD, director of press information for KNX, Los Angeles, is in New York for a 10-day visit.

HARRY WISMER and JIM GIBBONS, American network sportscasters, will head late this week for Ann Arbor, Mich., where on Saturday they'll broadcast the Army-Michigan football game. Sponsor will be the U. S. Army and U. S. Air Force recruiting service.

J. E. BUSBY, manager of WKRG, Mobile, Ala., is in town for conferences at CBS, with which the station is affiliated.

A. A. WARD, vice-president of Altec Service, is in New York from the West Coast.

Wrong bailiwick



Somehow this duck is all balled up. She shouldn't be messing around with those baby cockers—she's got herself in the wrong place.

How about your radio advertising in Baltimore? Is it placed right? If it's on W-I-T-H, you're all set for profitable sales!

Because W-I-T-H is the big bargain buy in this rich town. W-I-T-H delivers its big audience to you at the lowest cost-per-listener on any station in town. It covers 92.3% of all the radio homes in the Baltimore trading area.

So make sure your radio advertising is in the right bailiwick. Call in your Headley-Reed man and get the full W-I-T-H story today.



W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed



Plenty of VITAMIN "SEE" in Cincinnati

(Dayton & Columbus, too!)

Yes, the "eyes have it" in Cincinnati. It's a RED HOT television town. Take a look at these figures reported in the six-city Telepulse for August, 1949:

Average ¼ Hour TV Sets-In-Use (12 Noon—12 Midnight)

City	August 1-7	July
CINCINNATI	30.4%	23.7%
New York	21.8	20.8
Philadelphia	21.7	19.5
Chicago	20.1	18.9

Now, *another* shot of vitamins has been added in the three cities with all new star-studded daytime programs, starting at 11:30 AM daily and featuring the million dollar WLW-Television talent staff.

More vitamins: All three Crosley TV stations—WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus—also began carrying the full NBC television network schedule on September 25th—LIVE—via cable and our own microwave facilities.

For a healthy sales prescription, contact your nearest WLW Sales Office.

* RUTH LYONS Mid-West's
Greatest Showman



TELEVISION SERVICE OF THE NATION'S STATION
Crosley Broadcasting Corporation

CHICAGO

By HAL TATE

THE Chicago Cubs may be in last place as far as the National League is concerned, but on the air, the team and their No. 1 fan, announcer Bert Wilson, rank first! June-July Hooperatings for Chicago showed the top-rated period to be 11.6 on WIND, during the Cubs' baseball games at 2:30 p.m. Sundays. The July-August Hooperatings again indicated the Cubs, and WIND, to be in first place with a rating of 11.3 for the 2:30 p.m. Sunday time. In addition, the Hooper survey shows that the first five high-rated periods on Sunday are all Cubs broadcasts on WIND.

Lon Saxon, WBBM singing star who has been heard on many local programs, joined the cast of melody-makers heard over CBS' "Music For You" program Sunday, October 2. In addition to several solos, he sang a duet with Elaine Rodgers, who also sings with the Meadow-Larks, the "Music For You" featured vocal quartet. Caesar Petrillo directs the orchestra, and the show is written and produced by Skee Wolff.

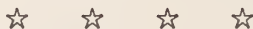
Cyril B. Janicki, director of The Little Theater Company, has really come up with something—a professional training school for young actors between the ages of 6 and 20. That the training is more than adequate is proven by the fact that many of the Little Theatre members are active in modeling, radio and television in Chicago, and quite a few have recently appeared in Coronet, Jam Handy, Atlas and Wilding films.

Subject of a picture spread in the October 2 issue of Parade Magazine is not, as one might expect, Publicist Maraleita Dutton, but her black Cocker Spaniel, "D.J.," a professional model.

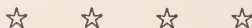


California Commentary . . . !

● ● ● IT IS ESTIMATED that 15,000,000 people tune in on the weekly adventures of Dr. Christian, which has been on the air continuously for more than 12 years. . . . that's a lot of "patients." . . . Ronald C. Oxford, for the past two years head of KFI-TV's programming, has resigned effective November 1 to devote his time to the development of programs for network and kinescope release. He will be succeeded by Kenneth Higgins, for the past few months executive producer for KFI-TV. . . . Dick Haymes in huddles with the Ward Wheelock Agency execs on the "Club 15" show's progress. . . . Fibber McGee and Molly, who are Jim and Marian Jordan in private life, are entertaining as houseguests their son, Jim, Jr., and his bride, actress Peggy Knudson, Jim Jr., is on the NBC television staff in New York. . . . The NBC Page Boys threw a party the other day celebrating the return to NBC of Gordon MacRae, former NBC page, now star of "The Railroad Hour," and a how-do-you-do cocktail affair was tossed last week to introduce Bob Hawk, the Lemac Man, to Hollywood.



● ● ● A PREVIEW SHOWING of the new television version of "The Life of Riley" was held last week at NBC. This is the first major Hollywood radio program to go on television, and the first production in show business history to be on radio and television. . . . Jo Richey of KECA's Continuity Acceptance Department, has moved to TV center, where she will do Literary Rights work and assist in clearance of film and TV scripts. . . . After months of musical drought, the Mark Warnow Music Company, headed by the Hit Parade maestro, now has a tune heading for the selfsame Hit Parade. It's "The Big Go Bye," and will soon be heard on Holiday Records performed by Larry Neill and the Black Smith Trio. . . . Beverly Wills of CBS' "Junior Miss" claims to have the best comedy teacher in the business, her mother, CBS "Leave It to Joan" star Joan Davis. . . . Walter O'Keefe and the "Double or Nothing" cast returned to Hollywood last week after spending three days in Tucson, Arizona, where the show was broadcast from the newly-erected Westerner hotel. . . . Air America, Inc. has picked up the tab on Bill Symes' "All America Scoreboard." Symes' sportscast immediately follows the KHJ broadcast of Pacific Coast Conference football on Saturdays. . . . Edward Arnold, ABC's "Mr. President," is in St. Paul, Minnesota, to attend the American Federation of Labor convention, returning here October 9. . . .



● ● ● BOB McANDREWS, managing director of Southern California Broadcasters Ass'n, will address American Hotel Association annual national convention at Fairmont Hotel, San Francisco, October 7 on potentialities of broadcast advertising for the hotel industry. . . . George E. Ledell, Jr., KFI-TV sales executive, is the father of a six pound twelve ounce girl, Patricia Ann, born September 25. . . . A new guessing game called "Name the Dance" was introduced by Frank Veloz on "The Veloz Show" over KNBH and immediately caught on so well it will be added as a regular part of the show. Veloz and his partner demonstrate a dance, without music, giving oral clues, then televiewers are invited to phone in and name the dance. . . . Since CBS' "Amos 'n' Andy" made their radio debut, the world has seen the advent of sound and color movies, television and radar.

New Books

About Radio Advertising

An analysis of more than \$50,000,000 worth of sponsor participation programs, based on a survey of 260 stations, and suggestions to advertisers on how to make radio budgets pay off are illustrated by graphs and charts in a new book, "Successful Radio Advertising with Sponsor Participation Programs," by Robert I. Garver, account executive at Lynn Baker, Inc.

The 321 pages of data and text, published by Prentice-Hall, Inc., are broken down into three main parts: Most popular participation programs, Selecting a program and A national survey of participation programs. The exhaustive analysis of programs ranges from the effectiveness of certain types of shows in selling particular kinds of products to comparisons between time rates and methods of obtaining audience reaction measurements.

One of the most valuable sections of the book for radio and advertising executives is that dealing with the results of the survey. That section, plus Appendix 1 and Appendix 2, makes up the greater part of the entire book. In it are statistics on the length of participations, variations between stations of different wattages, the number of times such shows are broadcast per week and at what hours of the day, the maximum number of commercials allowed and their individual lengths, a breakdown of types of shows into such classifications as music, live or transcribed. Still other charts illustrate the annual mail response to shows, rates charged by stations of various wattage, and discounts allowed.

In order to present an over-all picture of the types of advertisers using participation programs, the author listed in Appendix 1 a representative group of sponsors, Appendix 2 consists of a geographical listing of participation programs broadcast in all states of this country (except Wyoming), District of Columbia and the Territory of Hawaii.

A.J.

'Straight Arrow' Cited On Floor Of Senate

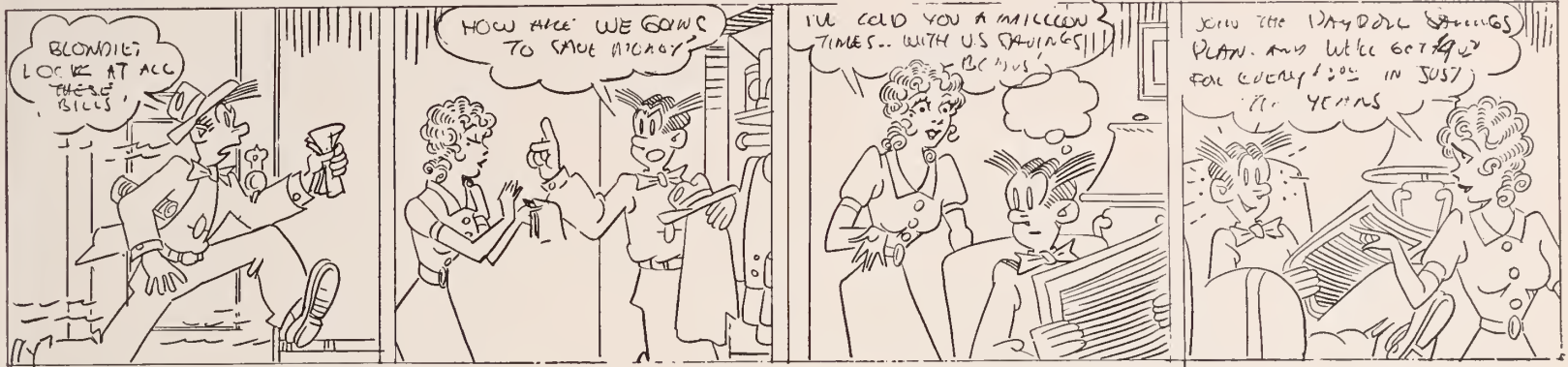
Washington — Senator Dennis Chavez of New Mexico inserted in the Congressional Record a commendation for MBS' "Straight Arrow" show for its production of a half-hour American Indian Day salute.

In his Friday morning commendation, contained in a speech of several hundred words, Chavez said: "One of the finest tributes that can be paid to the Indian was the radio program arranged by the Mutual Broadcasting System in conjunction with the nationwide Citizens Committee of the National Congress of American Indians and designed to spotlight the cultural aspects of Indian life."

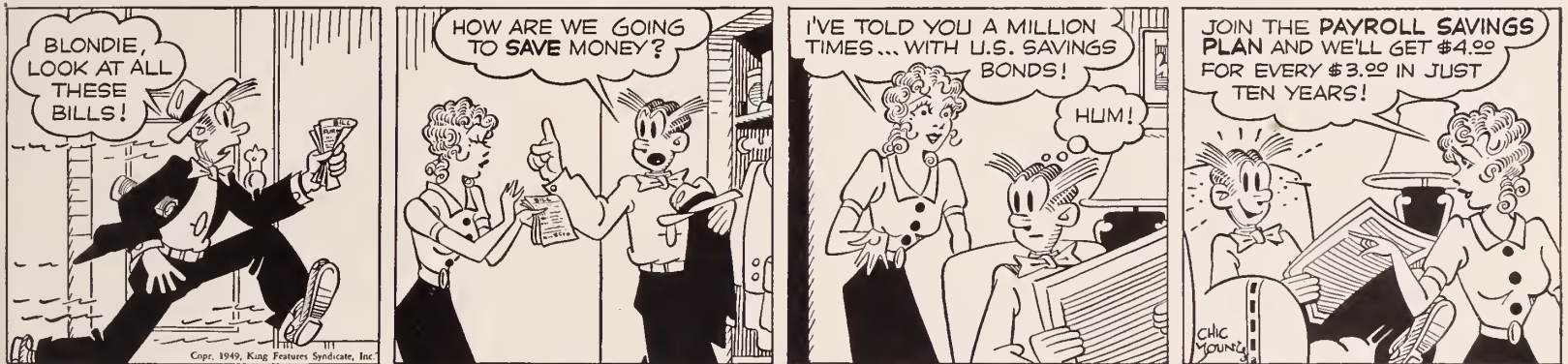
WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 19



This is how Chic Young, the cartoonist, makes a first rough sketch for the famous strip.



Then when each panel in a strip meets his approval, he makes a careful pencil rendering as above.



After this, the pencil rendering is carefully inked in, as you see here.

STEP BY STEP . . . that's the way it's done successfully!

AS YOU CAN SEE, Chic Young, who draws the popular "Blondie" comic strip, goes through many steps to arrive at a finished cartoon.

And, cartoonist Chic Young, together with millions of other smart Americans, will tell you that the step-by-step method is the easiest, surest way of doing anything worth while.

Particularly, saving money.

One of the easiest and surest ways to set

aside any worth while amount of money is to buy United States Savings Bonds the step-by-step method—

So set aside a regular amount week after week, month after month, year after year. Then in 10 short years you will have a mighty nice nest egg tucked away.

Get started now. Get your Bonds through Payroll Savings or at your bank or post office.

AUTOMATIC SAVING IS SURE SAVING—U. S. SAVINGS BONDS



THIS SPACE CONTRIBUTED BY RADIO DAILY

Probe Plane Crash That Killed Clark

(Continued from Page 1)

NBC western division sales manager, suffered a fractured left arm. Sportscaster Frank Hayes escaped with bruises when the plane, a small Cessna chartered for the trip to and from the Stanford-Michigan football game at Palo Alto, suddenly ran out of gas and hurtled to the ground.

Clark, a radio and record headliner for many years, was born in Boston, where he studied law. He began his theatrical career as a band vocalist, singing with Benny Goodman, Wayne King, Lud Gluskin, Raymond Paige, and Mark Warnow. From 1936 to 1939 he starred in the "Hit Parade" broadcast series. He appeared in several other radio shows, including Armour's "Treet Time," and did many guest shots. He also was the "ghost voice" for non-singing stars in several films. He joined the Army in 1942 and served until December, 1945.

Clark's last radio assignment was as star-emcee of the Carnation "Contented Hour" on NBC. He was to have begun a new Carnation series on CBS last Sunday night. He leaves his wife, Nedra, a daughter, Penny, six, and two children by a former marriage.

Thayer Leaving V. Of A. For Another State Post

Paris — Charles Thayer, outgoing director of the Voice of America, arrived here over the week-end on official U. S. State Department business and plans to leave shortly for London.

Thayer, whose new assignment has not yet been announced, will return to New York about Oct. 12. His New York office personnel plan a farewell party for him on Oct. 14.

Thayer will be succeeded by another career diplomat, Foy D. Kohler, as director of the Voice of America in the early part of November. Kohler, also on regular foreign service for the State Dept., returned several months ago from Moscow where he was counselor and first secretary at the American embassy. He is now in New York familiarizing himself with the operations of the V of A.

Caribbean Analyst

Buck Canel, the No. 1 sportscaster of the Caribbean area, arrived from San Juan, Puerto Rico, yesterday to cover the World Series for WIAC under the sponsorship of Don Q rum. Canel will have Louis Olmo, Puerto Rican outfielder, with the Dodgers team as a guest on his pre-series broadcast to the Caribbean area tonight.

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 September 23-29, 1949

TITLE	PUBLISHER
A Dreamer's Holiday.....	Shapiro-Bernstein
Don't Cry, Joe.....	Harms
Fiddle Dee Dee.....	Harms
Four Winds And The Seven Seas.....	Lombardo
Georgia On My Mind.....	Peer
Give Me A Song With A Beautiful Melody.....	Witmark
Homework.....	Berlin
Huckle Buck.....	United
I Can Dream Can't I.....	Chappell
Is You Ever Fall in Love Again.....	J. J. Robbins
It's A Great Feeling.....	Remick
Just One Way To Say I Love You.....	Berlin
Katrina.....	E. H. Morris
Last Mile Home.....	Leeds
Let's Take An Old Fashioned Walk.....	Berlin
Love Is A Beautiful Thing.....	Porgie
Maybe It's Because.....	B-V-C
Over The Hillside.....	Dreyer
Room Full Of Roses.....	Hill & Range
Some Enchanted Evening.....	Chappell
Someday You'll Want Me To Want You.....	Duchess
That Lucky Old Sun.....	Robbins
There's Yes Yes In Your Eyes.....	Witmark
Toot Toot Tootsie Goodbye.....	Feist
Twenty-Four Hours Of Sunshine.....	Advanced
Wedding of Lilli Marlene.....	Leeds
(Where Are You) Now That I Need You.....	Famous
Who Do You Know In Heaven.....	Robbins
You Told A Lie.....	Bourne
Younger Than Springtime.....	Chappell
You're Breaking My Heart.....	Mellin
You're So Understanding.....	Barron-Porgie

Second Group

TITLE	PUBLISHER
A Wonderful Guy.....	Chappell
And It Still Goes.....	Shapiro-Bernstein
Ain't She Sweet.....	Advanced
Bali Ha'i.....	Chappell
Baby It's Cold Outside.....	E. H. Morris
Dime A Dozen.....	E. H. Morris
How It Lies, How It Lies, How It Lies.....	E. H. Morris
I Can't Believe It.....	Claremont
I Don't See Me In Your Eyes Anymore.....	Laurel
I Know I Know I Know.....	Robbins
I Wish I Had A Record.....	Crawford
In Santiago By The Sea.....	Life Music
Lover's Gold.....	Oxford
Make Believe (You Are Glad When You're Sorry).....	B-V-C
My One My Only My All.....	Paramount
Now Now Now Is The Time.....	Fremart
Riders In The Sky.....	E. H. Morris
So In Love.....	T. B. Harms
Song Of Surrender.....	Paramount
Through A Long And Sleepless Night.....	Miller
Twilight.....	Ben Bloom
Why Fall In Love With A Stranger.....	Campbell

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Ala. Broadcasters To Meet Oct. 6-7

(Continued from Page 1)

loosa, and Bert Bank, of WTBC. Tuscaloosa, are co-chairmen of the convention committee.

A luncheon session on the opening day will feature a talk by Easton C. Woolley, director of NBC's stations department, on "Radio 1949 and in the 50's." During the afternoon session, starting at 2:30, Howard E. Pill, of WSFA, Montgomery, president of the Alabama Broadcasters Assn., will preside over a discussion of "Selling Radio in a Buyer's Market." Jim Reese, of WWWB, Jasper, will act as moderator.

At a banquet to be held Thursday night at 6 p.m., Charles A. Fell, managing editor of the Birmingham News-Age-Herald, will speak on "Radio and the News."

Friday's sessions begin at 9:30 a.m. with a discussion of how "Good Programming Puts Money in the Bank," moderated by Lionel Baxter, of WAPI, Birmingham. The luncheon speaker is Frank M. Headley, of Headley-Reed Co., president of the NARSR, whose topic is "Radio Has Grown Up." The afternoon session is divided into three parts: "The NAB At Work," by Allen M. Woodall, of WDAK, Columbus, Ga.; "Report on BMB," by Kenneth Baker, acting president of BMB; "How To Turn People Into Customers," a showing of the NAB film of that title by Maurice Mitchell, of the Broadcast Advertising Bureau.

A junket to the Alabama-Duquesne football game at Denny Stadium next Friday night will top off the conclave.

Returning To NBC

Dean Martin and Jerry Lewis, after a two-week's vacation, will return with their NBC comedy show Friday at 8:00 p.m., EST, beginning Oct. 7. "The Martin and Lewis Show" was formerly heard on Tuesdays at 9:00 p.m., EDT.

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TELEVISION DAILY

Section of RADIO DAILY, Tuesday, October 4, 1949 — TELEVISION DAILY is fully protected by register and copyright

WORLD SERIES IN TV SPOTLIGHT

TELE TOPICS

THE YANKEES and the Dodgers did the TV industry a great favor Sunday when they clinched the pennants in their respective leagues and made it a Subway World's Series. . . . It was most accommodating because the networks have the physical setup at both Yankee Stadium and Ebbets Field to televise the Series and plenty of manpower on hand to make the pool telecasts a success.

WHILE ON THE SUBJECT of televising the World's Series it might not be amiss to suggest to the TV announcers that they confine their reporting to the players and the play by play account of each game. One announcer, who has a habit of saying "How About That," seemed overly emotional in his reporting of the Yankees' final game with Boston. After all the viewer is an eye witness to the proceeding and wants only to be filled in on what is transpiring before him.

SIGNING OF FIVE more shows has been announced by WOR-TV, bringing to ten the station's initial program lineup. The new shows are "Road To Success," "Apartment 3C," "Hazel Shermet," "What Happens Now?" and "Toon A-Vision." The first-named offering is a "practical inventors' show," which will present on its premiere a man who manufactures gold, it says here, for fifty cents a pound; also the inventor of a car that runs on distilled water.

WAAM, BALTIMORE, has inked five new contracts: Gunther Brewing Co., for "Football Preview," 15 minutes preceding the Notre Dame games, through Ruthrauff & Ryan; Hanline Brothers, for Hanline Paints, through Cahn-Miller Agency; Minnesota Mining & Mfg. Co. (Scotch Tape) through BBD&O, and Schleisner Co. (department store) through Kal, Ehrlich & Merrick. . . . WGN-TV, Chicago, has sold the Monday night boxing card at Marigold Gardens to the Peter Hand Brewery Co. for Meister Brau Beer, through BBD&O; one-minute film spots to the Culligan Soft Water Service, through Frederick, Franz & McCowen, and one-minute spots to the Ambrosia Brewing Co., for 52 weeks through the Malcolm-Howard Advertising Co.

A SPECIAL Chicago telecast featuring the "Toy Fair" at Marshall Field & Company will be seen on WGN-TV, Wednesday, October 6, from 7:30 to 8:00 p.m. The telecast, which will also be entitled "Toy Fair," will originate from the WGN-TV studios, but the set will be a replica of the specially decorated toy department at Field's.

Fifty-two Stations Will Be Linked Together For Network Pool Telecast Of World Series; All Will Carry The Gillette Courtesy Credits

(Continued from Page 1)

Alaska, Puerto Rico and South America, and unaffiliated stations from coast to coast in this country. The broadcast scheduled by the Armed Forces Radio Service will be sans commercials.

The domestic and shortwave broadcasts begin at 12:45 p.m., EST, with the play-by-play reports scheduled to start at 1 p.m., EST, Wednesday through Saturday. The Sunday broadcast, if there is no clean sweep by either the Dodgers or the Yankees, will begin at 1:45 p.m., with the actual game scheduled to start at 2:05 p.m., EST. The AFRS shortwaving will begin at 2 p.m., EST, Sunday.

Walter "Red" Barber and Mel Allen will divide the AM and FM announcing chores, both color and play-by-play reports. Both Barber and Allen previously broadcast World Series, as well as All-Star games, over Mutual.

Will Be Shortwaved

The Voice of America of the U. S. State Department and AFRS began yesterday announcing the scheduled shortwave broadcasts. In addition, all armed forces, including ships at sea, army and air forces bases throughout the world, also have been advised by cable. The V. of A. does not plan play-by-play reports, but will include games' results and special baseball features on its regular programs in 22 foreign languages.

The AFRS' shortwaved accounts beamed to Europe will be rebroadcast on medium wave, depending upon the quality of reception, by the American Forces Network in

Germany, consisting of four stations; and the Austrian Blue Danube Network of three stations. Four shortwave transmitters on the Atlantic coast will beam the programs to Europe, the Mediterranean area, Africa and the Atlantic areas.

Two other AFRS shortwave transmitters on the West Coast will beam the World Series to Alaska, the Pacific areas and the Far East, where it is expected to be rebroadcast on medium wave lengths.

Heavy TV Coverage

At this writing all but two or three of the 54 TV stations on the air had made plans to carry the Series telecast, and there were indications that the holdouts might come into the fold by tomorrow. Last year, by contrast, only 19 television stations were able to air the baseball classic.

This year's Series will be the first to be shown in theatres via large-screen television. Five theaters in four cities are scheduled to present the Series before paid audiences: the Fabian Theater in Brooklyn, the Pilgrim in Boston, the State-Lake in Chicago, and two theaters in Milwaukee. In addition, New York City's Paramount Theater has been offered the games, but the theater management at this writing had not yet decided on acceptance.

Four Cameras To Be Used

Four cameras will be used in the pickups from Yankee Stadium and Ebbets Field. Jim Britt and another announcer not yet selected will handle play-by-play and color. Maxon is the agency for Gillette.

Coast To See 'Inside Of TV' At Exposition Oct. 15-23

West Coast Bureau of RADIO DAILY

Los Angeles—Television, with the cooperation of the Los Angeles area's seven television stations, will take the wraps off of production techniques and various other mysteries revolving around video when the National Television-Radio Exposition is held October 15 to 23, in Shrine Convention Hall.

Portrays "Things To Come"

The Southern California Radio and Electrical Appliance Association, the sponsor, is making available every facility so that Hollywood and many other business and scientific groups, including the

Academy of Television Arts and Sciences, may give the public a preview of things to come.

Demonstrations will cover production, transmission and all the "in between" phases until the presentation reaches the screen of the home receiver.

Co-Operation To Be Close

Close cooperation between Bill Quinn, managing director of the Association, and Henry R. Lubcke, president of the TV Academy, and the Television Committee of the Chamber of Commerce and many other civic and business groups assures success of the Exposition.

TV Dealers Form Own Association

Formation of a National Television Dealers Association which has been incorporated under the laws of Maryland, was announced yesterday in Washington by E. A. Dempsey, executive director. Prime purpose of the organization is to raise and help maintain higher standards in advertising, merchandising and servicing throughout the industry, Dempsey said.

"We are not thinking along the lines of revolutionizing present merchandising methods, but rather a harmonizing of all elements in the industry so that we may serve the television buying public in a generally more satisfactory manner," Dempsey explained.

Chevrolet Dealers Buy 'Jury Trials' Of WABD

The Local Chevrolet Dealers Assn. of New York will sponsor the tele version of "Famous Jury Trials" on WABD, New York, 9:30-10 p.m. Wednesday nights, starting tomorrow. Campbell-Ewald is the agency.

Another crime - and - punishment drama, "The Plainclothes Man," will also make its debut Wednesday night in the preceding half-hour slot, 9-9:30 p.m.

Westinghouse Studio 1 To Present Kipling Drama

"The Light That Failed," a video adaptation of the Kipling story, will be carried by 17 CBS-TV stations as a presentation of the Westinghouse Television Theater's "Studio One" on Monday, 10 p.m. An additional 17 stations will air the show later via television recordings.

Richard Hart and Felicia Montelegre are starred.

Dopester

Eight-year-old Charlie Hankinson, of Mutual's "Juvenile Jury," who last year correctly predicted on WOR's "News on the Human Side" that the Braves would beat the Indians, 1-0, forecast on the same program last night that the Yanks would take the Series in six games and that the Yanks would win the opener, 2-1, with Raschi and Roe pitching.

COAST-TO-COAST

"Irma" Visits WCAU

Philadelphia, Pa.—Marie Wilson, star of CBS' "My Friend Irma," was given the open door treatment by WCAU during her one-day visit to Philadelphia as part of Paramount's promotion of the local opening of the film based on the popular radio show.

Will Carry Football Sked.

Minneapolis, Minn. — This fall, WLOL is carrying the full schedule of games played by Notre Dame University to give the local Irish fan an opportunity to follow, on the spot, the progress of a team other than that of Minnesota. In addition, WLOL is transcribing and re-broadcasting a full running-account of the Minnesota game that is played back each Saturday evening.

Commentator At Premiere

Trenton, N. J.—Mrs. Gill Robb Wilson, commentator of WTTM-NBC Trenton, was among the civilian guests entertained aboard the USS Midway last Tuesday for the Air Show and premiere of Warner Brothers Motion Picture, "Task Force."

Children's Diary

Worcester, Mass. — WTAG - FM opens the fourth season of "Make Friends With Music" with a diary listening guide written and designed by Gladys Tomajan, to acquaint youngsters with serious music by talking about it in language a child can understand.

New Community Program

Charleston, West Virginia — WKNA has a new program directed at St. Albans, a community of about 12,500 population, located 15 miles from Charleston. Five St. Albans merchants sponsor the 20-minute, daily show titled "Today In St. Albans." Fred Scott, WKNA announcer, plays records, and gives news concerning St. Alban's churches, civic groups, interesting personal experiences, etc.

Frank Ford Alias Eddie Felbin

Philadelphia, Pa. — Eddie Felbin, account executive at the Phil Klein Agency, returns to the local sports front when he mikes the "Campus Parade" show before the Penn football games on WCAU. He'll use the name of Frank Ford.

Texas Western Show

Riverside, Calif. — Texas Jim Lewis, Decca Recording artist, signed with BCA's "Western Network" to do his western show 5:30 to 6 p.m., Monday, Thursday and Friday. The BCA Western Network stations carrying the program are KPRO, Riverside and San Bernardino; KREO, Indio and Palm Springs; KROP, Brawley and El Centro; KYOR, Blythe.

NAB District 13 Convenes, Talks Sales With Mitchell

(Continued from Page 1)

facing the industry at present time.

According to Jim Crocker, assistant manager of KRLD, Dallas, registration of 167 at 1:00 p.m. had established a near record for District 13 attendance.

Those registered and the stations they represent were:

Roy Bacus, WBAP, Fort Worth; Blaine Cornwell, KWFT, Wichita Falls; R. M. Baird, KTXL, San Angelo; William L. Cox, KBST, Big Springs; Robert Belion, KCMC, Texarkana; George Cranston, WBAP, Fort Worth, Ken Bennett, KSIJ, Gladewater; J. W. Crocker, KRLD, Dallas; Burton Bishop, KTEM, Temple; James R. Curtis, KFRO, Longview; Kenyon Brown, KWFT, Wichita Falls; M. E. Danbom, KTBB, Tyler; Bo Byers, KOAA, Bryan; Tom Dillahunt, KCMC, Texarkana; Joe Caffo, KEPO, El Paso; Dale Drake, WRR, Dallas.

Also Gene L. Cagle, Texas State Network; H. H. Dunnavan, Lone Star Chain; Martin Campbell, WFAA, Dallas; Henry Jones, KIMP, Mt. Pleasant; Rial L. Campbell, KVOP, Plainview; W. C. Fouts, KSFA, Nacogdoches; D. C. Cannan, KFDX, Wichita Falls; Howard Fry, KFDM, Beaumont; Charlie Clough, KWFT, Wichita Falls; R. Lee Glasgow, WACO; Louis Cook, KNOW, Austin; Ernest Hackworth, KCMC, Texarkana; Leo Hackney, KGVL, Greenville; Terry Lee, KXYZ, Houston; Lloyd Hawkins, KLTI, Longview; Joe M. Leonard, Jr., KGAF, Gainesville; Ray Herndon, KTRH, Houston.

And Richmond Lewin, KTRE, Lufkin; Julian L. Hill, KPLT, Paris; Ira Lewis, KGNC, Amarillo; Fred C. Hill, KTRE, Lufkin; Bill Lightfoot, KREL, Baytown; Budd Hill, KHBR, Hillsboro; A. C. Lloyd, Jr., KBKI, Alice; G. C. Hoffman, KSET, El Paso; C. B. Locke, KFDM, Beaumont; W. P. Hood, KFDX, Wichita Falls; Glen H. McClain, KIOX, Bay City; Harold Hough WBAP, Fort Worth; J. M. McDonald, KCRS, Midland; E. C. Hughes, KEYS, Corpus Christi; J. B. McNutt, KBUD, Athens; Aubrey Jackson, KGNC, Amarillo; George W. Marti, KCLE, Cleburne; Charles B. Jordan, Texas State Network; W. P. Mauldin, KPAC, Port Arthur; K. H. Kellman, KCNC, Fort Worth; J. H. Mayberry, KUNO, Corpus Christi.

Also Boyd Kelley, KTRN, Wichita Falls; Wendell Mayes, KBWD, Brownwood; Walter Kline, KAND, Corsicana; Robert O. Meeker, KCOH, Houston; Willard L. Kline, KEPO, El Paso; Bill Michaels, KABC, San Antonio; Ed Lally, WBAP, Fort Worth; Frank O. Myers, KCMC, Texarkana; Bill Laurie, KNET, Palestine; Fred Nahas, KXYZ, Houston; Mrs. Bill Laurie, KEBE, Jacksonville; Ben Nedow, KECK, Odessa; Bob Nolan, KREL, Bayton; Robert L. Snyder, KCBF, Lubbock;

Barney Ogle, KRGV, Weslaco; J. H. Speck, KCNC, Fort Worth; B. F. Orr, KTRH, Houston.

And Bill Spiller, KLVP, Leveland; Ken Palmer, KPDN, Pampa, Myrl Stein, KMHT, Marshall; Clyde D. Pemberton, KFJZ, Fort Worth; O. L. (Ted) Taylor, KGNC, Amarillo; Wayne Phelps, KHUZ, Borger; Pete Teddlie, WRR, Dallas; Charles Price, KMLB, Monroe, La.; Clay Thompson, KSWA, Graham; E. O. Procter, KEPO, El Paso; Gordon Thompson, KFYO, Lubbock; Clyde W. Rembert, KRLD, Dallas; James G. Ulmer, KGBK, Tyler; William A. Roberts, KRLD, Dallas; Charles Vernon, KGFY, Brownfield; Howard Roberson, KFDA, Amarillo; Mrs. Marjorie R. Rickers, KPAC, Port Arthur; King H. Robinson, KATL, Houston; William J. Wallace, KBST, Big Spring.

Also Gene Roth, KONO, San Antonio; Winston O. Ward, KIMB, Mt. Pleasant; David Russell, KFDM, Beaumont; E. J. Watson, KLYN, Amarillo; David Segal, KTFS, Texarkana; Kelley Wafford, KEYS, Corpus Christi; Lewis O. Seibert, KGKL, San Angelo; Carl O. Wyler, KTSM, El Paso; Jack Senter, KULP, El Campo; Paul Girard, Paul Girard Co.; George W. Smith, KMAE, McKinney; Wade Barnes, RCA;

AGENCIES

JEROME PATTERSON has resigned as a director of the Vick Chemical Company and has been elected president and general manager of Morse International, Inc., advertising agency. M. F. House has been elected Morse executive vice-president. A. T. Preyer continues as chairman of the board.

RAYMOND J. LEICHT has joined the copy department at Geyer, Newell & Ganger, Inc. He was previously with the advertising staff of the Pelham Sun, Pelham, N. Y. Before that, he was a copywriter and account contact man with Fuller, Smith & Ross, Inc. During the last war, Leicht served as a first lieutenant with the Army Air Force and was awarded the Distinguished Flying Cross and Air Medal with three oak clusters.

McKEM & VANTA divisions of Shawmut, Inc., makers of children's wear, have appointed Foote, Cone & Belding as advertising agency. The announcement was made by H. R. McCormick, vice-president.

Walter B. Davison, Lang-Worth; John Devine, Standard Radio; Bert Horswell, C. P. McGregor, Inc.; Bert Low, Associated Program Service; Clifford E. Ogden, Capitol Records; Bill Stubblefield, Capitol Records; Pierre Weis, Lang-Worth.

M-T-W-T-F

For years, 1-minute participations on the *WOWO Home Forum* have been "best buys" in reaching a rich Midwestern audience in a 59-county BMB area. Now, for the first time, the *Home Forum* format has been re-arranged so that an advertiser can sponsor a 15-minute segment across the board.. 1:00 to 1:15 PM, Monday through Friday. Here's a real opportunity for one advertiser.. *only one..* to cash in with a dominant participation on this popular, sales-productive Jane Weston Program. Mail response averages better than 100,000 pieces per year! For details, check *WOWO* or Free & Peters.

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