



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 4

NEW YORK, THURSDAY, OCTOBER 6, 1949

TEN CENTS

EFFECTIVENESS OF RADIO EMPHASIZED

CBC Board To Discuss Canadian TV Situation

Montreal—Question of the operation of television stations by private interests in Canada will probably be revived at a meeting of the CBC board of governors in Winnipeg Oct. 17-18.

An announcement today by Hugh Palmer, secretary of the board, said that the "Canadian Marconi Company and associate" will apply at the meeting for a television license for a station in Montreal.

Palmer said in an interview that
(Continued on Page 3)

KPRC, Houston, Newsmen Cover Gulf Hurricane

Houston, Tex.—KPRC aired on-the-spot reports of the Gulf hurricane on Monday by contacting two ships in the storm area via radio-telephone.

Pat Flaherty, KPRC news director, broadcast the firsthand news thus obtained on the regular 12 noon news show Monday, and again Monday afternoon and evening. When it became apparent that the hurricane was moving inland, Flaherty, together with newsmen
(Continued on Page 3)

RMA Technicians Meet Scheduled For Nov. 1-3

Washington Bureau of RADIO DAILY
Washington—The seventh Town Meeting of Radio Technicians to be sponsored by the Radio Manufacturers Association will be held in the U. S. Chamber of Commerce Auditorium, here, on the evenings of November 1, 2, and 3, Robert C. Sprague, chairman of the RMA
(Continued on Page 3)

Baseball-Minded

The Mutual board of directors, headed by Theodore Streibert, president of WOR and board chairman, dropped the cares of network financing and programming yesterday to attend the first World Series baseball game at Yankee Stadium. The visiting board members were guests of President Frank White and Chairman Streibert.

Col. Records Names Lieberson Exec. V-P

Goddard Lieberson has been appointed executive vice president of Columbia Records, Inc., it was announced yesterday by Edward Wallerstein, president.

Lieberson joined Columbia Records in 1939 as assistant to the Director of the Masterworks Division. Later, he became head of the division and was appointed to the position of vice-president in charge of Masterworks Artists and Repertoire. He has played a major role
(Continued on Page 3)

Defense Documentary Planned For ABC Web

Washington Bureau of RADIO DAILY
Washington—A new weekly half-hour series, "Time For Defense," highlighting the country's security developments, is now being produced by the Department of Defense in cooperation with ABC for broadcast on the network Tuesdays, 10 p. m., EST, beginning Oct. 25,
(Continued on Page 6)

Researcher Tells N. Y. AAAA Confab Not To Sell Radio Short; Points To Progress Of Service

ANA Meet Next Wk., To Be Closed To Press

The Tuesday afternoon (Oct. 11) session of the Assn. of National Advertisers' 40th annual meeting at the Waldorf-Astoria Hotel, Oct. 10-12, will be devoted to radio and television, with the doors closed to the press because "members want free informal discussion," according to an ANA announcement released this week.

Copies of all formal speeches,
(Continued on Page 2)

Bradley Heads Promotion Of Crosley Distrib. Corp.

Appointment of John L. Bradley as sales promotion manager of the Crosley Distributing Corporation was announced by Bert C. Cole, vice president and general manager. Bradley succeeds Charles L. Schafer who has resigned to re-
(Continued on Page 2)

WW, Benny, Lux Theater Lead Pulse Ratings

The "top ten" evening program rating of Pulse for the month of September was led by Walter Winchell with 18.0, followed by Jack
(Continued on Page 2)

A prediction that television is verging on a period of "spectacular" growth was coupled with a plea not to sell radio short in a talk by Arthur C. Nielsen, president of A. C. Nielsen Co., before the New York Council of the American Assn. of Advertising Agencies, meeting yesterday.
(Continued on Page 3)

French Radio Expands Int'l Goodwill Web

Paris—The French Broadcasting System's symbolic "International Goodwill Network" has been expanded to include more than 25 countries throughout the world within the framework of its program exchange service, it was announced yesterday.

The initial programs, produced in Paris by the North American Service, have been featured on more
(Continued on Page 3)

New Eddie Albert Show To Preem Over NBC

Eddie Albert will star in a new NBC daytime half-hour variety series, "The Eddie Albert Show," Mondays through Fridays (network except WNBC), 9:00-9:30 a. m., EST, beginning Oct. 10. Albert will present entertainment
(Continued on Page 2)

CBS-Type Color-Video Set To Sell For \$220—Goldmark

Washington—Self-contained table model receivers using the CBS color system and providing both black and white and color pictures should retail for approximately \$220, Dr. Peter C. Goldmark, engineer who developed the CBS system, revealed yesterday in testimony before the FCC. He said such sets would provide a 10-inch picture with 7-inch tube.

He also revealed that during the

last few days CBS color pictures were sent from Washington to New York and back over the coaxial cable with little change in the quality of the image. This contrasted, he said, with RCA's testimony that all color would disappear when RCA color pictures pass over the coax.

Both the proposed RCA and Color Television Inc. systems, Gold-
(Continued on Page 7)

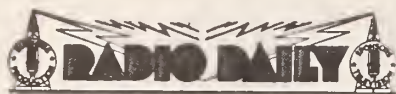
Satisfied Listener

Omaha—Jack Sandler, sports director and baseball broadcaster for KOWH, wants to know: "How faithful can a listener get?" The other day Jack got a signed, blank check from a fan in Esbon, Kans., with a note suggesting that "you and Mrs. Sandler get yourselves a good dinner." Sandler's sending the money to a local children's hospital instead.

TV On Agenda

Television and radio technical progress will receive special attention at the 1949 Annual Fall General Meeting of the American Institute of Electrical Engineers to be held Oct. 17-21 in the Netherlands Plaza Hotel, Cincinnati, O. H. H. Henline, secretary of the Institute, announced that a symposium is scheduled for Wednesday afternoon, Oct. 19.

RADIO DAILY



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FINANCIAL

(October 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	77 ⁷ / ₈	75 ⁷ / ₈	73 ³ / ₄	+ 1 ¹ / ₈
Admiral Corp.	27 ⁵ / ₈	25 ⁵ / ₈	25 ³ / ₄	- 1 ⁵ / ₈
CBS A	22 ⁵ / ₈	22 ³ / ₈	22 ¹ / ₂	...
CBS B	22 ¹ / ₄	22	22	...
Philco	32 ¹ / ₂	32	32 ¹ / ₈	- 3 ³ / ₈
Philco pfd.	82 ³ / ₄	82 ¹ / ₂	82 ¹ / ₂	+ 1 ¹ / ₂
RCA Common	12 ⁵ / ₈	12 ³ / ₈	12 ¹ / ₂	...
Stewart-Warner	12 ⁵ / ₈	12 ¹ / ₂	12 ⁵ / ₈	+ 1 ¹ / ₈
Westinghouse	26 ¹ / ₄	26	26 ¹ / ₈	+ 1 ¹ / ₄
Westinghouse pfd.	98	98	98	+ 1 ¹ / ₄
Zenith Radio	28 ³ / ₄	28 ¹ / ₂	28 ⁵ / ₈	+ 3 ³ / ₈

NEW YORK CURB EXCHANGE

Hazeltine Corp.	13 ¹ / ₂	13 ¹ / ₄	13 ¹ / ₂	+ 1 ¹ / ₄
Nat. Union Radio	3	2 ³ / ₄	3	+ 1 ¹ / ₄

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14	15
Stromberg-Carlson	11 ³ / ₄	13

Vanderbilt Completes Pic

Cornelius Vanderbilt, Jr., recently completed his eight-reel color film "Europe—1949." It is a remarkable photographic survey of post war Europe highlighted by a commentary by Mr. Vanderbilt. A six-month nationwide lecture tour has been arranged.



RCA INSTITUTES, INC.

A Service of Radio Corporation of America
One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

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Address Inquiries to Placement Director
RCA INSTITUTES, Inc.
350 W. 4th St., New York 14, N. Y

WW, Benny, Lux Theater Lead Pulse Ratings

(Continued from Page 1)

Benny with 16.5 and "Lux Theater" with 14.4.

The remaining Pulse ratings for September follow:

Suspense	12.3
Louella Parson	11.7
Godfrey's Talent Scouts	11.5
Stop the Music	11.4
Inner Sanctum	10.9
My Friend Irma	10.5
Call the Police	10.4

Daytime—5-a-week

Program Average Rating

Our Gal Sunday	7.2
Ma Perkins	7.2
Helen Trent	7.0
Big Sister	7.0
Robert Q. Lewis	6.9
Young Widder Brown	6.6
Grand Slam	6.5
Rosemary	6.5
Young Dr. Malone	6.5
Guiding Light	6.5
Backstage Wife	6.5
Stella Dallas	6.5
Lorenzo Jones	6.5

Saturday & Sunday Daytime

Giants vs. Brooklyn (Sat.)	10.0
Giants vs. Brooklyn (Sun.)	9.8
Yankees vs. Washington (Sat.)	7.9
Yankees vs. Washington (Sun.)	7.7
The Shadow	6.7
Grand Central Station	6.3
Theater of Today	6.2
Junior Miss	6.0
Make Believe Ballroom (Sat. A.M.)	5.8
Let's Pretend	5.3

Radio listening in New York, according to Pulse, Inc., increased throughout the week in September as compared to August. "This is a normal development caused by several factors: the closing of the vacation period and the return of 'name' programs as well as the continued popularity of summer leaders such as baseball." Pulse said.

Bradley Heads Promotion Of Crosley Distrib. Corp.

(Continued from Page 1)

turn to activities on the West Coast. Bradley was formerly assistant to the General Manager of Vogue Pattern Division of The Conde Nast Publications, Inc. He was an executive of the Merchandising and Market-Research Departments and on the Television Committee of Newell-Emmett Company, New York advertising firm, for four years.

Carpenter To Manage WABI

Bangor, Maine—Murray Carpenter has been named general manager and treasurer of the company operating WABI, Bangor, Maine, F. B. Simpson, owner of the station, announced this week. Carpenter comes to Bangor from WPOR, Portland, which he helped to establish in 1946 and which he managed until two weeks ago. Prior to then he was associated with the Compton Agency in New York.

ANA Meet Next Week Will Be Closed To Press

(Continued from Page 1)

however, will be made available to the press, the announcement added. Among the speakers scheduled to address the "open meetings of radio and television group" will be W. N. Connolly, advertising manager of S. C. Johnson & Son, Inc.; Hugh M. Beville, Jr., director of research at NBC; William C. Gittinger, v-p in charge of sales at CBS; Robert S. Peare, v-p of General Electric Co.; Sylvester L. Weaver, Jr., v-p in charge of television at NBC; George L. Moscovics, manager of television sales development at CBS; Thomas H. Brown, Jr., v-p of C. E. Hooper, Inc., and I. W. Digges, ANA counsel.

New Eddie Albert Show To Preem Over NBC

(Continued from Page 1)

in informal style, featuring songs, anecdotes and occasional guests. Music will be by "The Playboys," instrumental trio composed of Arlo Holts, organist; Morton Lippman, pianist, and John Smith, guitarist.

The show will be produced and directed by Bob Wamboldt. Jack Wilson will write the scripts for the program.

COMING and GOING

O. B. HANSON, vice-president and chief engineer at NBC, and GEORGE NIXON, manager of engineering development for the network, left town yesterday for two days in Washington, D. C.

MURRAY GRABHORN, American network vice-president and manager of the web's owned-and-operated stations, on Saturday will go out to Wilkes-Barre, Pa., where he will deliver a luncheon address at the First Annual Northeastern Pennsylvania Advertising and Sales Promotion Conference.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, and GORDON GRAY, vice-president of the station, are in New York.

MICHAEL H. FROELICH, vice-president of the Ziff-Davis Publishing Co., has left on a two-week trip to Los Angeles, where he has conferences scheduled at radio stations and film studios.

HARRISON WOOD, American network commentator, is in Toronto, where today he will be the principal speaker at the dinner given by the Canadian Trucking Association in the Royal York Hotel.

TED CAMPEAU, president of CKLW, Detroit and Windsor, is in New York for the meeting of the Mutual network's board of directors.

ERNEST TRUOX, actor, has arrived from Detroit to begin rehearsals for his new television series which will bow on WPIX Oct. 13 under the sponsorship of the Gimbel department store.

WINNIE GARRETT, video artist, will arrive today from Montreal.

Secrets of Love



This pussycat is pretty lavish with her affections for her pal, the puppy dog. And she looks for all the world as if she's whispering sweet secrets into his receptive ear.

Let us whisper a great big fact about Baltimore radio into your ear. The big bargain buy for low-cost sales is W-I-T-H. Yes, sir! W-I-T-H delivers a BIG audience to you at LOW cost!

W-I-T-H regularly provides more listeners-per-dollar than any other station in town. That's why you can do so MUCH on W-I-T-H for so LITTLE money.

So if you're in the market for low-cost results from radio in Baltimore, call in your Headley-Reed man today and get the full W-I-T-H story.



W-I-T-H

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

French Radio Expands Int'l Goodwill Net

(Continued from Page 1)

than 200 stations in the Western Hemisphere, including the United States, Canada, Alaska, Hawaii, Puerto Rico and Panama. The exchange arrangements were carried out by the French Broadcasting System in North America, under the supervision of its director, Pierre Crenesse.

Prepared In 25 Languages

The Paris-transcribed programs now being carried by members of the I.G.N. have been prepared in 25 languages for broadcast in Europe, Asia, Central and South America, Africa, Australia, and New Zealand. They include the following programs: "Five Centuries of French Music," "Songs of France," "Gay Paris," "Hot Music from France," and "Disc Jockeys of Paris." The roster of The International Goodwill Network has been increased to include the following countries broadcasting these programs in their native languages: Haiti, Hong-Kong, Yugoslavia, Israel, Greece, Germany, Italy, Mozambique, Syria, Lebanon, Sweden, Chile, Ecuador, Brazil, Poland, Egypt, Uruguay, Colombia, Hungary, Portugal, Holland, Australia, Denmark, Austria, Republics of Central America, and the Belgian Congo.

"We of Radio Diffusion Francaise," said Crenesse, "are glad to welcome our new member-countries to The International Goodwill Network. We sincerely believe a great step has been taken toward lasting Peace, for International Radio is a necessary part of the great plan for World Unity."

KPRC, Houston, Newsmen Cover Gulf Hurricane

(Continued from Page 1)

Bill Whitmore and David Willis, and engineer Paul Madeley, set up a special remote headquarters at Galveston.

Meanwhile, at KPRC here, another news crew headed by Bill Sprague gathered storm bulletins from the weather bureau, police and fire departments, and refugee evacuation centers, remaining on the air throughout the night, as did most other Houston stations. The station firmly rejected an offer by a local advertising agency to sponsor the hurricane bulletins. The client was a builder of concrete houses.

Woolley To Address Alabama Broadcasters

Tuscaloosa, Ala.—Easton C. Woolley, NBC's director of stations departments, will address the luncheon meeting of the Alabama Broadcasters Assn., here today.

He will speak on the subject of "The Case For Radio."

Nielsen Warns AAAA Meet Against Selling Radio Short

(Continued from Page 1)

day in the Hotel Roosevelt, New York.

"The danger to you, as I see it," Nielsen said, "is not so much that you may overlook the opportunities offered by television as that you may turn your backs on radio without justification. . . . Television, while showing a rapid rate of growth, has not yet attained more than a very small fraction of the distribution shown for radio homes. . . . Radio, as an advertising medium, has been strengthened not only by the increase in the number of radio homes but also by the increases which have occurred (as shown by Nielsen Radio Index) in the number of hours of listening per home per day."

Cites Home-Hours Increase

Nielsen pointed out that the number of home-hours of radio usage per day has increased 53% since 1943. He continued: "While it seems inevitable that television will reduce radio listening in the homes where it is installed, statistics from Nielsen Radio and Television Services show clearly that the advent of television is creating a substantial increase in the total advertising opportunity made available by the broadcasting industry. . . ."

He conceded that television has

Col. Records Names Lieberon Exec. V-P

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in the development of Columbia's classical catalog and has been closely identified with the introduction of Columbia's Long Playing Microgroove record. He was elected to the board of directors of the company in 1948.

Before joining Columbia Records, Lieberon was active in many phases of music as a composer, teacher, lecturer and writer. He has to his credit such works as the "Five Modern Painters" suite, incidental music for a puppet version of "Alice In Wonderland" and many other works including choral, chamber and piano compositions. His novel, "Three for Bedroom C," has just been sold as a motion picture. He wrote the screenplay for the film version of his book.

Banghart News Program Gets Wine Co. Sponsor

Italian-Swiss Colony, in behalf of its wine, has purchased WNBC's 6:00-6:15 p.m. "News with Kenneth Banghart," Tuesdays, Thursdays and Saturdays, for a 13-week period, it was announced yesterday by John C. Warren, sales manager of the station.

The contract, effective yesterday, was placed through Platt-Forbes, Inc., with Charles H. Philips as the NBC Spot Sales account executive.

Hooper Host

As A. C. Nielsen was holding forth yesterday at the Hotel Roosevelt, coincidentally, perhaps, C. E. Hooper was hosting a press luncheon a few blocks away at Pietro's restaurant.

Hooper took occasion to rebut a recent criticism by the head of the rival research firm, by saying that Nielsen, in taking certain Hooper reports to task, "was guilty of comparing apples and oranges." This was a point related to Hooper's main theme yesterday—that the radio industry needs a "uniform yardstick" for all broadcasting measurements.

"inevitably" created a decline in metropolitan listening, but declared that "radio remains strong in medium-size cities and in small towns and rural areas. . . . It is well to keep in mind that small-town and rural homes comprise a substantial share of the total market for most products, that these markets are generally the most difficult to reach efficiently with advertising, and that these are the very markets in which the effectiveness of radio advertising is likely to be maintained at high levels for a long time to come."

RMA Technicians Meet Scheduled For Nov. 1-3

(Continued from Page 1)

Town Meetings Committee, has announced.

Local Sponsors Included

Local sponsors include the Electric Institute of Washington, 17 set and parts distributors in the area, and the Mid-Lantic Chapter, The Representatives.

Participants will include the new RMA president, Raymond C. Cosgrove and technical speakers who have proved highly popular at previous meetings. Cosgrove has invited Wayne Coy, chairman of the Federal Communications Commission, to appear with him on the program November 1.

Speakers Listed

On the first evening, John A. Meagher, television specialist, RCA Tube Department, will speak on the Composite Television Signal. On the second evening, Ringland W. Kreuger,—of American Phenolic Corporation—will discuss all phases of antennas, from their theory to impedance matching. On the third evening, John F. Rider—of John F. Rider Publications—will talk on Television Service in the Shop and the Necessary Test Equipment. Also on the program will be Anthony "Tony" Wright, chief engineer of The Magnavox Company. He will present a talk on "Television Service in the Home with Existing Test Equipment."

CBC Board To Discuss Canadian TV Situation

(Continued from Page 1)

he did not know immediately the name of the Canadian Marconi Company's "associate."

It was learned that the company, operator of station CFCF in Montreal, is still negotiating with a firm interested in the development of television in Montreal. If the negotiations are not concluded successfully the application will be dropped.

The board last dealt with applications for television licenses at a spring meeting. At that time, Canadian Marconi Company and CKAC, operated by La Presse Publishing Company, applied for Montreal television licenses.

Four Others Apply

Four similar applications came from Toronto—stations CKEY, and CFRB, Famous Players Canadian Corporation Limited, and Al Leary, formerly connected with CHUM.

The CBC itself plans to begin work on television stations in Montreal and Toronto as soon as it obtains \$4,500,000 from the government to help meet initial development costs. The amount is in supplementary estimates now before the Commons.

The Winnipeg meeting also will be asked by the Canadian Marconi Company to review separate programming operations over station CFCF-FM. The company's frequency modulation station was given permission several months ago to carry, on an experimental basis, different programs on the FM outlet than it carries on its regular amplitude modulation outlet.

'Mother Knows Best' To Debut On WCBS

"Mother Knows Best," new Saturday audience participation series featuring Warren Hull as emcee, will debut over Station WCBS, New York, Oct. 8 under the sponsorship of The Kellogg Company, Battle Creek, Michigan.

The program, a Columbia Pacific Network feature last season, will continue to be heard on the CPN as well as WCBS this year.

Assisting Hull on the show is Isabella Beach, Food Editor of the New York Journal American. Contralto Ruth Reynolds is featured in the show's musical highlights along with the music of organist John Klein. Agency is Kenyon & Eckhardt, Inc.

Lindlahr Book In Braille

"Eat and Reduce," the best-seller by Victor H. Lindlahr, food commentator for the ABC network, is being translated into Braille by the New York Public Library for the Blind. The book has already been translated into French, German and Spanish, and holds the record for the all-time best-seller of American Books in South America.



*Today these stations
are reaching more
people, with more money
to spend for their spot
advertisers' products
and services than ever
before*

FREE & PETERS, INC.

*Pioneer Radio and Television Station Representatives
Since 1932*

ATLANTA DETROIT NEW YORK FT. WORTH CHICAGO HOLLYWOOD SAN FRANCISCO



EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000*
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	ABC	10,000
WISH	Indianapolis	ABC	5,000
KMBC	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000

MOUNTAIN AND WEST

KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

*CP

LOS ANGELES

TELEFUNKEN Records, (Capitol Records, Inc.) teed off a new program on Metro's FM station KMGM Sunday, October 2nd. Record outfit and station are natural combination, diskeries classical sides being typical FM fare.

Jeanne Gray, woman commentator of "The Woman's Voice" heard over KMPC, has received the honor of being named one of the 24 outstanding Los Angeles business women, in commemoration of National Business Women's Week.

Bob Hope will make four personal appearances in Canada and the U.S. following his regular NBC program, Oct. 11. On Oct. 12 he will appear at the Maple Leaf Gardens, Toronto, Canada, on Oct. 13, at the Ottawa Civic Auditorium, Oct. 14, at the Forum in Montreal, and Oct. 15, in Buffalo, N. Y. He will return to Hollywood for his radio show of Oct. 17.

Eleven-year-old radio actress Anne Whitfield, who appeared on the NBC Theatre production of "Penrod" recently, celebrated her 660th network broadcast and the start of her fifth year in commercial radio with this show.

Defense Documentary Planned For ABC Web

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it was announced yesterday by U. S. Secretary of Defense Louis Johnson.

In describing the new public interest series, Johnson said: "This will be the initial network radio series produced by the Department of Defense to give the radio audience an opportunity to learn about the latest developments and accomplishments in the realm of national security."

The new series, planned for entertainment as well as for up-to-the-minute reports on American defenses, will have a diversified format. Each week, William Frye, assistant to the Secretary of Defense, will report on the latest developments in national military affairs. In addition, documentaries, some "live" and others recorded, and music of the armed forces will be presented.

New Technique Planned

The "documentary" spot contemplated for the program, the announcement stated, "promises to be such a new technique that the term 'documentary,' borrowed to describe it, falls short. A pure experiment in radio broadcasting, these episodes will take listeners into the world of the present and future of our armed services."

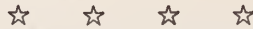
Planned for early presentation in the series are conversations with parachutists, jet plane pilots and the "guinea pigs" of the services who are working and testing the untried devices to be used in the future.



Windy City Wordage. . . !

• • • ROBERT JONES, formerly ABC Station Relations Manager in Chicago, and who before that handled a similar post with ABC in New York, will be the new General Manager of KRMG in Tulsa. The station is now under construction and will go on the air some time before January 1st. John Blair and Company will handle the

Chicago national representation. Jones, who recently resigned as manager of WIRL, Peoria, will be host to a team of Blair executives, headed by Wells H. Barnett, Jr., Sales Development Manager, who will make a complete study of the station operation and the market. . . Tommy Bartlett, emcee of NBC's "Welcome Travelers" show, presented a farm wife with a check for \$20,000 on Friday for winning the "Name the Schmoo" contest conducted by Procter & Gamble, sponsor of the Bartlett show.



• • • CAESAR PETRILLO, WBBM Musical Director, together with the station's Modernaires, has recorded four tunes for Columbia Records. Caesar was also a guest when Arthur Godfrey broadcast his morning CBS show from the WBBM studios Friday morning. During the interview with Godfrey, the WBBM musical director also talked with Janette Davis, featured vocalist, via a two-way hook-up between the WBBM studios and New York. Janette is a former WBBM star and was featured on many programs here a few years ago. . . The red-haired comic revealed during his Windy City trip that he had just signed the Chordettes, new femme vocal group, who will be heard regularly on both his AM and TV shows. Because there was no budget for the new group, both Janette and his vocal group took a cut in their weekly salaries to make a spot for Chordettes. The latter group is from Waukesha, Wisconsin. . . After taking a color photo at the Chicago Tribune studios and meeting the press at his suite in the Ambassador Hotel suite, Godfrey explained for Detroit where he spent the weekend with the General Motors president. He really smokes his sponsor's product—Chesterfields.



• • • BEN PARK, writer-producer of the prize-winning "It's Your Life" series broadcast locally over WMAQ, tells us that he will make tape recordings of the show available to stations throughout the country at \$7.50 per program. . . Chicago disc jockey Frann Weigle has a recording coming out this week on a London label which insiders believe may revolutionize the entire recording technique. Frann did all eight voices on the record. One side is the Hoagy Carmichael tune, "Rockin' Chair," and the other is an original ditty composed by Weigle, Hal Tate, Billy Milton, and Maxine Long. Bill Putnam, president of Universal Records, deserves credit for the sensational engineering feat of blending all eight voices so that it sounds like a combination of the Mills Brothers and the Ink Spots singing the number. . . Members of the Chicago Radio Writers Guild are cordially invited to attend the Mystery Writers of America meeting which will be held at Riccardo's Saturday evening. Guest of honor will be Emmett Dedmon, book editor of the Chicago Sun-Times.

Takes KCBS Post

Appointment of William Cullenward as manager of Press Information of KCBS, Columbia-owned station in San Francisco, was announced yesterday. Cullenward formerly was promotion manager of the San Francisco Call-Bulletin, manager of the Frisco News Bureau of the Chicago Sun and News Bureau manager for Trans World Airlines.

New ET Series Planned

Arrangements have just been completed between John J. Anthony and Charles Michelson, Inc. for the production of a new 5-per-week, across the board quarter-hour transcribed series entitled "Your Problem, Please," featuring Anthony. The programs will be released for local sponsorship by the Michelson firm on October 17th.

SOUTHWEST

FRED NAHAS, exec veepee of KXYZ, Houston, is back from Hollywood where he completed arrangements for a flock of film-notables to make personal appearances at the Dec. 17th Shamrock Charity Bowl. Rice Stadium will be the scene of the tilt which will match the professional champion team against an all-star team of the All-American Conference.

The title, "Tomorrow's History," used for the Shell Oil across the board 6:15 p.m. news on KXYZ, Houston, gets further use when newscaster Fred Nahas expands his activities and becomes a regular columnist in the 15 Citizen Newspapers distributed to every home in Houston. Nahas takes on this additional chore to fill in his spare time while functioning as exec veepee of KXYZ, newscaster, chief barker of the Variety Club Houston Tent, and Ambassador at large for oil millionaire Glen McCarthy and the fabulous Shamrock Hotel.

Dave Rubinoff, violinist who is widely known for his air appearances, is scheduled to make series of personal appearances throughout the state opening at Wichita Falls, Nov. 15; Houston, Nov. 22; Orange, Nov. 23; San Antonio, Nov. 29, and Dallas, Dec. 2.

Tourists entering Mexico by private car may not take portable radios with them, according to an announcement made here by the Mexican Government Tourist Bureau. The portable radio may be declared at the border along with the auto. Any tourist who takes a radio with him will be expected to bring it back when he returns to this country. The ban on such radios heretofore in effect was intended to prevent smuggling across the border. Tourists going by train, airplane and bus will not be permitted to carry radios across the border as there is no way for customs to check them.

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TELEVISION DAILY

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SAG HINTS WITHDRAWAL FROM 4-A

TELE TOPICS

IN ITS ATTEMPT to bring viewers a glimpse of the legitimate theater, "Tonight On Broadway" succeeds admirably. To accomplish this the program uses a reportorial approach which manages to get across the glamor and excitement of the stage. This very approach, however, does not bring the show off to best advantage. On the opener on CBS this week were three numbers from the hit revue, "Lend An Ear." All brought refreshing new entertainment into the living room and were very effective trailers for the show. But because the cameras were merely reporting on the entertainment offered by another medium the show was not presented as well as it might have been in a studio. Such a move, however, would entail virtually insurmountable problems such as the cost of moving scenery, etc. Pickups, therefore, had to be remotes, and under the circumstances producer-director Martin Gosch turned in a fine job. . . . While speeches in the middle of a show are not exemplary programming, the intermission talks by Dick Walsh, IA prexy; Richard Rodgers, and Esso chief M. J. Rathbone were explanatory and happily brief. . . . John Mason Brown is the commentator and Robert Sylvester does adaptations. Esso animated commercials neatly combined entertainment and sales plug. Marschalk & Pratt is the agency.

FRANK MULLEN, former NBC veepee and now consultant for WPIX, will represent Jerry Fairbanks Productions in this week's meetings between TV film producers and the AFM. Mullen will have full authority, Fairbanks said, to act for the film company in discussions of wage scales for musicians recording for video films. . . . ABC has taken first option for AM and TV on Roger Kay's new comedy series, "Everything For Angela," starring Mady Christians. . . . Pulse, Inc., will publish future editions of its New York video audience report in a pocket size edition. . . . John Facenda, Philadelphia newsman, has started a new series on WCAU-TV for Bonafide Construction Co., through Gresh & Kramer agency.

TBA ESTIMATES a total audience of between 17 and 20 million viewers for the World's Series, based on an estimated 2,000,000 receivers in the 29 cities carrying the games, with an average of eight to ten persons per set. . . . Most nebulous tie-in of the week has the Three Flames, sensational vocal and instrumental group, doing a guest shot on WPIX Saturday night in connection with Fire Prevention Week. According to the WPIX handout, their appearance was arranged through the N. Y. Fire Department division of fire prevention.

Raytheon Plea Warns Film Theater 'Series' Of Relay 'Monopoly' Draws Near Capacity

Washington—With most of the major interested parties asking for postponement, Raytheon this week called upon the FCC to make it clear that it does not plan to award the American Telephone and Telegraph Company "an illegal monopoly" in intercity TV relaying. The company is anxious to go ahead with its own private plans for TV relay, it said, pointing out that its equipment is already in use between Cincinnati and Dayton.

Philco, DuMont and TBA all asked for delay of the due date for their comments, asking continuance from Monday of this week to October 24.

Raytheon was alarmed at a Commission statement last month warning that TV relay will eventually be an operation for common carriers and that others interested in manufacturing relay equipment or setting up a system would do well to plan for early amortization of their investment. Instead, said Raytheon, let it now be understood that "all of the frequencies now available for common carrier or for private TV intercity relay be made available for assignment to both types of service in the discretion of the Commission on an individual case basis."

The Commission proposal looking toward eventual closing out of private relay facilities "is a very serious finding," said Raytheon, calling for assurance from the Commission that it will not aid in the consummation of the "monopolistic intent" of the Bell System.

More than 3,500 cheering baseball fans comfortably seated in Brooklyn's Fabian Fox Theater saw the first game of the World Series on the silver screen of the 4,060-seat movie house via television. The audience included a goodly number of exhibitors, radio and video officials studying reception and reaction to the show.

During the first few innings of the game, the image was received via microwave relay from the AT&T Building to the theater, but when bugs appeared in this reception, a switch was made to an off-the-air pickup from DuMont's WABD. The latter picture had newsreel quality.

Chicago—With 2,300 viewers practically filling the 2,600-seat State-Lake Theater of B. & K., theater television was inaugurated here yesterday with the World Series as the featured attraction.

Boston—Bostonians, despite their disappointment at the failure of their Red Sox to cop the pennant, filled two-thirds of the 1,800-seat Pilgrim Theater to witness the World Series via video.

Scranton, Pa. — Instantaneous showing of the World Series via television was featured here yesterday at the West Side Theater, a Comerford-Publix house. The 1,800-seat theater was more than half filled by the 1,050 patrons who paid 30 cents each for the privilege, all proceeds going to charity.

CBS-Type Color-Video Set To Sell For \$220—Goldmark

(Continued from Page 1)

mark said, on technical analysis and on the basis of RCA testimony, "appear to me to present enormous problems which must be solved within reasonable limits of cost and operating dependability."

"If either RCA or CTI can demonstrate that they have found satisfactory solutions at reasonable cost to all the problems which seem to confront their system," he added, "I assure you I will be the first to congratulate them. My position in this matter is made considerably more difficult because of the fact that the RCA presentation hinted at no problem in the system what-

soever. Since RCA failed to point out its own potential problems—even those concerning which the Commission notice called for information—I think it may be helpful to the Commission if I attempt to point them out."

Explains System

Enumerating the advantages of the operating CBS color system, Goldmark noted that the Columbia system "is not inherently either a mechanical or an all-electronic system. It may be either or it may be a combination of both, depending on the apparatus which is found most desirable to use."

Says It Will Not Be Forced Into TV Authority

The Screen Actors Guild yesterday announced that it will refuse to allow its members "to be forced to join a new union and pay additional dues in order to work in motion pictures used in television." The union also notified other members of the AAAA that it "will fight on all fronts against a proposed raid on the Guild's film jurisdiction."

Statement was read into the minutes of a meeting of the AAAA international board early yesterday morning as the day and night session recessed indefinitely.

SAG said that if AAAA went along with present plans and established the proposed Television Authority with jurisdiction over films, SAG would probably withdraw from the parent organization.

SAG appealed to the live talent unions not to declare jurisdictional war against the motion picture talent unions, and offered to make an agreement for (1) complete cooperation with any existing talent union selected to handle live shows, and (2) complete membership interchangeability for television so that no member of any talent union would be required to pay additional dues in order to work in either live TV or films made for tele.

In a vigorous attack on the basic concept of a "Television Authority," which it declared to be "aptly named," the Guild statement said the Guild "sees clearly an attempt to build a new empire wielding control over all actors."

SAG ended its statement with a warning that if the other talent unions should reject its offer of cooperation and interchangeability and should seek to take from the Guild part of its motion picture jurisdiction in order to give it to the proposed new union, "Television Authority," the Guild would:

"1. Marshal its full strength and that of all its members, including all motion picture stars, to resist the raid on the Guild jurisdiction.

"2. Wage an all-out campaign to expose the pitfalls toward which all performers are being led through creation of the proposed new union Television Authority.

"3. Refuse to obey any orders of the Four-A's Board that are based on an attempt to split the Guild's jurisdiction and infringe on the Guild's contractual responsibilities to its members and their employers.

"4. Make whatever alliances the Guild deems necessary to defend the rights of its members in the field of motion pictures.

"5. Reserve its right to ask the Guild membership to instruct the Guild's Board of Directors as to whether the members desire SAG to continue as a branch of the Four-A's."

RADIO DAILY

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1585 Broadway New York 19, N. Y.

WHERE ARE YOU BLUE EYES?

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KNICKERBOCKER MUSIC PUB. INC.
1619 Broadway New York, N. Y.

You'll LUV this novelty! **IT MUST BE L U V**

MANOR MUSIC COMPANY
1619 Broadway New York City

Nothing Can Stop This! **"FOREVER WITH YOU"**

by the writer of "My Happiness"
FORSTER MUSIC PUB., INC.
1619 Broadway, New York 19, N. Y.
216 S. Wabash Avenue, Chicago 4, Ill.

A HIT is Barn! **"BLUE FOR A BOY— PINK FOR A GIRL"**

Vaughn Manrae on RCA-Victor
Al Gallico Music Co. Inc.
501 Madison Ave., New York, N. Y.

A Beautiful Lullaby! **KUSH LITTLE DARLIN'**

MICHAEL MUSIC CO., INC.
1619 Broadway New York, N. Y.

Terrific in England! **"IN A SHADY NOOK"** (By A Babbling Brook)

STASNY MUSIC CO.
1619 BROADWAY NEW YORK CITY

THAT LUCKY OLD SUN

recorded and featured by

BOB HOUSTONM-G-M
FRANKIE LAINEMercury
DEAN MARTINCopitol
VAUGHN MONROEVictor
SARAH VAUGHANColumbia

ROBBINS MUSIC CORPORATION

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Several weeks ago this scribbler went all out on "That Lucky Old Sun," penned by two tunesters, Beasley Smith, musical director of WSM, Nashville, Tenn., and Haven Gillespie . . . the Robbins ditty has forged to the front so quickly that it climbed aboard the Hit Parade last Saturday in record time. . . . Abe Olman, Murray Baker and their staff rate a low bow for an ace promotion job. . . . ● Composer Elmo Russ has written a play, "7-0-6-3 Zero," which will be presented by Thalia and Mel Pommany at the St. Francis Xavier Theater in New York, Oct. 20 and 21 . . . theme is based on Atomic Power. . . . ● "Kishwaukee Jack" Harmer, one of the stem's best-liked contactmen, is back on the big apple after a year in Hollywood . . . he's still touting 'Uncle' Will Rossiter's catalogue with special emphasis on "You Haven't Changed," penned by W. R. Williams. . . . ● Arthur Henley, scripter for the past three years of the NBC Cupid series, "Honeymoon In New York," will soon take a personal interest in this Honeymoon business he's been hearing (and writing about) . . . the gal's name is Janet Radskin and she's with Musical Artists, Inc. . . . ● Bill Harrington, vocal star of the Hit Parade, will make personal appearances at Frank Dailey's Meadowbrook Club, Oct. 14th, 15th and 16th. . . .

★ ★ ★ ★

● ● ● **THE TREND** to cut down large orchestras that Benny Goodman and Artie Shaw effected several years ago, continues with Alvino Rey and Sam Donohue following suit. . . . ● "The Enchanting Touch" of Teri Josefovitz is now a nitely feature at Doran's in Bronxville. . . . ● You first read about the song in this pillar . . . we're talking about the new Rytvoc Music smash titled, "If I Had A Million Dollars," which is busting out all over due to the tremendous Columbia platter, waxed by Tony Pastor. . . . ● Tedd Lawrence has switched his disk jockeying from WLIB to WINS. . . . ● Give yourself a musical treat and listen this Saturday at 6:30 P.M. EST, to Abram Chasin's "Period Suite" which will be preemed by the NBC Symphony Orchestra, conducted by Milton Katims. . . . ● Eddie Chase, CKLW deejay, has acquired six washboards used by his band and autographed by Spike Jones, which Eddie will give away next week (the tie-in song will probably be "Don't Cry Joe" (lather go lather go lather go). . . . ● To us the new Laurel Music number, "Give Me Your Hand," cleffed by Dorothy Stewart, is a combination of "Oh, Promise Me" and "Because." . . . The beautiful composition should take its place up there with the standards. . . . ● **WHOM** staffers Ralph Constantine and Harry Cooper have collabbed on a song titled, "Funny About A Dame." (Now all they have to do is get it published.) . . . ● An ET, plugging the sale of Christmas Seals, has just been cut with Hu Chain, scripter and producer, Raymond Massey, narrator, and Ben Ludlow, composer of special original music and conductor. . . .

★ ★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Columbia should do well with the new Frankie Carle pairing of "Vieni Su" and "I Want You To Want Me." . . . Thrush Marjorie Hughes comes up with a smooth vocal effort on both sides resulting in a biscuit that deejays and juke box ops will latch on to. . . . ● Snooky Lanson has been signed to warble on London Records. . . . Beasley Smith will handle the orchestral chores for the Nashville lark. . . . ● A local disk jockey happened across an old Lee Morse platter of "Careless Love" and spinned it several times . . . result was a tied-up switchboard and a Decca re-issue of the platter. . . . ● Radiolite Merrill Joel's narration for the new kidisks, "Peter and the Wolf," "Nutcracker Suite" and "The Nightingale and the Tin Soldier" (Magic Tone Records) is story-telling at its best. . . . ● Deejay Don Larkin of WAAT, is one of the writers of the ditty, "The Game Of Broken Hearts," which is making so much noise for the new platter firm, Dart Records.

PLUG TUNES

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ADAMS, VEE & ABBOTT, Inc.
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My Heart Goes With You

by Thomas G. Meehan

—◆ ◆—

JAMES MUSIC, Inc.
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Brand New Novelty!
**"If I Had A
Million Dollars"**
(I Would Give It All to You)

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