



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 9

NEW YORK, FRIDAY, OCTOBER 14, 1949

TEN CENTS

SBC'S RESERVATIONS REPORTED HEAVY

SAG, SEG Reiterate Co-Op Offer To 4-A

The Screen Actors Guild and the Screen Extras Guild last night renewed their offer of co-operation with the Associated Actors and Artistes of America in the organization within the AAAA of television performers other than musicians.

Additionally, the SAG and SEG, in their joint statement which was read at an AFRA membership meeting, denied the rumor that they would withdraw from AAAA and

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Report FM-Homes In N. Y. Ahead Of AM In 26 States

Washington Bureau of RADIO DAILY

Washington—There are more FM-equipped homes in the metropolitan New York area than there are AM-equipped homes in any one of 26 states, FMA said yesterday. Those states are Delaware, Nebraska, Kansas, Maryland, West Virginia, South Carolina, Florida, Mississippi, Arkansas, Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Oregon, Maine, New Hampshire, Vermont, Rhode Island,

(Continued on Page 6)

Canadian Labor Group Backs Private B'dcasters

Lethbridge, Alberta—A resolution recommending that the CBC be "turned over to private enterprise" will be presented to the 29th convention of the Alberta Federation of Labor.

It comes from the Medicine Hat cereal workers local and urges the Alberta federation protest to Trans-

(Continued on Page 2)

Invitation

Harold E. Fellows, director, 1st District NAB, has extended an invitation to the membership of the Radio Executives Club of Boston to attend the NAB luncheon on October 31 at the Hotel Somerset. Maurice Mitchell, director of Broadcast Advertising Bureau, will be the principal speaker. Justin Miller, president of NAB, is also expected to attend.

Giveaway Shrinks Under Hammer

Winning a \$28,000 jackpot on a network giveaway program is not what it's touted to be, opines Mrs. Helen Cohen, 42-year-old grandmother of the Bronx, New York. Mrs. Cohen who identified Harold Lloyd as "The Phantom Voice" on CBS' "Sing It Again" last June, reports that her winnings shrunk when she auctioned off the loot the past weekend. Many of the items sold for less than one third of the jackpot value, Mrs. Cohen said. The auction was staged to pay taxes, storage and legal fees on merchandise awards.

Discs, Network Shows To Spur Refugee Help

The plight of Europe's refugees and displaced persons will be dramatized in a series of transcriptions available to all local stations and in four network programs, prepared under the aegis of the Church World Service, relief agency for 23 denominational groups.

Production of the discs and the

(Continued on Page 3)

Radio Listening Steady, Nielsen Report Shows

Radio listening during the first week of September, 1949, equalled the figure recorded for the first week of September, 1948, and topped the figure for the year before, ac-

(Continued on Page 3)

FCC's Color Tele Hearings To Continue Thru December

Washington Bureau of RADIO DAILY

Washington—Industry proponents of haste in lifting the TV freeze, regardless of what happens with color, lost a round yesterday. The FCC announced that it expects to continue direct testimony on color TV during the next two weeks, with testimony three and one-half days each week, concluding Thursdays at noon. By October 27, it is hoped, all direct testimony on color will be

Educational Broadcasters Will Gather At Hotel Sherman, Chicago, For 13th Confab

Tower Test Case Authorized By FCC

Washington Bureau of RADIO DAILY

Washington—The FCC yesterday agreed to let the WOR pitch for higher transmitter towers to be turned into a test case on the right of broadcasters to much higher towers. Okayed for intervention in the case were NAB, TBA, the CAA and the Air Transport Association. The case involves WOR's request for permission to increase its Carteret, N. J., tower from 410 to 638 feet.

NAB and TBA insisted that the

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Waltham Will Sponsor New Quiz Show On ABC

The Waltham Watch Co. has signed a 39-week contract for sponsorship of a new audience participation show, "Share The Wealth," on 21 ABC stations starting Oct. 17,

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AFM Spokesman Leaves For Geneva Conference

The American Federation of Musicians disclosed yesterday that its royalty trust fund plan for balancing the economic dislocations caused

(Continued on Page 2)

Chicago — The School Broadcast Conference, sponsored by the Radio Council of the Chicago Public Schools and Chicago radio stations will open its 13th annual national meeting next Tuesday at the Sherman Hotel.

Opening session, chaired by Judith Waller, director of public affairs and education for central division of NBC, will bring the state superintendents of instruction for Illinois, Michigan, Indiana and Wisconsin to consider the question, "The

(Continued on Page 3)

WBT Challenges Engineers' Charges

Charlotte, N. C. — A form letter and folder, mailed this week by WBT to all of its clients, charged that postcards sent to the station's sponsors at the alleged instigation of 10 discharged engineers gave "a distorted report" on the situation and that "these men acted very wrongfully" and "without justification."

In response to RADIO DAILY's re-

(Continued on Page 3)

Flanagan Sees Radio Use In Maine Tourist Advtg.

Augusta, Me.—A prediction that the state of Maine Development Commission will be most receptive in its future use of spot radio when it adopts its advertising plans was made by T. F. Flanagan, managing

(Continued on Page 2)

TV-Minded

Emilio Azcarraga, who operates XEW and Radio Programas de Mexico, Mexico City, is in New York for a looksee at television. His interest in TV is shared by Goar Mestre, president of the Inter-American Association of Broadcasters, Havana, and together they are making the rounds of video installations in New York and Washington.

completed, with the hearings then in suspense until the November 14 comparative demonstrations of CBS and RCA color and DuMont black and white.

In the last few days of November the Commission will witness the Color Television, Inc., demonstration, in San Francisco.

Not until December 5 will the cross-examination of color witnesses

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SOUTHWEST BUREAU

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FINANCIAL

(October 13)

NEW YORK STOCK EXCHANGE

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, RCA 1st pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson.

Antenna Tower Test Case Authorized By Commission

(Continued from Page 1)

added height will not constitute a danger to air safety, while CAA and ATA see it as inimical to the interest of aviation. TBA held the matter to be of "critical importance" to TV, even though the tower in question is for AM transmissions.

'Kirkwoods' Return

Hollywood — "The Kirkwoods," family situation - comedy series heard on ABC last spring, will return to the network on Tuesday, Oct. 18, at 3 p.m., to be heard Tuesday and Thursday afternoons thereafter. The 15-minute program will originate here.

AFM Spokesman Leaves For Geneva Conference

(Continued from Page 1)

by the use of canned music will be outlined for study by other countries at the International Labor Office meeting to be held in Geneva starting Oct. 24.

The AFM will be represented in Geneva by one of its international executive officers, Herman D. Kenin, president of Musicians' Local 99, Portland, Ore. Kenin, who leaves today on the Queen Mary, will serve as one of two labor members of a six-man delegation to the ILO's Committee on Salaried Employees and Professional Workers. Kenin was recommended for the post by James C. Petrillo, AFM president, who is unable to attend himself because of the pressure of union business.

Richard P. Doherty, director of employer-employee relations for the NAB, will also attend the Geneva talks. The other labor representative on the committee is Paul R. Hutchins, president of the Office Employees International Union (AFL).

The AFM's interest in the forthcoming conference centers on the scheduled discussion of "rights of performers in broadcasting, television and the mechanical reproduction of sounds," Kenin said at a press conference in New York yesterday. It had been announced earlier in Geneva that a proposal to abolish all use of canned music in TV, radio and films would be made at the conference, but this is considered a most extreme statement of what is likely to happen.

Cancel Trip East

Because of the death of their father, Peter Andrews, the Andrews Sisters had to cancel a trip east to Washington where they had been scheduled to entertain on Oct. 14 at the Association of Food Chains Banquet. Vocalist Evelyn Knight who sings Tues.-Thurs. with headman Dick Haymes on CBS' "Club 15" filled in for them.

Flanagan Sees Radio Use In Maine Tourist Advtg.

(Continued from Page 1)

director of the National Assn. of Radio Station Representatives, in a speech here yesterday before the Commission.

In his "pitch" for greater use of radio to promote Maine's tourist trade, Flanagan stated that Maine's "vacation business has grown into big figures" and that, "with the use of flexible, growing media, there are no limits in sight."

Canadian Labor Group Backs Private B'dcasters

(Continued from Page 1)

port Minister Chevrier against any increase in radio licenses because it "would create a hardship on many homes and even cause some families to discard their radio entirely."

The resolution says "most of the programs sponsored by the CBC are only unbearable noises to most of the working people."

Waltham Will Sponsor New Quiz Show On ABC

(Continued from Page 1)

Monday nights, from 8 to 8:25 p.m.

The show, to be emceed by Bill Slater, has a quiz format, with up to 12 contestants from the studio audience at the Ritz Theater in New York competing for a maximum of \$6,144, to be shared equally. Hirsch-Garfield, Inc. is the agency for Waltham.

Meets The Press

Robert Montgomery, film star and director who recently began a commentary series on ABC for Lee Hats, will face a battery of New York high school and college editors at a press conference on Saturday in ABC's Ritz Theater studios, 219 W. 48th St., New York. Montgomery was guest of honor at a daily and trade press reception held at "21" on Wednesday night.



"Hey, Mom, we're hungry!"

These new-born robins want just one thing — food. And they're doing all they know how to satisfy their hunger by letting their mama hear about it.

Lots of advertisers are getting a little hungry these days, too — hungry for profitable sales. And lots of them are doing the smartest thing they can in Baltimore by telling their story on W-I-T-H, the BIG independent with the BIG audience.

For W-I-T-H is the bargain buy in this rich market. It regularly delivers more listeners-per-dollar than any other station in town. And that means that a LITTLE money does a BIG job on W-I-T-H.

You ought to hear the whole W-I-T-H story. Call in your Headley-Reed man and let him tell it to you today.



WITH Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed

Advertisement for CKLW radio station. Text includes: '50,000 watts at 800kc.', 'Now covering a 17,000,000 population area at the lowest rate of any major station in the Detroit Area!', 'WIN With CKLW MUTUAL', 'CKLW Detroit and Windsor', 'J. E. Campeau, President', 'Adam J. Young, Jr., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.'

WBT Challenges Engineers' Charges

(Continued from Page 1)

port (Oct. 11) on the receipt by national advertisers of hundreds of form postcards urging them to drop their sponsorships over WBT, the station's general manager, Charles H. Crutchfield, told this newspaper that there is "no dispute or disagreement or controversy of any sort with the great bulk" of WBT's employees and that this fact "certainly indicates they believe the company's action was not only justified but necessary."

The folder, entitled "WBT Would Like For You To Look At The Record," issued by the Jefferson Standard Broadcasting Co., declared, in part, as follows:

"Back in the early part of this year we were negotiating with a local chapter of the International Brotherhood of Electrical Workers Union, representing these technicians, and trying to work out the terms of a new contract with them.

"Disagreement arose principally over the fact that our Company as employer considered that it should have the right to decide when and whether a man was or was not a satisfactory employee. The Union insisted that an outside arbitrator should have the power to veto and overrule our decisions with respect to such matters.

"Because of our failure to agree upon this, some of these technicians commenced the early part of July to picket in front of the building where our studios and offices are located—carrying placards and handing out leaflets denouncing our Company as "unfair" to them. Despite this action on their part we continued to keep them in our employment and kept on paying them their regular wages.

"A few weeks thereafter some of these men took a new course, and instead of continuing to declare us unfair to them, began to proclaim to our customers and to the public that our Company operates a very inferior business. They not only sought to drag us down in this way but even went so far as to ask the Federal Communications Commission to revoke our television license, so as to put us completely out of business in that field.

"Would you feel like keeping a man in your employment and paying him while he did his best to destroy your business? That is the case and all there is to the case.

"We feel that these men acted very wrongfully and that what they did was wholly without justification. We paid some of them \$115.50 per week and over all they averaged \$98.50 per week. They had three weeks vacation with pay each year, unlimited sick leave with pay, hospital, medical, life and family insurance and retirement pensions unexcelled anywhere."

Radio Listening Steady, Nielsen Report Shows

(Continued from Page 1)

cording to a Nielsen Radio Index report just released. A rise in daytime listening and a slight decline in night listening were also reported.

"Lux Radio Theater" continued to lead the list of once-a-week evening shows, followed by "Mr. Keen," "FBI In Peace and War," "Suspense," and "Mr. District Attorney." "Lone Ranger" was first in the multi-weekly evening category, followed by "Counter-Spy," and "Beulah." Weekday shows were paced by "Right To Happiness," "Pepper Young's Family," and "Backstage Wife."

Heavy Advance Registration For SBC Reported in Chicago

(Continued from Page 1)

Expanding Role of Radio and TV in Education." Key-note speaker will be Dr. Harold Shane, professor of education at Northwestern University.

The Chicago Federation of Musicians is cooperating in the "Radio and School Music" session, chaired by Dr. Helen Howe, director of music for the Chicago Public Schools. Union will supply 25-piece orchestra and play typical "music appreciation" program.

Second day of Conference is Parent-Teacher Day with representatives from local PTA chapters throughout Illinois in attendance. Elizabeth E. Marshall, state radio chairman will conduct a full day's "school of radio instruction."

Hull to Preside

Richard B. Hull, president of the National Association of Educational Broadcasters will head up a session to consider the question, "How can local and national organizations working together strengthen all phases of radio?" Panel participants include: Merrill Lindsey, WSOY, Decatur, Illinois, representing the Illinois Broadcasters Association and Robert K. Richards, NAB.

Doctor Benjamin Fine, education editor, New York Times will address the annual SBC luncheon (Wednesday) on the subject, "The Crisis in American Education." Annual Awards of Merit and citations in the 10th annual use of radio competition will be made.

Forty school systems, from Portland, Oregon, to Pawtucket, Rhode Island, have submitted exhibits of educational radio materials and the commercial exhibit will include, Freed Radio Corporation, New York; Ampro Corporation, Chicago; Collins Radio Company, Cedar Rapids; Recorder Sales Company, Chicago; General Electric Company, Schenectady; Victor Animatograph Company, Davenport; station WLS, Chicago; Radio Corporation of America; Unusual Products Company, Chicago; Columbia Records, Bridgeport; Zenith Radio Corporation, Chicago; Mills Recording Company, Chicago, and the U. S. Treasury.

Advance registrations have come from educators and radio administrators in 32 states. Attendance probably will top last year's figure of 1,800, as 750 advance registrations have been made as of this date. (10/12). Meetings will continue through October 19 and 20, considering all angles of educational radio-station operation, programming, and use of radio in the classroom, at all

grade levels, George Jennings, director of the conference said.

Women Broadcasters Participating Delegates to the annual meeting of the 9th District Association of Women Broadcasters-NAB will join the Conference Thursday.

Judy Logan Dean, WAAF, Chicago, will chairwoman a session, "new interests for the woman broadcaster." Panel members are, Gloria Chandler, New York; Ruth Harshaw, WMAQ; Kathleen N. Lardie, WDTR; Martha Crane, WLS; Olive McHugh, consultant in radio, UN; Betty Ross, NBC, Chicago; and Mary L. Dilley, WCVS, Springfield. Commissioner Freida B. Hennock of the FCC has been invited to address the women broadcasters at luncheon, Thursday (20th).

Closing general session of three-

Discs, Network Shows To Spur Refugee Help

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live programs will be handled by the Protestant Radio Commission. Material for the transcriptions was gathered by Frank Papp, NBC producer-director, who has just returned from a three-month survey tour of European relief centers for the Church World Service.

Used Tape-Recorder

Equipped with a tape recorder, Papp interviewed relief officials and refugees themselves for first-hand accounts of conditions in postwar Europe. The transactions will be available on or about Jan. 1, and will be coupled with a nationwide appeal for funds and relief supplies.

day meeting will consider "Advancements in TV for Educational Purposes." Speakers will include Gertrude Novokovsky, Philadelphia Public Schools and Dr. Don Horton, University of Chicago, formerly with CBS-TV, New York. Remington Rand will demonstrate a TV program for 5th graders on its captive TV, Vericon; General Precision Laboratory of Pleasantville, New York, will show for the first time its new rear-projected TV receiver for classroom use, with 27 x 33 inch screen.



JENNINGS



HENNOCK

• faces • facts • figures • wins •

• faces • facts • figures • wins • facts




BUSHELS OF FUN

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

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

wins • faces • facts • figures • wins • facts



CROSLY BROADCASTING CORPORATION

AGENCIES

GEORGE LAFLIN MILLER has joined R. T. O'Connell Company as vice-president. He formerly was associated with Doyle, Kitchen & McCormick. Previous connections include J. Walter Thompson Co., Lord & Thomas and Doremus & Co. Miller is widely known for his books and articles on advertising written under the pen-name of "Aesop Glim." His latest book "Copy—The Core of Advertising" is just off the press.

BENTON PASCHALL has acquired full ownership of Western Radio Advertising, Inc., Hollywood. The name of the organization has been changed to Western Radio Sales. The new policy of the company will be to represent television stations as well as a list limited to 18 Western AM stations. Paschall's radio experience includes executive sales positions with CBS stations in Fresno and Sacramento, where he was active in civic affairs.

FRANK WALDECKER has been added to the staff of the radio and television department of the Grey Advertising Agency. This is in addition to his chores as announcer for Ronson Lighters "Twenty Questions."

MELVIN H. GOODRODE, formerly with J. Walter Thompson, Chicago, has been named director of advertising and sales promotion for Bendix Home Appliances, Inc., South Bend, Ind., effective Oct. 15.

WALTER KANER ASSOCIATES have been named to handle publicity and promotion for The Town House and Woodstock Hotel, New York.

CHAS. A. WHITE, JR. & COMPANY, advertising agency, are moving on October 1st into new and larger quarters at 423 Walnut Street, Philadelphia. A complete floor at the new address will be available to the agency, which has expanded twice since its inception in January, 1948.

Notables Attend Dinner Capping KLZ Promotion

Denver—The second annual state-wide soil conservation contest sponsored jointly by KLZ and The Denver Post was climaxed last week by a banquet attended by Charles Brannan, Secretary of Agriculture, and Colorado's governor, Lee Knous.

The contest was administrated by Lowell Watts, KLZ farm editor, and Ralph Partridge, farm editor of The Post. Other KLZ officials attending the banquet were Hugh B. Terry, vice-president and general manager; R. Main Morris, assistant manager; Lee Fondren, national sales manager, and John Connors, promotion manager.



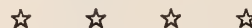
California Commentary . . . !

• • • **JOHN NELSON**, of the Masterson-Reddy-Nelson firm, has returned from New York following launching of new ABC-TV show "Auction-Aire." Nelson returns to duties on firm's "Bride and Groom" show. . . . Mac Benoff, producer-writer of CBS' "Life with Luigi," is currently beating a path between Warner's film lot and Columbia

Hollywood Square. Benoff is writing the screenplay for "We're Working Our Way Through College," while continuing his writing-direction chores on his radio show. . . . Doris Day's "You're My Thrill" wax package of eight tunes for Columbia back on the presses for a second printing, the initial order of 200,000 copies having been sold out. . . . Eddie Albert is starring in a new series of NBC daytime half-hour variety programs, titled The Eddie Albert show, produced and directed by Bob Wambolt, and Jack Wilson writing the scripts. . . . Jay Stewart, emcee of ABC's "Surprise Package" and "Fun Fair" programs, is going to beam broadly and stick out his chest when he moves on mike for the Friday broadcast of "Surprise Package." And with good reason. It's his tenth anniversary as radio performer. To commemorate the occasion the 10,000th contestant ever to cope with the emcee will handle the whole show.



• • • **ALAN ELROD** has joined the new radio packaging firm of Searle and Parks, Inc., as chief of the company's promotion department. . . . Hawthorne, the zany comedian, is cutting a series of transcribed disc jockey shows, similar to the type he used to do on KXLA, for a chain of small radio stations in Colorado and other western states. . . . Ben Gage is now completing plans to originate a five-times-weekly 15-minute noon quiz show from his Westchester cafe, "The Trails," with Gage handling the emcee chores. . . . William Gargan is negotiating with Hal Burdick, CBS "Night Editor," for a TV show which would use the same title. Gargan plans to invite night editors to submit outline of the most exciting story they ever worked on. . . . Jimmy Wallington continues as announcer on "The Screen Directors Playhouse." . . . Little-known facts: Phil Harris headed his own band at age 15 and his first love was the drum. He played one night stands for 17 years, sleeping on buses and playing a new town every day every 300 miles, and Alice Faye began her stage career at the age of 14, Nee Alice Lepert, she chose the name "Faye" because at the time, Frank Fay was one of the biggest names on Broadway.



• • • **OLLIE O'TOOLE**, radio actor who has been featured on the Jack Benny show, and many other shows, now has his own television show over NBC, sponsored weekly which is a new talent quest show made possible by the medium of television. O'TOOLE looks at a crystal ball in which he gets a vision in the ball of the "star of tomorrow" which actually appears in the ball and the camera expands to show the person actually performing. . . . Here is a twist that should confuse viewers of western saga: a singer doing a TV show in cowboy garb singing western songs but who in real life is an Indian, name Dusty Walker, and to make matters more confusing, this Indian in the cowboy suit, sings like Sinatra used to, via KNBH, Wednesday nights. Bill Heathcock is responsible for the music styling and direction of the Dusty Walker show. Bill just finished the scoring of (4) musical production numbers for the new M-G-M picture, "Nancy Goes To Rio," soon to be released, with Carmen Miranda and Jane Powell. Bill is Carmen's personal musical director.

COAST-TO-COAST

New Program for Children

Hollywood, Calif. — KFWB is airing a new half-hour Saturday morning program titled "Just for Fun" slanted for children around the six-to-twelve year old age group, which started at 9 a.m., Saturday, Oct. 1st. The program is an audience participation show of contests, talent hunts, prizes and forums on the moppet level.

Announcers Join WWCO

Waterbury, Conn.—Gene Parker, formerly program director of WCOU, Lewiston, Maine, has accepted the position as staff announcer with WWCO. Sports caster Bill Jacobs, formerly sports announcer for WUSJ, Lockport, N. Y., has assumed duties as sports announcer with WWCO.

New Public Service Series

Worcester, Mass.—In co-operation with the Worcester School Dept's radio committee, WTAG (and FM) has launched a new series of Saturday evening broadcasts to acquaint listeners with their city's educational system. Entitled, "Know Your Schools," the programs feature Walter E. Bohmann, ass't principal of a local grammar school, as moderator.

New Director and New Time

Indianapolis, Ind.—The WIRE general manager, Willard C. Worcester, announced this past weekend that Thomas M. Peden was appointed as farm service director. Simultaneously, Worcester announced that the station now signs on the air one hour earlier each weekday, at 5:00 a.m.

AM And FM News From WFRO

Fremont, Ohio—WFRO announced that its AM station is expected to be in operation by November 15. Broadcasting hours of WFRO-FM are to be extended and duplication of programs is planned. FCC has authorized WFRO-AM to operate with a power of 500 watts on a frequency of 900 kc.

New Talent Discovery

Hartford, Conn.—The "talent" discovery for this week is Sebastian Pagliarello, known as Harry Page, of 124 South Street, Hartford. Page is a baritone who specializes in the semi-classics, and several of his numbers will be played on all locally-produced shows over WDRC during the week.

New Program Change

Corvallis, Ore.—KOAC has made a change in the time of its program for youngsters, "The Children's Theater," which beginning October 3 was broadcast daily Monday through Saturday between 5:00 and 5:15 instead of 4:45 as in the past. James M. Morris, program manager of the state station, emphasizes that with the change in time the broadcast can now be presented without interruption.



**SEE PAGES
1159 to 1168**

FOR A COMPLETE
LIST
OF

**CHIEF
ENGINEERS**

OF

RADIO

STATIONS

IN THE

UNITED

STATES



ONE OF 1001
SUBJECTS COVERED
IN THE

**RADIO ANNUAL &
TELEVISION
YEAR BOOK
for 1949**

See N. Y.-FM Ahead Of AM In 26 States

(Continued from Page 1)

Connecticut, District of Columbia, South and North Dakota.

The FMA study was based on the results of a quarterly FM survey conducted in the New York metropolitan area by Pulse, Inc., and the latest available Census Bureau figures. Field work for the report was done during the 1949 period of July 5-11. The census figure for New York was derived from a sample census made in 1947, with figures for the other states projected by FMA.

Interviewed 3,000 Homes

According to the Pulse survey, which interviewed 3,000 New York homes, 14.4 per cent of these homes were positively identified by Pulse representatives as possessing FM receivers. Using this figure as a basis along with the "sample" census of 1947, the FMA study revealed that there are more than 520,000 homes in the New York metropolitan area equipped to receive FM programs.

Among the 26 states listed by the FMA where New York FM homes outnumber AM homes the lowest was Vermont, with approximately 90,000 dwellings equipped with AM sets, and the highest was Mississippi with 515,369 AM homes.

The "popular" theory that FM is a type of broadcasting that is enjoyed only by "longhairs" of the upper middle class, and the rich, is refuted by other findings in the Pulse survey, the FMA said.

Distribution of Pulse samples (3,000) in the socio-economic level were as follows: *Rich*—Seven per cent; *Upper Middle Class*—24 per cent; *Lower Middle Class*—41 per cent; *Poor*—28 per cent.

However, FMA observed, distribution of New York homes having FM radios was not in proportion to these percentages, but was concentrated in the country's biggest buying bracket—the upper middle class and the lower middle class.

The socio-economic states of homes possessing FM radios, according to Pulse, lined up as follows: *Rich*—13.7 per cent; *Upper Middle Class*—37.7 per cent; *Lower Middle Class*—40.8 per cent; *Poor*—7.9 per cent.

Prelates To Speak

Francis Cardinal Spellman, Archbishop of New York, Most Rev. Patrick A. O'Boyle, Archbishop of Washington, D. C., and New York City Welfare Commissioner Raymond M. Hilliard, will speak over Station WNBC at 7:45 P.M., Tuesday, October 18, from a dinner at the Park Lane Hotel, commemorating the Golden Jubilee of the Catholic Home Bureau, child placement agency of New York Catholic Charities. Archbishop O'Boyle was executive director of New York Catholic Charities at the time of his appointment to the Washington See, in December, 1947.

NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast on Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of September 30—October 6, 1949

A Dreamer's Holiday.....	Shapiro-Bernstein
A Wonderful Guy.....	Chappell
Ain't She Sweet.....	Advanced
Bali Ha'i.....	Chappell
Dime A Dozen.....	E. H. Morris
Don't Cry Joe.....	Harms
Everywhere You Go.....	Lombardo
Fiddle Dee Dee.....	Harms
Georgia On My Mind.....	Peer
Give Me A Song With A Beautiful Melody.....	Witmark
Hop Scotch Polka.....	Cromwell
Huckle Buck.....	United
I Can Dream Can't I.....	Chappell
It's A Great Feeling.....	Remick
Just One Way To Say I Love You.....	Berlin
Katrina.....	E. H. Morris
Let's Take An Old Fashioned Walk.....	Berlin
Maybe It's Because.....	Bregman-Vocco-Conn
My Bolero.....	Shapiro-Bernstein
Now That I Need You. (Where Are You).....	Famous
Room Full Of Roses.....	Hill & Range
Some Enchanted Evening.....	Chappell
Someday You'll Want Me To Want You.....	Duchess
Song Of Surrender.....	Paramount
Story Of Annie Laurie.....	Santly-Joy
That Lucky Old Sun.....	Robbins
There's Yes Yes In Your Eyes.....	Witmark
Too Toot Tootsie Goodbye.....	Feist
Twenty-Four Hours Of Sunshine.....	Advanced
You Told A Lie.....	Bourne
Younger Than Springtime.....	Chappell
You're Breaking My Heart.....	Mellin

Second Group

Be Goody Good Good To Me.....	United
Big Go By.....	Mark Warnow
Four Winds And The Seven Seas.....	Lombardo
Homework.....	Berlin
I Can't Believe It.....	Claremont
I'm Throwing Rice At The Girl I Love.....	Hill & Range
In Santiago By The Sea.....	Life Music
Last Mile Home.....	Leeds
Let's Harmonize.....	Oxford
Make Believe (You Are Glad When You're Sorry).....	Bregman-Vocco-Conn
My Own My Only My All.....	Paramount
Nothing Less Than Beautiful.....	Henry Spitzer
Now Now Now Is The Time.....	Fremart
Ooh—If You Knew.....	Johnstone-Montei
Over The Hillside.....	Dreyer
Souvenir.....	Joe Davis
Through A Long And Sleepless Night.....	Miller
Twilight.....	Ben Bloom Music
Wedding Of Lilli Marlene.....	Leeds
Who Do You Know In Heaven.....	Robbins
Why Fall In Love With A Stranger.....	Campbell
Wishing Star.....	Broadcast Music
You're My Thrill.....	Sam Fox
You're So Understanding.....	Barron-Pemora

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SAG, SEG Reiterate Co-Op Offer To 4-A

(Continued from Page 1)

affiliate with AFM. They announced that their boards had voted support of AAAA in that organization's dispute with the Petrillo union, which resulted from his order forbidding instrumentalists from joining the American Guild of Variety Artists.

Both SAG and SEG refused to relinquish jurisdiction over the field of films-for-television under a Television Authority such as is recommended by the AAAA. Their joint statement declared:

Ask "Sober Consideration"

"Mr. Ronald Reagan, speaking for the Guilds, told the International Board on October 5 what the Guilds' position would be in the event and only in the event, that their charter rights are violated by action of the other branches. The Guilds hope that sober consideration will prevent any such action. If in spite of the reasonable approach of the Guilds, the sponsors of the proposed Television Authority insist upon invading the Guilds' motion picture field, then they will be solely responsible for forcing an unwarranted and unjustifiable jurisdictional war upon actors and the public."

Tucker Heads AP Group In New Jersey Area

New Brunswick, N. J. — Edwin Tucker of Station WKDN, Camden, was elected president of the New Jersey Associated Press Radio Association at the annual meeting held last week. He succeeds Thomas Tighe of Station WJLK, Asbury Park.

Roland Trenchard of WAAT, Newark, was elected vice-president. Sam G. Blackman, AP chief of bureau for New York and New Jersey, was re-elected secretary.

Stations represented were: WAAT, Newark, Trenchard; WCAP, Asbury Park, Walter L. Reid; WJLK, Asbury Park, Tighe and Frank L. Wilgus; WCTC, New Brunswick, Ralph Mahoney; WKDN, Camden, Tucker and Arnold Snyderman; WMTR, Morristown, Kenneth Croy and Merrill Morris.

Three Stations Re-Sign World

World Broadcasting System announces that three radio stations located in the state of West Virginia have just renewed and extended their contracts for the continued use of World's transcribed library service.

The stations are WHAW, Weston; WCOM, Parkersburg, and WPDx, Clarksburg.

Stork News

Charles McAbee, member of the station-rep. staff of George P. Holingbery Co., is the father of a seven-pound, three-ounce girl born yesterday to Mrs. McAbee at Englewood (N. J.) Hospital.

TELEVISION DAILY

Section of RADIO DAILY, Friday, October 14, 1949 — TELEVISION DAILY is fully protected by register and copyright

COLOR HEARINGS TO BE LENGTHY

TELE TOPICS

STILL ANOTHER radio fixture has made the move to tele, and like most of its predecessors, "Famous Jury Trials," as presented on DuMont this week, does not belong in front of the cameras. Set in a courtroom, the program offers no action other than the parade of witnesses to and from the stand. The result was one of the talkiest shows we've seen in recent months. . . . It is understandable that the owners of radio properties would like to place their product on TV. A few such shows, through skillful adaptation, have become successful visual entertainment. But most that we've seen are not good viewing and the bad impression made by a boring video show lessens that program's chances for continued success on radio. The primary consideration in preparing a show for video should always be: Does it attract and hold the attention of the eye? If the answer is no, leave it on radio; there is still a lot of money to be made there. . . . "Trials" is a Transamerican package, directed by Charles Harrell for the producer and Frank Bunetta for DuM. John L. Clark is scripter. . . . Even the Chevrolet commercials were strictly radio, all spiel with the camera on the announcer throughout. The only thing missing was the script.

A NEW TELESCOPIC LENS that "utilizes the binocular principle to achieve the equivalent of a focal length of 40 inches" will be used for the Notre Dame-Tulane game over DuM, tomorrow. Developed by Harry Berch, of WKBK, and WGN-TV technicians working independently, the lens will be used to supplement the Zoomar in coverage of the game. . . . Ken Later, who has been with the William Morris Agency for the past five years, has resigned to open his own office combining personal management with the sale of properties for video. . . . Robert Stevens, producer-director of "Suspense," is working on a new CBS show—a romantic drama series to be aired every other week beginning early next month. . . . TV-Programs, Inc., is handling sales for Jason Comic Art's weather-forecasting puppet, Jingle Dingle.

CBS HAS OBTAINED TV RIGHTS to "The Adventures of Philip Marlowe" from author Raymond Chandler. Series will be filmed in Hollywood under supervision of the web's staff there. . . . Charles Hull Wolfe, copy chief of McCann-Erickson, and Elmer Davis will sit on a panel to discuss TV's effects on AM news at the NARND convention in New York, Nov. 11-13. . . . Home games of the Detroit Red Wings will be scanned for the third consecutive year by WWJ-TV. Paul Williams will call the plays. Bankroller is Stroh Brewery, through Zimmer-Keller agency.

Prospect Of Their Lasting Through December Discourages Proponents Of "Freeze" Ending; Inventor And Four Receiver Mfrs. Before FCC

(Continued from Page 1)

get under way. Meanwhile, testimony on the utilization of the UHF and allocations problems will be held off.

There was speculation here that the decision represents the first FCC hint that it is unwilling to break down the present barrier to expansion prior to promulgation of standards for color.

Meantime the Commission yesterday heard a highly technical presentation by Dr. Charles Willard Geer of the University of Southern California, who has devised a tube which he says will bring in black and white or color at will on the type of home receiver today in production through the nation. He described it as "all-electronic, direct-viewing, with no filters, no moving parts, no projection lenses and with no external apparatus." It is also adaptable to theater TV, he said.

The tube is not yet ready to be demonstrated, Geer said, with actual completion perhaps a year off.

Also heard yesterday was J. N. DuBarry, assistant to the executive vice-president of the Smith, Kline & French Laboratories. He said he was appearing simply in gratitude to CBS for its aid in the development of a color TV system to be used by Smith, Kline & French in televising surgical operations. (The equipment used in the CBS demonstration was largely from that company.)

Color TV, he said, "is an ideal solution for a serious problem in the teaching of modern medicine" because it makes possible once again the close-up views medical students used to be able to have before the age of specialists, when so many doctors and nurses crowd around an operating table that spectators in an

amphitheatre cannot see anything.

Yesterday's testimony followed a series of appearances by parts and set manufacturers Wednesday in support of the CBS contention that it would be relatively simple to get into production with home receivers for the CBS-type color system. Change-over to the individual set-owner need not exceed about \$100.

President Milton J. Shapp, of Jerrold Electronic Corp., testified his company is prepared to make an "adapter" for present receivers which would enable the set to pick up CBS color broadcasts in black-and-white. Price would be about \$40 retail, he added.

President Edward F. Mulhern, of Birtman Electric Co., reported his firm is now turning out for CBS and others pre-production samples of a "color converter" unit which when attached to an existing set having the adapter described by Shapp would provide full-color reception. Retail cost might go to \$70—or equipment for building into new sets would cost about \$50.

President H. G. Hamilton, of Eastern Air Devices, Brooklyn, exhibited the small motor which his company made to operate the color disc used in the CBS color system. He testified his firm could tool up and reach a production rate of 5,000 to 10,000 such motors per month within 18 to 22 weeks after an FCC decision on the color question. Cost would be about \$8.00 each, perhaps going as low as \$5.

C. P. Cushway, of Webster-Chicago, estimated that his firm can produce a color converter for the CBS-type transmission at a cost to the present set-owner of \$75 or \$80. In addition, there might be service charges of from \$25 to \$40.

Weekly Armed Forces Program To Be Presented On NBC Net

Washington Bureau of RADIO DAILY

Washington — The Armed Forces Hour, a weekly 30-minute program designed to present the story of unification of the armed services at all levels, will be produced by the Department of Defense over NBC Sundays, 5 p.m., beginning Oct. 30, it was announced yesterday.

Originating at WNBW here, the program will combine live action with films from the files of the ser-

vices and special footage made for the show. In addition, plans are being made for remote pickups from the Navy Special Devices Center studios at Sands Point, L. I., the studio now under construction at the Pentagon and units of the armed forces in the field.

Series will be produced by Maj. Robert P. Keim, USAF, chief of the TV section, and Lt. Benjamin S. Greenberg, USNR.

Income At New High, Admiral Splits Stock

Chicago—Board of directors of Admiral Corp. has approved 100 per cent stock distribution to be issued to holders of record on Nov. 21, 1949, subject to approval of an increase in authorized capital stock to 2,000,000 shares by stockholders at a meeting to be held Nov. 9. It is expected that the quarterly dividend rate of twenty cents per share will be maintained on the new shares.

Nine-Month Sales Set Mark

In making this announcement, president Ross D. Siragusa also reported that sales for the nine months ending Sept. 30 were at an all-time high of \$77,078,151, as against \$42,514,509 for 1948. Net earnings for the nine months of 1949 were \$4,631,574, compared with \$2,037,786 for last year. Earnings per share were \$4.63 as against \$2.04 last year.

Sales for the third quarter of 1949 were \$23,967,745 as against \$15,128,165 for 1948. Net earnings for the third quarter of 1949 were \$1,475,884 as against \$800,489 for 1948. Earnings per share during the quarter, were \$1.48 as against \$.80 for the same period last year.

Agency Exec. Says TV Will Surpass Radio

Chicago—Hugh E. Davis, executive vice-president of Foote, Cone and Belding, told the Chicago Radio Management Club that the industry might as well face the facts now that radio cannot compete with television.

While he said there would always be a place in the advertising picture for radio, it would gradually take a subservient position to TV advertising, and eventually would merely be used as an auxiliary medium.

Davis's subject was "The Future of Radio" and he definitely painted a very pessimistic picture for its future. He said that radio station owners will have to realize that they will have to be satisfied with lesser profits.

He criticized talent, too, and said that they too will have to realize that it will be impossible economically for talent to receive exorbitant fees in both radio and tele.

With TV in 5 years reaching nearly all American homes, and radio reaching a minority portion of the public, Davis suggested that one way for advertisers to do an effective job was to put on similar shows (but not simulcasts) on both media.

Section of RADIO DAILY, Friday, October 14, 1949

First Audio Fair Set For N. Y. Oct. 27

The Audio Fair and First Annual Convention of the Audio Engineering Society will be held at the Hotel New Yorker, New York City, beginning October 27 for three consecutive days. Exhibitors at the Fair included the following:

Audak Company, Inc., New York; Altec Lansing Corp., New York; Audio Development Co., Minneapolis, Minn.; Audio Devices, Inc., New York; Audio Instrument Co., New York; Audio & Video Products Corp., (Amplex) New York; Burlingame Associates, New York; Hewlett Packard Co., Tektronix Inc., Brush Development Co., Audio Development Co., Prestoseal Manufacturing Co., Brociner Laboratories; Frank L. Capps & Co., New York; Cook Laboratories, Floral Park, N. Y.; The Daven Co., Newark, N. J.; Electric Indicator Co., Stamford, Conn.; Electrovoice, Inc., Buchanan, Mich.; The Electronic Workshop, Inc., New York; Fairchild Recording Equipment Corp., White-stone, N. Y.; Gawler-Knoop Co., Newark, N. J.; Ballantine Laboratories, Clough-Brengle, Allan B. DuMont; General Electric Co., Syracuse, N. Y.; H. J. Leake, Ltd., London, England; Frank L. McIntosh, Washington, D. C.; Magnecord, Inc., Chicago, Ill.; J. A. Maurer, Inc., Long Island City, N. Y.; Panoramic Radio Products, Inc., Mt. Vernon, N. Y.; Permoflux Corp., Chicago, Ill.; Pickering & Co., Inc., Ocean-side, N. Y.; Presto Recording Corp., Hackensack, N. J.; Proctor Soundex Corp., Mt. Vernon, N. Y.; Racon Electric Co., Inc., New York; Rangertone, Inc., Newark, N. J.; Recogram Recorders Co., N. Hollywood, Calif.; Rek-O-Kut Co., Inc., Long Island City, N. Y.; Somerset Laboratories, Inc., Union City, N. J.; Sonar Radio Corp., Brooklyn, N. Y.; Stencil-Hoffman Corp., Hollywood, Calif.; Stephens Manufacturing Corp., Culver City, Calif.; Sun Radio & Electronics Co., Inc., New York; Tech Laboratories, Inc., Palisades Park, N. J.; University Loudspeakers, Inc., White Plains, N. Y.

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WHO'S WHO IN RECORDING GODDARD LIEBERSON

APPOINTE to a top post with Columbia Records, Inc., by Edward Wallerstein, president of the company on October 5, this year, Goddard Lieberman, in his new capacity as executive vice-president of Columbia, brings to this office a splendid musical background.



Exec. V.-P.

Before joining Columbia Records in 1939, he was active in many phases of music as a composer, teacher, lecturer and writer. He has to his credit numerous compositions, including the "Five Modern Painters" suite, incidental music for a puppet version of "Alice In Wonderland," and many other works, including choral, chamber and piano compositions. He is also the author of a novel titled "Three for Bedroom C," which recently was sold as a motion picture.

Since joining Columbia Records in 1939 as assistant to the director of the Masterwork's Division, he has become head of that division, and was subsequently appointed to the position of vice-president in charge of Masterworks Artists and Repertoire. Lieberman played a major role in the development of Columbia's classical catalog and has been closely identified with the introduction of Columbia's Long Playing Microgroove record. He was elected to the Board of Directors of the company in 1948.

Born in Handley, Staffordshire, England on April 5, 1911, he was brought to the United States by his parents at the age of four. He attended the University of Washington and the Eastman School of Music. Lieberman is married to the former Vera Zorina, stage and screen star and they have two children, Peter and Jonathan.

Rangertone In Demand

The growing popularity of Rangertone's synchronized magnetic tape recording system is indicated from varied usages reported the past few weeks.

System was used in lighthouse scenes of De Rochemont's "Lost Boundaries," movie; "Lightning Talks," NAB promotional film; Life Magazine's promotional film on Texas and for the State Department's cultural film, "The Tanglewood Story," which featured Dr. Sergi Koussevitzky and the Boston Symphony.

DuMont Div. Moves

Executive offices of the receiver sales division, Allen B. DuMont Laboratories, Inc., will be moved to the recently dedicated East Paterson, N. J., plant tomorrow and will commence operations from there starting Monday, Ernest A. Marx, general manager of the division, announced. The move affects DuMont national receiver sales, advertising and order administration departments. While the division will be officially quartered at East Paterson, offices will be maintained at 515 Madison Avenue, New York.

PRODUCTION PARADE

TV Signal Generator

A new line of TV testing equipment is now being marketed by the Superior Instruments Co., New York. Their Model TV-30, a Television Signal Generator, enables alignment of TV I.F. and front ends without the use of an oscilloscope.

New RCA 15-Inch Speaker

A new low cost 15-inch loudspeaker capable of giving high-quality reproduction at high-power levels, and incorporating features of RCA's LC-1-A speaker, developed by Dr. H. F. Olson, of the RCA Laboratories, has been introduced by the RCA Tube Department. The new speaker, designated the RCA-515S1, is the result of combined research by the RCA Laboratories and the RCA Victor Division.

New TV Lightning Arrester

A video development of the JFD Manufacturing Co., Inc., Brooklyn, N. Y. — the "safeTVguard" Twin Lead Lightning Arrester, retailing for \$2.25 reduces the hazards which may result from lightning and static charges collecting on roof TV antennas, according to the company.

Two-Speed Console Tape Recorder

Tape economy and 66 minute recording time are combined with an audio response of 40 to 10,000 cycles in the new Audiograph console tape recorder, operating at 7½-inches per second. Fifteen inch speed is available by instantaneous switchover to extend response to 15,000 cycles and permit split-word editing. Professional net price for the new recorder is \$950.00 f.o.b. San Carlos, Calif.

Sylvania Service Plan For TV Set Owners

The Sylvania Electric Products, Inc., has introduced a TV service system which will enable set owners to recover a portion of their service contract expenditure in cash or apply it to a second year contract.

"Coupons" Used

Titled the "Pay-Back" Service System, developed by R. K. Pew, director of service for Sylvania Television, this new plan automatically entitles each Sylvania contract holder to receive a book of coupons, each coupon being good for one service call. Where a radio and phonograph combination receiver is involved, additional coupons for radio service are issued. For each coupon not used at the termination of the year's contract, a refund is made. The number of coupons issued does not limit any additional service calls which may be required.

Expands To Western Markets

Sylvania also announced expansion to western video markets this month with appointments of distributors in six major cities. C. K. "Larry" Bagg, sales manager, Sylvania Television, will start a western business tour on October 17, to set up distributorships in Los Angeles, San Francisco, Denver, Salt Lake City, Portland and Seattle. More than 15 eastern cities already have distributors of Sylvania Electric Products.

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