



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 8

NEW YORK, THURSDAY, OCTOBER 13, 1949

TEN CENTS

## ADVERTISING OUTLOOK REPORTED GOOD

### NARBA Meets Again After Holiday Recess

Montreal — Scheduled formal meetings of the North American Regional Broadcasting Agreement Conference were cancelled Monday to let delegates participate in Canada's national Thanksgiving Day celebrations.

Rosel H. Hyde, chairman of the United States delegation and member of the FCC said, "We decided to cancel formal meetings in honor of the Canadian holiday but a few technical groups carried on with

(Continued on Page 5)

### Flanagan To Plug Radio In Augusta, Me., Speech

Augusta, Me. — T. F. Flanagan, managing director of the National Assn. of Radio Station Representatives, will appear before the Maine Development Commission today for the purpose of presenting "the advantages" of spot radio for advertising this state's recreational facilities.

The Commission is a governor-appointed body whose function it is to publicize the State of Maine as the "vacation land" of the United States.

### McCann-Erickson Names Wolfe To The Copy Post

Charles Hull Wolfe has been named director of radio and television copy for McCann-Erickson, Inc.

He was formerly assistant director of BBD&O's copy department and director of the agency's radio-video testing bureau. He is the author of the recently-published book, "Modern Radio Advertising."

#### Mass Appeal

A rebroadcast Monday over WNYC, New York, of a talk on "How To Live a Hundred Years Happily" drew one of the biggest mail responses in the history of the city-owned station. The talk was originally made by Dr. John A. Schindler of Monroe, Wis., over WHA, Madison, and recorded for distribution to other non-commercial stations.

#### From A To Z

Four hundred members of Congress have accepted invitations from RCA to attend the color TV demonstrations this week at the Washington Hotel. The legislators have been invited alphabetically. Those from "A to K" will view the TV showing today and the "K to Z" group will attend tomorrow. On Tuesday top government executives including members of the Cabinet and the United States Supreme Court attended the showing.

### TV Parleys Soon Aim Of N. Y. AFRA

With or without the participation of the West Coast talent unions, AFRA and the other eastern members of the 4-A's are pushing toward the inauguration this season of negotiations for a TV talent scale. This was indicated by an editorial in the current issue of "Stand By!" official organ of the AFRA New York local.

"There is less time than ever for

(Continued on Page 7)

### Bess Named Vice-Prexy Of WPAT In Paterson

Herman Bess, formerly general manager of WLIB, has been named vice-president in charge of sales and programming for WPAT, Paterson, N. J., Dow H. Drukker, Jr., president of the North Jersey Broadcasting Company, announced yesterday. Bess will work with James V. Cos-

(Continued on Page 5)

## High Court Upholds Judge In KFI 'Discrimination' Case

Washington Bureau of RADIO DAILY

Washington—The Supreme Court has upheld the right of a trial judge to grant favors regarding trial coverage to one broadcaster which he did not grant to another. The Court refused to review the complaint of KFI, Los Angeles, that Orange County, Calif., Superior Court Judge Kenneth E. Morrison had "with intentional, purposeful discrimination" granted KVOE, Santa Ana, exclu-

### ANA Survey Reveals Budget Increases In Several Fields; Researcher Cites Radio's Importance As Medium

#### Inter-Amer. Group Board Meets Friday

The three-day meeting of the board of directors of the Inter-American Association of Broadcasters (AIR) will get under way tomorrow at the Waldorf-Astoria Hotel with three main points on the agenda: the selection of a site for the AIR's next general assembly; the reading of a report by Lorenzo Balerio Sicco of Uruguay on his Latin American tour, and a discus-

(Continued on Page 2)

#### Paley Going To Coast For CBS Conferences

Hollywood — William S. Paley, chairman of the board of CBS, will arrive in Hollywood on next Monday for two weeks of conferences at Columbia Square headquarters of the network. While here he will

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#### NAB Issues Fourth Engineering Handbook

The fourth and greatly enlarged edition of the NAB's Engineering Handbook has been mailed to all member stations.

A second mailing to engineers and

(Continued on Page 5)

Most national advertisers will maintain their advertising budgets for next year at 1949 levels, and some will increase their budgets to meet stronger competition, according to a report on Monday at the opening of the ANA's 40th annual meeting, held at the Waldorf-Astoria, New York. These fig-

(Continued on Page 8)

### ABC Sales Executives Given New Web Posts

Harold B. Day, formerly cooperative program sales manager for ABC, has been named to the newly created post of director of radio and television sales development with the ABC Spot Sales Department and Ludwig W. Simmel, who has been business manager of the network's Cooperative Program Department, has been named manager of ABC's Cooperative Program Department.

The realignment of executive

(Continued on Page 5)

### 'Sam Spade,' 'Whistler' Lead Pacific Hoopers

"Adventures of Sam Spade," "The Whistler," and "Truth or Consequences" ranked one-two-three in the Pacific Program Hooperatings for September, just released.

Other leaders, in order, were "Ra-

(Continued on Page 5)

#### Politically-Minded

A Brooklyn funeral director, A. R. Hernandez, in the person of a private citizen, purchased a series of Spanish-language spots on WLIB urging New Yorkers to "do it now! Register today! Do Not wait for tomorrow! Persons voting for the first time will have to pass a mental test. But do not be afraid of this," the mortician advises.

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SOUTHWEST BUREAU
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Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL (October 11)

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, Philco pfd., RCA Common, Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio, NEW YORK CURB EXCHANGE, OVER THE COUNTER.

Wedding Bells
Marcia Durant, narrative script writer for CBS-TV's "People's Platform," was married to Robert McKesson Liles, member of the United Press city news staff on Friday, Oct. 7.
Also married this past weekend were Charlotte Manson of CBS' "This Is Nora Drake" and Dick Brown, singer on "Stop the Music."

RCA INSTITUTES, INC. A Service of Radio Corporation of America. One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry. Our graduates have 1st Class Telephone License. Address inquiries to Placement Director RCA INSTITUTES, Inc. 350 W. 4th St., New York 14, N. Y.

Manuals For Contest On Democracy Out

The Voice of Democracy Committee has mailed out manuals of procedures and rules for the third annual contest for the best broadcast scripts by high school students to all NAB stations, 28,000 public, private and parochial high schools, and Junior Chamber of Commerce chapters.

The contest, directed by the Committee of the three sponsors, the NAB, the RMA and the U. S. Junior Chamber of Commerce, will be held as a feature of National Radio and Television Week, Oct. 30-Nov. 5. Students in the 10th, 11th and 12th grades of high school are eligible. The awards will consist of four scholarships to the national winners who write and voice the best radio scripts on the subject, "I Speak for Democracy."

NAB member station will receive, after Oct. 15, special five-minute transcribed programs, featuring James Stewart, NAB president Justin Miller, U. S. Commissioner of Education, Earl J. McGrath, 1947 contest winner Janet Geister and 1948 contest winner Charles Kuralt, for scheduling during National Radio and Television Week as guides for students competing.

As in previous years, the winners of the 1949 contest will be given, in addition to their scholarship awards, a week in Washington climaxed by the national awards luncheon. In the first two years, awards were made at the luncheon by former Attorney General Tom C. Clark, in nation-wide broadcasts.

Contests begin during National Radio and Television Week in the high school eliminations, after which community competitions pick winners to compete by transcription in the state contests. NAB member stations transcribe the winning scripts, in the winners' own voices, and all entries are judged by these recordings throughout the remainder of the national contest.

Community winners are to be announced on Nov. 12, and state winners by Nov. 26. The schedule calls for the announcement of the four co-equal national winners on Dec. 15.

The four students will be brought to Washington for the week of Feb. 20 next year, and the awards luncheon, attended by national celebrities, will be held on Washington's birthday.

Last year's contest, the second in the annual series, drew more than a quarter of a million contestants in 48 states, the District of Columbia, Alaska, and the Hawaiian Islands.

Join WFIL Sales Staff

Philadelphia—Irving F. Teetsell and Charles J. Hoban have joined the sales staff of WFIL, the Philadelphia Inquirer station. Teetsell formerly was with WFPG, Atlantic City, as sales manager and general manager. Hoban is a veteran of 30 years in selling, advertising, merchandising, and sales promotion.

Inter-American Group Board Meets Tomorrow

(Continued from Page 1)
Sion on the commercial broadcasting of government owned and operated stations.

Scheduled to be present at the meeting (open only to board members), in addition to Balerio, are: board president Goar Mestre, Emilio Azcarraga of Mexico, Eneas Machado de Assis of Brazil and Gilmore N. Nunn of the Nunn stations in Kentucky.

19th Year As Sponsor

V. La Rosa and Sons, extensive users of Italian-language radio time throughout the Northeast, are now going into their nineteenth year of broadcast on WOV at the same hour Monday through Saturday—12:30 to 1:00 p.m. La Rosa are leading manufacturers of macaroni products, with plants in Brooklyn, Danielson, Connecticut, and an ultra modern establishment under construction in Philadelphia.

YMCA-Day Show On MBS

The Mutual network on Saturday will carry from the Hollywood Bowl in Los Angeles a special half-hour show planned as a salute to YMCA Day on that date. Ten thousand teen-agers will listen to entertainment supplied by radio and screen stars. The program will be heard from 2-2:30 p.m., EST.

COMING and GOING

EMILIO AZCARRAGA, director of Radio Programas de Mexico, XEW and XEQ, to New York to attend the meetings of the Inter-American Broadcasters Association.

CURT ADAMS, station relations representative for NBC, leaving for Kansas City, where on Sunday he'll attend the opening ceremonies of WDAF-TV.

BILL LEONARD, of "This Is New York" on WCBS, returned Monday from London, where he spent the week-end gathering material for his program.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, on Saturday will be in Washington to attend the outing given by the FCC Bar Association at the estate of Horace Lohnes in Vienna, Va.

JOHNNY OLSEN off for Richmond, Va., to broadcast his "Ladies Be Seated" program at Virginia's first Tobacco Bowl Festival.

CLAUDE H. FRAZIER, commercial manager of WAGA, Atlanta, is back at the station following a trip to New York for confabs with his station reps and with Tom Harker, national sales manager of the Fort Industry Company.

MADelyn WHITE, of the CBS television department in New York, vacationing in Mexico City.

BERT LOWN, of Associated Program Service, back from Dallas and Memphis, where he attended regional meetings of the NAB.

ALFRED E. ANSCOMBE, public relations director of WKBW, Buffalo, N. Y., is at Long Beach, Cal., attending the convention of the Air Reserve Association.

"Hey, Mom, can I go Swimming?"
That seems to be the question the baby polar bear is whispering to its mother. The cub is just two months old, and feels that it's high time to take the first plunge.
Are you ready to plunge into the rich Baltimore market for profitable sales? There's an easy, economical way to do it, you know—by advertising on W-I-T-H.
A little bit of money goes a long, long way on W-I-T-H. For this is the station that delivers more listeners-per-dollar than any other station in town.
Your Headley-Reed man will gladly give you all the dope.
WITH BALTIMORE, MARYLAND
Tom Tinsley, President • Represented by Headley-Reed

## KFI Loses Appeal On 'Discrimination'

(Continued from Page 1)

ing of the verdict a courthouse janitor, acting under orders of Judge Morrison, seized KFI's microphone, thereby preventing the making of a broadcast, and with the aid of two deputy sheriffs placed KFI's engineer in restraint."

KFI charges of conspiracy between the judge and KVOE, and its suit for \$150,000 damages directed against the judge, were thrown out in District Court in Los Angeles and by the Appeals Court. The prime argument of Judge Morrison was the traditional right of a judge to control his court. It was argued that a judge may properly "decline to give a radio station coming into the picture at the close of a trial as convenient accommodations as one that has been there the entire time."

KFI argument had been that "the importance of protecting against this type of censorship transcends, perhaps, all other aspects of freedom of speech and press, for when sources of news are strangled, the other freedoms of press, namely the right to ownership of news and the right to disseminate news, are of little importance. When sources of news are dried up, subsequent safeguards but protect an empty vessel."

## New Officers Are Named At KBUR, Burlington, Ia.

Burlington, Ia.—Under a reorganization of the Burlington Broadcasting Co., operators of KBUR and KBUR-FM, G. B. McDermott will become president as well as general manager, it was disclosed this week. McDermott and his associates have acquired a "substantial" additional block of stock in the company operating the station.

Other new officers named in the stock transfer, which awaits FCC approval, are Sidney F. Harris, vice-president; Richard H. Plock, secretary-treasurer. Directors are McDermott, Plock, Clarence W. Moddy, E. C. Cady, Sidney F. Harris and John P. Harris.

## Coast News Editors Hold Annual Meeting

Hollywood—Radio News Club, a group composed of local radio writers, commentators and newscasters, held its annual election of officers on Wednesday.

Jim McNamara, KLAC News Chief and retiring president of the organization, announced that the slate of officers, elected for the coming year, includes:

President, Al Gordon, News Editor, KFWB; Vice-President, David Anderson (NBC); Secretary-Treasurer, Carroll Sugar; Assistant Secretary, Betty Penny; Board of Directors: Bob Garred, Clete Roberts, Jim McNamara and Jack Beck.

## Play Series Skeduled

Hartford, Conn.—The Randall Radio Playhouse will present a series of three plays over WDRC starting October 16. The weekly series will be directed by Carl Beier and will be broadcast by the station from 10:30 to 11 p.m.

## Barrie Joins WFRO

Toledo, O.—Art Barrie has resigned as announcer and public relations man for WSPD, Toledo, to become vice-president and general manager of WFRO, Fremont, O., in which he owns an interest. WFRO now FM, goes AM Nov. 1.

## Kelley Now Veepee

St. Petersburg, Fla.—F. J. Kelley has been appointed vice-president and general manager of radio station WTSP and WTSP-FM. Kelley was formerly associated with RCA in its Southwestern Sales Division, with headquarters in Dallas, Texas.



*daytime dominance, too*

**29 to 8 to 6 to 4**

# WSB, first in number of Atlanta listeners

*more times than all other stations combined*

THE RELATIVE SIZE of each ear is based on the latest Hooper Report covering daytime listening habits in metropolitan Atlanta. During the three months (June, July, August,) covered, 48 fifteen-minute daytime periods were measured.

Of the 48, WSB was first in number of listeners 29 times. The second station was first 8 times. The third station was first 6 times, and the fourth station, first 4 times. There was one tie.

29 to 8 to 6 to 4 — daytime!

This ratio shows a pick up of five firsts by WSB over the same survey of the

preceding quarter—a gain which becomes more significant because it occurred during the summer months when station preferences are not influenced by routine listening habits.

Morning, afternoon or evening, WSB has ranked an overwhelming first in every survey ever made in Atlanta by any accepted authority.

Because of this dominant audience preference, WSB sponsors consistently have received unusually profitable returns on their investments. Let a Petry man tell you how WSB can serve you.

☆ In television, the WSB-TV ratio is 5 to 1.



The Voice of the South

WSB, AM and FM, and WSB-TV are owned and operated by The Atlanta Journal, Atlanta, Georgia

## SAN FRANCISCO

By NOEL CORBETT

**B**ILL NITFELD, KFRC news editor, radio's only representative on the Press Club's Board of Directors, now is going into his fourth term.

Shirley Smith at KCBS press has been upped to the job of promotion writer.

Jules Dundes, director of sales and advertising for KCBS, is touring Chicago, New York and other Eastern cities.

Kay Mulvihill is now in charge of promotional activities for KSFO-KPIX. She succeeds Ellen Stern who has left for her New York home.

Former Bay Area disc jockey Bill Baldwin had to desert his San Francisco home for Hollywood before he could get a job as hotel clerk at the (local) St. Francis Hotel. Of course it's in a movie; "Dead on Arrival." Bill was around this week to tell friends his good luck in catching the announcerial spot on the Edgar Bergen Show.

Another KSFO disc jockey, Arch LeRoux is now cutting records under the Frisco Label. Current releases are Edna Fischer's "A Small World" and Bill Anson's "I've Got a Picture Without a Frame."

Mel Venter is now emceeing "Tel-Test" for 6:30 p.m., release to the Don Lee Coast Network. Show is of quiz variety.

Reports from retailers, compiled by the Northern California Electrical Bureau are that there are over 12,000 TV sets in the Bay Area. Other predictions among radio-TV circles are that there will be four times that many by the end of the year.

First fashion show to be televised in the Bay Area will be seen over KGO-TV when Livingstone Brothers puts on Delta Gamma Sorority's annual fashion show at the Palace Hotel. Evangeline Baker will do the fashion commentary.

### New TV Package Planned

Hollywood—Deal is in the making between William Gargan and Ralph Bellamy for them to co-star in a new TV package, "The Brain." Gargan has readied the program which deals with case histories of people who met their death through capital punishment. Bellamy would be the narrator for the series. Gargan headquarters in New York for his radio-TV starrer, "Martin Kane, Private Eye," and Bellamy headquarters there for his starring role in "The Detective Story."

AC-DC Transcription Players  
Tape, Wire, Disc Recorders  
Sales—Rentals—Service

**MILLS RECORDING CO.**  
161 N. Michigan Ave.  
Chicago, Ill. De 2-4117



### Windy City Wordage. . . !

● ● ● Du Mont's new Chi. sales office is now located at 135 S. La Salle Street (Room 1256) with Gil Berry in charge. . . . Lawyer Jonn Moser will be passing out cigars in about three weeks. With two boys

### Chicago

already in the Moser clan, John hopes the next offspring is a gal. . . . John's partner, Tom Compere, still stiff from his military workout at the National Guard encampment at Camp McCoy, Wisconsin where he is a high muck-a-muck. . . . ABC legal big-shots arriving in town Thursday for the National Labor Relations Board Hearings to be held at the Midland Building in the NABET-IATSE controversy. Both unions want jurisdiction over the web's engineers.

★ ★ ★ ★

● ● ● All TV set manufacturers are allocating sets for the coming Christmas buying season. And they all admit that they have to recognize the fact that selling TV sets is about an 8 or 9 month job. Viewers just won't do any set buying in the summer months. . . . That new rectangular TV tube which Owens-Illinois announced last week was first reported in this column several months ago. . . . Thirty-seven set manufacturers were represented at big Television Show at the Coliseum which ended a record-breaking engagement at the Coliseum Sunday night. Art Holland, who promoted the deal, tells us the attendance was 155,000—almost double last year's! The big draw this year, of course, was Eddie Cantor.

★ ★ ★ ★

● ● ● Doctor Herold C. Hunt, general superintendent of the Chi. Public Schools, will be host at the 13th annual School Broadcast Conference which will be held here at the Sherman Hotel for three days starting next Tuesday. . . . Doctor Benjamin Fine, education editor of "The New York Times" will be the speaker at the conference's luncheon next Wednesday. . . . Dr. Hunt says he expects a record-breaking attendance with educators interested in radio coming here from all over the country. . . . George Couper, Jr., has resigned as account executive at Simmonds & Simmonds, to accept a similar post with Robert Race & Associates. . . . Big shake-up at local FM station WMOR. Ralph Wood, war veteran who was one of the guiding lights in the formation of the FM outlet, has resigned as president and is taking 45 days leave of absence to sell FM transit radio. New prexy is Bernard I. Miller, of the Bache and Co., stockbroker's firm. Man behind the throne is Restaurateur Dario L. Toffenetti, head of the restaurant chain bearing his name. He's chairman of the board. Other officers elected at the annual board meeting last week were: Jules Pewowar, "Dynamo Dave" Edelson, Herb Kraus and Dave Pivan, vice-presidents; Stephen B. Wood, secretary, and John Malasky, treasurer. In addition to chairman Toffenetti other board members elected were: Morris Alexander, M. W. Kutchins, Marsh Ray and Stephen Wood.

★ ★ ★ ★

● ● ● Standard Oil Company kicking off their new Wayne King TV show over a mid-west NBC hook-up in fine style. After an excellent dinner at the Merchant's and Manufacturer's Club in the Merchandise Mart, trade-press reporters viewed the opening show in the swank client's conference room at NBC. Wesley Nunn, advertising manager for McCann-Erickson, Inc., gave a short talk welcoming guests to the show as did Wayne King, Nancy Evans and several others. King is still one of the "kings" of "show-business" as his clickeroo opening TV show proved.

★ ★ ★ ★

## AGENCIES

**M**CCANN-ERICKSON, INC., has named James MacDonald, former CBS and Toni Company publicist, as manager of radio and television publicity. MacDonald was formerly director of Radio HBI, which was the New York house agency for the Toni Company of Chicago. Prior to that he worked with the Benjamin Sonnenberg public relations agency on the Toni Company and Phillip Morris Company accounts, also as a CBS publicist.

**BOB WAHL**, WFIL-TV producer-director and director of television for the Theater Arts Institute of Philadelphia, has been named to the radio-television department of Gray & Rogers, Philadelphia advertising agency. For a year after he was mustered out of the Army, Wahl was a public relations representative for the Sherwin-Williams Company, Cleveland, Ohio. In 1948, he joined the staff of WFIL-TV, where during the last 15 months he has supervised-sponsored studio productions. He held the Theater Arts Institute faculty post at the same time.

**FRED W. AMEND CO.**, Danville, Ill., manufacturers of "Chuckles," candy confections, and extensive radio advertisers, have engaged Leo Burnett Co., Inc., Chicago, as their advertising agency. Owen Smith is the account executive. Smith told RADIO DAILY that no radio or TV plans have been formulated to date, although an extensive ad campaign will definitely be utilized in the former medium.

**GREY ADVERTISING** has been appointed by Textron, Inc., for its Nashua Mills division and its new Poses subsidiary, effective Jan. 1.

**HOWARD SELGER** has joined the promotion staff of Petry & Co., Inc., New York.

**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

## NARBA Meets Again After Holiday Recess

(Continued from Page 1)

informal talks." Private general meetings resumed yesterday.

The conference, representing seven countries in North America, has been in progress for the last few weeks and is expected to continue for another month. Meetings are being held in the Windsor Hotel.

Government representatives participating in the conference include delegates from Canada, United States, Mexico, Cuba, Dominican Republic, Haiti and the Bahamas. As announced earlier, the Mexico delegation is not expected to reach Montreal until later this week.

## Coca-Cola Buys Alaska For Its "McCarthy" Show

The Coca-Cola Company has expanded its sponsorship of the "Charlie McCarthy" show on CBS to include the four stations of the Alaska Broadcasting Co.; KFQD, Anchorage; KFRB, Fairbanks; KINY, Juneau, and KTKN, Ketchikan, all in Alaska.

The 52-week contract, which became effective on the same day the CBS deal went into operation (Oct. 2), involves approximately \$12,000 in billings to the four stations.

## 'Sam Spade,' 'Whistler' Lead Pacific Hoopers

(Continued from Page 1)

dio Theater," "FBI in Peace and War," "Crime Photographer," "My Friend Irma," "Curtain Time," "Let George Do It," and "Inner Sanctum." The average evening sets-in-use figure of 31.1 was up 1.9 from the August report, and up 3.3 from that of a year ago. The average evening radio of 6.6 was up .5 from the last report, and up .4 from last year's figure.

## Bess Named Vice-Prexy Of WPAT In Paterson

(Continued from Page 1)

man, general manager, in expanding the services of the station, which will transmit a 5,000-watt signal and operate on a 24-hour basis on or about November 15. The North Jersey Broadcasting Company also operates an FM station, WPAT-FM, with a transmitter atop Garret Mountain.

## Start Shooting Soon

Hollywood—Robert Stillman will start shooting on "Queen for a Day," based upon the radio program, late in December with the picture as the first of three he will produce on his own. Stillman, who acquired screen rights from Raymond R. Morgan Co., plans to use the program as a framework for an adult and novel story.

## NAB Issues Fourth Engineering Handbook

(Continued from Page 1)

other paid subscribers of the book is now under way. The book of nearly 700 pages contains FCC rules and regulations, standards of good engineering practice, design data, special articles and general information on AM and FM radio, television and audio engineering.

It is bound in a gold-embossed post binder and completely catalogued. The binder is capable of expansion to a four-inch thickness to receive later additions and expansions of material already included.

The fourth edition of the Handbook has been in preparation for the past two years, under the direct supervision of Neal McNaughten, NAB Engineering Department director. The project was begun by his predecessor, Royal V. Howard.

The book is sold at \$17.50 to engineers not associated with NAB member stations, or to stations wishing extra copies. It is supplied free of charge to NAB members.

## Paley Going To Coast For CBS Conferences

(Continued from Page 1)

confer with Howard S. Meighan, vice-president and general executive; Harry Ackerman, vice-president and director of network radio and television programs in Hollywood; A. E. Joscelyn, director of

## ABC Sales Executives Given New Web Posts

(Continued from Page 1)

duties in these two departments announced by Murray Grabhorn, ABC vice-president and manager of owned and operated stations for the network, represents a step forward by the network to coordinate these operations and increase efficiency of internal operations with a view to providing faster special services for advertisers and agencies.

Under the realignment, which is effective at once, Frank Atkinson, formerly sales service manager of network's cooperative program sales department, is named assistant to the manager of the cooperative program department and Tom Black, who has been manager of sales department of ABC spot sales, becomes manager of radio sales development in this department.

## Buys Cisco Kid Series

Frederic W. Ziv Company have announced the sale of the "Cisco Kid" transcribed series to the Cole Baking Company, Bluefield, West Virginia. The company plans to cover five West Virginia markets and will select the stations in the near future.

coast CBS operations and Merle S. Jones, general manager of KNX and the Columbia Pacific network.

# note, PLEASE...

More people watched the Brooklyn Dodger night games on WOR-tv, channel 9, during the September period covered by Pulse, Inc.'s television report, than those who watched the games on any other New York television station.

In fact, during the time when all three major television stations carried the games, WOR-tv averaged a 9.4 rating; the other two stations — an 8.8 and a 4.0.

**THE POINT?** Do you, sir, have some television shows on which you'd like to graft bumper ratings? We can talk to you now and televise your shows beginning today.

our address is

# WOR and WOR-tv

at 1440 Broadway, in New York

## PLUG TUNES

On Records and Transcriptions  
**TELL ME WHY**  
 RYTVOC, Inc.  
 1585 Broadway New York 19, N. Y.

**WHERE ARE  
 YOU BLUE EYES?**

Recorded on RCA-Victor #25-1134  
 KNICKERBOCKER MUSIC PUB. INC.  
 1619 Broadway New York, N. Y.

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

MANOR MUSIC COMPANY  
 1619 Broadway New York City

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

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

A HIT Is Born!  
**"BLUE FOR A BOY—  
 PINK FOR A GIRL"**

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

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

STASNY MUSIC CO.  
 1619 BROADWAY NEW YORK CITY

**THROUGH A LONG  
 AND SLEEPLESS NIGHT**

From 20th Century-Fox's  
**"COME TO THE STABLE"**  
 recorded by

ALAN DALE .....Hi-Tone  
 VIC DAMONE .....Mercury  
 EDDY DUCHIN .....Harmony  
 BILL FARRELL .....M-G-M  
 PEGGY LEE .....Capitol  
 VERA LYNN .....London  
 DINAH SHORE .....Columbia  
 CLAUDE THORNHILL .....Victor

MILLER MUSIC CORPORATION

**WORDS AND MUSIC**

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Fred Fisher Music Co. is the publisher of five songs, featured in the 20th Century-Fox musical, "Oh You Beautiful Doll," which will preem Thanksgiving Day at the Roxy in Gotham. . . . songs are "There's A Broken Heart for Every Light On Broadway," (originally published by Feist in 1915 and re-acquired by Fisher in 1943), "Who Paid The Rent For Mrs. Rip Van Winkle," "Daddy You've Been A Mother To Me," "Dardenella," and "Chicago," all co-written by Fred Fisher, on whose life the picture is based. . . . ● Leeds Music starting to click with "The Last Mile Home," penned by Walter Kent and Milton Farrar. . . . ● Herb Hood, former contactman at Miller Music has moved his descriptive adjectives to Mills Music. . . . (you know, 'terrific, sensational, colossal' songs.) . . . ● Eddie Forman, scripter for Abbott & Costello in town on a TV deal. . . . advises us that Lou has shelved about forty pounds and is now in the pink. . . . won't get back into action, however, until January when A & C return to the Universal lot to make "Abbott & Costello Meet Hopalong Cassidy." . . . ● A sponsor is ready to talk turkey with the producers of Paul Tripp's CBS-TV vehicle, "Mr. I. Magination." . . . Incidentally Ray Carter's original music for this series, likewise sounds imaginative and impressive. . . . ● Frances Schillinger, widow of the great music teacher, will soon have her tome, "Joseph Schillinger Memoirs" published by Greenberg Publishers. . . . book, written in a light vein, is full of anecdotes, and incidents in the lives of top-flight musicians, arrangers and musical conductors.

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● ● ● For the seven years that Ed Weber has managed the "Can You Top This?" quartet of comics, he's never missed a single broadcast from Oct. 1, 1942 to now; he's been in the control room for 677 consecutive shows. . . . ● A producer of a forthcoming Broadway musical is dangling the singing lead at Warren Hull, emcee of the CBSaturday program, "Mother Knows Best." . . . ● Bill Putnam, prexy of Universal Records and Hal Tate have written a commercial ballad, "My Diary Of Broken Dreams" which was recorded by Frann Weigle, Chicago deejay. . . . the platter is getting lots of attention and London records seems to have the inside track for the master. . . . ● Caught Clara Cedrone and the Meigs Boy wowing the cash customers at the bar of one Fifth Avenue. . . . a natural for TV, for originality, harmony and rhythms. . . . ● Movietone Music reviving "You're My Thrill," written by Sidney Claire and Jay Gorney and originally published in 1933. . . . number is getting a big play and promises to repeat its earlier success.

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● ● ● Leo Edwards and his nephew Jack Edwards, have collaborated on a singable number, "Same Old Crowd," just recorded by Ted Steele on Columbia. . . . song remains in the family, published by Edwards Music. . . . ● Howcome TV execs don't latch onto the Jesters for a series? . . . this trio's radio artistry has been big time since they hit the big apple from WTIC back in the thirties. . . . ● ABCheifstains plenty excited about "The Pop Shop" new TV series written, produced and directed by Pembroke Davenport, musical director of "Kiss Me Kate." . . . ● Lewis Music starting on a slow ballad, "If I Give You My Love," penned by Ivory Joe Hunter and Herb Leighton.

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● ● ● **ON AND OFF THE RECORD:**—In our estimation, Bill Gale's version of "Hop Scotch Polka" on Columbia, is the best of the lot. . . . with a real bagpipe taking several solos plus Gwen Davies' burry vocals this waxing is the McCoy. . . . flip is a waltz, "I Knew From The Start." Deejays will use both sides pahently. . . . ● Kelvin Keech's Saturday morning platter ABChatter makes for delightful listenin. . . . ● MGM has a hit item in Kate Smith's latest waxing in which she pairs two oldies, "Please Don't Talk About Me When I'm Gone" and "I Only Have Eyes For You." . . . Jack Miller's band provides velvet musical backdrop.

## PLUG TUNES

**I'LL KEEP THE LOVELIGHT BURNING**  
 (In My Heart)

LAUREL MUSIC CO.  
 1619 Broadway New York City

**THE WEDDING OF  
 LILLI MARLENE**

LEEDS MUSIC CORPORATION

Making Our Debut With A Hit!  
**"A NEW SHADE OF BLUES"**

MAYPOLE MUSIC CO.  
 22 E. 67th St. New York City  
 Phone: REgent 7-4477

**I WISH I KNEW**

Should step right out in front—  
 Just recorded for RCA-VICTOR  
 by DOLPH HEWITT  
 ADAMS, VEE & ABBOTT, Inc.  
 216 S. Wabash Ave. Chicago 4, Ill.

**My Heart Goes With You**

by Thomas G. Meehan

—◆◆—

JAMES MUSIC, Inc.  
 1650 Broadway Room 709 N. Y. C.

Brand New Novelty!

**"If I Had A  
 Million Dollars"**  
 (I Would Give It All to You)

TONY PASTOR'S  
 Sensational COLUMBIA Record  
 #38577

RYTVOC, Inc.  
 1585 Broadway New York 19, N. Y.

# TELEVISION DAILY

Section of RADIO DAILY, Thursday, October 13, 1949 — TELEVISION DAILY is fully protected by register and copyright

## RCA'S COLOR-VIDEO CRITICIZED

### TELE TOPICS

**WOR-TV**, New York's seventh and, it appears, last video station, went on the air Tuesday night, and on the basis of the latter half of its two-hour lineup the outlet has a great deal to learn before it can match the programming and production ability of its competitors. Even if one were to discount the apparent technical difficulties, the debut was far from auspicious. . . . Jack Creamer's "Handy Man" show, which occupied the 8-8:30 slot, could be a fine show—for daytime. It is loaded with useful household information, very ably demonstrated by Creamer, and is exceptionally interesting to all homemakers. It should, however, be aired at a much earlier hour and cut to 15 minutes, three or even five days a week. . . . This was followed by a half hour of complete boredom called "The Barry Gray Show." Gray, a disc jockey, interviewed several show-business personalities about their respective careers. It was, as they say, a big nothing. . . . Welcome to the air, WOR-TV. Your parents have done well in radio, and if you forget most of the program patterns that WOR has learned in 27 years on the air, you'll succeed in video.

**DEAL FOR ADMIRAL** sponsorship of "Lights Out" on NBC is about to be closed and web is now in the process of clearing time for the show. . . . Lucky Strike planning a return to nighttime tele, has auditioned virtually every show the webs have to offer. Decision may be forthcoming next week. . . . Larry Wynn, vice-president of International Trans-Video, is working on radio-tele plans for Bob Wagner, Jr.'s campaign for Manhattan borough. . . . Ian Smith, Kenyon & Eckhardt account exec. on Ford, was pressed into service last week-end on the Ford Theater preem. Director Marc Daniels needed an extra to sit in the lounge of the "20th Century" for atmosphere. Smith volunteered and read a magazine throughout the show. This was his second appearance on the program. Last season he sat in a theatrical waiting room on "Joy To the World."

**TRI-MOUNT CLOTHES** will drop hypnotist Polgar's show on CBS Oct. 21 because it wants to expand the stanza to a half-hour and CBS can't clear the time. . . . Milton Berle will guest on the Chestfield Supper Club in the show's NBC-TV debut Sunday. . . . "Roar of the Rails" returns to CBS Oct. 24 in the Monday, 7-7:15 time spot. Produced by Ray Nelson, show is sponsored by A. C. Gilbert Co. through Charles W. Hoyt agency. It will be carried by 17 stations. . . . If our memory is correct, sign-off of "Kukla, Fran and Ollie" Monday nite was the first time Burr Tillstrom was seen live on the program.

### Dr. Goldmark Says That Full Evaluation Of System Requires Test Under Normal Operating Conditions; Dr. DeForest Calls Demonstration 'Very Impressive'

*Washington Bureau of RADIO DAILY*  
Washington—As the FCC resumed hearing testimony on color TV Tuesday, Dr. Peter Goldmark, of CBS, testified that the RCA color system—demonstrated to the Commission and press on Monday—"has such serious problems as to both system and apparatus that there is grave doubt that it will ever emerge from the laboratory." He described as of poor quality the color fidelity 'definition and registration of the RCA system' and said it was lacking in the complete compatibility claimed for the system by RCA.

On the other hand, Dr. Lee DeForest, pioneer in TV and other optical developments, reported that he found the RCA demonstration "very impressive." Engineers have definitely solved the problem of compatibility, he said—"which economically and practically is the controlling factor in the introduction of an adequate color TV system."

Dr. DeForest added that he agrees with the RCA research chief E. W. Engstrom "that much work is still to be done."

Emphasizing that the tests yesterday were "too condensed to permit of quantitative analysis," Dr. Goldmark recommended that they be "repeated in a way which will permit of actual measurement of the performance."

"Adequate information to the RCA system," he pointed out, "can only be developed during an extensive

series of tests in which detailed observation and frequent measurement are provided for, and in which normal operating conditions at both pickup and receiver exist."

Consequently he offered the following as only "partial comments" and not as a complete evaluation.

**Color Fidelity.** When standard black and white signals were broadcast, he said, marked differences were noticeable in the colors of the images on the various RCA color receivers.

**Registration.** In the morning demonstration, all the RCA color receivers were out of registry, Dr. Goldmark said. . . . In fact, the softness of the pictures tended to minimize the misregistration.

This same fault of misregistration, he added, was obvious when the male singer was seen on the 16-inch receiver in the studio.

**Definition.** Dr. Goldmark said he found "a most serious lack of geometrical resolution and crispness on every one of the color receivers in operation."

**Compatibility.** Dr. Goldmark pointed out that in the morning demonstration, when a standard black-and-white signal was transmitted, the color receivers, instead of producing black-and-white pictures, produced instead pictures which were colored in a range from green and orange to purple and green, pink and purple, all-green or all-orange.

### TV Advtg. At "Payoff Point," Weaver Tells ANA Conclave

S. L. Weaver, NBC vice-president in charge of tele, yesterday told the convention of the Association of National Advertisers that video has reached the "payoff point." Not only has that point been reached, he said, "but it is later than some of you gentlemen think."

"While there may remain a place for all media in the years to come, there is one instrument that is far bigger than advertising and that is television," Weaver said. "It will play a tremendous part in cutting the costs of distribution down, once it begins to attract money spent not only in less productive media, but in sales and promotion work that can be eliminated as a result of greater consumer preference developed by national advertising. . . .

"If you have a campaign on television, a program, or series, or spot campaign, with advertising that has any bite at all in it, you are reaching virtually all sets."

He said that radio is complementary to TV. The fact that radio and video circulation is unduplicated means that an advertiser can reach 95 per cent of American homes in all groups in all areas through radio and TV, even though the latter represents only a few per cent.

"As the years go on, the fact will remain that television on top of radio will add up to 95 per cent of all homes unduplicated and whether the TV figure goes to 30 per cent or 40 per cent or 50 per cent in the next five years, the end figure 95 per cent stays the same.

### TV Parleys Soon Aim Of N. Y. AFRA

(Continued from Page 1)  
delay," the editorial said. "Reports reach AFRA from its own members of excessive hours of rehearsal, exhausting working conditions, fees which tear down the standards for artists' compensation which this and other unions have been so long in building up," it said also.

Referring to last week's meetings of the 4-A unions, "Stand By!" said: "If differences of opinion still persist after the meetings, it seems likely that those unions which do agree may proceed to take long overdue action to protect their members who are increasingly employed in television. On the other hand, there are many hopeful elements in the situation. Not the least of these is that AFRA, our own union, is exerting its full influence toward the end that television negotiations may be begun this season."

### New WFIL-TV Transmitter

Philadelphia—WFIL-TV last week dedicated its new transmitting plant utilizing maximum power permitted by the FCC, and covering an estimated 4,250,000 persons in this area. Five-bay superturndstile antenna towers 909 feet above mean sea level.

### WCAU-TV Sells "Court"

Philadelphia — "Court Is In Session," weekly hour-long program originating from City Hall court rooms will be sponsored by the Pennsylvania Co. for Banking and Trusts over WCAU-TV beginning Oct. 15. N. W. Ayer is the agency.

### "Fully Compatible"

Because the RCA color demonstration in Washington ran overtime Monday night, the "Kukla, Fran and Ollie" show went out over 1400 miles of coaxial cable and into the homes of TV owners tuned to NBC through the color cameras. It was discovered at the last minute that black and white cameras had not been warmed up, so the decision was to send the show out in color. It was received in black and white, fully compatible. Even A. T. & T., which runs the coaxial cables, didn't know until later that it had had a different type of transmission.

COAST-TO-COAST

Father McCauley On WMAL
Washington, D. C.—During the month of October "The Hour of Faith" radio program will originate in part from the studios of WMAL.

Polio Pledges Top \$1,500

A total of \$1,529.50 was pledged on a one and one-half hour special polio program broadcast over KSDN Monday night.

Schedule Changes On WWSW

Pittsburgh, Pa.—WWSW will turn over the 8:00 to 8:15 spot Saturday evenings during the football season.

Tobacco Auctioneer Returns

Greensboro, N. C.—For the first time in twenty years the chant of the "tobacco auctioneer" has returned.

Westover Announces New Program

Pittsburgh, Pa.—Jim Westover has been selected as the announcer for the new KDKA program, "Americans, Speak Up!"

New College Series

Hartford, Conn.—A weekly series of programs, arranged by the staff of Trinity, will start over WDRC in October.

WBAL means business in Baltimore

National Advertising Budgets Will Hold In '50, Says ANA

(Continued from Page 1)

ures, based on replies to a survey by 364 of the ANA's 502 members, were interpreted by observers as indicating a more optimistic outlook than shown by a similar survey last spring.

Kurie said the survey disclosed a tendency toward increased advertising budgets primarily in five fields—beer and liquor, office equipment, business and finance, gas and oil, and food and groceries.

Table with 3 columns: More, Same, Less. Rows include Beer and liquor, Office equipment, Business and finance, Gas and oil, Food and groceries, Industrial, Soft drinks, Drugs and cosmetics, Automotive and accessories, Household equip. & appl., Textiles, Apparel, Building and Agriculture.

Stresses Importance of Radio

Hugh Beville, director of research for NBC, told the ANA conferees on Tuesday that "no mass market can afford to pass up radio or even for the next decade as its basic medium for reaching mass markets."

"Since the war," he pointed out, "the American people have purchased 44,000,000 new radios, which is more than enough to equip every one of the nation's families with a new receiver."

Elect Officers

At the Association's annual elections on Tuesday afternoon, W. B. Potter, director of advertising operations for the Eastman Kodak Co.,

Harper Resigns At WKRN

Youngstown, Ohio—Baldwin Harper has resigned from his position as program director of WKRN.

LIBEL and SLANDER. Invasion of Privacy, Plagiarism-Piracy-Copyright. INSURANCE FOR THE WISE BROADCASTER. OUR UNIQUE EXCESS POLICY.

was named chairman of the board. He succeeds William N. Connolly, advertising director of S. C. Johnson & Son.

Albert B. Brown, vice-president in charge of advertising for Best Foods, Inc., was elected ANA vice chairman. Directors elected for a three-year term are Howard M. Chapin, advertising director, General Foods; William M. Stedman, advertising director, American Home Products Corp., and L. Rohe Walter, public relations director, the Flintkote Co.

Other speakers at the three-day conclave, which closed yesterday included: Sherwood Dodge, vice-president of Foote, Cone & Belding; Samuel Cherr, vice-president of Young & Rubicam; Howard R. Bloomquist, advertising manager of the Toni Co.; Robert T. Browne, Pillsbury Mills; Grafton B. Perkins, Jr., Pepsi-Cola Co.; Charles Solomon, American Safety Razor Co.; Adolph J. Toigo, Wm. Esty Co.; L. A. Clark, Frigidaire Div., General Motors, and R. E. Davis, Goodyear Tire & Rubber Co.

PROMOTION

"Sunny Side Up"

With Mayor Benjamin Cone of Greensboro, N. C., leading the parade of civic-minded citizens, WCOG inaugurated an optimism campaign late September involving station breaks, one-minute announcements, singing jingles and a five-minute address each evening at 7:00 p.m.

Football On WWSW

Pittsburgh, Pa.—Throughout the Steelers football season, Joe Tucker's "Warm Up Time" will be aired over WWSW a quarter hour before each Steelers game.

SPINNING. The more platters Johnny Deegan spins on KYW's Midday Review—that bang-up lunchtime participation show—the more response his audience spins! Latest statistics: More than 2,000 replies in three days, in a Name-the-Tune Contest.