VOL. 49, NO. 6

NEW YORK, MONDAY, OCTOBER 10, 1949

TEN CENTS

# McCONNELL NAMED PRESIDENT OF NBC

# Football Is Telecast **Using CBS Color-TV**

Washington Bureau of RADIO DAILY Washington—A criticism hurled at CBS color many times during the past three years, that it couldn't do a good outdoor pickup, especially if it involved fast action, was answer-ed by Columbia Friday in the final session of its two-day demonstra-tion before the FCC and more than 200 other industry leaders.

Before an even bigger crowd than witnessed the indoor pickups on Thursday, CBS broadcast a football scrimmage from the local Woodrow Wilson High School field. The conditions for the pickup were bad,

(Continued on Page 7)

#### Camera Company Signs For ABC's Date With Judy

Chicago—The Revere Camera Co. tract with ABC for the net's recently acquired "A Date With Judy" program, Thursdays, 8:30-9 p.m., EST.

The program will preem on Oct. 13, with Revere sponsorship scheduled to start on Nov. 10. Roche, Williams & Cleary, Inc., is the agen-

(Continued on Page 2)

#### Chas. Oppenheim To Head **CBS** Program Promotion

Charles Oppenheim, assistant director of CBS program promotion since October, 1948, has been appointed director of the department. He succeeds Neal Hathaway, who has resigned to join Benton &

Before joining CBS, Oppenheim (Continued on Page 3)

#### Distaff Documentary

The National Federation of Business and Professional Women's Clubs, Inc., sponsored a special half-hour documentary program over NBC on Sunday, Oct. 9, starting at 12:30 p.m. The program, "The Lonesome Lady," marked the beginning of National Business Women's Week, Oct. 9-15. It originated Friday in the New York Studios on NBC.

#### Resentful

Kitchener, Ont. - John T. Schmidt, of Ayr, does not like the government inspectors looking at his radio or charging him the government fee for owning it. So much doesn't he like it that following a recent inspection with an attendant summons, he shipped not only the license fee of \$4 to Justice of the Peace Leo Leyes of Kitchener but the radio rs well.

## **MBS Moves Officially** To Advance Web-TV

The first official indication to come from Mutual's "top brass" on plans calling for the development of a new TV network was contained in a statement released by MBS president Frank K. White on the web's two-day board meeting last week.

The shareholder stations of the network announced that new facilities in various key centers of the country would be placed at the disposal of the Mutual network for use in future radio and television plans. In Chicago, the statement

(Continued on Page 3)

#### Western Electric-Altec Form Production Pact

The Western Electric Co. will withdraw from commercial activities" in microphones, loudspeakers, and disc reproducing equipment, guaranteeing service and supply of maintenance parts to present users through an agreement with the

(Continued on Page 2)

## RCA Executive Selected By Trammell, Who Becomes Chairman Of Board Succeeding David Sarnoff

Joseph H. McConnell, executive vice-president of Radio America, was named president of the National Broadcasting Corporation of

Company Friday by the network board of directors. He succeeds Niles Trammell, who becomes chairman of the board of directors. McConnell's appointment was made on recommendation of Trammell, the board announced.

In announcing his retirement as president of NBC to succeed Brig. General David Sarnoff as



McCONNELL

chairman of the board, Trammell said he "could better serve the interests of the National Broadcasting Company by being relieved of administrative

vision.

# Chi. Giveaway Case By-Passed By FCC

TRAMMELL

Chicago-The FCC on Friday bypassed the giveaway situation here in favor of the network case in New York by agreeing to postpone any local action in the Radio Features vs FCC case indefinitely. Radio Features and FCC lawyers both agreed to postpone action in Chicago at least until thirty days after Supreme Court ruling. In effect this will go through but because Judge Michael Igoe who signed the order wanted

(Continued on Page 3)

# (Continued on Page 8) **ABC** Groups Leave For Affiliate Confabs

duties and be able to devote more

of my time to client, talent and station relations both in radio and tele-

The announcement of Trammell

ABC is sending out two contingents of top officials and flacks on eastern and midwestern tours designed to further intra-network coordination and development of the web's affiliates on local levels.

Robert E. Kintner, ABC executive
(Continued on Page 3)

# Need Of CC Radio Stations Stressed In Shouse Speech

Boston-Unless the FCC authorizes an increase in power for clear Crosley Broadcasting Corp., warned with television, in a state of com-Friday. He was addressing the 21st plete dilution," Shouse said. "With Boston Conference on Distribution, sound broadcasting being broken held at the Hotel Statler.

This may happen, he declared, "within perhaps five years." channel stations the whole economic based his prediction on the state of base of broadcasting may collapse, the radio industry itself, and the "and it need not necessarily be a slow death," James D. Shouse, sound broadcasting industry is compresident and board chairman of the ing into an era of real competition (Continued on Page 3)

#### Joltin' Joe On WOR

Joe DiMaggio, slugging outfielder star of the N. Y. Yankees will be heard in a new role over WOR, New York, on Wednesday, Oct. 12. The Yankee Clipper will portray an ambitious bush leaguer in "One Hit, Two Errors," a transcribed drama broadcast as another of the "La Rosa Hollywood Theatre of Stars" series.



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

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(October 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Chg.		
ABC	71/2	73/8	73/8	- 1/4		
Admiral Corp			261/2	+ 11/8		
Am. Tel. & Tel.	143 1/2	1431/4	1433/8	+ 1/8		
CBS A	221/4	221/4	221/4	+ 1/4		
CBS B	22	22	22	- 1/8		
Philco	313/4	311/4	313/4			
Philco pfd	821/8	82	82	- 1/2		
RCA Common	123/8	121/4	123/8			
Stewart-Warner	125/8	121/2	121/2	— ½		
Westinghouse	263/8	26	263/8	+ 1/8		
Westinghouse pfd.	98	971/2	98	+ 1/2		
Zenith Radio	28	273/4	273/4	- ½		
NEW YORK	CURE	EXC	HANGE			
Hazeltine Corp	14	137/8	14	+ 3/8		
Nat. Union Radio	23/4	23/4	23/4			
OVER THE COUNTER						
DuMont Lab.			141/4	151/4		
Stromberg-Carlson				131/4		

#### Will Publish Songs

Hollywood — Southern Music Co. will publish five songs written by Fortunio Bonanova and Ambrose Barker for "Glamour is the Gimmick," Encore stage musical starring Bonanova.

THE USE OF WIRED MUSIC.

1501 BROADWAY, N. Y. C.

A HIGH GRADE SALES PROMOTION MAN

CITY

SERVICE

WANTED

BY A SUCCESSFUL WIRED MUSIC OPERATION IN A LARGE EASTERN

TO GO OUT INTO THE FIELD TO SECURE NEW SUBSCRIBERS FOR OUR

THE MAN SELECTED WILL BE GIVEN EVERY OPPORTUNITY TO PUT ACROSS HIS IDEAS IN CREATING NEW MARKETS FOR WIRED MUSIC.

IF YOU THINK YOU CAN QUALIFY WRITE PAST EXPERIENCE WITH A BRIEF OUTLINE OF WHAT YOU PROPOSE TO DEVELOP IN FURTHERING

REPLIES WILL BE HELD IN STRICT CONFIDENCE. BOX 275, RADIO DAILY,

# ☆ COMING AND GOING

WILLIAM F. BROOKS, vice-president of NBC in charge of news and international relations, left Friday on a business trip to England and the Continent. He'll spend two or three weeks visiting network correspondents in London, Paris, Berlin and Rome, will discuss newsreel contracts with several European companies and will study NBC's radio and television coverage in the group of the page 18. in the area.

T. F. FLANAGAN, managing director of the National Association of Radio Station Repre-sentatives, arrived in Washington last Friday on a combined business and pleasure trip. He plans to attend the current color-television

JACK HASKELL, singer, featured on radio and television, over NBC in Chicago, and who recently signed a recording contract with Decca, is in New York to cut four sides with the Gordon Jenkins orchestra and The Star

CONNIE DESMOND and ERNIE HARWELL. sportscasters on CBS, were in Dallas Saturday to broadcast the Oklahoma-Texas game.

GEORGE FISHER, master of ceremonies on "Confidential Closeup" over NBC-Hollywood, is back on the West Coast following a visit to New York to interview stage and screen selectivity.

WALTER BUFFINGTON, general manager of WSAP, Portsmouth, Va., which recently went on S,000 watts, full time, is in New York on station business.

JAY JOSTYN, who is "Mr. District Attorney" on NBC, on Saturday was in Brittany Hills, N. Y., where he was guest of honor at the dinner of the New York Turkey Association which was held at the turkey farm of Arthur Vinton.

F. E. BUSBY, general manager of WKRG, Mobile, is here from Alabama for business conferences with the national representatives of the station.

#### Camera Company Signs For ABC's Date With Judy

(Continued from Page 1) cy for the camera manufacturer.

Revere will continue to sponsor the ABC broadcast, "Name Movie," on the same night, Thursdays, 9:30-9:55 p.m., EST.

#### Stations Attitude Explained

Philadelphia — Westinghouse stations in Boston and Sprinfield, Mass., turned down the Atlantic and Pacific stores spot business because the sponsor sought to discuss a controversial labor issue in a oneminute spot announcement, Walter E. Benoit, general manager of the Westinghouse stations, explained Friday. Stations WBZ, Boston, and WBZA, Springfield, are not adverse to accepting controversial copy if "adequate" time is reserved, he said.

DAVIDSON TAYLOR, Columbia network vice-president and director of public affairs, has returned from a vacation spent at Nantucket,

RICHARD JONES, managing director of WJBK, Detroit, and ED MacKENZIE, disc jockey, arrived in town late last week for conferences with station reps and with Tom Harker, national sales manager of the Fort Industry Company.

FRANK SAMUELS, vice-president in charge of the American network's western division, is in Jasper National Park, Canada, for a week of rest and fishing. Following this, he and MRS. SAMUELS will leave for a vacation

CHARLES COLLINGWOOD, Columbia network White House correspondent, is back in Washington after having covered the airborne maneuvers which were held at Fort Bragg, N. C.

LIDO BELLI, of Progressive Radio Advertis-ing Co., will return next Saturday from Italy, where he has been since Sept. 2.

DOROTHY KEMBLE, director of educational and religious programs for the Mutual network, left Saturday for Atlantic City to attend the Zonta International District Conference.

BILL POLGLASE and CHIP CIPOLLA, sportscasters for WFUV, Fordham University's FM station, went up to New Haven last Saturday to broadcast the game between Yale and the

ANNE FRANCIS, the "Bonnie Maid" of the "Versatile Varieties" on NBC-television, left by plane Friday for Orlando, Fla., where she'll rest for a week.

DONALD A. STEWART, general manager of WDTV, Pittsburgh outlet of the DuMont television network, is back at the station following a trip to New York for conferences at TV network headquarters.

#### Western Electric-Altec Form Production Pact

(Continued from Page 1)

Altec Lansing Corp., it was announced Friday.

Western Electric's decision to end its production of those items was prompted by "the continuing specialized needs of the Bell Telephone System, combined with the growing requirements of the armed forces for the development of complex electronic equipment essential to the nation's defense," according to F. R. Lack, Western Electric vice president.

Altec was founded in 1937 by former Western Electric personnel. The Graybar Electric Co. will act as distributor for Altec, as it did for Western Electric.

#### McGarry Gets Promotion

Maurice J. McGarry, chief announcer of WBEC, Pittsfield, Mass., has been named program director of the station succeeding George Nesbit, resigned. McGarry has been heard on the ABC network the past summer as announcer for George Sokolsky's Sunday night commentary which originated in Pittsfield.

#### WGAR Names Wismer

Cleveland-At a meeting of the board of the WGAR Broadcasting Company held Friday, September 30th, Harry Wismer was elected to the board of directors.

WGAR is a 50,000-watt station.



# Free Ride

The baby squirrels are all set for a free ride on the back of the friendly shepherd dog. It's great fun and doesn't cost them a penny.

Of course, advertisers on W-I-T-H don't quite get a free ride. But they do get the nearest thing to it in Baltimore radio. For every buy of time on W-I-T-H is a real, honest - to - goodness BARGAIN!

W-I-T-H, you know, delivers more listeners-per-dollar than any other station in town. And that means that just a LITTLE bit of money does BIG things on W-I-T-H.

So if you want plenty of lowcost results from radio in Baltimore, use W-I-T-H, the BIG independent with the BIG audience. Get the whole story from your Headley-Reed man today.



Baltimore 3, Maryland TOM TINSLEY, President

Represented by Headley-Reed

# **Need For CC Stations Stressed By Shouse**

(Continued from Page 1) into smaller and smaller units which have less and less chance to sur-

"I believe that the day is not too far off when, for the first time, it will become apparent to several thousand small station operators throughout the country that their fight against the clear channel stations, and against high power for clear channel stations, as strong bulwarks of sound broadcasting, has been a fight against their own best and selfish interest. . . . The salvation of sound broadcasting, which is important to the broadcaster and to the public, does not lie in reducing all broadcasters to the lowest common denominator. . .

I repeat that even the operators of clear channel stations will find, within the next few years, that quality operation to a thinner and thinner audience will be economically impossible under the present archaic 50,000 watt ceiling on power. I repeat that the FCC, by imperiling the survival possibilities of the larger stations, imperils the survival of all.'

Shouse referred to the "super-power" of "Voice of America" stations beaming "the message of democracy" through the Iron Curtain, and found it "unfortunate" that "the powerful signal available behind the Iron Curtain is denied to many of our own people who find in the present power limit on our stations a real Iron Curtain shutting out adequate reception.'

#### NBC's Pat. Weaver Sees Radio Meshing With TV

Five years from now radio will be giving a service offered by no other medium-complementary coverage to television, it was predicted on Friday by S. L. "Pat" Weaver, NBC vice president in charge of television. Weaver addressed the media group of the 4-A Eastern Conference, meeting at the Hotel Roosevelt in New York.

"Just as today one can reach 95% of all the homes in this country only by using radio on a television base, so through the years, no mat-ter whether the TV homes go up to 50% and the radio homes go down to 50%, you can always add radio and television together and reach America," he said. "And only by the radio-television combination can you hit all America."

#### Joins West Hooker

Wayne Wirth, formerly director of television for Van Diver and Carlyle, has joined West Hooker Telefeatures as vice president and production coordinator. Wirth's experience in television dates from 1944, when he was associated with Harvey Marlowe, then in charge of video program-ming for WOR, New York. He was also director of Van Car Production, TV package agency.

#### ABC Groups Leave For Affiliate Confabs

(Continued from Page 1)

v-p; Ernest Lee Jahncke, v-p in charge of stations; Otto Brandt, manager of the stations department; Earl Mullin, publicity director; Bud Stimson and Bill Wiley, both of the stations department will meet with 20 owners and managers of 12 ABC affiliates in Ohio in a day-long session at the Dayton Biltmore Hotel, Dayton, today. The meeting is one of a series in various regions on programming and operations.

The New York contingent will

hold a similar meeting tomorrow at the Detroit Athletic Club, Detroit, with owners and managers of ABC

affiliates in Michigan.

Jack Pacey, ABC trade news editor, will leave New York this morning for a two-week series of luncheon and dinner meetings with business and advertising news editors and ABC affiliates' executives in Providence, Boston, Syracuse, Rochester, Buffalo, Cleveland, Pittsburgh, Washington, Baltimore and Philadelphia. The web's account executives in New York will time their trips to the stations they represent with the arrival of Pacey in the various cities.

Pacey's tour is designed to increase publicity at the local or station level. The ABC affiliates will be presented with a publicity package, consisting of news copy and background material on the network.

#### MBS Moves Officially To Advance Web-TV

(Continued from Page 1) pointed out, five new studios in the WGN building have been completed, each studio fully equipped with both radio and television facilities. In Cleveland, a new radio-television studio building, auditorium and theater will be under construction shortly.

White reported that "network coordination studies" are already under way at Mutual television stations now in operation, i.e., Boston, Chicago, Washington, Los Angeles, and New York.

Detroit reported that its new

50,000-watt radio transmitter and AM-FM studio facilities are now in full operation. In announcing the web's future plans, White disclosed the program and operation budgets of 1950 were approved. It was understood that these budgets are the same as those for this year.
In attendance at the two-day

board meeting were chairman Theodore C. Streibert, WOR, New York; T. F. O'Neil, Yankee Network, Boston; Frank K. White; Benedict Gimbel, WIP, Philadelphia; Elbert M. Antrim, secretary of the board, WGN, Chicago; J. E. Campeau, WGN, Chicago; J. E. Campeau, CKLW, Detroit; Frank P. Schreiber, WGN; H. K. Carpenter, WHK, Cleveland; J. R. Poppele, WOR; Linus Travers, Yankee Network, Boston; Lewis Allen Weiss, Don Lee Network, Hollywood; Willet H. Brown, Don Lee Network, Hollywood; Willet H.

# Chas. Oppenheim To Head CBS Program Promotion (hi. Giveaway (ase

(Continued from Page 1)

had been trade news editor and publicity director for WOR, and promotion and research director for WINS, both New York stations.

Allan Hughes has joined the presentation division of the CBS advertising and sales promotion department. He had held a similar post at

#### WNEW Offers Free Time To Political Candidates

WNEW, New York, will again of-fer free and equal time to all qualified candidates in the November elections, the station has announced.

Starting today, WNEW will air a series of 20 sustaining 25-minute programs, Monday through Friday, 10:35-11 p.m. Scripts will be prepared by the candidates themselves but read by professional radio performers hired by WNEW. Lots were drawn to determine order of appearance in the program series, titled "The People's Choice."

# **By-Passed By FCC**

(Continued from Page 1)

some specific date for the court records, a date of April 17th, 1950 was set for the next hearing on Radio Features motion for an interlocutory injunction.

Both the Commission and Radio Features lawyers told RADIO DAILY that on the latter date, should there still be no Supreme Court decision, the local giveaway court case will again be given a postponement. Court action here Friday was merely a formality as actually giveaways can continue with FCC sanction at least until thirty days after Supreme Court ruling. John P. Lulansi, assistant U. S. Attorney in Chicago, represented FCC in court action while Walter Tinsley represented Radio Features.

#### Named Radio Director

Henriette K. Harrison has been appointed radio director for the Visiting Nurse Service Campaign beginning October 18.

#### the nation's most

# distinguished flight



# the Hollywood

Fly United's DC-6 Mainliner 300"the Hollywood," and you will see why it has won the favor of discriminating travelers.

Notice the courtesy and efficiency of United's handpicked crew; relax over the delicious full-course meals, without question the finest aloft; then discover the unexpected extra services that distinguish this flight.

"The Hollywood" leaves at 12 noon and arrives in Los Angeles at 7:55 p. m. Only one stop en route—at Chicago. Another onestop DC-6 Mainliner 300 flight at

#### UNITED AIR LINES



Still the best mousetrap ...



In all advertising, there's only <u>one</u> medium where <u>one</u> advertiser reaches over half the population of the country... 21,000,000 families!...with <u>one</u> program in <u>one</u> month.\*

He does it with Network Radio...on CBS.

The Columbia Broadcasting System

vertisers reach their customers
...everywhere in America week
in, week out...at an average cost
of approximately 85¢ per thonsand people: the lowest cost
of actual "advertiser circulation" in all advertising today,

#### THE WEEK IN RADIO

Security, Growth Cited

By AL JAEGGIN

RADIO'S effectiveness as an advertising medium, its maturity as a big business and its future security in the face of other media were emphasized by four industry spokesmen on four different occasions during the week.

Arthur C. Nielsen, president of the research firm of the same name, told the New York Council of the American Assn. of Advertising Agencies that "the danger to you, as I see it, is not so much that you may overlook the opportunities offered by television as that you may turn your backs on radio without justification." He cited the increase in radio homes in the number of hours of listening per home per day.

Frank M. Headley, president of the National Association of Radio Station Representatives, told a meeting of the Alabama Broadcasters Association that the broadcast in-dustry has reached maturity and should, therefore, put aside "childish things." He charged that the acreptance of P.I. and free time deals is unsound business and a sign of immaturity. He cited the need for better salesmanship on the grounds that radio as a medium is to a large extent still untried.

Pankage producer Louis G. Cowan, in addressing the radio and television session of the 4-A annual Eastern Conference, declared that the future of radio is secure, adding that "radio is a very big business which is not dying."

Another optimistic appraisal of radio and its future was made by WCAU. Philadelphia, president Donald Thornburgh who pointed out to the New York REC meeting that radio will justify its rates for many years to come and that the medium will have a profitable year despite the inroads of television.

One advertiser whose extensive use of radio has played a major role in its growth, Lever Brothers, will move its headquarters from Cambridge, Mass., to New York after construction of a 20-story Lever House has been completed....Contrary to general belief, A & P has authorized the use of radio in its anti-trust campaign. . . . The Kellogg Co. bought a new audience participation show, "Mother Knows Best," on WCBS, New York. . . . Paramount's radio department, in a tie-up with Ry Krisp, purchased a new five-minute radio series, Mondays, Wednesdays and Fridays, over 366 MBS stations. . . . Ludens, Inc., picked up the tab on a quarter-hour segment of "Sing It Again" on CBS.
. . . Gillette Safety Razor Co's
"World Series" coverage was carried by 740 AM and FM stations, including 520 Mutual outlets, 72 CBS stations, and stations in Mexico,

Central and South America, Hawaii,

Puerto Rico and Cuba.

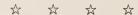


#### Mainly About Manhattan. . . !

 THE CORRIDORS in the NBC quarters at Radio City were alive with rumors Friday on the significance of Joseph McConnell becoming president of the network and Niles Trammell being elected to the chairmanship of the board. Most of the dopesters interpret the change as meaning that McConnell will have the chore of retiring some network executives whose numbers are up under the web reorganization plan. Trammell, they say, has many old associates in the executive personnel and the role of dismissing some of them wouldn't come easy for him. Executive changes are reported to take place within the next iew weeks. Trammell's elevation to the chairmanship of the board means that he'll be free to devote more time as the web's goodwill ambassador and No. 1 salesman. One of radio's most widely known and respected citizens,  $h\varepsilon'll\ have\ much\ to\ do\ with\ the\ policy\ making\ in\ his\ new\ duties.$ ☆ ☆☆ ☆

• • THOSE CUTE YOUNGSTERS you've been seeing on the TV version of "Stop the Music" belong to members of Lou Cowan's staff. Barbara and Mary Beth Faber, aged 8 and 6 respectively, are the children of L. K. Faber, treas. of Louis G. Cowan, Inc., and Harry Moses, 13, is the son of John Moses, one of Cowan's associates. Needless to say, there's no holding the

proud parents.



• • JUST THAWTS: We'd like the Black Robe even more if they didn't accentuate the fact that it's merely a "re-enactment" of actual cases both before and after the program. Naturally, it's necessary to state the fact—but isn't once enough and that before the series unfolds? Once you've seen the show, you become so entranced that to hear that announcement at the close completely fractures the mood. It makes about as much sense as a film ending with the announcement: "Now don't forget, folks, what you've just seen was merely a movie." . . . From our observation post, it is just about as easy to square the circle as to successfully simulcast a program. Take "We the People," ior example. This program misses a heart-beat when it is forced to put on variety acts with big names for the benefit of television viewers. Ordinarily, the story behind the big name is too flimsy for the listener in Ohmygosh, Ia. We take our hats off to the excellent technical production as well as the masterful blending of loose ends by emcee Danny Seymour. But it's still a tough struggle. Maybe, in the case of "We, the People," a smash, dramatic human interest finale each week would save the situation. All we know is seeing is believing, but not enough people see on a national simulcast to uphold the radio Hooper at this time.

\*\*

 AROUND TOWN: Mutual overhauling program structure with concentration on stanzas that'll appeal to the rural Hooper bait. . . . Allen (Duke) Ducovny, one of radio and TV's more gifted directors, has joined Kenyon & Eckhardt's staff as a video producer. . . . Dennis Day planed out of H'wood after last night's Jack Benny program for Boston to headline the benefit show for Archbishop Cushing's hospital project at the Boston Garden this Wed. . . . Peggy Stone, New York station rep, back from Newport News, Va., with word that she's become a grandma for the second time. Another daughter was born to Peggy's daughter, Mrs. A. Beckhardt. . . . WHOM program chief, Chas. Baltin, upped to assistant gen'l manager. . . . Erskine Johnson teaming up with a photographer pal to produce TV films. . . . Phil Baker's wife, Irmgard, in from the coast to help him prepare his new teleshow, "Open Letter." . . . Carl King's definition of a B'way playboy: All he wants is love, liberty and the pursuit. . . .

## The Mailbag

"It has come to our attention that the song, 'Wishing Star' published by Broadcast Music, Inc. which was in our confidential ACI Survey for the week ending September 29, 1949. was inadvertently omitted from the alphabetical list we sent you last

"Since it may be too late to do anything about it this week, I hope you will find it convenient to run a correction about this in an early issue next week."

Sincerely yours,

John C. Peatman Office of Research, Inc.

#### Youth Forum Over WQXR Presents Mrs. Roosevelt

Mrs. Franklin D. Roosevelt, chairman of the UN Commission on Human Rights, was speaker during first New York Times "Youth Forum" of the season, broadcast via transcription by WQXR, New York, on Saturday, Oct. 8, 10:15-11 a.m.

The broadcast originated from the auditorium of the General Assembly Building at Flushing Meadow, Queens, before 2,000 high school students. Dr. Benjamin A. Cohen, assistant secretary-general of the UN, opened the broadcast.

# **EMCEES**

and Beginners

Want to go places in Radio, Television?

You can do it better, faster and most effectively with the help of the famous

#### FREEMANTEL System of Voice Control

In your own home, only 15 minutes a day, you can now make your voice rich, vibrant and chockfull of personality. Hundreds of stars of stage, screen, radio have won success with this amazing method.

The cost is moderate, you can pay as you learn.

#### Send for FREE Book.

Freemantel Voice Institute, Suite O, 113 West 57th St. New York 19, N. Y.	RD.	
Please send me FREE book System of Voice Control.	on	Freemantel

NAME ..... ADDRESS .....

CITY ..... ZONE.....

# TELEVISION BULY

Section of RADIO DAILY, Monday, October 10, 1949 — TELEVISION DAILY is fully protected by register and copyright

# CBS COLOR AIRS GRID PICK-UP

## TELE TOPICS

D WYNN is a very funny man, and his new stanza on CBS is a very funny show. There wasn't a single boffola on his opener last week, but the entire halfhour was filled with nice, comfortable chuckles. 'Tis indeed an art to keep people laughing pleasantly for 30 minutes— even more difficult, perhaps, than tossing off monstrous yocks now and then-and of the few true practitioners of this art, Wynn is among the best. We saw the recorded show twice, once at a press preview and again at home Thursday nite, and the best indication of the caliber of Wynn's comedy is that it seemed just as funny the second time. Wynn actually turned commercials for Speidel watch bands into a high spot of the show, by combining them with a satire on several advertising cliches. ("Speidel bands prevent wrist decay!")

Another line that especially appealed to us was, "I know as much about television as anybody; I've been in it 15 minutes now." . . . Show was very neatly paced, with Wynn spelled by the Szonyis, a fine acrobatic dance team, and the torrid Geracrobatic dance team, and the torrid Ger-trude Niesen. . . . Written by Hal Kanter, Leo Solomon and Seaman Jacobs, program is produced by Harlan Thompson and directed by Ralph Levy, with ork conducted by Lud Gluskin. Cecil & Presbrey is the agency. . . . Picture quality of the recording was superior to previous footage from Hollywood, but showed need for still more improvement.

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BLUE (?) NOTE: Biggest laugh at the CBS color demonstrations in Washington last week was provided by Bette Cannon, Alexandria, Va., dancing teacher, when she lost her skirt during a tap routine to reveal a short pair of deep-blue panties. A nervous soul in the control room blacked out the program immediately to the accompaniment of a hearty roar from the assembled experts. . . About 150 merchants in Long Island City have given up the fight against Milton Berle and will close their stores Tuesday nites. A resolution by their trade association said "most of the residents spend Tuesday evenings viewing (the Berle show) . . and very little thought is given to shopping."

THE THREE New York stations which, with WNBT, underwrote the special Pulse study on the first Series game, are hopping mad because NBC released the figures to the press. . . . Shot of Dave Garroway chopping the coax in the current issue of Life pictures him as a dead ringer for Gary Cooper. . . . Past and present diamond stars are finding new careers in video as a result of the Series. Jackie Robinson is doing a daily stint on WJZTV, while Chief Bender and George Earnshaw, former Philadelphia hurlers, are on a daily pre-game show over WCAU-TV.

### PICTURE OF THE WEEK



Dr. Frank Stanton, CBS President (left), explains CBS color television camera to FCC Chairman Wayne Coy at official demonstration of the color system at the Carlton Hotel Grand Ballroom in Washington, D. C. Temporary video studio was set up in a parlor of the hotel

## The Week In Television

#### Network Shows Color At FCC Hearing

It was CBS' turn in the FCC spotlight at the color hearings in Washington. The web demonstrated its color system on the AT&T booknp between Washington and New York, with little or no loss in picture quality. Prexy Frank Stanton inged immediate adoption of the best color system, said Columbia's is "ready today" and the most economical... NBC announced rate increases up to 40 per cent for 22 of its affiliates and the move was seen as forerunner of a general rate boost for the entire industry. Increases in all cases are based on rapidly growing number of receivers in circulation... Negotiations between SAG and the Eastern talent unions reached a stalemate, with SAG refusing to join the proposed "Television Authority" and threatening a withdrawal from AAAA if its jurisdiction is affected... Pool coverage of the World Series was carried by 54 stations in 29 cities for a total estimated andience of between 17 and 20 million... AFM prexy James C. Petrillo, meeting with agencies and producers, said that a scale for musicians employed in TV films will be sent ont this week and indicated that he will demand a royalty payment to the union for each airing of these films.

#### NetDemonstration Concluded; RCA Starts Today

(Continued from Page 1) with the skies leaden and the light poor, and with a heavy rain pouring down on the Roosevelt and Western Reserve high school junior varsities which participated in the scrimmage.

Nonetheless, the pictures received on the Carlton ballroom receivers were bright and easily seen. There was no flicker, color fringing nor color breakup. It was interesting to note, too, that fast moving buses and automobiles in the rear flashed across the screen without color breakup. And despite the fact that the jerseys were quite similar—orange and maroon—they were easily distinguished on the color screen. That wasn't the case with the black and white picture.

Much had been made during last week's hearings about being able to follow the ball on a color screen. The football was plainly seen as it flashed to the backfield and was kicked and passed. Just to make the show more impressive, Adrian Murphy, CBS vice-president, and emcee of the demonstration, had a couple of baseball players toss a ball around and hit it. The white ball was just as clearly seen as it would be on a black-and-white screen.

As in Thursday's demonstration, RCA was silent all through the tests, apparently willing to state its own case today at the Washington Hotel demonstration it is putting on for

Not till today's demonstration will anybody but a few RCA executives, outside of the engineers who worked on the system, be able to see RCA color video.

#### New DuM 19-Inch Sets To Sell For \$495, Up

Introduction of three new DuMont receivers featuring the firm's recently-developed 19-inch short-necked tube was announced over the weekend by Ernest Marx, general manager of receiver sales. Lowest priced set in the new line, now being delivered to dealers, lists at \$495. The other two models are priced at \$545 and \$645. All three are console models.

#### Named WGN-TV Director

Chicago—Ernest Lucas, formerly film editor of the WGN-TV Chicagoland Newsreel, has joined the station's program department as director. His first assignment will be the Chicagoland Mystery Players.

# Trammell Heads NBC Board: McConnell Named Web Pres. spring of the happy gang sings, plays

(Continued from Page 1)

of NBC came with dramatic suddenness on Friday morning. Rumors had been current in radio for some time that he might retire as president. However the dopesters had not included the name of McConnell as the probable successor to President Trammell.

Has Impressive Background

McConnell, who was elected executive vice-president of RCA last July, will bring to the NBC presidency an impressive record of accomplishments as a lawyer, finance executive and administrator.

He was vice-president in charge of finance of RCA prior to becoming executive vice-president and has been associated with the corporation since 1941. In that year, he joined the Legal Department of the RCA Manufacturing Company, now the RCA Victor division. He became General Counsel of the organization in 1942, and three years later he was elected vice-president and general attorney of the RCA Victor division. From April. 1947, to January, 1949, he served the same division as vicepresident in charge of Law and Finance.

A native of Davidson, N. C., Mc-Connell was graduated from Davidson college in 1927. In 1931, he received a Law degree from the University of Virginia. He practiced law in West Palm Beach, Fla., and in Charlotte, N. C.

In 1935, McConnell became an associate in the New York law firm Cotton, Franklin, Wright and Gordon (now Cahill, Gordon, Zachry & Reindel), where he specialized in legal phases of government regulation of corporate enterprises. He is a member of the Phi Beta Kappa and Kappa Alpha fraternities.

Trammell Issues Statement

Trammell, in recommending the appointment of McConnell as president of the network, issued the following statement:

'For some time it has been evident that with the rapid development of television and the changes in radio broadcasting technique, I could better serve the interests of the National Broadcasting Company by being relieved of administrative

#### Fair Trade Manufacturers Spend \$318,124,185 In '48

Manufacturers in 12 fields in which fair trade is prevelant, spent \$381,124,185 on national advertising in radio, newspapers and magazines during 1948, it was announced in a memorandum on "Fair Trade and Priccs" released Friday by Dr. John W. Dargavel, chairman of the Bureau of Education on Fair Trade. This amount constitutes 41 per cent these three media, Dr. Dargavel said. former Ruth Homond.

relinquishing the post as president duties and be able to devote more of my time to client, talent and station relations in both radio and television. In selecting Mr. McConnell to be President of the National Broadcasting Company, I am confident he will contribute materially to the continued success of our operations in the changing era ahead. Mr. McConnell, who is forty-three years of age, has been associated with the operations of RCA for the past twelve years. He has had successful experience in finance, law and business administration. Prior to his election today as President of the National Broadcasting Company, Mr. McConnell was Executive Vice-President of RCA and worked closely with NBC in dealing with its expanded business problems. Mr. Mc-Connell is thoroughly familiar with our operations and personnel and his election, I know, will be enthusiastically applauded within and outside the Company.'

General Sarnoff Comments

General Sarnoff, who is vacating the chairmanship of the NBC board in favor of Trammell, said:

"The step was taken because we agreed with Mr. Trammell's view that expansion of the broadcasting business which the growth of television makes possible and changing conditions in the industry, required him to be freed from administrative duties so that he can give more of his time to talent, client and station relations, and to the major developments of the Company. My interest in NBC continues as heretofore and I remain a member of its Board of Directors."

Became President in 1940

Trammell has been president of NBC since July 1940, and has held important executive positions in NBC and RCA for more than twenty-six years. Mr. Trammell joined RCA in San Francisco in April, 1923, and transferred to the National Broadcasting Company in March, 1928, as a salesman. In May, 1928, he was made Manager and Vice-President of the Central Division with headquarters in Chicago. In December, 1938, he was made Executive Vice-President of the Company in New York.

#### Bunche Talk On WQXR Scheduled For October 14

Dr. Ralph Bunche, of the United Nations staff, will be heard exclusively over WQXR, New York, in an address on "A World Unity of People" at the Harlem YWCA on Friday, Oct. 14, 9:30-9:45 p.m.

#### Stork News

Dan Morley, program director of Bruce Chapman Productions, is the of the over-all total of \$922,358,413 father of a girl, Linda, born Oct. 3 spent for national advertising in in New York. Mrs. Morley is the



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# And Here's the Proof.

. . . FROM A LISTENER:

"May God bless each member of your cast in your efforts to cheer us and make our lives a little brighter.

N.M.L., Norwood, N. Y.

. . . FROM AN AGENCY:

"I was not surprised when surveys taken in six cities gave the Happy Gang show a first in five out of six markets.

Mary R. Miller, Radio Director,

Newman, Lynde & Associates Inc.

FROM A SPONSOR:

"Happy Gang sponsors will find themselves featuring a show that's sure to bring favourable comment, friends, contacts and best of all-increased sales." **Foremost Dairies** 

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