



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 10

NEW YORK, MONDAY, OCTOBER 17, 1949

TEN CENTS

UNITED NATIONS DAY PLANS COMPLETED

NAB Mailing Booklet On Int'l Broadcasting

Washington Bureau of RADIO DAILY
Washington—NAB announced Friday that it is mailing a booklet on international broadcasting problems entitled "What Gets the Air" to all members. The "primer" text is the work of Forney A. Rankin, NAB government relations department director, who is now at the NARBA meeting in Montreal. It has grown out of a directive of the NAB board of directors, which last February assigned the task to the NAB's gov-

(Continued on Page 5)

Helen Hayes Cancels Fall CBS Radio Series

Honolulu, T. H.—Helen Hayes, whose CBS radio series, "The Electric Theater," was postponed after the death of her daughter last month, has cabled N. W. Ayer & Son, Inc., the advertising agency handling the program, that she will not return to the air this season.

Miss Hayes currently is vacationing here with her playwright husband, Charles MacArthur. The couple came here after the sudden death

(Continued on Page 6)

Free & Peters Releases Report On Spot Radio

Free & Peters, radio and TV station representatives, has prepared a 46-page study titled "Spot Radio Costs Less Today," which is being sent to agencies and advertisers.

The study emphasizes the "mobility" and "flexibility" of spot radio as an advertising medium, quoting costs and ratings to illustrate those qualities.

Xmas Seal Spots

The National Tuberculosis Assn. has prepared six transcriptions which are offered to all U. S. radio stations for broadcast during the Christmas Seal Sale, to be held Nov. 21-Dec. 25. The discs consist of five 15-minute shows, and one platter of 20-second spots. Talent was contributed by several top Hollywood film stars.

Flash News

Radio and TV newsmen crowded into the court room of Judge Harold R. Medina in New York Friday morning when a jury returned a verdict of guilty in the cases of 11 top Communist leaders who had been on trial for nine months. The verdict was carried in a flash bulletin on New York stations and the four major networks cut in on morning programs to carry the news. TV films made at the U. S. Court House in Foley Square were rushed to stations for telecasting.

Coast Adv. Executives Holding Convention

Arrowhead Springs, Cal. — More than 300 advertising executives are attending the annual convention of the Pacific Council, 4-A's, which opened here Friday and will continue through Tuesday evening.

An address by California's Gov. Earl Warren featured the first session. This afternoon the speaker will be Fairfax M. Cone, chairman of the board of Foote, Cone & Belding, who will discuss "Ethics in Advertising." Clarence B. Goshorn,

(Continued on Page 8)

REC Speakers Named For Thursday's Luncheon

Mary Pickford, and Edwin M. Martin, former Farnsworth Television vice-president and now board chairman of Hubbell Television, Inc., will be the guest speakers at

(Continued on Page 2)

Radio And TV Industry Lend Support To National Observance Of UN Day On Monday, October 24th

Inter-American Ass'n Supports Free Radio

Members of the board of the Inter-American Association of Broadcasters meeting at the Waldorf-Astoria Hotel in New York the past weekend pledged themselves to work for uniform radio legislation for Latin American countries and foster perpetuation of free privately

(Continued on Page 8)

Boston Candy Makers To Expand AM, TV Use

Boston — Durkee-Mower, Inc., candy manufacturer, has announced a new advertising campaign to include heavy use of radio and television in 13 cities east of the Mississippi.

The firm has been a regular radio customer for more than 25 years, on

(Continued on Page 2)

Home Listening Reached New High During Series

Home listening to the World Series broadcasts over MBS reached an all-time high for the event, according to a survey by Mutual's research department in conjunction with Crosley, Inc.

Peak listening was recorded during

(Continued on Page 2)

Networks, unaffiliated stations, industry organizations, advertising agencies, sponsors and private-citizen groups will join hands in a nation-wide radio and television salute to the fourth anniversary of the signing of the United Nations Charter, Oct. 24. Arrangements are being made by the

(Continued on Page 5)

Commercial Progress Of Video Analyzed

Chicago—"Television is and will be a blue-chip operation," Louis N. Brockway, executive vice-president of Young & Rubicam, observed Friday in a talk on "How To Use Television Today" at a meeting of the Amer. Assn. of Advertising Agencies, held at the Drake Hotel.

Continuing his assessment of present and future video costs, he said: "Looking forward several years

(Continued on Page 2)

Congressmen, On MBS, Will Describe Travels

Washington Bureau of RADIO DAILY
Washington — Members of Congress who visited Europe and the Far East recently on committee investigations will report to the nation in a series of radio broadcasts produced by the AFL's Labor League

(Continued on Page 8)

Electronic Color-TV System Gets Okay Of Lee De Forest

"Now that it is understood that the color TV system must be compatible, there is no reason to think that there will be a slowing up in the development of the art," i.e., television as it is today, Dr. Lee De Forest, told a press conference on Thursday at the Waldorf-Astoria Hotel.

The radio pioneer advised people not to wait but to buy television re-

ceivers now because sets can be adapted to color later at a relatively small cost. He added that he "is convinced that it will be another three or four years before we have commercial color."

In discussing the RCA and CBS color systems, Dr. De Forest declared that "whatever system is ultimately used, it must be compatible

(Continued on Page 7)

Appointment

Joan Rowland has been appointed radio consultant for the Japan International Christian University Foundation, newly organized foundation which will campaign for ten million dollars next year to build a university in Tokyo. The Christian University Foundation is sponsored by the eleven leading Protestant churches.



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WEST COAST OFFICES
6425 Hollywood Blvd. Phone: Gladstone 8436
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Phone: Wisconsin 3271
CHICAGO BUREAU
Hal Tate, Manager.
360 No. Michigan Ave.
Phone: Randolph 6-6650
SOUTHWEST BUREAU
Paul Girard, Manager
Tower Petroleum Bldg.,
Dallas, Texas
Phone: Riverside 3518-9

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FINANCIAL (October 14)

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

Home Listening Reached New High During Series

(Continued from Page 1) ing the final game of the baseball classic on Sunday, Oct. 9, when 54.6 per cent of the nation's radio homes were tuned in. A total of 65.1 per cent of all radio homes were tuned in during one or more of the five games. The average rating for the Series was 37.9.

Wedding Bells

Georgia De Vese, secretary to Helen Powers, administrative director of WAAM (TV) in Baltimore, was married on October 2nd to Millard Baublitz, printing director for a local Baltimore concern.

★ COMING AND GOING ★

BERT WOODS, program director of RCA Recorded Program Services, left last Thursday for Hollywood, where he'll direct a Tex Beneke recording date for Thesaurus.

G. W. "JOHNNY" JOHNSTONE, director of radio and TV for NAM, spent the weekend in Tuscaloosa, Ala., visiting his daughter, Susanna, instructor in piano and harp at the University of Alabama. Today he'll fly to Chattanooga to supervise the NAM-ABC Tuesday broadcast.

BOMAR A. LOWRANCE, commercial manager of WSOC, Charlotte, N. C., is expected in New York today for conferences with the national representatives of the station.

JEFF CLARK went down to the Tobacco Bowl Festival at Richmond, Va., where he was announced as a feature on "Your Hit Parade" starting October 22.

GRAHAM MOORE, commercial manager of KCBQ, San Diego, is back in California following a business trip to New York.

CLIFF GREENLAND, commercial manager of Associated Program Service, is attending the meetings of the National Association of Educational Broadcasters at the University of Michigan.

FRED BERNSTEIN, sales manager of WTTM, Trenton, N. J., is back at his desk following a meeting in New York with the national reps. of the station.

BOB KELLER, now marking the third anniversary of his radio sales promotion organization, is back from Waterbury, Conn., where he conferred with executives of WWCO, Mutual and Yankee Network outlet.

GORDON GRAY, vice-president of WIP, Philadelphia, today is in Washington for a "Voice of Democracy" contest meeting.

TOM KNODE, administrative assistant to the director of television operations at NBC; DON BISHOP, magazine editor for the network; JESSE BIRNBAUM, press staff writer, and WALTER SCOTT, web time salesman, week-ended in Richmond at the Virginia Tobacco Bowl Festival.

J. L. VAN VOLKENBURG, Columbia network vice-president and director of television operations, on Friday was in Columbus, Ohio, to address the Advertising Club of that city on the subject, "Advertising Comes of Age with Television."

CATHY MASTICE, soprano on WHOM, in Teaneck, N. J., to sing with Milton Cross' Aristo Artists concert. Tomorrow she'll leave for West Virginia, the next stop on her current tour.

JOHN SCHILE, commercial manager of KUTA, Salt Lake City, Utah, was in town last week on station business and for confabs with his national reps.

CONNIE DESMOND, sportscaster on CBS, on Saturday was in Columbus, Ohio, to report the game between Minnesota and Ohio State University.

SEYMOUR SIEGEL, director of WNYC, today is due back in New York from a flying trip to Ann Arbor, Mich., where he addressed the convention of the National Assn. of Educational Broadcasters.

MARGARET PHELAN, radio singer who had been appearing at the Town Casino in Buffalo, arrived in New York Sunday for an indefinite stay.

ANNE FRANCIS, the "Bonnie Maid" of the "Versatile Varieties" program on NBC television, who has been sojourning in Orlando, Fla., will return today in time to resume her role in the show.

Commercial Progress Of Video Analyzed

(Continued from Page 1) with full national coverage, a half-hour show may cost as much as \$50,000 or \$60,000 a week for time and talent—two to three million dollars a year. After quoting figures like these to your client, . . . you can discuss how it may be possible to keep costs at an affordable basis. "Spot television is one obvious answer. Another one is the use of participation or cooperative programs. . . . Perhaps it will be possible to buy television as you buy magazines, once or twice a month instead of every week. . . . We all believe in continuity and frequency, but \$60,000 per week may alter our conception of what constitutes continuity."

Program-wise, Brockway predicted that such subjects as fashions, public relations, and religion may prove readily adaptable to the medium of TV. "Certainly programs designed for limited audiences will become more widespread," he said. On the subject of video commercials, he had this to say:

"Many television commercials today are, in my opinion, too tricky. They have to much 'device' to get into a story. . . . The Fuller Brush man is not preceded in the home by a line of dancing girls carrying balloons and singing a jingle. He comes to the door alone, tells his story, demonstrates his product, and makes his sale. I think we could learn a lot from the Fuller Brush man's technique."

REC Speakers Named For Thursday's Luncheon

(Continued from Page 1) the second 1949-50 meeting of the Radio Executives Club of New York at the Hotel Roosevelt, Thursday, Oct. 20, at 12:30 p.m., it was announced Friday by John J. Karol, REC president. Subject for discussion at the luncheon-meeting will be "Television's Fifth Network," with Richard W. Hubbell acting as moderator. Among the other distinguished guests at the luncheon will be Charles (Buddy) Rogers, film, radio and television star, and Pierre Crenesse, director of the French Broadcasting System of North America.

Boston Candy Makers To Expand AM, TV Use

(Continued from Page 1) behalf of its Marshmallow Fluff and Seeco. H. Allen Durkee, president, and Fred L. Mower, treasurer, bought their first radio time on WNAC, Boston, when they were making their confections on a kitchen stove and selling them door-to-door. Today they employ more than 30 people, and soon will open a new \$200,000 factory in Lynn, Mass. Gilchrest-Spriggs & Co., Boston, is the firm's agency.

Germans Engage U. S. Agency McCann Erickson's office in Frankfurt, Germany, announces its appointment by Romika KG Lemm & Co. of that city to handle their advertising of rubber boots.



Strange Bedfellows

You wouldn't expect a monkey to pick out a bunny rabbit for a bunk-mate. But there they are—both as comfortable as can be.

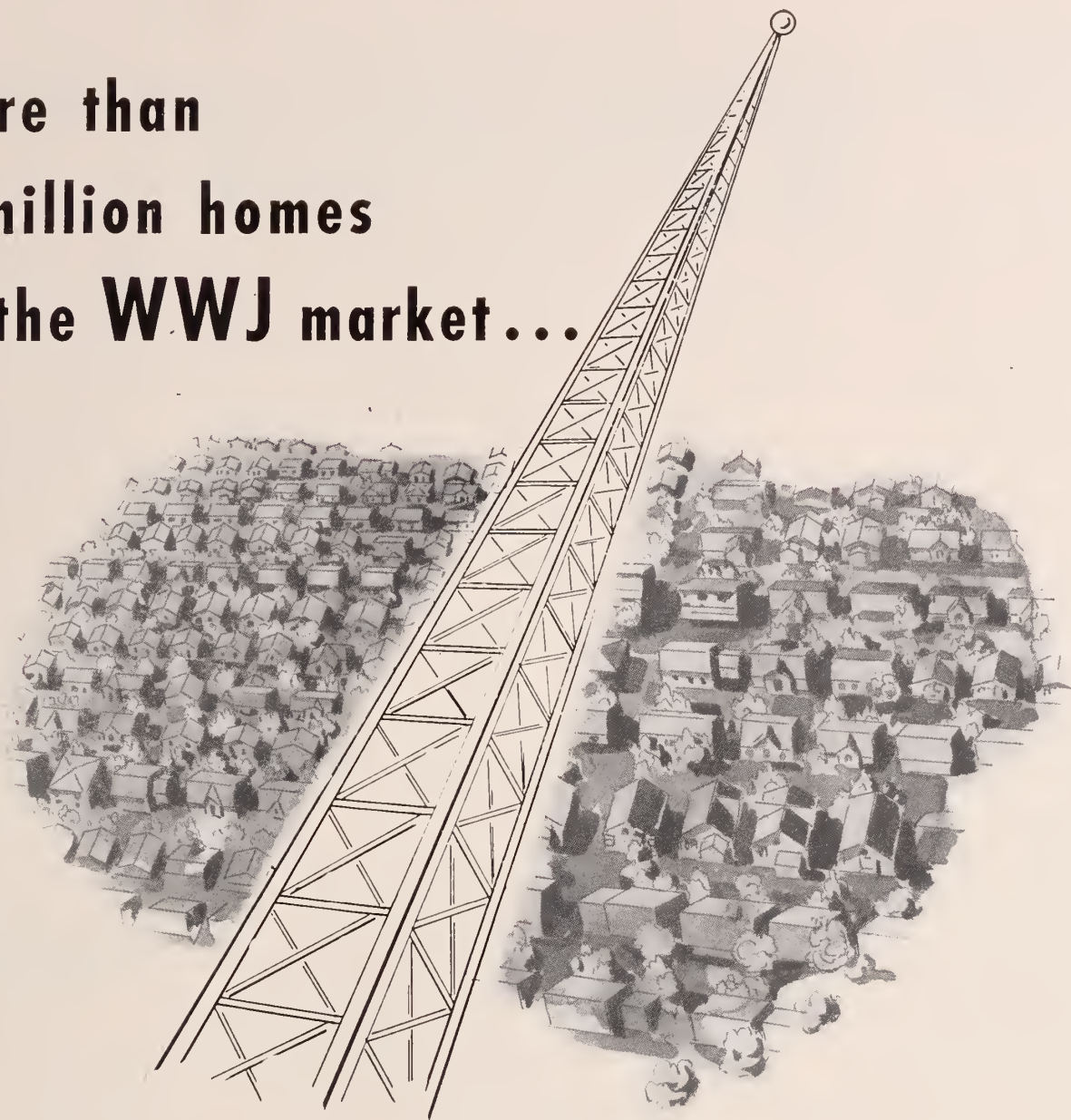
There's a sure-fire way for time buyers to be comfortable, too, about their clients' radio advertising in Baltimore. You just buy W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H is the bargain buy in this rich market, sixth largest in the country. W-I-T-H delivers more listeners-per-dollar than any other station in town. That means you can get BIG results on W-I-T-H for just a LITTLE money.

So if you're in the market for low-cost results, get the whole W-I-T-H story from your Headley-Reed man today.

AM WITH FM logo featuring a stylized face with a lightning bolt, and text: WITH Baltimore 3, Maryland TOM TINSLEY, President Represented by Headley-Reed

more than
a million homes
in the **WWJ** market...



For over 8½ years, Detroit has had full employment, with over a million workers earning the highest factory wage rates of the five largest cities in the nation. It is this past, combined with present record-breaking automotive production figures, and a bright future, that makes Detroit a most fertile field for planting your advertising dollars. Top radio medium in this wealthy market has always been WWJ, NBC in Detroit, and most familiar letters of the alphabet to Detroit's vast radio audience. To give your product prestige plus selling impact of a ready-made audience, get your product story on WWJ-The Detroit News.

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
Associate Television Station WWJ-TV



Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

CHICAGO

By HAL TATE

THE KELLOGG COMPANY, Battle Creek, Michigan, announced this week the appointment of Leo Burnett Company, Inc., Chicago, as the advertising agency for Kellogg's Corn Soya. Plans are still in the process of formation.

Bad news for the black and white boys. Procter & Gamble, Cincinnati, will spend \$1,000,000 in television in 1950 and are taking \$650,000 out of their current appropriation for black and white to sink into television next year! No cut is planned in P & G's radio expenditures for next year; \$350,000 will be added to the chunk taken out of the black and white appropriation to make up the million dollar expenditure in television for next year. The agencies now handling the P & G business will also handle the P & G television expenditures.

Frank B. Falknor, WBBM assistant general mgr., appointed Stanley Levey as new assistant sales manager for the station. Before joining the WBBM sales staff in 1940, Levey was employed in the advertising departments of the Chicago Elevated Advertising Company, the Illinois Meat Company, and radio station WIND. A graduate of Tilden Technical High School in Chicago, he also attended De Paul University in this city, where he studied law before entering the advertising business. Wrigley Building habitues report that Levey has been the station's top salesman for the last five years.

Schulze-Burch Baking Company of Chicago, for their Flavor-Kist 4-in-1 Saltine Crackers, has started a mystery voice show on KCMO, Kansas City, called "Who's Talking?" broadcast across the board from 3:00-3:15 p.m. The program is a Hal Tate Radio Productions package. The Schulze-Burch account is handled by the Gordon Best Agency in Chicago. Frank Morr, account executive, says that if the KCMO test is successful, the program will be expanded into other cities where Schulze-Burch products are sold.

Pia Igy On WWRL

WWRL, New York, will offer the city's only regularly-scheduled Rumanian language program starting Saturday, Oct. 15, 9:30-10 p.m. The program, to be offered for participating sponsorship, will star Pia Igy, Rumanian coloratura soprano and former prima donna of the Royal Opera House in Bucharest.

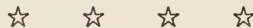
Lenn To Lecture

Joseph A. Lenn, vice-president in charge of sales for WHLI, Hempstead, L. I., will appear as guest lecturer Oct. 20 at a class of the basic radio and television course, School of General Studies, Columbia University, to be held in NBC's Radio City studios.

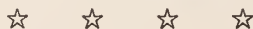


Mainly About Manhattan. . . !

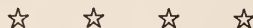
● ● ● **IT SEZ HERE:** Behind-the-scenes battle between Philco and NBC-TV has the top brass at the web biting their nails. . . . Radio scuttlebutt has Aly Khan buying heavily into a major network. . . . Bruce Dodge, a fixture at Biow's for more years than we can remember, has turned in his resignation as production head of the H'wood office to go into the packaging biz for himself with Bob Hawk. His "Take It Or Leave It" chores will be taken over by Ed Feldman who leaves for the gold coast today. . . . Marilyn Maxwell is another leading candidate for the Mary Martin role in the road company of "So. Pacific." . . . Dane Clark assays his first shot at video tonight on the Chevrolet NBC stanza. . . . James Sheldon, who started as a page boy at NBC 8 years ago, returns to his old alma mater as producer and TV director of "We the People" when it makes its switch to that web, where it also originally started in 1936. . . . Maxine Keith readying a new video series called "E'way Success School." . . . Aside to Geo. McGarrett: Sorry, old chap. I don't catch the show regularly—and that had been an early impression that had lingered. . . . Ford signing up the Kay Kyser Kollege of Musical Knowledge as a TV package. . . . "Share the Wealth," which was a local opus on WOR some time ago, becomes a coast-to-coaster on ABC tonight with Bill Slater as emcee and Waltham watches picking up the tab.



● ● ● Irving Mansfield's "This is Show Business" makes for lively listening and viewing, especially when Abe Burroughs is in the groove. Last week he was in rare form. When Gene Martin offered his problem (he didn't know whether or not to continue trying to make the grade as a singer or quit the business and go to work in his old man's drugstore), Abe cracked: "Why not do both? You might become another Ezio Pillza." And to Sue Ryan, who didn't want her child in showbiz, Abe commented that she had made a wise decision. "After all," he said, "she's liable to grow up into another Margaret O'Brien—and then you'll never be able to get married again."



● ● ● **AROUND TOWN:** "Those Westerns on TV are so old," memos Leo De Lyon, "I just saw one in which Roy Rogers was only up to his second guitar lesson." . . . The minute the Yankee flag went up, Roberta Quinlan was on the phone to remind Morey Amsterdam that he had lost his bet and that he was due in Times Sq. to push a peanut across the street with his nose. . . . After the final telecast of their DuMont Saturday-niter, "Spin the Picture," producers Wilbur Stark and Jerry Layton threw a terrific party—not for the brass or any of the high echelon—but for the cameramen, soundmen, engineers, scripters, musicians and cast. . . . Jeff Clark, the young singer who idolized Frank Sinatra as a kid, hits stardom after two short years as top vocalist on the Hit Parade. . . . Marie Wilson has asked Carl King, handsome TV emcee, to take a screen test for her next film. . . . Vic Damone set for H'wood's Macombo on Nov. 1st.



● ● ● For a femme audience show which combines taste and stature with broad family appeal, we give you Kellogg's "Mother Knows Best" heard on CBS 5:30-6:00 on Saturdays, produced and written by Herb Moss. Which is hardly surprising since everything that Herb has been connected with these past dozen years (Truth or Consequences, Vox Pop, Hildegard, etc.) has always had the stamp of real quality. There are certainly plenty of television shows around that could stand his touch, but the guy claims he prefers to stay in radio where he'll get rich quickly and age slowly.

AGENCIES

DONALD P. CAMPBELL has moved from MBS to television sales staff of Edward Petry & Company, Inc. in New York City. In addition to MBS, Campbell's former affiliations in broadcasting include: NBC, ABC and WEST, Easton, Pa. He is a graduate of the University of Pennsylvania, and served during the war as a lieutenant (jg) in the Navy.

STUART B. GREENFIELD ASSOCIATES have been appointed to handle publicity-public relations for Toy Metal Products Company, makers of "Kiddyware" and "Welk-erware" children's toys, also for Postal Drug Company of New York.

GREY ADVERTISING AGENCY has been engaged by Textron Inc., to handle all advertising of its Nashua Mills divisions and Poses, effective January 1, 1950. Nashua Mills markets a wide variety of textile products and Poses is a newly acquired subsidiary.

ROBERT LEWIS SHAYON, one of the country's better known radio figures, and William D. Patterson, magazine publisher and foreign correspondent, have become members of the Fred Smith & Co., Inc., public relations and business consultants.

EMCEES...

and Beginners

Want to go places in Radio, Television?

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

FREEMANTEL System of Voice Control

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

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

Send for FREE Book.

Freemantel Voice Institute, Suite O, 113 West 57th St. RD. New York 19, N. Y.

Please send me FREE book on Freemantel System of Voice Control.

NAME

ADDRESS

CITY ZONE.....

Observance Of United Nations Day Will Be Aided Via Radio And Tele

(Continued from Page 1)

four major networks for a "pool" broadcast of the laying of the cornerstone of the new UN building on New York's East Side, tentatively scheduled for 12:30-1 p.m., EST, Oct. 24. President Truman is expected to officiate at the ceremony.

The Radio and Television Committee of the National Citizens' Committee for United Nations Day, in cooperation with other subcommittees in the UN itself, has distributed to stations throughout the country four different program aids, according to Robert K. Richards, director of public relations for the NAB and chairman of the Committee. A special kit, prepared by the Advertising Committee under the direction of Samuel C. Gale, v-p of General Mills, Inc., and chairman of the Committee, was mailed Oct. 1.

BMI Furnishes Music

A special musical continuity for a half-hour program, prepared by BMI under the direction of its president Carl Haverlin, was mailed last week. The program is entitled: "According to the Record." Also mailed last week was a fact sheet of background material, prepared by the NAB. Scheduled for mailing this week is a transcribed quarter-hour feature, "Birthday Story," prepared under the direction of the Radio Division of the United Nations. Mrs. Dorothy Lewis of the Radio Division is in charge of distribution.

Included in the material released through the National Citizens' Committee were translations of English language material. About 170 stations broadcasting foreign language programs received this material last week. These translations, prepared under the direction of Read Lewis of the Common Council for American Unity, were arranged for by Arnold Hartley, director of programs of radio station WOV, New York, and chairman of the NAB's foreign language subcommittee, Unaffiliated Stations' Committee. Languages covered are Polish, Italian, German, Bohemian, Yiddish, Spanish and Serbo-Croatian.

Kits Furnished Stations

United Nations Day material also has been released through the Advertising Council, Inc. A radio kit has been mailed to more than 2,000 local stations. The kit consists of a campaign radio fact sheet, ten 1-minute spots, ten 30-second spots and two pages of station breaks. Announcements have been translated into seven major languages.

The Advertising Council's kit also contains the text of the Presidential proclamation of United Nations Day for Oct. 24 and a statement by Secretary of State Dean Acheson. The kit is prefaced by a joint letter to all broadcasters from J. R. Poppele, president of the Television Broadcasters Assn.; William E. Ware,

president of the Frequency Modulation Assn., and Robert K. Richards of the NAB. The form letter urges broadcasters to use the material "with the enthusiasm which has won such acclaim for American broadcasting as the medium which does the job when the job needs doing."

Cooperating with The Advertising Council on the United Nations Day campaign are the National Retail Dry Goods Association, the Western Newspaper Union, National Association of Broadcasters and the Interracial Press of America. Judy Kwis is The Advertising Council's staff executive on the United Nations Day campaign.

Programs to Salute UN

The major networks will mark the occasion with special dedications on their regularly-sponsored programs and with the airing of special anniversary shows.

"The Telephone Hour" has been selected from NBC's entire schedule to give the network's coast-to-coast salute to UN Day, 9-9:30 p.m., EST. The program will feature Jascha Heifetz, a violinist who has been around the world four times and has appeared in major capitals throughout the world to bring to millions what has been described as "a sense of kinship and good will through the language of music." NBC also will repeat the UN Radio Division production, "Could Be," a documentary directed by Norman Corwin, on Oct. 23, 4-5 p.m., EST. The network's television show, "Kukla, Fran and Ollie," originating in Chicago, will weave into its action and dialogue a special United Nations theme on its Oct. 24th telecast.

ABC programs which will make special mention of the national observance include "The Church and the Nation," 6:15-6:30 p.m., EST, Oct. 22; "Message of Israel," 10-10:30 a.m., EST, Oct. 23; "National Vespers," 1:30-2 p.m., EST, Oct. 23; and "The Hour of Faith," 11:30-12 noon, EST, Oct. 23.

General Carlos P. Romulo, president of the United Nations General Assembly, will speak during intermission on the Sunday, Oct. 23, program of the CBS Symphony Orchestra. Other CBS programs scheduled to participate in the observance on Oct. 24 will be the television show, "Lucky Pup," 6:30-6:45 p.m., EST; Arthur Godfrey's morning show and the evening AM and TV simulcast; Bill Leonard's "This is New York," 9:00-9:45 a.m.; Margaret Arlen, 8:30-9:00 a.m.; and Jack Sterling, 6:00-7:45 a.m.

Worldwide Pickup Planned

Mutual has set aside the 10:30-11 p.m., Oct. 24, period for a special half-hour program, consisting of pick-ups from around the world in connection with UN Day. The web's daily public service religious program, "Faith in our Time," on Oct.

24 will concern itself largely with the anniversary. The principle speaker on the program will be Dr. Franklin P. Cole. The MBS sustainers, "Tennessee Jamboree," 9:30-9:55 a.m., EST, and "Hoe-Down Party," 4:30-5 p.m., EST, will carry mentions. Another dedication will be included in the MBS children's program, "B-Bar-B Ranch," 5-5:30 p.m., EST.

Committee Busy

Members of the Radio and Television Committee of the National Citizens' Committee, who have worked out plans for the special observance via radio and television, include:

Robert K. Richards, chairman; Ted Cott, vice-president in charge of programs, WNEW, New York; Arthur Feldman, director of special events, MBS; Sterling Fisher, manager, public affairs and education department, NBC; Earl H. Gammons, vice-president in charge of Washington office, CBS; Arnold B. Hartley; George Jennings, director, School Broadcast Conference, Chicago; J. R. Poppele; Frank M. Russell, vice-president, NBC; Robert Saudek, vice-president, ABC; James Secrest, director of public relations, Radio Manufacturers Association; Davidson Taylor, vice-president and director of public affairs, CBS; and William E. Ware.

Statement by Davis

Malcolm W. Davis, chairman of the National Citizens' Committee for United Nations Day, said of plans for radio and television participation in the observance: "We have grown accustomed to the enthusiastic participation of our broadcasting industry in events calculated to benefit the people of America. Perhaps, therefore, we fail sometimes to express our gratitude. Broadcasting's inspired support of the Committee in its plans for United Nations Day richly deserves the genuine acknowledgement of all of us identified with the effort directly—and of the peoples of the world who look hopefully to United Nations continuing success."

Special inquiries should be directed to David Bernstein, executive director, National Citizens' Committee for United Nations Day, 700 Jackson Place, NW, Washington 6, D. C.

Joins KBS Sales Staff

Chicago—Edwin R. Petersen, formerly sales executive in the midwest for ABC and the Mutual network, will join the Keystone Broadcasting System on Monday, Oct. 17 as special sales representative in Chicago, according to an announcement made by Naylor Rogers, executive vice-president of the network. Petersen was with ABC in Chicago for over 8 years as account executive handling some of their largest accounts.

NAB Mailing Booklet On Int'l Broadcasting

(Continued from Page 1)

ernment relations, engineering and public relations and publications department. With profuse illustrations in the form of charts, diagrams, chapter heading illustrations, and an especially designed cover, the book contains a total of 64 pages.

The work deals in detail with the NARBA and international telecommunication convention meetings, the "good neighbor" conferences on broadcasting, the problem of sharing the high frequencies, and the "gentlemen's agreement" on allocations. Chapters on international broadcasting cover political barriers, the United Nations and UNESCO, and the "Voice of America" broadcasts.

Other parts deal with relations of broadcasters with the State Department, the FCC, the inter-governmental committees, the U. S. Advisory Commission on information, and other organizations.

The book was intended, according to the original instruction of the NAB board of directors, adopted at its New Orleans meeting, to explain in concise language the importance of international allocation problems in their operations, and in their service to American radio listeners. It was recommended to the board by the special board committee on international radio affairs, under the chairmanship of Michael R. Hanna, WHCU, Ithaca, N. Y., who is a member of the NAB board.

The engineering department of the NAB worked with Rankin in the preparation of the material. The text was written by Rankin. The book was designed and produced by the NAB public relations and publications department.

Stork News

Portland, Ore.—Phil Irwin, announcer for radio station KGW, NBC-affiliate, was presented by his wife Eloise with a new son, Mark Benjamin, on October 7.

Send Birthday Greetings To—

- | | |
|----------------------|-----------------|
| October 17 | |
| Radio Harris | John Prosser |
| Jack Owens | Marilyn Thorne |
| Claire Barry | |
| October 18 | |
| Helen Claire | Louise Fitch |
| William Drips | J. D. Henry |
| Jack Turner | |
| October 19 | |
| Tom Barton | Jack Shannon |
| Clive Davis | W. B. Ryan |
| October 20 | |
| Leo O'Rourke | Thomas Chalmers |
| Benedict Gimbel, Jr. | |
| Clifford Peterson | |

NEW BUSINESS

KTTV, Los Angeles: Interstate Bakeries have contracted for twenty-second spot announcements for the following days: Sunday, Monday, Tuesday, two on Thursday, and Friday. Contract runs for 52 weeks, with the account placed through Dan B. Miner Company, Los Angeles. Welch's Restaurant has purchased one-minute spots once weekly for 52 weeks. The account was placed through Bruce Altman Advertising Agency, Los Angeles. Richfield Oil Corporation has signed for two one-minute spot announcements weekly on a 52-week contract. Dorr Walsh placed the business for Hixson & Jorgensen, Inc., Los Angeles. Eastern Columbia, local department store, has contracted for a one-minute spot announcement once a week for 52 weeks. The account was placed through the Stodel Advertising Company, Los Angeles. Victory Packing Company, packers of dog food, have contracted for a one-minute spot announcement once a week. The contract is for 52 weeks and was placed through W. C. Jeffries Company, Los Angeles.

WQXR, New York: Liberty Music Shops signed a 52-week contract marking the firm's fourth year as sponsor of "Record Rarities," heard two nights weekly, 9:30-10 p.m.

The Kaufman Carpet Co. has bought five 15-minute record programs, 11:30-11:45 a.m., Monday-Friday, and another quarter-hour on Saturday at 9:15.

The Citywide Independent Citizens Committee for the election of Herbert H. Lehman, the Women's Division of the Citywide Independent Citizens Committee, and the Campaign Committee for Morris, Uviller and Deserio, have bought a total of 21 15-minute periods for political talks, started Thursday, October 6.

Helen Hayes Cancels Fall CBS Radio Series

(Continued from Page 1)

of their 19-year-old actress daughter, Mary MacArthur.

The radio series was scheduled to return Oct. 9. It was understood at that time that Miss Hayes would begin her CBS series late in October. In place of the Helen Hayes show, the sponsor, America's Business Managed Electric Light and Power Companies, will continue to present "Meet Corliss Archer," originally a summer replacement and later extended to cover the October broadcasts during Miss Hayes' absence.

Wedding Bells

Barbara Keating, script writer on the Margaret Arlen program over WCBS, was married Saturday in the Church of the Immaculate Conception, Scarsdale, to George Peabody, Jr., president of George Peabody & Associates, public relations firm.

★ THE WEEK IN RADIO ★

Advertisers To Boost Budgets

By AL JAEGGIN

MOST national sponsors will maintain their advertising budgets for next year at the levels of 1949 while some advertisers will increase their budgets to meet stronger competition, according to a survey conducted by the Association of National Advertisers. John F. Kurie, ANA v-p for media and research, told the 40th annual meeting of the organization that the survey showed a tendency toward increased advertising budgets, primarily in five fields: beer and liquor, office equipment, business and finance, gas and oil, food and groceries.

A greater use of spot radio, especially for promoting tourist trade, by the State of Maine was forecast also by T. F. Flanagan in a speech delivered before the Maine Development Commission. . . . One company which heretofore has made little use of radio, the Waltham Watch Co., has decided to enter the all-out competitive field with the purchase of a new ABC audience participation show, "Share the Wealth," under a 39-week contract, effective Oct. 17. . . . The Revere Camera Co. of Chicago, signed a 52-week contract with ABC for the web's recently-acquired "A Date With Judy" program, Thursdays, 8:30-9 p.m., EST, effective Nov. 10.

In pointing out that the sound broadcasting industry itself is coming into an era of real competition with television, Crosley Broadcasting Corp. president James D. Shouse urged the FCC to authorize an increase in power for clear channel stations. Unless this is done, Shouse warned, the whole economic base of broadcasting may collapse, "and it need not necessarily be a slow death." . . . The "low-power era" of FM broadcasting is at an end, according to William E. Ware, FMA president. As examples, he pointed to the FCC's licensing of 30 FM stations to operate at full power: three at 50 kw or more, two at 40 kw or more and five at 20 kw or more. . . . A statement issued later in the week by the FMA declared that there are more FM-equipped homes in metropolitan New York than there are AM-equipped homes in any one of 26 states. . . . The RMA announced that radio tube sales rose sharply in

August to a total of 13,505,940 compared with only 10,117,925 in July. . . . The Western Electric Co. decided to quit commercial production of microphones, loudspeakers and disc-reproducing equipment in order to concentrate its facilities toward supplying the needs of the Bell Telephone Co. and the growing requirements of the armed forces.

NBC announced "top brass" reorganization. Joseph H. McConnell, executive v-p of RCA, was named president of the network to succeed Niles Trammell, who became chairman of the board of directors. David Sarnoff, who served as chairman of both boards, will continue in his RCA post. . . . Mutual's board meeting ended with the first public, official indication that the radio network was planning a new TV web. . . . Columbia's chairman of the board, William S. Paley, will be at the network's Hollywood headquarters today for the beginning of the two weeks of conferences on operations, programming and station relations. . . . In an effort to further intra-network coordination and development of affiliates on local levels, the American Broadcasting Co. sent out two contingents of top officials and flacks on eastern and midwestern tours.

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 web's spot sales department. Ludwig W. Simmel, business manager of the net's cooperative program department, was promoted to manager of the department. . . . Herman Bess, formerly general manager of WLIB, New York, was named v-p in charge of sales and programming for WPAT, Paterson, N. J.

Charles Hull Wolf, who was formerly assistant director of BBD&O's copy department, was named director of radio and television copy for McCann-Erickson, Inc. . . . Charles Oppenheim, assistant director of CBS program promotion, was promoted to the post of director of the department, succeeding Neal Hathaway who resigned to join Benton & Bowles.

Enters TV Set Field

Telequip Radio Company, Chicago, a major manufacturer of electronic test equipment, has announced a full line of TV receivers ranging from a 12½-inch table model to retail at \$199.50 to a 16-inch deluxe console at \$339.95. Edward E. Arkin, president of Telequip, said that his company is in full production of the new home line and has made initial shipments to distributors. Featuring built-in antenna, "Tru-lock" picture control, automatic gain control and simplified channel selector, the new Telequip sets have mahogany cabinets in light and dark finishes.

New Bent-Gun Ion Trap

Better pictorial resolution as well as greater simplicity and economy is claimed for the bent-gun ion trap featured by current DuMont TV tubes in the 12½", 15½", 16" and 19" sizes. Purpose of an ion trap is to eliminate discoloration of the TV tube screen due to ion bombardment. The bent-gun design featured exclusively in DuMont TV tubes, effectively eliminates screen blemishes due to ion bombardment, and offers the advantages of short neck length, because of the space saved by eliminating the double beam bending magnet.

PROMOTION

Special Xmas Series

Boston—Kasper-Gordon, Inc., producers of transcribed radio and TV programs, is producing what is claimed to be the first department store television series on film, synchronizing the action of marionettes with dialogue and sound.

As in the firm's transcribed radio package, "Adventures in Christmas-tree Grove," the video series will consist of 15 quarter-hour programs, open at both ends for the local sponsor's commercial. The series will be offered exclusively to one sponsor in each city.

Rates per episode start at \$150 in the smallest markets. Kasper-Gordon plans to lease the films as in-store features in cities without TV facilities. A special 60-minute version is planned for home movie rental during the Christmas season.

No Tears, No Gore

Latest promotion of WNEW, New York, is a series of posters to be used in Fifth Avenue buses and taxicabs. One set proclaims, "No Sob Stories On Your Favorite Station For Music And News, WNEW," the other, "No Murders On Your Favorite Station For Music And News." Posters are three-color.

New G. E. Dual Stylus

A dual stylus has been added to General Electric's "electronic reproducer" for playing microgroove and standard records merely by depressing and turning a red button on the top of the tone arm. The new stylus is being used with a new G. E. 3-speed automatic record changer incorporated in two radio-phonographs (Models 329 and 330). It will also be used in other models scheduled for shipment later this year, according to W. M. Skillman, manager of receiver sales.

Stork News

John C. Alicoate, son of Charles A. Alicoate, became a father yesterday with the birth of a six-and-one-half-pound baby girl at the New York Hospital.

WANT TO BOOST YOUR HOOPER?

Reach by mail a new complete list of
TELEVISION OWNERS
in all important TV markets.

\$18.75 per M names, addressed on your envelopes

DUNHILL
INTERNATIONAL LIST CO.
565 Fifth Avenue, N. Y., PLaza 3-0833

TELEVISION DAILY

Section of RADIO DAILY, Monday, October 17, 1949 — TELEVISION DAILY is fully protected by register and copyright

COMPATIBILITY VITAL—DeFOREST

TELE TOPICS

SOME PRODUCERS might do well to sit in on kinescope playbacks of the Ed Wynn show on CBS for Wynn has mastered the art of making commercials painless. His gifted integration of the commercial plugs for his sponsor, Speidel, manufacturer of watch bands, on Thursday night's show was showmanship at its best with the advertising messages disguised as comedy. Highlight was Wynn's closing, announcing that he loved his sponsor and the show because of the lack of commercialism. When he turned his back to the TV cameras the name Speidel was spelled out in large block letters. Wynn, incidentally, seems headed for a high Hooper with his present half-hour variety show.

SPOKESMEN for the Kudner agency in confirming that Olsen and Johnson's show for Buick will be cancelled at the end of the current thirteen-week contract on October 27, insist the comics need a vacation. O. and J.'s decision came with dramatic suddenness and it is not known whether or not Buick will set a replacement for the 9 to 10 p.m., period Thursdays on NBC. The Scandinavian funsters plan to return to TV about January 1st in a half-hour show.

A SURVEY by the WLW research department discloses that one out of every eight Cincinnati families owns a video set. A set census in the area served by WLW-TV showed a total of 37,000 receivers—more than five times the number installed a year ago. The station attributes the increased set demand to the opening of coaxial service and improved picture quality and program fare, together with reductions in set prices.

ROWLAND GUILDFORD, New York regional sales manager for DuMont television sets, has been named to head "Allen B. DuMont Labs., Inc., New York Regional Sales Office," newly-formed company-owned distributing unit for the New York area, which includes Westchester and Connecticut. The new distributing organization will be quartered in offices at 515 Madison Ave., recently vacated by DuMont's national sales, advertising and order administration departments, which have moved to the East Paterson, N. J., plant.

GENERAL EISENHOWER'S postwar visit to Russia and his meeting with Stalin will be dramatized in Chapter 25 of "Crusade in Europe," to be aired by WJZ-TV on Thursday, October 20, at 9 p. m.

New Line Introduced

Twenty new radio and television sets have been announced as additions to Zenith's current line. The new units were introduced by H. C. Bonfig, vice-president of Zenith Radio Corporation, at a midwestern distributors' meeting in Chicago last Wednesday and at another sectional meeting in New York last Friday. Additional presentations will be made to remaining Zenith distributors at two other meetings scheduled later this month in Memphis and San Francisco. The new models include three table radios; two table radio-phonographs; one radio console; two radio-phonograph console combinations, and twelve TV receivers of varied style and design.

Don't Sell TV Short, Loewi Tells R. E. C.

Boston—The time has come for television broadcasters and agency men to focus their attention on video's cost in relation to the selling job it does, and in relation to the cost of other media, Commander Mortimer W. Loewi, director of the DuMont Television Network, told the local Radio Executives Club on Friday.

"To an advertiser who must pay for it entertainment is only an incidental," Loewi declared. "It's only a device by which he raises an audience before whom to display his wares—like the barker in front of a sideshow, or the beautiful girl on the cover of a great magazine. I don't mean to say that entertainment isn't necessary on television. . . . But what I say is that we should stop and figure entertainment's cost in relation to the job it does for the man that's footing its bill. We should stop and ask ourselves: Can we assemble as many viewers for him for less money?"

Sees Video Far in Front

Loewi added that telecasters and advertising agency executives also "should think about the obligation that we owe sponsors and clients to see to it that they use all of TV's

Diathermy TV-Static Set-Mfrs.' Fault—FCC

Washington Bureau of RADIO DAILY

Washington—The FCC announced Friday that it has adopted an amendment to its rules putting the responsibility for interference with TV from approved-type diathermy machinery on the setmakers. Reason for the interference, said the Commission, is that the frequency amplifiers used in some TV sets are "less effective" than those in sound radio sets.

Solution Suggested

Use of traps, shields or filters in setmaking was advised, with a clear statement that, so long as the non-broadcast equipment causing the interference is in compliance with regulations, the responsibility for the interferences lies with the TV receiver manufacturers. Makers of diathermy equipment have gone to great expense to make their equipment conform to requirements, the Commission said.

selling side." Elaborating on this point, he said: "A television program offers the advertiser five times as much as any other medium—the opportunity to entertain, to display, to demonstrate, to merchandise, and to sell his prospective client."

The Week In Television

RCA has a new color tube in the works, Dr. Elmer W. Engstrom, vice-president in charge of research for RCA Labs., disclosed to FCC members and television experts attending an RCA color video demonstration in Washington. . . . CBS came through with flying colors, so to speak, at its first demonstration of a pigmented outdoor pickup, telecasting a football game between two high school teams in Washington. WOR-TV began regular operations on Channel 9 Tuesday night with "no bright lights, no fanfare" as the keynote. . . . An article in "Stand By," official organ of the New York local of AFRA, disclosed that the union and other eastern members of the 4-A's are planning talks on a TV talent scale this season, with or without the participating of West Coast talent unions. . . . "Pat" Weaver, NBC vice-president in charge of tele, told the ANA convention in New York that video has already reached "the payoff point."

Feels Color Won't Retard Advance Of Tele Field

(Continued from Page 1)

for the good of the industry." He believed that it would be "disastrous to the industry" if the FCC should reach a conclusion too early on the color hearings now under way in Washington. "I believe it will be several months before the FCC will come to any conclusion," he commented. He stressed again and again the importance of developing a color system which will not interfere with a continued increase of television audiences.

Dr. De Forest disclosed that he had been working for the past two years on a color system of his own but decided to discard it now because "it is mechanical and therefore isn't compatible." However, he revealed that he is now developing a mechanical, circulating color filter for installation in front of RCA black-and-white receivers. He plans to present his color receiving system, which consists of a checkerboard color screen circulating in an orbit 20 times per second, to RCA engineers at Princeton, N. J., next week. The new filter apparatus, he said, is the same size as the tube. The CBS apparatus, it was pointed out, is twice as large as the tube. De Forest predicted that his converter should not cost more than \$50 when and if it is accepted by RCA and put on the market.

De Forest, who often has been called "the father of radio," somewhat abandoned "his child" with the declaration that "it has been thoroughly demonstrated that TV set owners pay very little attention to radio when television programs are on." He admitted that television programs are "capable of infinite improvement," but added that "comedians can get away with more corn on television than on radio" because of the addition of the element of sight.

He forecast that there always will be many sections where television will not be available because of the limited distance a TV transmitter can carry a signal. He likened this limitation of television to FM broadcasting.

Dr. Goldmark And CTI

Washington—Dr. Peter C. Goldmark, CBS research director, will be the leadoff witness as the fourth week of the FCC's hearings on color TV get under way this morning. Goldmark is expected to be on the stand only briefly, with testimony by Color Television, Inc., to follow.

Inter-American Ass'n Champion Free Radio

(Continued from Page 1)

owned radio, Goar Mestre of Havana, Cuba, president of the association, declared at the conclusion of the three-day meeting.

The board members heard a report from Lorenzo Balerio Sicco of Uruguay on his recent tour of broadcasting in Central and South American countries. On this tour Senor Sicco visited 18 countries and met with member broadcasters of the association.

Friday afternoon the visiting broadcasters were entertained at a cocktail party sponsored by NAB. Among the broadcasters were Emilio Azcarraga of Mexico City; Jose Ramon Quinones of WAPA, San Juan, Puerto Rico; Tomas Muniz, president of the Puerto Rican Broadcasters Association; John Royal and Cal Abrams of NBC and Ed Chester of CBS.

Congressmen, On MBS, Will Describe Travels

(Continued from Page 1)

for Political Education in co-operation with MBS. The broadcasts, entitled "Mr. Congressman Reports from Abroad," will be carried over the Mutual web on Oct. 23, Oct. 30, and Nov. 6 from 10:00 to 10:30 p.m. EST.

Included in the broadcasts will be the following reports:

- (1) Sen. Estes Kefauver, of Tennessee, on conditions in Germany.
- (2) Sen. Lester Hunt, of Wyoming, on the conference of the Inter-Parliamentary Union in Stockholm.
- (3) Rep. M. G. Burnside, of West Virginia, in an interview with U. S. Ambassador to the Philippines, Myron Cowen.
- (4) Rep. Chase G. Woodhouse, of Connecticut, on conditions in Greece and Turkey.
- (5) Rep. Andrew Biemiller, of Wisconsin; Rep. John Sullivan, of Missouri, and Dr. W. Palmer Dearing, deputy surgeon general of the United States, on the British health insurance plan and their interview with Aneurhan Bevan, British Minister of health. Biemiller in an interview with Swedish trade union leaders. Sullivan on the highlights of his committee trip, including a visit with the Pope at the Vatican.

Acquire Mystery Series

Edwin and Clifton Fadiman, both officers of the radio production and management outfit, Fadiman Associates, Ltd., announce their acquisition of the exclusive rights to Rex Stout's famous detective characters of Nero Wolfe and Archie. The packaging will be done by the Fadiman organization.

The Fadimans also announce that they will shortly be ready to bring back their famous First Piano Quartet to radio, television, records, and concerts.

COAST-TO-COAST

Cited By Magazine

Lufkin, Tex. — Vice-President of the Forest Capital Broadcasting Company which owns and operates KTRE, E. L. Kurth, Sr. has recently been elected as the "South's most outstanding businessman of 1949" by the Dixie Business Magazine.

Husband & Wife Show Planned

Pittsburgh, Pa.—Elaine Beverley, singing star of KDKA's Brunch With Bill and Memory Time shows, and her husband, Joe Mann, radio announcer, are readying a husband and wife show for radio, television and stage. They are to be featured in the Community Chest campaign kickoff at Syria Mosque October 24.

WCSI-FM Contracts With Auto Co.

Columbus, Indiana—Leppert Auto Supply Company, in conjunction with a Circle Piston promotion, has contracted for five spots a day for 13 weeks, over WCSI-FM. Contract was completed by James Leppert, President of the Leppert Supply Company and Graeme Zimmer, radio director for Syndicate Theaters, Inc.

WTWA Broadcasts Games

Thomson, Ga. — All 9 of the Thomson High School football games, both home and away, will be broadcast by WTWA and sponsored by the Johnson Motor Company, the Ford Dealer in Thomson. Ed Kobak will do the play-by-play of these games and Johnny Morris will be the color man.

Thomas Pres. of Advertising Club

St. Louis, Mo.—C. L. (Chet) Thomas, general manager of KXOK and KXOK-FM, and president of Transit Radio, Inc., was installed as president of the St. Louis Advertising Club at the regular weekly meeting of the organization last week. Thomas succeeded James Wilson, vice-president of the D'Arcy Advertising Company.

Municipal Election Booster

Hartford, Conn.—The new proportional representation municipal election in Worcester, Massachusetts, is receiving a boost from WDRC. At the request of WTAG, Worcester, WDRC has recorded a talk on the progress of the new Hartford city manager government by former Mayor Mortensen, who was a prime mover in the adoption of the new form. The platter has been sent to WTAG for use in the municipal campaign.

M-G-M Program Scheduled

Washington, D. C.—The MGM Theater of the Air will feature Charles Laughton in "Canterville Ghost" from 10 to 11 p.m., Sunday, Oct. 16, over WMAL. The new program is an hour-long drama featuring MGM stars heard in the roles they created in the movies.

Musical Show In Debut On KDKA

Pittsburgh, Pa. — "Welcome Aboard the S. S. Duquesne," a new half-hour musical program made its bow over KDKA Saturday evening, October 15 at 7:30. The new program features Ed Schaughency playing the role of Captain Jack, with Marilyn McCabe, soprano singer, portraying the Captain's niece. Irving Barnes, baritone, plays First Mate Bill.

WBRK Helps Promote Contest

Pittsfield, Mass.—WBRK recently joined hands with three other Western Massachusetts radio stations to help with the Mr. BIF contest. The contest was to publicize the Berkshire Industrial Farm and raise money for its fall campaign. Voice of Henry Fonda was played over the air and with certain clues, listeners to the program were asked to identify Mr. BIF.

Coast Adv. Executives Holding Convention

(Continued from Page 1)

chairman of the 4-A board and president of Benton & Bowles, will speak on the "Communication Through Advertising" at tomorrow evening's meeting.

This morning's speakers include Frederic R. Gamble, 4-A president, and George Link, legal counsel. Gertrude Murphy and Bart Stebbins will discuss Coast television progress.

Joins WOR Sales Staff

Larry Surles, Jr., formerly an account executive with WATV, Newark, N. J., has joined the WOR, New York, sales department as account executive.

His other previous associations include John Blair & Co., New York, station representatives; the American Broadcasting Co.; WFBR, Baltimore, Md.; and the magazine, Readers Digest.

the nation's most

distinguished flight



"The Hollywood"

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

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

"The Hollywood" leaves at 12 noon and arrives in Los Angeles at 7:55 p. m. Only one stop en route—at Chicago. Another onestop DC-6 Mainliner 300 flight at 9 p. m.

UNITED AIR LINES