



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 7

NEW YORK, TUESDAY, OCTOBER 11, 1949

TEN CENTS

RCA HAS NEW COLOR-TV TUBE IN WORK

FCC Announces Days For Analysis 'Week'

Washington Bureau of RADIO DAILY
Washington—The FCC yesterday announced the dates for program log analyses to be covered by broadcasters whose license renewal applications are due next year.

Program information must be included covering a composite week including the following days in 1949; Monday, January 17; Tuesday, March 1; Wednesday, April 6, Thursday, May 12; Friday, July 22; Saturday, Sept. 10; Sunday, Oct. 9.

Move To Double Set Fee In Canada Is Protested

Montreal — Liberal members of Parliament have protested against a proposal to double the present license fee of \$2.50 on radio sets. A. D. Dunton, CBS chairman, has said that unless the CBS obtains more revenue it will not be able to carry on present services.

During recent hearings on this subject before the Royal Commission there were suggestions that the needed revenue be supplied through a statutory grant by Parliament, in the same way that the Government

(Continued on Page 2)

KTSA Stock Transfer Completed To Express

San Antonio, Texas—Final transfer of stock in KTSA and KTSA-FM, to the Express Publishing Co., has been made, according to an announcement made here following a final meeting held in Dallas, where final arrangements were completed. Purchase price was \$450,000.

The transfer was made from the

(Continued on Page 2)

Not So Tough

Oklahoma City—On one of WKY-TV's regular weekly wrestling telecasts were fifty handicapped boys who have been attending the matches as guests of the promoter. Immediately after the telecast 21 persons, following an example set by one of the wrestlers, pledged \$10 apiece to buy YMCA memberships for the boys.

No Paper Tomorrow

Tomorrow, October 12, is Columbus Day, celebrated in most of the states of the Union as a legal holiday. In observance, RADIO DAILY will not be published.

CBS White Collarites Request Pact Parley

The CBS chapter of the United Office and Professional Workers of America (CIO) has asked network officials to meet with union representatives "immediately" to resolve contract differences.

The letter was mailed Friday by the union's steering committee to CBS board chairman William S. Paley, president Frank Stanton, and vice-presidents Joseph H. Ream, Lawrence W. Lowman, and Howard L. Hausman. The contract dispute involves NLRB certification, wages, working conditions, job security, and other issues. The present UOPWA-CBS pact expires Dec. 1.

Receiver-Tube Sales Up Sharply In August

Washington Bureau of RADIO DAILY

Washington—RMA has announced that radio tube sales rose sharply in August, to a total of 13,505,940, compared with only 10,117,925 in July. The August, 1948, total was a booming 16,722,177 units, however.

Of the August sales this year, 9,659,033 were for new sets, 2,788,824 for replacements, 779,811 for export, 278,272 for Government agencies.

Int'l Group To Consider Ban On Canned Music In AM-TV

(By Cable)

Geneva—A proposal that all canned music in TV, radio and films, be abolished will be offered at a meeting here of the advisory committee of the International Labor Office on Oct. 24. On the agenda of the meeting is a discussion of the rights of performers who record. It is understood that all forms of the reproduction of sound will come up for consideration.

In Experimental Stage; Will Be Ready In 6-12 Months, Firm Tells FCC At Video Session In Capital

By FRANK BURKE
Editor, RADIO DAILY

Washington—Revealing that Radio Corporation of America now has in the process of development a new tube for television sets capable of receiving color television, Dr. Elmer W. Engstrom, vice-president in charge of research for RCA Laboratories, gave a progress report on color TV to members of the FCC and television experts assembled at

(Continued on Page 7)

High Power FM 'Era' Predicted By Ware

Washington Bureau of RADIO DAILY

Washington — FM's "low-power era" is at an end, FMA president William E. Ware said last week. He pointed to the licensing by the FCC of 30 FM stations to operate at full-power—three at 50 kw or more, two at 40 kw or more and five at 20 kw or more.

This means, said Ware, that "new areas will be opened up where the

(Continued on Page 6)

Record Total Of Stations Air Gov't Market Reports

Washington Bureau of RADIO DAILY

Washington—A total of 1,137 stations—including 76 FMers—are now carrying Government farm market reports, a survey just completed by the Department of Agriculture reveals. This is 58 more than carried

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4-A Central Council Will Meet In Chicago

Chicago—The central council of the American Assn. of Advertising Agencies will hold a two-day meeting at the Drake Hotel on Thursday and Friday, with problems of merger

(Continued on Page 3)

Cards Urge Sponsors To Drop WBT Support

National advertisers on WBT, Charlotte, N. C., have received hundreds of penny postcards, signed apparently by local citizens, urging the dropping of commercials over the station because 10 engineers have been "unjustly discharged for union activity."

The cards, which were addressed with rubber stamps to the sponsor-

(Continued on Page 2)

Colman Records Show For United Nations Day

West Coast Bureau of RADIO DAILY
Hollywood—Ronald Colman yesterday recorded a special 15-minute transcribed show for use by stations throughout the country in connection with the celebration of United Nations Day, Oct. 24.

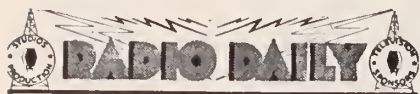
The transcriptions, which will be

(Continued on Page 2)

Service

The entire two-hour long ABC program, "Kate Smith Calls," last night was devoted to a special salute to Red Feather campaigns of 1,250 Community Chests now raising funds for the support of 14,000 health and welfare services throughout the United States and Canada. Contributions of \$100 each were made to nine cities.

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Vol. 49, No. 7 Tues., Oct. 11, 1949 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Postage free) United States (other than California) \$10.00 one year; California, \$15.00. Foreign, \$15.00. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

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 Phone: Wisconsin 3271
CHICAGO BUREAU
 Hal Tate, Manager,
 360 No. Michigan Ave.
 Phone: Randolph 6-6650
 Phone: Riverside 5491
SOUTHWEST BUREAU
 Paul Girard, Manager
 Tower Petroleum Bldg.,
 Dallas, Texas
 Phone: Riverside 3518-9

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

FINANCIAL

(October 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	7 1/2	7 1/8	7 1/2	+ 1/8
Admiral Corp.	26 3/4	25 7/8	26 3/4
Am. Tel. & Tel.	143 1/2	143 3/8
CBS A	22 1/2	22 1/2	22 1/2	+ 1/4
CBS B	22 1/2	22	22 1/2	+ 1/2
Philco	31 1/4	30 3/4	30 3/4
RCA Common	12 3/8	12 1/4	12 1/4	- 1/4
RCA 1st pfd.	73 1/2	73 1/2	73 1/2	+ 1/2
Stewart-Warner	12 1/2	12 1/4	12 1/4	- 1/4
Westinghouse	26 3/4	26 1/4	26 3/4
Westinghouse pfd.	101 1/8	101	101	- 7/8
Zenith Radio	27 7/8	27 5/8	27 5/8	- 3/8
NEW YORK CURB EXCHANGE				
Nat. Union Radio	2 7/8	2 3/4	2 7/8	+ 1/4
OVER THE COUNTER				
DuMont Lab.	14 1/4	14 1/4	15 1/4
Stromberg-Carlson	12	12	13 1/2

WRQN Now WVOP

Vidalia, Ga.—WRQN, Vidalia, has changed its call letters to WVOP, for "Voice of Progress." The station operates full-time with 250 watts on 1450 kc.

AD AGENCY
RADIO — TV PACKAGE PRODUCERS
 Immediately available as Radio-TV production assistant and/or Man Friday to busy Radio-TV producer. Four years similar experience with top N. Y. agency. Write RADIO DAILY, Box 277, 1501 Broadway, N. Y. C.

KGW
KGW-FM
 PORTLAND, OREGON
 AFFILIATED WITH
 REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

KTSA Stock Transfer Completed To Express

(Continued from Page 1)

Taylor Radio and Television Corp. which had an option to buy all the stock in the Sunshine Broadcasting Co., former owner of KTSA and KTSA-FM, local CBS affiliate.

Representing the Express Publishing Co. at the meeting were Frank G. Huntress, Jr., Leroy Denman, Jr., and Charles D. Lutz. Sunshine was represented by Gene A. Howe and Taylor was represented by O. L. Taylor.

Move To Double Set Fee In Canada Is Protested

(Continued from Page 1)

covers the deficits of the publicly-owned Canadian National Railways and Trans-Canada Air Lines. It is considered doubtful whether any Government decision will be announced before next year.

Edgar P. Kampf

Edgar P. Kampf, DuMont sound engineer and husband of Idella Grindley Kampf, a program supervisor for the Mutual network, died suddenly at 7 a.m. yesterday following a lengthy illness. Funeral services will be held tomorrow at 10:30 a.m. in the chapel of St. Bartholomew's Church, Park Avenue at 50th Street.

The deceased formerly was a sound engineer at NBC and president of Time Abroad Recording Company. He served in the Navy during the war as supersonic specialist and as author of several training manuals on the subject.

Recording Deal Set

Chicago—According to an announcement made here by William Putnam, president of Universal Records, all masters of his company are being leased to London Records. This includes all the Harmonicats recordings, and the Al Morgan recordings, including his "Jealous Heart," together with the forthcoming recording reported to be better than the Harmonicats' "Peg O' My Heart"—Frann Weigle's multiple voice recording of "Rockin' Chair" and "Diary Of Broken Dreams." London Records will also have the option of first choice of all forthcoming releases made by Universal Records.

For **SALES MAGIC** in the "MAGIC CIRCLE" Hire **WIBW**
 The Voice of Kansas TOPEKA
 BEN LUDY, General Manager

Colman Records Show For United Nations Day

(Continued from Page 1)

sent out to stations this week, were contributed by RCA to the National Citizens Committee on UN Day. The show is produced by the UN Radio Division.

The program will include statements by Mrs. F. D. Roosevelt, Ralph Bunche and Eddie Rickenbacker.

Colman will act as narrator.

Hooper Makes Change In Method Of Reporting

The method of reporting Program Hooperatings, as contained in the Hooper Pocketpiece, will be changed effective Nov. 1 "so that comparability with the past, present and future in ratings will be maintained despite TV," C. E. Hooper announced today.

Three New Columns Planned

Three new columns of information will appear on each page of the Pocketpiece replacing the "Sets-In-Use" column. These will be titled "Broadcast Audience Index" (radio and/or TV homes using sets); "TV Audience Index" (TV use in TV homes identified in the random sample); "Radio Audience Index" (radio use in radio homes identified in the random sample).

Cards Urge Sponsors To Drop WBT Support

(Continued from Page 1)

ing companies without indicating any specific officials, contained a form text signed by various persons at different addresses. There was no reference to any union or labor official on the cards.

The text follows:

"It is my understanding the management of radio station WBT has unjustly discharged ten engineers for union activity. Such action is inexcusable. The Union states they are agreeable to letting an impartial arbitrator decide whether the company's action was justified, but WBT refuses to arbitrate. I am sure that you agree with me that no respectable company would take such an attitude towards its employees. As one who uses your product I request that you discontinue your support of the Jefferson Standard Broadcasting Company by refusing to advertise over its facilities.
 Thank you"

One advertiser over the station, Griffin Manufacturing Co. of Brooklyn, N. Y., disclosed that it received between 60 and 75 of the cards throughout last week.

Wrong bailiwick



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

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

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

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

WITH
 BALTIMORE, MARYLAND
 Tom Tinsley, President • Represented by Headley-Reed

End 'Canned' Music, Says Int'l Labor Unit

(Continued from Page 1)

committee for the consideration of a proposal to do away with canned music for screen, TV and radio. Doubt was expressed that the proposal would find acceptance.

London — British film producers take a most serious view of the ILO advisory committee to abolish all "canned" music in film production, broadcasting and television. Should the proposal be accepted, they predict production costs would rise by thousands of pounds, with newsreels hard hit and second-feature production all but eliminated.

British delegation to the Geneva meeting will include Hardy Ratcliffe, secretary of the musicians union, who goes over for the Trades Union Council as a technical adviser, and probably a leading member of the British Film Producers Association.

Allan Brown Joins WINS

Allan Brown, formerly of WMMW, Meriden, Conn., has joined WINS, New York as morning man handling the 8:30-9 a.m. record and comment show. His regular WMMW program will continue to be aired for a time by transcription, in response to listeners' requests.

Dorothy, The First

Dorothy Kirsten, star of "Light Up Time" with Frank Sinatra on NBC, and a leading soprano of the Metropolitan Opera Assn., has been named Queen of the First Annual Tobacco Bowl Festival, to be held in Richmond, Va., starting on Oct. 12.

Edna Barnes Joins Lang-Worth

Edna Barnes, record librarian for WCBS for the past eight years, has just been added to the staff of Lang-Worth Feature Programs, Inc. As assistant to Winifred O'Keefe, vice-president in charge of Artists and Repertoire, Miss Barnes will work on music research, copyright data and the new catalog to be issued concurrently with the New Lang-Worth 8-inch Transcription Library. Prior to joining CBS, in 1940, Miss Barnes enjoyed a long and interesting career as a concert vocalist.

1906 *Henri* 1949
CONFISEUR

FRENCH RESTAURANT
LUNCHEON from \$2.00
DINNER from \$3.00
COCKTAIL BAR

Famous French Candies
15 East 52nd St.
AIR CONDITIONED

Record Total Of Stations Air Gov't Market Reports

(Continued from Page 1)

the material a year ago, and is an all-time high. Questionnaires were sent 1,944 stations, with 1473 replying. Of the 1,137 which carry the reports, 1,032 reported carrying live-stock market news regularly, 548 reported carrying fruit and vegetable data, 600 grain and hay, 782 dairy and poultry, 235 cotton and 37 tobacco.

Regional Football Web Set In West Virginia

Morgantown, W. Va. — Thirteen radio stations in West Virginia are carrying West Virginia University football games this fall over the Mountaineer Football Network. Announcer for the games, which are originated at home and abroad by Radio Station WAJR, of Morgantown, is Jack Fleming. Bos Johnson is the color man.

Stations being fed by WAJR on the network are: WWVA, in Wheeling; WMMN, in Fairmont; WBLK, in Clarksburg; WPAR, in Parkersburg; WCAW, in Charleston; WCFC-FM, in Beckley; WLOH, in Princeton; WLOG, in Logan; WBRW, in Welch; WOAY-FM, in Oak Hill; WRON, in Ronceverte; and WEPM, in Martinsburg.

A similar network is planned for the basketball season following the gridiron period.

Richard Rawls Named To ABC Sta. Relations

Richard B. Rawls, manager of television operations for ABC since January, 1946, has joined the stations relations department, where he will concentrate on television activities.

Rawls was manager of studio operations in New York for CBS-TV from 1939 to 1943, and has had extensive experience in the legitimate theater.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES in

- ENGLISH
- JEWISH
- ITALIAN

3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA

Send for WHO'S WHO Among Advertisers on WEVD

WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 19

Baking Company Signed For Football Sponsorship

Nashville—Contract for the broadcast of all 1949 Vanderbilt University football games over WSM was signed last week by the American Bread Company of Nashville. Full coverage—at home and away—of all ten Vanderbilt games will be given by WSM sportscaster Dave Overton and crew.

Irving Waugh, WSM commercial manager, closed the deal just before the season opened, with Bernard Evans, president of American Bread. The sponsor, a Nashville owned firm, bakes Holsum bread and Holsum cakes. This schedule of football broadcasts over WSM makes radio sports a year-round affair for Holsum, as they were already sponsoring Vanderbilt basketball games and the full season of Southern Association baseball with the Nashville vols.

Recording KMPC Show

Hollywood—Roddy McDowall is recording his daily radio show on KMPC which will be transcribed during November when he will be on location as star of his new Monogram film, "Killer Shark." The 30-minute Roddy McDowall Show is released at 4:30 p.m., Mondays through Fridays. Tomorrow night at 7 o'clock he does a guest stint at CBS's Hallmark Show.

4-A Central Council To Meet In Chicago

(Continued from Page 1)

chandising and financing prominent on the agenda.

Friday's open session will be preceded by a management parley Thursday afternoon, with Frederic R. Gamble, 4-A president, serving as moderator. At Friday's general session William H. Alberts, head of a chain of supermarkets, will speak on "Why We Feature Nationally Advertised Brands." Fairfax Cone, Foote, Cone & Belding board chairman and 4-A vice chairman, will speak on "I Wish We Had Done These Campaigns."

Other Speakers Listed

Other scheduled speakers include Louis L. Brockway, executive vice-president of Young & Rubicam; Clarence Goshorn, president of Benton & Bowles; Harold H. Webber, FC&B vice-president; Henry W. Haupy, BBD & O vice-president; Samuel G. Barton, president of Industrial Surveys, and Enno D. Winius, president of Winius-Drescher-Brandon, St. Louis.

About 200 admen are expected to attend the Chicago conclave. Earle Ludgin, president and treasurer of the Earle Ludgin Agency, is chairman of the Central Council 4-A board of governors.

for profitable selling **INVESTIGATE**

WDEL
WILMINGTON
DELAWARE

WGAL
LANCASTER
PENNSYLVANIA

WKBO
HARRISBURG
PENNSYLVANIA

WRWA
READING
PENNSYLVANIA

WORK
YORK
PENNSYLVANIA

WEST
EASTON
PENNSYLVANIA

WDEL-TV
WILMINGTON
DELAWARE

WGAL-TV
LANCASTER
PENNSYLVANIA

STEINMAN STATIONS
Clair R. McCollough, Managing Director

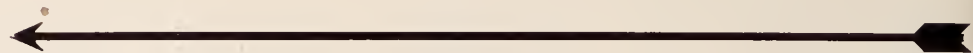
Represented by **ROBERT MEEKER ASSOCIATES**

Chicago San Francisco New York Los Angeles



A Radio Program that's

who?



WHO LISTENS TO THIS KIND OF MUSIC?

20% of the people will tune out almost everything to listen to it, and an additional 40% like to listen to it occasionally during the week . . . enough people to provide your half-hour with a sizeable audience, an audience that is responsive, articulate, and in the upper buying brackets.

WHO BUYS THE SHOW?

WOR New York, WGN Chicago, WBEN Buffalo, WCCO Minneapolis, KHJ Los Angeles, CKLW Detroit, WWDC Washington, KQV Pittsburgh, WHB Kansas City and a big list of leading stations from coast to coast.

WHO SPONSORS THE SHOW?

Banks, public utilities, loan companies, insurance companies, department stores, music stores—and even breweries, furniture outlets, drug and food chains, and many others, including many national accounts.

WHO IS DEEMS TAYLOR?

He is dean of American music, famous as a music critic and radio commentator, a gifted composer in his own right. Suffice to say that for years on end he's been intermission commentator in the New York Philharmonic Society broadcasts.

It's a "SLEEPER"

A few minutes spent reading about the "Deems Taylor Concert" will not be wasting your time, I assure you. It's the smartest, most distinctive musical program on the air today . . . five half-hours per week of the choicest recorded classical and semi-classical masterpieces, interspersed with the witty, civilized commentary of Deems Taylor, the dean of American music.

why?

WHY IS THIS A GOOD VEHICLE FOR YOUR STATION?

Because it's the best program in this field; because it's a welcome contrast to your other types of programming; because it's one of the few shows that can buck severe competition; because it will also adequately fill in that half-hour strip that's in "fringe" time; because it will get you that unusual type of sponsor that you generally cannot sell.

what?

WHAT DOES THE PROGRAM CONSIST OF?

Five half-hours a week of the best recorded music in the classical and semi-classical field—plus the transcribed commentary of Deems Taylor. We furnish everything—all the records plus the transcriptions in one neat package.

WHAT DOES THE *Deems Taylor Concert* COST?

So little, that you'll be pleasantly surprised. Write or wire for rates, descriptive literature and audition platter.

Walter Schurimmer
President

RADIO FEATURES, Inc., 75 E. Wacker Drive, Chicago 1, Illinois

High Power FM 'Era' Predicted By Ware

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public will be benefited by being able to select a greater variety of radio programs as maximum service increases." He hailed the trend among AM broadcasters to operate at maximum capacity as a hopeful note along with the "trend among the manufacturers to equip their TV sets with full-range FM, providing FM station reception.

Sees Recognition Increasing

"More and more broadcasters, as well as manufacturers," Ware said, "are beginning to recognize the powerhouse team of FM and TV."

NEED A PROGRAM DIRECTOR?

12 years experience—five as program director—on three stations, one a N.Y.C. network. Good, saleable programming — production — announcing — promotion—traffic. Fine educational background. Age 30 — married. All former employers as references.

ROBERT M. HOPE
40 East 66th St., N. Y. C.
Butterfield 8-2688



TELEVISION engineers call this the "Test Pattern" of WMAR-TV.

Set-owners call it a *sure identification* of finest in television entertainment.

Businessmen are discovering that it means the best buy in television in Maryland!

WMAR-TV

The Sunpapers Station

CHANNEL 2 • BALTIMORE, MD.



Mainly About Manhattan. . . !

● ● ● IT SEZ HERE: "Counterspy" going off the air Oct. 20th for 10 weeks. Budget trouble. . . Charlotte Manson and Dick Brown went and dood it over the weekend. . . Joe Franklin, the young man with the old records, back from a short stay on the coast transcribing interviews for his syndicated show. Expects to announce new radio-TV plans this month. . . Leo De Lyon, one of the column's pets knocked 'em dead last week at the Friars Frolic on the coast and drew three movie bids within 24 hours. . . Look-alikes: Jack Wyatt and Garry Moore. Sound-alikes: Wm. Lundigan and Geo. F. Putnam. . . Alfred Drake, whose "Anyone Can Win At Gin Rummy & Canasta" is now on the book stalls, was being kidded about it at Sardi's. "I hear," said Peter Donald, "that it was banned in Boston because there's a raw deal included in Chapter Six." . . . Bob Monroe, producer of "Take A Number," planning to make some films in N'Yawk. First on the agenda will be an adaptation of one of his "High Adventure" radio dramas. . . Geo. Jessel sez it takes two to make a marriage—a single gal and an anxious mother. . . Lester Lewis building a new TV interview stanza for World-Telly radio editor, Harriet Van Horne. What's more, he's got it practically sold. . . Goodyear bought a half-hour musical show with Paul Whiteman for ABC-TV. . . Everyone talking about Joe Hasel's great job on the pro football game Sat. between Chicago Cardinals and the Phila. Eagles. Overnight the guy's become a top pigskin caller.

☆ ☆ ☆ ☆

Pome by Irv Cahn: Bogie ain't a cavalier
For tossing Robin on her rear.

☆ ☆ ☆ ☆

● ● ● SMALL TALK: Bob Shepard, who announces such stanzas as "Counterspy," "Break the Bank," "Mr. D.A.," etc., rates emcee consideration. We still remember the high grade job he did on "Take a Number," "Golden Hope Chest" and "Battle of the Boroughs." . . . Alice Frost, of radio's "Mr. & Mrs. North" series, resuming her legit career this fall. . . Publicist Walter Kaner adapting his transcribed "Adventures in Stamps" series for TV. . . Guy Lebow narrating a series of sports shorts for high school and colleges with emphasis on sportsmanship and character building. . . One of Blanche Gaines' busiest writers is Carol Warner Gluck, who's been scripting "Mystery Theater" on CBS for over a year and recently had her first TV script on "Mr. Imagination." . . . Add IMPressions: Milton Berle: TVerrific. . . Suspense: Autolighting. . . World Series: WORfare.

☆ ☆ ☆ ☆

● ● ● Larry Schwab's favorite hobby (he's a radio ham operator) paid dividends the other p.m. when he was out in Staten Island shooting some film. The hour was getting late and the boys were getting nervous as they wanted to inform their wives they'd be home late and they were miles from any phone. But Larry, who even has a transmitter in his car, solved the problem easily. He merely called in the various wives via his set and everybody was happy.

☆ ☆ ☆ ☆

● ● ● WORLD'S SERIES THAWTS: The Bklyn Eagle gives up hard. In Monday's edition, they had the Series listed as one of the day's "best bets." . . . How about the hot Bklyn fan who kept switching channels on his TV set Sunday trying to get another score? . . . The television running commentary, in our opinion, was too cold and too BRITTLE. . . Can't understand why Mel Allen seemed to be so much in awe of R. Barber during the Series. In our book, Mel's the greatest.

☆ ☆ ☆ ☆

deliveries
are now
being made

the
revolutionary

ALTEC

21 B MINIATURE MICROPHONE

EXCLUSIVE FEATURES:

- New tonal fidelity
- Full volume range
- Omnidirectional
- No false bass



ACTUAL
SIZE

Talent deserves
to be SEEN
as well
as HEARD

ALTEC

LANSING CORPORATION

161 Sixth Avenue, New York 13, N.Y.
1161 North Vine St., Hollywood 38, Calif.

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, October 11, 1949 — TELEVISION DAILY is fully protected by register and copyright

NEW RCA COLOR-TV TUBE IN WORK

TELE TOPICS

WHEN IT WAS first announced that "Break The Bank" would move to NBC as separate AM and TV airers rather than a simulcast, it was to be assumed that video-wise, the show would improve. After all, we thought, once freed from the restrictions of radio, the show could fully utilize the potentials of the visual medium and, perhaps, become an exciting quiz show. But, alas and alack, 'twas not to be. Except for two visually-gimmicked questions, the entire affair looked exactly as it did when it was simulcast on ABC. Contestants stood uneasily before a floor mike, and Bert Parks, the frenetic emcee, continued to use a hand mike. To complete the radio picture, Parks was seen waving for applause when a question was answered correctly, and announcer Bud Collyer read his lines from a script. "Break The Bank" has the opportunity to become interesting TV, but on the opener, at least, it muffed the chance completely. . . . Sponsored by Bristol-Myers through Doherty, Clifford & Shenfield, program is written by Joe Kane, produced by Ed Wolf and directed by Jack Rubin.

IN HIS SYNDICATED COLUMN yesterday, John Crosby offered some sage advice that we think is worth repeating. "Television is in a golden age now," he said, "because it doesn't know how to be successful; it can strive only to be good. (A lot of it is very bad, but at least beads of sweat are visible even on its worst programs.) Television can't strive downward because it doesn't yet know where downward is. I hope it never attempts to find out. Radio's guiding philosophy—the counting of heads, the Hooperating—ought to be supplanted by some earnest effort to find out what is going on in those heads. Truth in television will, I'm convinced, pay the largest dividends in the end."

"YOURS TRULY, JOHNNY DOLLAR," CBS radio series, will become a TV feature from the Coast within a month, completely independent of the AM program. Charles Russell, who stars in the radio show, will play the role of the insurance investigator on video also. Program will be CBS's second Hollywood feature. The first is the Ed Wynn show which bowed on the web last week. . . . Don Arden and Ron Fletcher have been signed to choreograph and stage production numbers for the Olsen & Johnson show. Both have had extensive nite club experience. . . . Kenneth L. Carter has resigned as account exec. at WMAR-TV, Baltimore. . . . WAVE-TV, Louisville, carried the Series by special relay off the air from Cincinnati for video and a leased wire for audio. John Boyle, station director, said pictures were not as clear as regular WAVE-TV transmissions, but good enough to follow all the action.

Development Disclosed At Hearing In Washington; Firm Shows FCC Color Much Improved Over '47; Would Postpone Coaxial-Microwave Demonstration

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the Washington Hotel here yesterday.

The color picture tube, now in the experimental stage, will be perfected within the next six to twelve months and will be incorporated in the color TV receivers to be manufactured by RCA, Dr. Engstrom revealed. He said the picture tube development would simplify the construction of color TV receivers.

Prospects of the new picture tube and the disclosure that RCA has perfected a compact new field-type color TV camera highlighted the day's testimony and demonstrations of RCA. The Commission members and assembled TV experts saw transmission of electronic color from the studios of WNBW at the Wardman Park Hotel and viewed the programming on receivers set up in a ballroom of the Washington Hotel.

During the course of the hearing yesterday it was announced that RCA had asked to postpone their demonstration of color TV on the coaxial cable and microwave relays until a later date. It was explained that the delay was due to the fact that RCA television experts had not been able to complete the technical arrangements for these demonstrations at this time.

The color TV shown yesterday showed improvement over the RCA electronic system which was presented for the first time at the Princeton, N. J., laboratories two years ago. The best reception was obtained with a direct view color converter which was attached to a 10-inch standard black and white receiver. In utilizing the set for color, three 10-inch kinescopes and two dechroic mirrors were used. The picture was sharp and the reds,

blues, and greens seemed to register well.

Consensus of opinion among TV experts in attendance yesterday was that RCA had progressed a great deal in the development of color TV but that the system was not perfected enough for commercial acceptance at this time.

During the demonstration Dr. Engstrom emphasized that it was a compatible system. He illustrated the point by showing how conventional black and white receivers could receive the color transmissions in black and white without any modifications. However when the color transmission was received on a black and white receiver the contrast quality of the picture seemed to diminish.

Engstrom declared that a viewer of a new color set receiving programs in color, will, when the broadcaster changes from color to black-and-white transmission, see black-and-white pictures without making any changes in his receiver.

The atmosphere of the hearing was reminiscent of the black and white-color TV controversy that raged three years ago. Most of the same personalities who figured then are on hand now and the side-by-side comparative demonstrations of CBS, RCA and Color Television, Inc., scheduled for November may be the climatic event that will tell the story of whether or not color TV is commercially acceptable at this time. CBS experts contend that it is; RCA lets the demonstrations speak for themselves. One thing certain is that the FCC is on the spot and must take some decisive action on the question within the next few months.

Mfr. Scores FCC, Says Industry Should Decide Color Question

Chicago—Bill Halligan, president of the Hallicrafters Radio Corporation, who was one of the guest speakers at the Chicago Television Council luncheon meeting here last week, lashed out at the FCC saying that the radio and television industry itself should decide on color TV and not the Commission.

Halligan said there seems to be a conception that set manufacturers are retarding progress in the industry and said that nothing could be

further from the truth. He contended that he and all the other manufacturers should come out with color as quickly as possible. Halligan and other set manufacturers said that they would like to see better programming in the summer, feeling that it would benefit the entire industry and would lead to an increase in sales of TV sets during the slow summer period.

Other television set manufacturing heads also spoke.

Business-Like Debut For WOR-TV Tonight

WOR-TV begins scheduled television programs on Channel 9 tonight at 6:55 p.m. with "no bright lights, no fanfare." The station is the seventh FCC-authorized station to go on the air in the Metropolitan area. However, according to Julius F. Seebach, Jr., vice-president in charge of programs, WOR-TV will dispense with pre-opening ceremonies.

WOR-TV's first evening of scheduled programming ends at 9 p.m., and following this, three of the station's executives will talk briefly about the new station's operating and programming policies. Theodore C. Streibert, WOR and WOR-TV president; J. R. Poppele, vice-president in charge of engineering, and Seebach are scheduled to appear.

WFIL Will Launch In-School Programs

Philadelphia—WFIL-TV will preview its in-school television programming before the entire administrative staff of the local Board of Education on Wednesday. On Friday, Oct. 14, the station will telecast the first of its in-school programs, starting at 2 p.m.

The preview, to be produced via closed circuit, will utilize six large TV screens lent by RCA Victor to WFIL-TV for the demonstration. At present six Philadelphia public schools are equipped with video receivers. Fifty additional sets will be lent by RCA Victor and the Philco Corp. for use during the 1949-1950 school year.

Friday's preview will consist of two programs—"Your Philadelphia," a civic series, and "Science is Fun," which features actual scientific demonstrations.

Three Sponsors Sign For Vanity Fair Show

Three Weintraub agency accounts—Seeman Brothers (Air Wick), Maiden Form Brassieres and Robeson Cutlery—have signed with CBS for 10-minute segments of Dorothy Doan's "Vanity Fair," daytime women's show, on WCBS-TV, New York; WCAU-TV, Philadelphia, and WOIC, Washington, beginning Oct. 17. Seeman and Maiden Form will participate Mondays, Wednesdays and Fridays, and Robeson Tuesdays and Thursdays.

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