



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 5

NEW YORK, FRIDAY, OCTOBER 7, 1949

TEN CENTS

SPOT SPOKESMAN HITS P. I. DEALS

CBS Demonstrates Color-On-Network

Washington Bureau of RADIO DAILY

Washington—CBS demonstrated a sample color video network to the FCC yesterday, sending color pictures over a 470-mile circuit with little or no loss in quality. Using existing facilities between Washington, Baltimore and New York, the web used microwave relay on the leg to Baltimore and the AT&T coaxial cable to New York.

The FCC viewed the CBS demonstration in a large ballroom of the Carlton Hotel. The programs originated in a studio setup in a parlor

(Continued on Page 7)

Several Bidders Of Record For WHOM In N. Y. C.

Although several offers have been made for the physical equipment and wave length of WHOM, New York Italian language station, no deal has yet been consummated for the station, according to Gene Pope, general manager of the station. The Pope interests recently acquired WINS, the Crosley 50,000 watt in New York, and plan to switch the WHOM call letters to WINS if the deal is sanctioned by the FCC.

Lou Holtz Disc Series Sold To Twelve Stations

Charles Michelson, Inc. has been named to handle distribution of the five-minute transcribed comedy series, "The Lou Holtz Laugh Club," which has been ordered by twelve stations to date.

The initial station list: KPHO, Phoenix, Ariz.; WLAD, Danbury, Conn.; KOWL, Santa Monica, Cal. (Continued on Page 3)

Polio Contribution

Louisville, Ky.—WHAS presented the National Foundation for Infantile Paralysis with a \$12,746.17 check representing contributions made by listeners to a "Polio Dollar Day" recently conducted by the station. The presentation was made by Victor A. Sholis, director of WHAS, to Warren Coss, director of fund-raising for the Foundation.

TV Trouble

Eddie McClarence, Brooklyn baseball fan, turned up at the Yankee Stadium for the Yankees-Dodger game yesterday carrying a portable TV receiver. McClarence had picture trouble from his seat high in the left field reserved section and ended up watching the game without benefit of video. He later traded the receiver for two tickets to the Saturday game at Ebbet's Field.

Reserve Judgment On BMB, Brorby Asks

Reporting on the present status of the Broadcast Measurement Bureau at Wednesday's 4-A Eastern Council meeting in New York, Melvin Brorby, vice-president of Needham, Louis & Brorby, and a BMB director, declared that "... any doubting Thomases should obviously wait until they see Study Number 2 before coming to any further conclusion about BMB's future."

He continued: "Before anybody

(Continued on Page 2)

New Variety Show Sold To Kellogg Co. On WCBS

A new audience participation show, "Mother Knows Best," will start on WCBS, New York, Oct. 8, 5:30-6 p.m., on behalf of the Kellogg Co., of Battle Creek, Mich.

Warren Hull will serve as mc of the show, which combines variety with a telephone giveaway twist. Kenyon & Eckhardt is the agency.

Thornburgh Is Optimistic About Radio-TV Business

Declaring that radio will justify its rates for many years to come. Donald Thornburgh, president of WCAU, Philadelphia, told the Radio Executives Club at the Hotel Roosevelt yesterday that medium would have a profitable year despite the inroads of television.

"I'm optimistic about business both in the radio and television fields," Thornburgh said. Radio will continue to be profitable and some

NARSR President Tells Broadcasters That Cut Rates And Per Inquiry Deals Are Poor Business

Would Abolish Fees On Canada Receivers

Montreal—Abolition of radio license fees was advocated in the Canadian House of Commons by Don Brown, Liberal member for Essex West.

Brown said the present method of collecting the money to operate the CBC is unequal, unfair and unjust. He quoted statistics which he said show that between one-

(Continued on Page 3)

Bakery Signs "Ranger" On ABC Regional Net

American Bakeries Company of Atlanta, Ga., marking its first use of a regional tele network, will sponsor the ABC telecast of the "Lone Ranger" over five stations in the Southeast under a 104-week contract starting immediately.

In mid-1949, the American

(Continued on Page 2)

Cites FCC Restrictions On Non-Profit Stations

Urbana - Champaign, Ill. — Total broadcasting time of non-commercial stations in the U. S. amounts to only one per cent of the total com-

(Continued on Page 2)

Birmingham, Ala. — Radio stations that will stay in business, now that the broadcast industry has reached maturity and faces a radical period of growth and change, are "the ones that provide the best programs and operate under the best business principles," Frank M. Headley,

(Continued on Page 3)

BMI's Kaye To Talk At Radio Institute

New Brunswick, N. J.—Sydney M. Kaye, vice-president and general counsel of Broadcast Music, Inc., will be the principal speaker at the banquet tonight of the second annual Radio Institute, being held by the New Jersey Broadcasters' Assn. on the Rutgers University campus.

Sixty broadcasters are attending the parley, which opens this afternoon and will conclude with a lun-

(Continued on Page 3)

Special Columbus Day Program Set By ABC

A special public interest program, "They Met the Boat," starring Robert Young and Linda Darnell in the title roles of Christopher Columbus and Queen Isabella of Spain, respectively, will be broadcast by ABC

(Continued on Page 2)

Benefit Meet Today

The production committee for the 16th annual "Night of Stars" will hold its first meeting today at 4 p.m. in the Paramount board room, 1501 Broadway, New York, under the chairmanship of James Sauter. Proceeds of the "Night of Stars" benefit show, to be held in Madison Square Garden on Nov. 14, will go to the United Jewish Appeal.

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WEST COAST OFFICES
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Phone: Wisconsin 3271

CHICAGO BUREAU
Hal Tate, Manager.
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Phone: Randolph 6-6650
Phone: Riverside 5491

SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL

(October 6)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	73 3/4	75 1/8	75 3/8	- 1/8
Admiral Corp.	26 1/8	25 3/4	25 3/8	- 3/8
Am. Tel. & Tel.	143 3/8	143 1/8	143 1/4	+ 1/4
CBS A	22 1/4	22	22	- 1/2
CBS B	22 1/8	22 1/8	22 1/8	+ 1/8
Philco	32 3/8	31 1/2	31 3/4	- 3/8
RCA Common	12 1/2	12 3/8	12 3/8	+ 1/8
RCA 1st pfd.	73 5/8	73	73	- 1/2
Stewart-Warner	12 5/8	12 5/8	12 5/8
Westinghouse	26 1/2	26 1/8	26 1/4	+ 1/8
Westinghouse pfd.	97 1/2	97 1/2	97 1/2	- 1/2
Zenith Radio	28 3/4	28 1/4	28 1/4	- 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	13 5/8	13 5/8	13 5/8	+ 1/8
Nat. Union Radio	3	2 3/4	2 3/4	- 1/4

OVER THE COUNTER

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

Cites FCC Restrictions On Non-Profit Stations

(Continued from Page 1)

mercial time on the air, according to Dallas W. Smythe, professor of economics at the University of Illinois, and member of the university's Institute of Communications Research.

Smythe blames this situation "primarily" on "FCC restrictions." His views are stated in an inventory of radio programming by educational broadcasters, based on a survey of activities by members of the National Assn. of Educational Broadcasters. Among other restrictions, aside from time limitations, he cited the fact that no educational broadcaster is licensed to use more than 5-kw of power.

Series In Spanish

A play-by-play account in Spanish of the World Series "beisbol" classic is being sent to Latin America via shortwave by a team of Puerto Rican broadcasters, Rene Canizares and Cuco Conde. The broadcasts are going to Puerto Rico, Cuba, Santo Domingo, and the other Spanish-speaking islands. They will continue throughout the Series.

Bakery Signs "Ranger" On ABC Regional Net

(Continued from Page 1)

Bakeries Company made its initial entry into the regional radio network field sponsoring the ABC broadcasts of the "Lone Ranger" thrice weekly, over 36 stations on ABC's Southeastern network. Previously, the company had confined its use of radio to the spot field, which it continues to use in certain markets.

The American Bakeries-sponsored telecasts of the show will be seen over WSB-TV, Atlanta; WAFM-TV, Birmingham; WMBR-TV, Jacksonville; WDSU-TV, New Orleans; WTVJ, Miami.

Tucker Wayne & Company of Atlanta, is the agency.

Harold B. Morrill

Lawrence, Mass.—Harold B. Morrill, general manager of WLAW, Lawrence, Mass., died Wednesday at his home in Arlington, Mass., following an attack of coronary thrombosis. He would have reached his 55th birthday on October 11. Identified with the radio broadcasting industry since 1919, Mr. Morrill had been associated with the Hildreth & Rogers Company, owners and operators of the station, for the past 27 years, serving also as secretary of the corporation. He played a prominent part in the establishment of WLAW which went on the air originally on December 17, 1937, and succeeded Irving E. Rogers as general manager in August, 1946.

Gaylord Durham

Hollywood—Funeral services were conducted at 2:00 p.m., Oct. 5, at the Fillbach Funeral Home, Burbank, for Gaylord "Gene" Durham, 51, who died of a heart attack at his home, Los Angeles, last Saturday night. Cremation followed the funeral rites.

Durham, with ABC for the past two years, most recently in the capacity of a KECA-TV transmitter engineer, formerly with NBC-Hollywood, and KFSD, San Diego.

Cancer Program On ABC-TV

"A Visit With The Children," educational-fund-raising film about cancer in children, will appear at 9:00 p.m. over ABC television network on Sunday, October 9. The film was narrated by Raymond Massey, photographed for Memorial Hospital Center, and produced by Evan J. Anton Productions, Ltd.

Reserve Judgment On BMB, Brorby Asks

(Continued from Page 1)

can answer the question of what will become of BMB in the future, somebody has to supply the answer as to how many additional broadcasters will support BMB if they clearly enough understand how much it is needed, and if they themselves have full confidence in its findings.

"Apparently Dr. Baker's conservative, frank handling of BMB problems at NAB meetings is helping to build that confidence. But new subscriptions are slow in coming in. I will not say too much here about the tri-partite nature of the organization. . . . In whatever form BMB is continued (however) the principle of cooperative research with tri-partite participation should be preserved."

Offers Two Suggestions

Brorby offered two suggestions on what might be done between now and Nov. 14, one to agencies, and the other to broadcasters: "To the agencies, I suggest that you in the research departments get together with your time buyers and with your own agency managements and make your opinion on the need for BMB very plain to the broadcasting industry."

"For the broadcasters I have this suggestion—do not take definite action one way or another on BMB at your Nov. 14 meeting. Wait until Study No. 2 has been published." He suggested at that point the naming of a committee representing agencies, advertisers, and broadcasters, "to study the current facts of BMB and make a recommendation about its future."

Special Columbus Day Program Set By ABC

(Continued from Page 1)

on Oct. 9, 7:30 p.m., EST, in observance of Columbus Day (Oct. 12).

The half-hour drama will be presented by the web's Public Affairs Department in cooperation with the Arrow Committee which was established to help rehabilitate the Indian Nations. Members of the Committee include Eddie Cantor, Congressman Franklin D. Roosevelt, Jr., AFL president William Green and former secretary of War Patrick J. Hurley. The radio program script will be written by Arnold Marquis.

Nehru Talk At Columbia To Be MBS Exclusive

The first major address in this country by Pandit Nehru, India's prime minister, will be aired exclusively by Mutual on Oct. 17, 10-10:30 p.m.

Nehru, who will speak at Columbia University in New York after receiving an honorary degree, will be introduced by General Dwight D. Eisenhower, president of Columbia. The Indian statesman is due in the U. S. on Tuesday.



Attention-Getters

These cute Siamese kittens got plenty of attention recently when they made their first appearance in a cat show. We show them here to get *your* attention, so we can make a point about the attention advertisers get over Radio Station W-I-T-H in Baltimore.

They get plenty, too—at real bargain rates! You see, W-I-T-H produces more listeners-per-dollar than any other station in town. This means that you can accomplish BIG things in this rich market with very LITTLE money.

If W-I-T-H isn't already on your list, and if you're looking for low-cost results, call in your Headley-Reed man today and get the whole W-I-T-H story.



WITH

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

Thornburgh, At REC, Sees Business Good

(Continued from Page 1)

peak volume of spot business this year.

Turning to television, Thornburgh said TV is in the "proving stage." He forecast that the continued growth of the television audience and the extension of the coaxial cables would put some TV stations in the profit column within the next year.



THORNBURGH

The speaker, surveying the television outlook in Hollywood, spoke of the reluctance of some of the radio and movie names to get into video at this time. He cited Jack Benny, Edgar Bergen and Bing Crosby as three important radio names who have been showing some hesitancy about getting into TV.

Phillip Willkie, son of the late Wendell Willkie, was also heard at the luncheon. Willkie, a representative in the Indiana state legislature, gave the REC membership an insight into his political thinking.

John Karol, president of REC, announced that the next luncheon meeting on October 20 would be a television session with Richard Hubbell, TV consultant, presiding.

BMI's Kaye Will Talk At N. J. Radio Institute

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cheon on Saturday. Members of the Program Clinic panel are J. McCulley, WSNJ, Bridgeton; Stephen van Gluck, WNJR, Newark, and Edwin Tucker, WKDN, Camden. Donald Meaney, WNJR, and Arnold Synderman, WKDN, will participate in the News Clinic panel.

WDHN and WCTC, both New Brunswick stations, will act as hosts at a reception preceding the meetings. On Saturday, Harry D. Goodwin, of WNJR, will serve as chairman of a research clinic at which presentations will be made by Dr. Sydney Roslow, of the Pulse, Inc., and Seymour Smith, of Advertest. This will be followed by a Sales Clinic panel, with Gene Milner, WCAP, Asbury Park; Fred Bernstein, WTTM, Trenton, and Robert Bell, of WCTC, participating.

Lou Holtz Disc Series Sold To Twelve Stations

(Continued from Page 1)

KEIO, Pocatello, Ia.; WIMS, Michigan City, Ind.; WHRV, Ann Arbor, Mich.; KLAS, Las Vegas, Nev.; WSRB, Cleveland Heights, O.; WCHA, Chambersburg, Pa.; KPRC, Houston, Tex.; WSSV, Petersburg, Va.; KREM, Spokane, Wash.

P. I. Deals Poor Business, Headley Tells Station Reps

(Continued from Page 1)

president of the National Assn. of Radio Station Representatives, said in a speech prepared for delivery today before a meeting here of the Alabama Broadcasters Assn.

In pointing out that broadcasting is nearly 30 years old and that it is time, therefore, "to put away childish things," Headley declared that "there is nothing to be afraid of." He cited the need for better salesmanship on the grounds that radio as a medium is to a large extent still untried.



HEADLEY

Headley decried the practices of some broadcasters to haggle over rates with advertisers, to accept P.I. business and free time deals or to offer lower local rates than those for national spot or network. "Grasping for business at less than card rates is juvenile, not the sign of a mature business," Headley asserted, adding that what the advertiser looks for first in a station is "character."

The NARSR president explained: "The advertiser is a big man. He operates his business on the highest principles or it wouldn't endure, and he expects to do business with you on the highest business principles. He will not do business with you if you cut rates; once maybe, and then only the small advertiser and his advertising agency. But if you are subject to haggling, if you bill at rates and on terms that are not fully published, if you give one advertiser a rate or terms you do not give to all advertisers, you automatically cut yourself off from the high principled, large-size advertiser. Nothing is more important than the price. Everything that you have for sale should have its ticket, known to all, violated for none."

Calls P. I. An 'Epidemic'

Headley described the per-inquiry business as an "epidemic" and charged that "Slick operators are taking advantage of the fears you fostered for a few months of an approaching depression, and are organizing the P.I. business. If you have a legitimate broadcasting station, put on legitimate programs, perform a legitimate service, there is no reason why you should indulge in speculation for your sales volume. P.I. business is speculative. It is speculative in the quality of merchandise, the price charged, and the result that you get out of it. The worst effect is, of course, the undermining of your rate card. If you are willing to do business on a speculative basis with one advertiser, then all advertisers have a right to figure out some kind of a specu-

lative deal. A P.I. deal may bring you in a fast dollar, but it is unlikely to contribute to a sound business.

"Can't we send out word now to the advertisers and agencies that we are grown up, and will no longer fall for their free time propositions. I was amazed when one of the big New York agencies recently mailed out a commercial script, asking you to put it on the air free of charge because they thought it was interesting, and because the advertiser spent some money on some stations for his other products."

Stresses Need For Research

In discussing the need for continued research, Headley said:

"We all recognize how unfortunate it is that some of our largest advertisers repeatedly tell us that they have no way of tracing their sales results to specific advertising media. They can't tell whether their sales are coming from magazine, newspaper, or radio advertising. So, they have to go on faith, and you can see how difficult it is to move the spending of millions from media that have produced, into the new broadcast medium, even though we have a great mass of evidence

Would Abolish Fees On Canada Receivers

(Continued from Page 1)

quarter and one-third of radio owners in Canada do not buy the \$2.50 license.

The result was that the remaining two-thirds or three-quarters were paying for the upkeep of the national network.

Brown's idea was that the license fees be abolished and that the money to run the CBC be taken from federal revenue.

Wedding Bells

Bill Lipton, regular member of the CBS "Let's Pretend" cast for the past 11 years, will be married to Joan Abbrancati, writer at Young & Rubicam, on Oct. 15.

on our side. It is interesting to note that the products which are bought most often per week, which rely upon mass consumer advertising almost solely for their sales results, have allocated large appropriations for broadcast advertising. For example, cigarettes, soap and bread. So, we need every bit of evidence, of research material that we can get to trace cause and effect between broadcast advertising and producing sales."

• faces • facts • figures • wins •

wins • faces • facts • figures • wins •



BUSHELS OF FUN

Jack Lacy is a specialist in selling grocery products. Everyday on **BUSHELS OF FUN** (12:30 to 1:00 P.M.) Lacy reaches and sells a large housewife audience at home, where the budget money is kept.

Call your **WINS-CROSLY** sales office for participation availabilities . . . and while you're on the phone ask about the merchandising plus offered on **BUSHELS OF FUN**.

wins • faces • facts • figures • wins •



CROSLY BROADCASTING CORPORATION



Fred Brokaw

...I know Fred Brokaw

You probably know him too if you are in this business. His many friends are really good friends. I guess it is not just because of his remarkable personality but because of his good, solid business sense.

I met him first a way back when he was a long, lanky, awkward freshman. We thought he was pretty good material for our fraternity up at Cornell. One night we invited him over for dinner just to "look him over". Later I planted myself in one of the upstairs studies. You see I was a senior then. As our boys were showing him the house they brought him in and conveniently disappeared. I asked Fred to sit down and after some discussion I had the honor of putting our pledge button on his lapel.

After he graduated he came to New York where I was already making progress in the advertising business. He asked me, "How do you get a job in this racket?" I objected to the name "racket" because I considered the business pretty important and liked to think it was a profession. I gave him the kind of advice a senior should give a freshman. Before I knew it he had a job selling magazine advertising. He made quite a name for himself and made friends who have never left him.

Then back early in 1933 I set up this radio representative business. Looking for the best man I could find, I took on Fred Brokaw. At first he was useless or worse. He couldn't seem to adjust himself to the lack of factual sales information that was character-

istic of radio in those days. Then he came into my office one day and said, "I think I'll write an article about radio." I said, "You! You tell me you know nothing about radio." He wrote it and *sold* it to a national magazine. Among other letters one came from Deke Aylesworth, then president of N.B.C., inviting Fred to his office to meet John Royall, then in charge of programs. This probably helped Fred get his confidence, because from then on there was no question about his success in the broadcasting business.

I think most people in broadcasting know Fred Brokaw and share some of the feelings I have for him. We have been working together now for sixteen years. No man could have a more able, more agreeable, or more pleasant business partner.

Now Fred is going to Chicago to supervise our activities in the Middle West and West Coast. He is moving with his family and will make that his permanent home. I know he will be welcomed by his many old friends and soon make many new ones. He will have new responsibilities and new opportunities. Our vice-president Gar Packard will continue his very able work there as manager. I will miss Fred here in New York but his activities in Chicago, as resident partner, will balance our national organization. I know Fred Brokaw.

Paul H. Raymer



Paul H. Raymer Company, Inc.

RADIO AND TELEVISION ADVERTISING

New York Boston Detroit Chicago Hollywood San Francisco

CHICAGO

By HAL TATE

SEEN on Michigan Boulevard this past week were Bob Livingston, WBBM sales representative in New York City, and Wendell Campbell, general manager of KMOX-CBS in St. Louis.

Ben Park, producer of the "It's Your Life" show, announced the formation of The Documentary Company, a radio package producing and consulting service. Headed by Park, the concern plans to deal mainly with radio and television shows based on "real life" subject matter. Packages are now available for both radio and television. The "It's Your Life" show, produced by Park for the Chicago Industrial Health Association, and sponsored by Johnson & Johnson over WMAQ, is an example of "real life" subject matter. Don Herbert, co-producer and interviewer of "It's Your Life," has been named executive producer for this new company, and John Leonard, tape editor of "It's Your Life" will be a writer-producer for the firm.

Congratulations are in order for Mr. and Mrs. George Ramsby on the birth of a daughter, Heidi Lynn, born Monday, September 26 at St. Joseph Hospital. No lullaby problem in this family, as George is a staff musician and vocalist at WBBM.

Hundreds of letters are pouring into WBBM, in appreciation for the first broadcast of "Traffic Jam," first heard on Sept. 9. The program discusses Chicago's motoring problems and ways to improve it.

Send Birthday Greetings To—

October 7

Marjorie Carrall Charles Pekar
Andy Devine Frances Moore
Alfred Wallenstein Harold Davis

October 8

Sherill Ellsworth Tiny Rulfner
William N. Robson

October 9

Robert Armbruster Bart McHugh
Walter Compton Lee Wiley
John Guedel Marge Louise Stein
Henry Hunter John Jackaberry

October 10

Johnny Green Charles Pickard
Virginia West

October 11

Jeff Bryant Norman Stanley Case
Opal Craven Jimmy Donnelly

October 12

Goodman Ace Theodore Webb
Ted Collins Tom Flynn
Phil Kramer William Dekker

October 13

Georgia Backus Irene Rich
Harry Hershfield J. G. Shaff



Mainly About Manhattan. . . !

● ● ● IT SEZ HERE: Rumored that Arizona outlets of CBS may have their affiliations cancelled by the web so that the net may accommodate a commercial sponsor who has talent owning Arizona stations. (Could the sponsor be Wm. Wrigley, and the talent Gene Autry, who owns KOOL, Phoenix, plus an interest in KOPO, Tucson?) . . . ABC trying to get Penny Singleton to return as "Blondie." . . . A midwest newspaper that refused to take ads from local business outfits that bought time on radio being slapped with an anti-trust suit. . . . Three N.Y. outlets scrambling for Yankee ball game radio rights following Pope interests' buy of WINS. . . . Don't bet on the FCC okaying color TV at this time. . . . Some of the charges to be hurled at various candidates in the local elections are so bitter that radio stations will have to censor all speeches. . . . Mickey Alpert talent-hunting at Kudner with Myron Kirk ailing. . . . Bill Bertolotti hears that the pet Dodger quiz show is "Break the Yank"—and Peter Donald calls it a Subway Series because everybody's gotta stand up to see it. . . . Billy Rose due for a coast huddle with Jerry Weid. . . . NBC's Baukhage makes his video debut Sunday. . . . The FCC wants "Stop the Music" to face the music, sums up Jack (Ship's Reporter) Mangan.

★ ★ ★ ★

● ● ● NEW PRODUCING UNIT in town, Roger Kay Enterprises, have Mady Christians exclusively signed for a dramatic series tagged "Everything for Angela," which ABC has optioned for both radio and TV, and Lionel Stander set for a video comedy series called "Letter from Louie." The publicity team of Mal Braveman and Kay Norton have closed a five-year deal with Kay.

★ ★ ★ ★

● ● ● FEELING IN A good mood this ayem and all that sorta stuff (and how did you do in the Series?), we'd like to doff the old lid to Will Roland, who used to manage Benny Goodman's ork and who now is producing Arthur Godfrey's morning series. In a business notorious for its one-way streets, Will has proven that friendship is still more than an idle word in the dictionary. Ever since he first spotted The Mariners back in 1946, he's played musical guide and Godfather to the sensational quartet. He put them on his CBS "Nightlife" series, then "Sing Along" and finally brought them to the attention of the star-maker himself, Arturo Godfrey. Right now they're 'Roland' along with a Columbia recording contract, theatre and niterie dates, plus radio, of course—but what we started out to say is that Will has done all this for the boys as their friend, and not their manager.

★ ★ ★ ★

● ● ● BOB FOREMAN, BBD&O copy writer who wrote the musical commercials on the Fred Waring radio show all season long, now finds himself the author of "Pa's Individual Mug," a musical production number of the Waring TV show this Sunday night. Foreman's novelty tune was written during the period the Waring show was on NBC. Harry Simone, of the band, set the lyrics to music and it was accepted as a production number on the CBS-TV show.

★ ★ ★ ★

● ● ● SMALL TALK: Larry Schwab offers another of his TV 'firsts' on "The Clock" next Wed. night in combining sound tape and film for outdoor sequences, integrated into live portions of the show. So many radio producers lunching at Trader Tom's these days that boniface Tom Murray expects to make them feel at home by supplying stop watches to time their meals. . . . Radio and TV deal in the works for Miklos Gafni, sensational new tenor. . . . In a huddle at Lindy's: Geo. Elrick, England's only disc jock, and Geo. Goodwin, only American member of PRS, British equivalent of ASCAP.

COAST-TO-COAST

Herson Signs New NBC Contract

Washington, D. C.—Bill Herson signed a new NBC ten-year contract this week with WRC and WNBW Television. Under terms of the contract, announced by NBC's general manager, William R. McAndrew, Herson continues his daily "WRC Timekeeper" program Monday thru Friday 6:05-9:30 AM and Saturday 6:05 to 9 AM. He will continue to appear on WNBW television programs. Herson also continues his Saturday morning (9:30) visits to the Washington homes of Congressman and Senators for his NBC network interview feature "Coffee With Congress."

WLAW's Fire Prevention Show

Lawrence, Mass.—Frederick P. Laffey, new program director of WLAW, observes Fire Prevention Week on Oct. 11 with a two-city hookup featuring executives of the Lawrence and Boston Fire Departments. The program will go on the air at 10:45 AM, with an alert to Lawrence central fire headquarters. Fire Chief Edward A. Retelle of the Lawrence Fire department, attired in fire-fighting equipment, will respond to a practice call to the radio studios, describing the maneuvers that get the fire-fighters on their way to regular fires.

WLOW Signs Grocery Stores

Norfolk, Va.—WLOW has just packed 100 independent grocery stores to an initial 13 week contract, marking the first time in the State that independent grocers have used radio as a group.

One Woman Polio Drive

Worcester, Mass.—As a result of the polio announcements delivered on WTAG (and FM's) weekday "Julie 'n' Johnny" program, Julie Chase reports a one-woman campaign in the town of Winchendon, Mass. The woman, Mrs. Flora Russell, has lined up every club and organization in the town to do something for the polio drive.

Consumers Aid Promotes Sales

Chicago, Ill.—According to Myron S. Lewis, director of Consumers Aid, Inc.,—Consumers Aid plans to inaugurate an aggressive sales promotion campaign via trade papers and direct mail, designed to inform advertising agencies and food advertisers of the facts behind this vital advertising and merchandising medium.

25th Year Of "Polly The Shopper"

Omaha, Neb.—Belle West, director of women's programs for KOIL, begins her 25th year in her role as "Polly the Shopper." Belle is the housewives' shopper. She personally makes the rounds of the shops and tells her radio audience at 11:15 a.m. and 1:15 p.m. of the shopping bargains and hints for easier home-making.

TELEVISION DAILY

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CBS SHOWS COLOR ON NETWORK

TELE TOPICS

TWO NBC RADIO STANDBYS, "The Aldrich Family" and "The Life of Riley" made their TV bows this week and both probably will stay around a long time if their respective writers can come up with enough switcheroos. Script for the Aldrich preem, written by Clifford Goldsmith, who originated the family, was totally devoid of laughs, which means that the initial ailer must be scored as a flop. However, production and casting gave evidence that the show can be a good one if the script hurdle is overcome. On the opener, both Henry and Homer were rather stupid characters. This should not be; remember that Penrod, Tom Sawyer and other fictional heroes were truly bright youngsters, and therein lies their great appeal. Henry and Homer will have to be wised up, but fast. . . . Twenty-two year old Bob Casey acquitted himself handsomely as Henry. He both looks and sounds the role, and fortunately he does not crack his voice as much as Ezra Stone does on the AM version. Jack Kelk, Lois Wilson and House Jameson were fine in the other main roles. . . . Jello commercials at beginning and end were intergrated and good. Y&R is the agency, Edwin Duerr produces and directs.

FILMED IN HOLLYWOOD by FilmTone Studios, Riley gave added evidence that the film makers are beginning to turn out footage that is virtually indistinguishable from live production. The debut was funny in spots, but these spots were too widely separated to sustain the half-hour. Jackie Gleason's broad characterization of the title role was good, and he was ably supported by Rosemary De Camp, Gloria Winters and Lanny Rees as the others in the family. The show was stolen, however, by a comic named Sid Tomack playing the role of neighbor Jim Gillis. His work was responsible for most of the laughs on the show, while his mugging during the double entendre bit was hilarious. . . . Written, produced and directed by Irving Brecher, program is sponsored by Pabst Brewing Co. through Warwick & Legler.

WPIX, continuing its pitch for local retail business, has landed a 13-week pact with Sachs Quality Stores for the hour-long Sunday nite forum, "Voice Of The People." William Warren agency set the deal. Station recently snared Gimbel's initial TV venture, a comedy with Ernest Truex. . . . Flack handout of the week: Bill Johnston's bit of poesy that accompanied tix to the "Tone On Broadway" pickup of "Twelfth Night." The Marschalk & Pratt tubthumper wrote a sonnet in the best style of the Bard, sire. . . . Merrill Pye has begun shooting a series of 13 shorts built around 300 wild beasts from World Jungle Compound.

AFM To Set Scale For TV Film Music

James C. Petrillo, president of the American Federation of Musicians, indicated yesterday that a scale for musicians in TV films will be sent out to producers by the union within ten days. The union chief and his staff met yesterday with producers and agencies at the Waldorf-Astoria in what was described as an "exploratory" session to discuss problems of music in video films.

Scale will be set up on a per job basis, it was reported. In addition to the fees for initial recording, it was said, Petrillo will demand that a royalty be paid for each airing of a film using live music. This royalty would be paid to the union's welfare fund administered by a trustee in a fashion similar to that followed by the recording industry, it was understood.

Tony Kraber Rejoins CBS As Executive Producer

Tony Kraber, for the past year with DuMont, has rejoined CBS as executive producer and head of a committee of three to screen new talent and program material. Others on the committee are Arthur I. Rothafel and Arthur Heineman. Kraber was with the CBS shortwave department from 1942 to 1948. He was a founder of the Group Theater appearing in major productions.

Nets Preparing Public Service Pix For Community Chest Drive

The four networks are pooling their resources for an all-star half-hour Community Chests of America film, "Red Feather USA," which will be aired the week of October 17th over each net separately on a staggered schedule.

The webs, represented by Robert Saudek, ABC; John Hundley, CBS; Edward Carroll, DuMont, and Sterling Fisher, NBC, have each agreed to supply a special film segment featuring one of the outstanding stars on their roster. ABC's segment will present Bert Parks with a special version of "Stop the Music;" CBS is utilizing "The Goldbergs," with original material slanted toward the Red Feather campaigns; DuMont's selection is Janet Blair and the Blackburn Twins; and NBC is offering Milton Berle, and June Hovoc. Emcee is "Red Feather," the

Coincidence

Hal Bowden, DuM stage manager, is sure the Banshees have his number. Early Wednesday he took Mrs. B. to the Hospital and, after spending the day with her, left to work on "Famous Jury Trials." Doctors told him that an heir was due over the weekend. Soon after the show started a boom mike fell and just missed several cast members. At sign-off, Bowden was told that he was the father of a son. Checking the hospital, Hal figured that his son was born just at the time the mike fell.

Glass Co. Produces Rectangular TV Tube

Toledo—The American Structural Products Co., a subsidiary of the Owens-Illinois Glass Co., has announced successful production of an all-glass rectangular television bulb.

The new bulb, according to a company official, will make possible smaller television set cabinets without reducing the picture size. A rectangular shape, he said, "eliminates the formerly wasted surface inherent when a rectangular picture is presented in a round bulb." American Structural is prepared to produce the new bulb in quantity at its principal plant in Columbus, O., and at its pilot plant here.

Pix Go From D. C. To Balt., N. Y. And Return

(Continued from Page 1)

adjoining the ballroom. Color cameras picked these up in the studio and sent them to Baltimore and to New York City and back again to television WOIC here. The station rebroadcast them for the benefit of the Government officials.

A main technical point of the demonstration was that CBS' color signals go out originally on a four megacycle width, but in order to travel through the coaxial cable must be compressed to a 2.7 megacycle width. The Commission had heard testimony that such compression would squeeze the color out and produce only a picture in black-and-white.

After the fashion show had been put through the sample network, Dr. Peter C. Goldmark, who invented the system, asked if representatives of DuMont Laboratories cared to comment. DuMont has contended that the present black-and-white reception is superior to anything which color systems now have to offer.

William A. Roberts, DuMont attorney, responded amid laughter: "With a gun in my back, I will say that I noted little color breakup in this series of tests."

The tests were viewed on both regular sets converted to color and sets designed for color reception.

Dr. DuMont, at a press interview yesterday afternoon at the Carlton Hotel reported that none of the color systems now under consideration by the FCC is ready for commercialization.

"There are major research problems to be solved," he said, "before any of these systems could be considered for commercial use. The CBS system is limited to small tubes and mechanical devices or, if by projection, larger pictures are produced they suffer serious limitations. The pictures shown today in a demonstration are not even as good as those produced by CBS three years ago when they were using and proposing wider channels.

"The RCA system is thoroughly untried in the field. However it does promise compatibility so that present black and white receivers can accept those programs in black and white."

Regarding networking, said Dr. DuMont, none of the systems has achieved teletranscription equipment, thus precluding very essential network facilities when pressed for a time schedule.

TV Equipment By G. E. Installed In Italy

The first American TV transmitter in Europe has been installed at Turin, Italy, according to C. A. Priest, manager of General Electric's Transmitter Division.

The International General Electric Company made the sale of the complete studio and transmitting equipment to RAI (Radio Italy) through the company's Italian distributor Compagnia Generale Elettronica.

Telecasting Began Sept. 11

Main features of the installations are a studio equipped with three cameras and programming facilities, a microwave link to relay the programs to the transmitter site, and a 5 kw transmitter of the latest design.

Telecasting from Turin began on Sept. 11 and covers an area of approximately 50 miles in Northwest Italy.

Appoint Jurin Sales Mgr. Tele-tone National Corp.

Sydney Jurin has been appointed sales manager for Tele-tone National Corporation, it was announced this week by Morton M. Schwartz general sales manager of Tele-tone Radio Corp., the parent company.

Jurin will be in charge of direct sales and sales promotion to large individual dealers, chains and department stores throughout the U. S.

PRODUCTION PARADE

New Type Loudspeaker

For the first time optical lens principles have been introduced into the manufacture of loudspeakers by the Jensen Manufacturing Co., Chicago. After months of research, Jensen is now producing its new model H-510 speaker, which applies optical lens principles. Speaker employs a direct radiator low end with separate high frequency horn and compression driver for high channels.

New Twin-Driven Yagi

An entirely new concept of TV antenna design is realized in the new Twin-Driven Yagi introduced by Technical Appliance Corporation, Sherburne, N. Y. Tests have proved the gain of this antenna to be greater than any other antenna tested at the Taco field and laboratory testing grounds, according to the company.

Andrea Allocates TV Line

The entire TV line of the Andrea Radio Corp. has been placed on allocation, according to an announcement by Frank A. D. Andrea, president. Necessity for this move is due to an all-time high in orders. The TV line will be on allocation until at least the first of the year.

DuMont Regional Manager Appointed

The appointment of Bill C. Scales, as southern regional manager for the receiver sale division, Allen B. DuMont Laboratories, Inc., was announced yesterday by Walter L. Stickel, national sales manager. Scales will cover the southern part of the country, from Dallas to Florida.

Sylvania TV Distributor For N. Y.

Victor H. Meyer & Co., Inc., New York, have been appointed Metropolitan New York Distributors for Sylvania television receivers, it was announced by Larry Bagg, national sales manager for Sylvania. The Meyer Company has been holding dealer showings of the new Sylvania line this week at the Park Sheraton.

Tele King Expansion Names Three

The Board of Directors of the Tele King Corp., New York, have named Harvey Pokrass president and Edward Berliant executive vice-president. Calvin E. Bell was named secretary of the corporation. The new appointments are in line with a wide expansion plan recently adopted by the company.

Garod Philadelphia Distributor

Garod Electronics Corporation, Brooklyn, N. Y., has appointed Philadelphia Wholesale Distributors, Inc. as its exclusive wholesale distributing agency for "Tele-Zoom" television and their new low-price straight TV line in Philadelphia and the eastern Pennsylvania territory, according to Louis Silver, vice-president and sales manager.

Meck AM-TV Sales Up

John Meck Industries, Inc., Plymouth, Ind., reports sales of their TV receivers during the past six weeks have increased 80 per cent over the corresponding period last year. The company also disclosed that their radio set sales have been 30 per cent higher than last year's.

New TV Set By Mars

Mars Television, Inc., Long Island City, N. Y., has announced a new TV model—the Academy, especially designed for long range reception. A feature of the set is a removable front panel, which permits the insertion of the picture tube without dismantling the back of the set. Set is finished in mahogany with a 16-inch flat faced, all glass tube, producing a 148 square inch picture, and will retail at \$399.00 plus tax.

I.T.I. Price Protection Policy

A policy of dealer price protection to protect all I.T.I. distributors and dealers against inventory losses on changes in prices by the factory for a period of 60 days from date of purchase, has been announced by Industrial Television, Inc., Clifton, N. J. Policy covers Industrial's entire line of TV receivers.

UHF For VHF Equip.; New DuMont Plan

A plan to repurchase DuMont VHF transmitters from TV broadcasters and holders of TV CP's, who may be required to change operations from the VHF band to the UHF band, has been announced.

The plan, as advanced by DuMont for the best interest of the public and television broadcasting industry was outlined in individual letters to purchasers of complete DuMont video and audio transmitters. It provides for the repurchase of DuMont VHF transmitters at an amount equal to the total depreciated value of the transmitters at the time it is repurchased by DuMont. The repurchase value, which is applied as a credit against the purchase of a DuMont UHF Transmitter, is computed on a straight-line semi-annual basis which adheres as completely as possible to established procedures in determining depreciation. Utilizing this agreement, the established broadcasters and CP holders who have purchased DuMont transmitters can be assured of little or no loss in transmitter investment in the transition from VHF to UHF, if such a change is required.

In his letter to DuMont transmitter purchasers, H. E. Taylor, Jr., manager of the Television Transmitter Division, stated in part "we submit our plan as our contribution to ease the burden imposed upon you under our proposal to the Federal Communications Commission."

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To Mount TV Antenna On Tallest U. S. AM Tower

Plans for the erection and completion of a new supergain antenna developed by RCA was revealed jointly by the Atlanta Constitution Publishing Company, station owner of WCON-TV, and the RCA Engineering Products Department.

The new super-gain TV antenna, surmounted by a 56-foot FM Pylon antenna will be mounted upon a 1000-foot tower now under construction by the International Derrick and Equipment Company of Columbus, Ohio. The structure will be erected just off Forrest Road, N. E., near the Southern Railway belt line underpass, within the city limits of Atlanta, and will be the tallest broadcasting tower in the United States.

The new antenna will enable WCON-TV to achieve 50-kw effective radiated power to give TV coverage to rural areas within a one-hundred mile radius of Atlanta. When installed, the antenna is expected to produce a power gain approaching 12.