



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 11

NEW YORK, TUESDAY, OCTOBER 18, 1949

TEN CENTS

THREE WEBS SIGN ASCAP TV CONTRACT

Divergent TV Views By CBS, CTI At FCC

Washington Bureau of RADIO DAILY
Washington — With RCA on the sidelines, CBS and Color Television, Inc., yesterday presented differing ideas on the relative merits of direct view and projection tubes. For CTI, attorney Samuel Burrows Smith, former RCA patent attorney, maintained that the present CTI projector color method is good enough for commercial service, while CBS research chief Dr. Peter C. Goldmark held that the loss in color quality

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Pollster On Spot Tonite At Rutgers Univ. Forum

New Brunswick, N. J.—The problems that public opinion pollsters face will be discussed tonight by Dr. George Gallup, director of the American Institute of Public Opinion, as guest speaker on the Rutgers University Forum's press-radio conference at 8:05 o'clock.

Gallup, who will be interviewed by a panel of three newspaper and radio men, is expected to tell how

(Continued on Page 2)

42 Stations Elected To AP Membership

The Associated Press has announced the election of 42 more radio stations to membership, raising to 1,048 its total of radio members. The added stations are:

WLYC, Williamsport, Pa.; WJAR, Providence, R. I.; WOPI, Bristol, Tenn.-Va.; KAMQ, Amarillo, Texas; KIBL, Beeville, Texas; KPET, Lamesa, Texas; KTRH, Houston, Texas; WDAN, Danville, Ill.; WABY, Al-

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Pioneers to Meet

The Radio Pioneers, an organization of 300 veteran radio executives, artists and engineers, will hold a luncheon meeting tomorrow at the Hotel Roosevelt in New York City. The meeting will discuss plans for a membership drive, annual banquet and the establishment of radio awards, according to William Hedges, president.

Back In Harness

Lowell Thomas, globetrotting CBS newscaster, is a hard man to keep away from a microphone. Returning Sunday night by air from a trip to Tibet during which he suffered a broken thigh bone in a fall from a horse, the veteran broadcaster said he would resume his regular 6:45-7 p.m. stint on CBS tonight. Thomas brought back with him personal greetings from the Dalai Lama and the Regent of Tibet for President Truman and Secretary Acheson.

Mark Warnow Dies; Veteran Air Maestro

Mark Warnow, veteran musical conductor and arranger, died yesterday of a heart attack yesterday soon after being admitted to Poly-clinic Hospital in New York.

Warnow, conductor of NBC's "Your Hit Parade" series, had returned to New York early Sunday morning from a weekend trip to Richmond for the Tobacco Festival celebration. He was taken ill the following morning.

His radio career dated from 1933,
(Continued on Page 2)

National Flower Week Kits Sent To Stations

The Society of American Florists has sent out radio kits consisting of spot announcements, program scripts, and suggested music to all stations in connection with the fifth

(Continued on Page 2)

"Men Of The Year" Named By Chicago Conference

Chicago—Two radio administrators and educators were honored by the national advisory committee of the School Broadcast Conference yesterday when they were voted "men of the year" at the opening session of the 13th annual SBC at the Hotel Sherman. The broadcasters are Kenneth G. Bartlett and Richard B. Hull.

In announcing the awards, George Jennings, director of the Conference,

NBC, CBS, ABC In 5-Year Agreement For Blanket Use Of Society Music; Expect DuMont Pact This Week

Private Broadcasters Organizing In S. A.

Private broadcasters' associations have been established in six South American countries as part of the Inter-American Association of Broadcasters (AIR), Goar Mestre of Cuba, AIR president, and board members Gilmore N. Nunn of the U. S. and Lorenzo Balerio Sicco of

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Gen. Bradley, Ed Murrow Address NARND Dinner

Gen. Omar N. Bradley, permanent chairman of the U. S. Joint Chiefs of Staff, and Edward R. Murrow, CBS news commentator, will speak at the 1949 convention banquet of the National Assn. of Radio News Directors, to be held at the Commo-

(Continued on Page 3)

McCreery Buys Control Of Coast Ad Agency

West Coast Bureau of RADIO DAILY
Hollywood—Walter McCreery has bought the controlling interest in the advertising firm of Smith, Bull & McCreery, of which he is president.

McCreery will move to new quar-

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After about a year of negotiation, the American Society of Composers, Authors and Publishers and three networks—ABC, CBS and NBC—yesterday signed a five-year contract, retroactive to Jan. 1, 1949, covering blanket use of ASCAP members' music on TV. The fourth video web,

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Rural Radio Strength Stressed By Nielsen

Although television is making inroads on radio listening in urban areas, the vast majority of radio homes are in non-urban areas and therefore unaffected by video competition, A. C. Nielsen declared this week in announcing a new Nielsen service, "Homes-Using-Television."

Underlining the growing rivalry between his firm and C. E. Hooper, Nielsen said: "The only nation-wide
(Continued on Page 2)

Clete Roberts To Cover Oahu 'Invasion' for KFWB

West Coast Bureau of RADIO DAILY
Hollywood — Clete Roberts, ace newscaster for KFWB who has covered the war in Europe and the Pacific, the Bikini A-bomb explosion, and many other top news stories, leaves this week for Hawaii to cover
(Continued on Page 2)

Testimonial

Wilmington, Del.—Add radio's selling power: WTUX got the following note from Gordy & Son Co., local builders—"We have sold 350 homes. . . . Four out of every five (sales) were directly traceable to radio advertising on Station WTUX. We feel that. . . . this has been the biggest selling job ever done in real estate in Delaware. . . ."

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Vol. 49, No. 11 Tues., Oct. 18, 1949 10 Cts.

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

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

FINANCIAL

(October 17)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, 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

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Du Mont Lab., Stromberg-Carlson, WJR (Detroit).

Clete Roberts To Cover Oahu 'Invasion' for KFVB

(Continued from Page 1)

operation "Miki," a mock invasion of Oahu Island by the enemy. Roberts' accounts of the exercise will be recorded in the islands and flown back to the mainland daily for airing over KFVB.

AD AGENCY RADIO - TV PACKAGE PRODUCERS

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

Pollster On Spot Tonite At Rutgers Univ. Forum

(Continued from Page 1)

last minute shifts in opinion sentiment affect political straw voting results.

His questioners will be William Michelfelder, feature writer for the New Brunswick Sunday Times; Charles Johnston of WJLK, Asbury Park; and Leonard Goldblatt of the Bergen Evening Record.

Originating from New Brunswick, the broadcast will be heard over stations WAAT, Newark, and WCTC, New Brunswick.

Broadcasts by transcription will be heard Wednesday at 4:30 p.m. over WDHN-FM, New Brunswick; Thursday at 2:45 p.m. over WBAB and WBAB-FM, Atlantic City; Saturday at 12:30 p.m. over WTTM, Trenton; Tuesday, October 25, at 7:30 p.m. over WSNJ and WSNJ-FM, Bridgeton; Saturday, October 29, at 12 noon over WTNJ, Trenton; and Tuesday, November 8, at 9:30 p.m. over WJLK-FM, Asbury Park.

Mark Warnow Dies, Veteran Radio Maestro

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when he was hired by CBS as a staff conductor. He had made his debut as a concert violinist at a Town Hall recital in 1924, and was associated with such Broadway musical successes as the Music Box Revue, "Apple Blossoms," and one edition of the Ziegfeld "Follies." As a radio conductor and arranger he worked on the Westinghouse show, the "March of Time," and "We, the People," among others.

Warnow was born in Russia in 1902, and was brought to the U. S. in 1907. His second marriage, to Helen McGowan, ended in divorce in 1948. There were three children by his first marriage and two by his second. He also leaves a younger brother, Raymond Scott, the musician and composer.

Rural Radio Strength Stressed By Nielsen

(Continued from Page 1)

radio program rating service other than Nielsen Radio Index is limited to telephone homes in urban areas. Therefore, it measures the Radio vs. TV battle only in that small portion of the arena where TV is able to strike. The areas where radio is untouched by TV are wholly neglected—and these areas contain a heavy majority of the total homes."

Nielsen added his belief that if "misconceptions" about the relative size of radio and TV audiences take root at this stage "many millions may be wasted in advertising, and tremendous damage may be done to the financial interests of those who have a stake in radio."

National Flower Week Kits Sent To Stations

(Continued from Page 1)

annual National Flower Week observance, Oct. 30-Nov. 6.

The material is suitable for broadcast either on a sponsored basis, in conjunction with local florists, or as non-commercial, public interest material. The kit includes station-break spots, one-minute announcements, a 15-minute interview with a local florist, a long floral anecdote, and a list of suitable Flower Week songs.

COMING and GOING

WILLIAM S. PALEY, chairman of the CBS directorate, is in Hollywood, where he plans to spend two weeks on business.

VERNON A. NOLTE, general manager of WHIZ, Zanesville, Ohio, was welcomed yesterday at the New York offices of NBC, with which the station is affiliated.

RAMON BONECHEA, administrative assistant to the president of the Inter-American Assn. of Broadcasters, has left New York for Montreal, where he will attend the NARBA meetings as a member of the delegation from Cuba.

"TOMMY" TOMLINSON, assistant program director for the western division of CBS, is back at his Hollywood headquarters after vacationing at La Jolla, Cal.

MAURICE C. DREISER, quizmaster on "I Challenge You," featured weekly over WEVD, is visiting Hollywood and San Francisco in conjunction with the syndication of the quiz series. He'll also gather material for his forthcoming book, "How to Be a Gourmet."

LUCILLE SMALL, Broadway and Hollywood commentator, is back from a four-week honeymoon in Mexico and has resumed her thrice-weekly program, "Show Business Reporter" over WWRL.

JOHN SERRAO, manager of network sales service for CBS in Hollywood, is back in the film capital following a short business trip to San Francisco.

WIN ELLIOTT and the program personnel of his "County Fair" show on CBS, have returned from Indianapolis, where last Saturday they broadcast from the Indiana State Fair Grounds.

Strange Cat



Most cats bare fang and claw to resist water. But this unusual kitten really likes to take a bath.

There's something unusual, too, in the Baltimore radio market and it is Station W-I-T-H, the BIG independent with the BIG audience.

W-I-T-H is unusual because it delivers so many loyal listeners at such amazing low cost—more for fewer dollars than any other station in town.

This means you can do BIG things with a LITTLE money on W-I-T-H. So if you want low-cost results from radio in Baltimore, get your Headley-Reed man to give you the whole W-I-T-H story today.



WITH

BALTIMORE, MARYLAND

Tom Tinsley, President • Represented by Headley-Reed

WEVD 5000 WATTS 1330 K.C. PROGRAMS OF DISTINGUISHED FEATURES in ENGLISH JEWISH ITALIAN 3 RESPONSIVE AUDIENCES 3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA Send for WHO'S WHO Among Advertisers on WEVD WEVD 117-119 W. 46 St. HENRY GREENFIELD, Mg. Director N.Y. 19

Private Broadcasters Organizing In S. A.

(Continued from Page 1)

Uruguay disclosed at a joint interview yesterday with RADIO DAILY.

Balerio Siccó's "educational" tour of 14 South American countries has led to the formation of private radio organizations in Peru, Panama, Costa Rica, Nicaragua, Honduras and El Salvador, it was revealed. In addition, "free radio" organizations have been established in "several South American countries which have been subjected to outside influences to take over private radio," Mestre said.

The next AIR general assembly has been set for Santiago, Chile, in February, 1950, pending final approval from Chile. Balerio Siccó will leave New York next week for Santiago for the purpose of making further arrangements.

At last week's AIR board meeting at the Waldorf-Astoria, Mestre was authorized to study the possibility of publishing a monthly Spanish-language magazine to be known as "The AIR" for distribution throughout South America. The planned magazine, which would be published in the United States, would contain all types of general broadcasting information designed to "make South American radio people better broadcasters." Mestre was authorized also to look into the possibility of opening an AIR office in New York. Both of these plans, however, must await final approval by the next AIR general assembly next year.

Both Nunn and Mestre highly commended the tour of Balerio Siccó, declaring that "his trip has proven the work of this organization (the AIR) to be a closely knit organization" whose first objective it is to foster and insure "free radio." In discussing the development of the AIR as an organization similar in function to the NAB in the United States, Mestre said: "We have reaped the harvest with Mr. Balerio Siccó's trip. South American broadcasters, as a result of his trip, have tackled the job of securing private radio. . . ."

"The days when one broadcaster can stand alone are passed," Mestre continued. "What happens in one country does effect what happens in other countries."

Joins NAB Staff

Washington—Vincent T. Wasilewski has joined the legal department of the National Assn. of Broadcasters. A recent graduate of the University of Illinois, he will assist Don Petty, general counsel.

Executive Secretary

Capable assistant to busy executive in recording field. Fully experienced in all phases of phonograph and transcription recording business. Specialized knowledge of music copyrights. Write Box 278, Radio Daily, 1501 Broadway, New York City.

Direct View vs. Projection Argued By CTI, Goldmark

(Continued from Page 1)

and picture fidelity, as well as the increased cost, rule out the projection method for the general public.

Smith said the CTI system can work with direct-view tubes now in the development stage—saying he believes the RCA tube or the tube of Dr. Charles Willard Geer might do, as well as the tube CTI is working on. None of these tubes is now ready, however, and there is no definite indication when one will be.

Dr. Goldmark said CBS is anticipating that the vast majority of present set owners will want to convert to color or buy new sets as soon as it learns color is available in TV. Asked about possible improvements in the CBS system, Goldmark said there may be important improvements, but that he is not willing to dream publicly about them.

"If I were to dream here," he said in reply to questions by Commissioner Frieda B. Hennock, "then I would not be far apart from other parties who have appeared here." He insisted that so far as the public is concerned, a 405-line color picture is absolutely satisfactory, and that "anyone who sees it likes it better" than the 525-line black and white pix. When Miss Hennock asked about the man who must get in black and white the 405-line picture from a CBS color transmission, when he has been accustomed to a 525-line black and white signal, Dr. Goldmark said that when people know they can get color they will at once consider their present sets obsolete.

But he insisted that CBS has not "written off" the present sets; "we have shown how these sets can be converted."

Miss Hennock asked, "suppose he doesn't want to spend anything, but

just wants black and white television?"

Goldmark said he thought she was underrating the "value and the magic of color"—that she was being "unrealistic." He added that if the Commission gives the go-ahead signal now, it will mean a tremendous spurt in the development of important improvements to the system.

He insisted, however, that the projection system will never be as good as the direct-view color picture—a contention with which RCA experts have taken issue.

Smith said CTI converters might be made available from \$60 to \$75, but that set-owners could pick up the CTI-type signals in black and white with no new equipment. CTI is known not to be enthusiastic about converters, however, and is interested in the possibility of manufacturing sets.

Pressed by Miss Hennock to indicate how soon the CTI system could be made ready commercially, Smith begged off on the ground that he is not a production man.

Color-TV notwithstanding, black and white will always be with us, Smith predicted. He said the greater cost of color transmission, to the public, to the broadcaster and to the advertiser will mean a dual TV system. Not only are receivers and transmitters to be more expensive, he said, but other studio equipment will go higher—for instance air conditioning made necessary by the heat resulting from the vastly more powerful lighting required for shooting scenes in color.

Smith damaged his effectiveness by depreciating the CBS system on the basis of inaccurate information. Goldmark was on hand to correct him in unmistakable fashion on important technical points.

42 Stations Elected To AP Membership

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bany, N. Y.; WENY, Elmira, N. Y.; WHDL, Olean, N. Y.; WPNF, Brevard, N. C.; KCLE, Cleburne, Texas; KPRS, Olathe, Kansas; WMTC, Vancleve, Ky.; WPKE, Pikeville, Ky.; WPKY, Princeton, Ky.; WJBW, New Orleans, La.; WGRO, Bay City, Mich.; WTVB, Coldwater, Mich.; WHDF, Houghton, Mich.; WCEN, Mt. Pleasant, Mich.; WSGW, Saginaw, Mich.; WFDR, New York, N. Y.; WTVN, Columbus, O.; WCUO, Cleveland, O.; WOHI, East Liverpool, O.; WMAN, Mansfield, O.; KOMA, Tulsa, Okla.; KERK, Eugene, Oregon; WFMH, Cullman, Ala.; KVMA, Magnolia, Ark.; KOSE, Osceola, Ark.; KBRS, Springdale, Ark.; KIBE, Pala Alto, Cal.; KLZ, Denver; KRPO, San Jose; WPCF, Panama City, Fla.; WRLD, West Point, Ga.; WGGH, Marion; WIBC, Indianapolis, Ind.; WWCA, Gary, Ind.

McCreery Buys Control Of Coast Ad Agency

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ters at 9344 Wilshire Blvd., Beverly Hills. Frank Bull and V. R. Smith will remain in their present Hollywood offices and, while continuing to hold stock in the parent corporation, will operate under the name of Smith & Bull. A change in the corporate name of Smith, Bull & McCreery is anticipated, to minimize confusion.

Key executives of the original firm, including Earle Dumont, Charles Ganz, Robert Svensson, Richard Berggren, E. A. Tischler, and Al Essig, will join McCreery at the new address.

Trout 18 Years An Analyst

NBC newscaster Robert Trout, on WNBC's 11 p.m. Shell Oil Co. news program, Oct. 16, celebrated his 18th anniversary as a radio news announcer.

'Men of The Year' Named By SBC

(Continued from Page 1)

trative loads both have given generously of their time and energy to further educational radio and television, not only within their respective areas, but nationally as well."

Bartlett is dean of university college at Syracuse University, Syracuse, New York; chairman of the educational committee for Television Broadcasters Association and chairman of the committee to set standards for the college teaching of radio. Hull is director of radio for Iowa State College at Ames; manager of station WOI; and president of the National Association of Educational Broadcasters.

Expect Attendance Mark

With over 1,000 advance registrations it is expected that attendance at the three-day educational radio conference will exceed last year's figure of 1,800. The meetings will continue throughout Thursday and the sessions will consider all angles of educational radio station operation, programming, and the use of radio in the classroom. Panel discussions on FM and television are also included on the agenda.

Gen. Bradley, Ed Murrow Address NARND Dinner

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dore Hotel, New York, on Nov. 12.

Jack Shelley, of WHO, Des Moines, convention program chairman, said that at least one network is planning to record a question-and-answer session after Bradley's formal address for possible re-broadcast. Preliminary convention activities begin on Thursday, Nov. 10, with special tours to United Nations headquarters.

During the convention proper, Nov. 11-13, speakers will include Justin Miller, NAB president; Elmer Davis, ABC news analyst; Erwin S. Canham, editor of the Christian Science Monitor; Benjamin Cohen of the UN, and Charles Hull Wolfe, radio and television copy chief for McCann-Erickson.

Wedding Bells

Rita Cahill, assistant to John L. Clark of Transamerican Broadcasting and Television Corporation was married to Lawrence S. Tobias, sales engineer for the International Paper Company on Saturday, October 15. The couple are now honeymooning in New England and upon their return will make their home in Jackson Heights, N. Y.

School Broadcast Equipment

FM Transmitters
Magnetic Tape Recorders
MILLS RECORDING CO.

161 N. Michigan Ave. Chicago, Ill.
(See our exhibit at the Sherman)



**ARE YOU DELIVERING
WHERE IT COUNTS
ON THE PACIFIC COAST?**

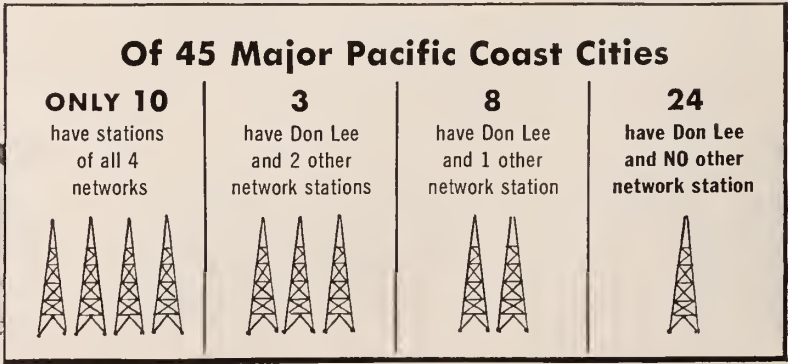
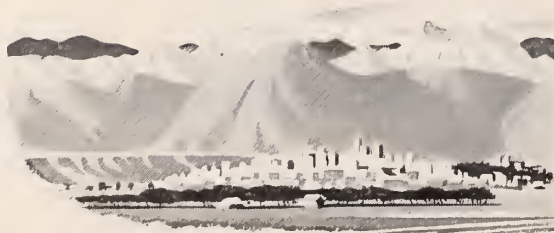
WHEREVER YOUR IMPORTANT MARKETS ARE on the Pacific Coast, Don Lee can be depended upon to deliver the goods . . . because Don Lee, and only Don Lee, has a local network station in all of 45 important markets. Only Don Lee can sell your product to these 14 million people where they live and spend their 15½ billion dollars a year.

Pacific Coast radio is different because of the Coast's rugged terrain. Mountains (many over 14,000 feet high) surround nearly every important market and make long-range broadcasting difficult and unreliable. A great many local network stations are necessary to reach the people where they live and where they spend their money. This is Don Lee coverage!

Only Don Lee has enough stations (45) to broadcast your message *from within* the Coast's 45 important sales markets. No other Pacific Coast network has even half as many stations as Don Lee.

Advertisers who know the Pacific Coast know that long-range broadcasting is not reliable in many

LEWIS ALLEN WEISS, *Chairman of the Board* · WILLET H. BROWN, *President* · WARD D. INGRIM, *Vice-President in Charge of Sales*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · *Represented Nationally by JOHN BLAIR & COMPANY*





of the important markets. That's why Don Lee regularly broadcasts as many (often more) regionally-sponsored programs as the other three networks combined.

When you want to sell all of the important markets on the Pacific Coast, use the only network especially designed for the Pacific Coast: DON LEE.

Don Lee Stations on Parade: KXOA—SACRAMENTO, CALIFORNIA

Sacramento County alone has a population of 256,400. Its natural trading area (45 mile radius) has an estimated population of 500,000. Comprehensive surveys show that throughout this area, radio listening is confined almost entirely to Sacramento's local stations. KXOA's clear signal on 1,000 watts gives you positive assurance of merchandising coverage "from within" this important market, whose metropolitan county area ranks 9th highest in retail sales on the Pacific Coast—67th in the nation. When you buy Don Lee, you dominate the whole Pacific Coast through local coverage from within 45 important markets—where the people live, where they spend their money.

The Nation's Greatest Regional Network

A black rectangular box with white text. At the top, the word 'Mutual' is written in a cursive script. Below it, 'DON LEE' is written in large, bold, sans-serif capital letters. At the bottom, 'BROADCASTING SYSTEM' is written in smaller, bold, sans-serif capital letters. The box is centered over a background illustration of a landscape with mountains and a road with cars.

CHICAGO

By HAL TATE

THOMAS MITCHELL, well known actor currently appearing in Chicago as the ill-fated Willy Loman in Arthur Miller's Pulitzer Prize play, "Death of a Salesman," was the special guest on the Quiz Kids program Sunday, October 9.

Jo Stafford entrained for New York after her successful two-week engagement at the Chicago Theater. She will return to Chicago within a few weeks to rehearse her new Capital Concert Caravan in which she will star with Paul Weston, the Starlighters, and Red Ingle. The first concert will be at Notre Dame in about a month.

Eddie Cantor turned in a sensational job at the Coliseum where he starred in the 2nd Annual National Television and Electrical Living Show.

Is WOR planning to close their Chicago office? At least, John Shelton is resigning as manager of the New York station's Chicago office in the Tribune Tower.

Tutti Camarata, musical director of London Records, flew in to record two songs with Charlie Spivak. The records were cut at the local Universal Recording Studios with Universal prexy Bill Putman at the engineering controls. Spivak is currently on a one-nighter tour.

Skee Wolff, WBBM writer and producer, will conduct advanced classes in radio acting and announcing, in connection with Northwestern University, at the studios each Tuesday and Wednesday evening, beginning Sept. 21. Wolff becomes a member of the university faculty, in line with a policy worked out between the school and WBBM to use professional people as instructors. Enrollment will consist of two groups of 20 to 30 students each.

Gwen Griffen, of the MBS Central Division Sales Service office, was recently elected to the distinctive post of president of the Northwestern University downtown campus drama club.

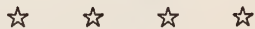


California Commentary . . . !

● ● ● Opening Hooper rating of Lux Radio Theater has the agency lads in a highly optimistic mood. They're looking for high ratings this season and have their fingers crossed hoping this will jolt sponsors

loose from additional funds for radio purposes rather than television. . . . Jo Stafford, who has been

taking a prominent role in Heart Week activities for the past two years, was named H'wood campaign chairman for the 1950 Heart Week opening Feb. 14th. . . . "Date With Judy" returns to the ABC web Nov. 10th with Louise Erickson in the title role. . . . Word is around that CBS is casting fond glances at Geo. Jessel and Lena Horne and would like each to head up a TV series. . . . Jack Benny went into the hospital right after his Sunday broadcast for a minor operation for sinus. He's due to check out tomorrow. . . . Benny, meanwhile, has been penned in for an engagement at the Palladium in London next summer followed by a tour of the provinces. . . . Chas. Bulotti, Jr., has been named production director of KTTV, Times-CBS television station. . . . Watch for a national mag. article on guided missiles written by KFWB newscaster Cleve Roberts, who picked up sensational information on the subject during his recent inspection of the White Sands plant. . . . Ken Hanson, formerly with Y & R and Sam Jaffe, has joined Harry Koplan's production staff on CBS' "Meet the Missus."



● ● ● The Columbia Pacific Network's "Meet the Missus" series will continue to emanate from the Earl Carroll Theater-Restaurant despite the fact that the Sunset Blvd. nite-spot recently shuttered. . . . Ethel Merman returns to the air in new time spot—Mondays at 7:30 p.m., starting on the 24th after a six-week vacation. Program was formerly aired Sundays. . . . Producer Sterling Tracy, of CBS, has selected Frank Graham to play the title role in the new whodunit, "Jeff Regan." 60 of Hollywood's top actors were auditioned for the role. . . . Jack McCoy's emcee work on "H'wood Calling" creating lots of comment, all favorable. . . . Man responsible for those program ideas on the Groucho Marx program is Bernie Smith, a former Los Angeles radio editor. . . . Jack Carson hasn't forgotten the "forgotten man." The comic will play 36 veterans hospitals in six days on his current swing through California, Idaho, Utah and Oregon, taking along a cast of ten H'wood personalities. . . . Bob Ecton writing tunes for a new show which Estelle Taylor will launch for TV. . . . Hope Emerson's tome will be titled "Second Hand Information."



● ● ● A galaxy of radio network stars, including Eddie Cantor, Bing Crosby, Bob Hope, Jack Benny, J. Durante and Dinah Shore, will unite their talents in a broadcast over NBC Oct. 28th in honor of the N. Y. Foundling Home's 100th ann'y. . . . MCA lining up a series of concerts for Dick Haymes to be staged on weekends this winter along the Pacific Coast. . . . Jackie Gleason's new nitery routines are being scripted by Jerry Seelen and Cy Miller. . . . Connie Haines, now in H'wood for her singing role in MGM's "Duchess of Idaho," will guest twice more on the Vaughn Monroe series over CBS. . . . Don Wilson celebrating his 25th year in radio and his 20th as an announcer this month. . . . Mel Blanc's fan mail has increased to over 500 letters a week as a result of the running gag on the J. Benny program in which Mel is attempting to get a job on the show. . . . United Productions of America completes another TV film for Ford Motor Co. this week. . . . Mary and Harry Hickox, originators of one of L. A.'s most popular kiddie stanzas, "Jump Jump," are on the verge of gathering in a national sponsor who would put their program on a full network.

NEW BUSINESS

WGN-TV, Chicago: The Peter Hand Brewery Company, Chicago, for Meister Brau, sponsored the 15-minute preview period preceding the WGN-TV telecast of the 1949 World Series games beginning Oct. 5. Batten, Barton, Durstine & Osborn, Chicago, was the agency in charge.

Erie Clothing Company, through the Gourfain-Cobb agency here, also sponsored a one-minute film announcement immediately preceding and following all WGN-TV telecasts of the 1949 World Series games beginning October 5. Community Furniture & Appliance Company, Chicago, has contracted for a one-minute announcement immediately preceding the WGN-TV telecast of "Club Kickoff" and the collegiate football schedule on Saturdays. Jerome Reese, Chicago, is the agency. Goldenrod Ice Cream Co., Chicago, is renewing five weekly film spot announcements on WGN-TV from November 7 for 26 weeks. Goodkind, Joice and Morgan, Chicago, handles the account. Studebaker Sales of Chicago has signed a contract for a one-minute film announcement on WGN-TV starting September 30 and continuing for 7 weeks. Roche, Williams & Cleary, Inc., Chicago, is the agency for Studebaker.

WCBS, New York: Vick Chemical Co., through Morse International, has bought three participations weekly on Margaret Arlen's program, for 13 weeks starting Oct. 18. Madison Square Garden Corp., for the Rodeo, purchased three participations on Jack Sterling's morning program each week through Sept. 30, and station breaks through Oct. 1. Agency: Deglin-Wood, Inc. United Florist Trades, Inc., through Ruthrauff & Ryan has bought nighttime station breaks for eight weeks through Oct. 30, which marks the start of National Flower Week.

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TELEVISION DAILY

Section of RADIO DAILY, Tuesday, October 18, 1949 — TELEVISION DAILY is fully protected by register and copyright

THREE NETS SIGN ASCAP CONTRACT

TELE TOPICS

IN THE new, half-hour version of "Supper Club," which bowed on NBC Sunday, Chesterfield and the Newell-Emmett agency have tried to duplicate the informality, warmth and charm of their highly successful Arthur Godfrey show on CBS. That they failed to achieve this goal should be no reflection on Perry Como and the others on "Supper Club." It's just that Godfrey's presence in front of the cameras cannot be matched. Como is good, but he'll need more help than he received on the opener. . . . The music, supplied by Como, the Fontane Sisters and Mitch Ayres' ork, was fine, but the show lacked action and was weak visually. A brief appearance by Milton Berle was more Texaco commercial than entertainment, and a series of tableaux worked into a comedy bit about a song plugger was only fair. Closing the Sabbath show with a hymn was most welcome, but we thought the accompanying window dressing was maudlin and unnecessary.

CBS says that the folding of Ken Murray's "Blackouts" on Broadway will not affect the web's plans to star Murray in a series. Meanwhile, Murray is getting a cool \$2750 per week from the web for doing nothing, but CBS will not put the show, budgeted at around 15 G's, on the air until a bankroller is found. . . . Lever Brothers has signed Schwerin to test nine recorded installments of "The Clock" before the end of the year. Program and commercials will be tested with reports to go to the three agencies on the show, FC&B, JWT and R&G. . . . ABC has acquired exclusive sales rights to the Three Stooges for TV and has recorded a 30-minute audition directed by Phil Berle, Milton's brother.

A NEW gimmick in time sales is being used by WAAM, Baltimore. Salesmen calling on local accounts carry portable, Motorola seven-inch receivers to show prospects the station's afternoon programming. Station officials say the technique is paying off in contracts. . . . One of the best audience promotion pieces we've seen is a 9 by 12 inch photogravure booklet by WBKB, Chicago. Besides plugging local and network talent and shows, book takes viewers behind the scenes, shows them how TV works and introduces them to execs and staffers. . . . American Museum of Natural History is cooperating with Wm. Morris and Monte Proser on a new moppets series titled "Junior Explorers." . . . Someone should wise up the WDTV flackery about news. Yesterday this department received from the Pittsburgh station the hot news that Dr. DuMont received an honorary degree from B'klyn Poly on June 15. To top it off, the July issue of Tele-Tech was listed as source for the story—the station is owned by DuMont.

Zworykin Reveals Super-Sensitive Tube

West Coast Bureau of RADIO DAILY

Hollywood — Laboratory development of a new pickup tube with the sensitivity of the human eye was disclosed here at the weekend by Dr. Vladimir K. Zworykin, vice-president of RCA Laboratories.

Speaking before the Society of Motion Picture Engineers, Zworykin said the new tube, named the photicon, would permit elimination of previously required multipliers and make possible construction of simpler and smaller tubes and cameras. The greater sensitivity of newer tubes, such as the photicon, makes them eminently suitable for color, he added.

Tele will find usefulness to mankind far beyond the entertainment service it provides as the result of the development of new supersensitive tubes and smaller, more compact camera equipment, he said.

In amplifying his prepared talk, he declared that TV was only on the threshold of the greater good it can serve mankind in every walk of life. He envisioned practical applications in science, education, surgery, and industry.

Video techniques, he pointed out, can be applied to great advantage in the scientific field, in particular. In astronomy, he said, an obvious use is to let the camera substitute for the observer at the eyepiece of the telescope, making possible remote control of the instrument with a minimum of disturbances.

NBC Plans Revival Of 'Broadway Revue'

"Broadway Revue," top-flight revue sponsored on NBC and DuMont last season by Admiral, will be incorporated in NBC's upcoming three-hour "Saturday Night" program, it was announced yesterday by S. L. Weaver, web veepee in charge of tele.

"Broadway Revue" would again be produced and directed by Max Liebman.

The three-hour program, which is being offered to 12 advertisers on an entire-show participation basis, is designed "to follow groups of Americans as they go about their Saturday night diversions." A simulated hour at the movies, another at the theater and a third, comprising night clubs, radio and vaudeville, have been blocked out as the main segments of the show.

Vance Joins WOAI-TV

San Antonio — Fred Vance has been appointed television sales executive for WOAI-TV, which is expected to start test patterns in the first week of November. Vance was formerly associated with the national sales department of KMPC, Los Angeles.

'Black Robes' Moves

"The Black Robe," NBC-TV courtroom drama, moves to a new time, Monday, 9-9:30 p.m., starting tonight. This is the period vacated by "Colgate Theater."

Press-Time Paragraphs

Johns Hopkins Announces Award Winners

Baltimore—Guy DeVry, 30-year-old New Yorker, has won first prize in the Victor Frenkel Television Playwriting Award offered nationally by Johns Hopkins University. DeVry received the \$150 prize for his play, "The Man Who Ordered Apple Pie," which will be produced by the school Playshop. Awarded honorable mention were Ward Wagon, of Baltimore, and Ruth K. Forinash, of San Fernando, Calif.

Rate Boost Announced By WFIL-TV

Philadelphia—Rate increase from \$550 to \$700 per evening hour effective Nov. 15 was announced yesterday by WFIL-TV. Effective Dec. 1, ABC network rate for an evening hour on the outlet will be boosted to \$1,000, which is double the WFIL-(AM) rate. General manager Roger W. Clipp predicted a basic evening rate of \$2,000 within two or three years.

Howard Bay To Do Sets For Y&R Shows

Howard Bay, prize-winning Broadway set designer, has been signed by Young & Rubicam to do the backgrounds for two of the agency's shows, "Silver Theater" and the Fred Waring program, both on CBS. Bay has worked for some 60 Broadway productions, his latest work appearing in the forthcoming musical, "Montserrat."

5-Year Agreement Grants Blanket Use of Music

(Continued from Page 1)

DuMont, has agreed to the terms of the pact and probably will sign by the end of this week, it was said.

Agreement covers blanket licenses for the nets and their individually owned and operated stations, with clearance at the source on network shows. Rates are approximately those for radio use—2.75 per cent of gross time sales for networks and 2.25 per cent for stations—plus 10 per cent.

Prexy Mark Woods signed the contract for ABC; Lawrence Lowman, vice-president, signed for CBS, and Charles R. Denny, executive vice-president, signed for NBC. Fred E. Ahlert, president of Ascap signed for the society.

WOR-TV, New York, key station of the planned Mutual TV network, has requested an Ascap license on a per-program basis, it was said.

Until Dec. 31, 1948, Ascap allowed network use of its members' music without charge. Because contract agreement could not be reached by that time, the Jan. 1, 1949 deadline was extended to Mar. 1 and later was extended monthly until the present time.

The agreements signed yesterday must be ratified by 80 per cent of the Society's writer members and publisher members, who assigned their rights to Ascap for a two-year period instead of the five-year period covered by the contract. No difficulty is anticipated in securing members' agreement.

Crosley Shifts Terry

Cincinnati—Marshal N. Terry will shift his duties from the television administrative field to become vice-president in charge of merchandising for the Crosley Broadcasting Corporation following a brief vacation, officials of the firm said yesterday.

Terry, formerly vice-president in charge of tele, will devote a major portion of his time to the establishment of a merchandising operation in the television field.

TV activities of the Cincinnati, Dayton and Columbus stations of Crosley will be coordinated through R. E. Dunville, vice-president and general manager.

J. M. Zinselmeier will continue as director of merchandising of WLW. In addition, his duties are being increased to encompass market studies in connection with future expansion plans of Crosley Broadcasting.

COAST-TO-COAST

Rost Appointed To WKRC Post
Cincinnati, O.—Herman E. Fast, station manager of WKRC, announced that Claude Rost has been appointed as publicity director of his station to succeed Charlton Wallace. Rost was recently a member of the WKRC public relations department and was the station's athletic director for its juvenile sports activities.

New National Representative
Newark, N. J.—William G. Rambeau Company of Chicago has been appointed national representative of WNJR, it was recently announced by Harry D. Goodwin, general manager of the Newark station.

World Forum Program Set
Detroit, Mich. — On Saturday, October 15, 7:30-8:00 p.m., WWJ inaugurated new series of programs in conjunction with the Foreign Policy Association. The programs will revolve around Russell Barnes, of the news staff, and will be known as "World Forum."

New Conservation Program Set
Amsterdam, N. Y.—WCSS presents as a new series, "Bill Scott-Forest Ranger," produced by the U. S. Department of Agriculture Forest Service. This show is designed for the younger set, and stresses forest conservation.

Music Show Rescheduled
Newark, N. J.—WNJR has rescheduled the George Richard Brown's "Music Box Show" after a summer layoff. It will be aired Tuesdays at 7:30 p.m. The show featuring music produced by old-fashioned music boxes exclusively. The program is scheduled for a 39-week run, and will feature a different group of instruments each week.

Adams' "Open House" Takes Road
Minneapolis, Minn.—WCCO's two and a half hour Cedric Adams "Open House" show makes its debut October 19th at Blue Earth, Minnesota. The show includes a cooking school, a style show to be presented by the Dayton Company, five acts of vaudeville, and Adams broadcast of "Nighttime News."

Cartoonist To Include WWDC's Parrot
Washington, D. C. — "Richard," talking parrot in radio who is the star of the "Milton Q. Ford Show" over WWDC, will be included as a permanent character in the cartoon "Bo," by Frank Beck, the creator of the comic strip.

KIOA Renews Contract
Des Moines, Iowa—It was announced that radio station KIOA has renewed and extended its contract for the use of the World Broadcasting System's transcribed library service. Among those bands recording for World are Dave Rose, Eddy Howard, Russ Morgan, Larry Fotine and others.

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 over Radio Networks. Published by the Office of Research, Inc., Dr. John Peatman, Director.

Survey Week of October 7-13, 1949

TITLE	PUBLISHER
A Dreamer's Holiday	Shapiro-Bernstein
A Wonderful Guy	Chappell
Air't She Sweet	Advanced
Be Goody Good Good To Me	United
Don't Cry Joe	Harms
Fiddle Dee Dee	Harms
Georgia On My Mind	Peer
Give Me A Song With A Beautiful Melody	Witmark
I Can Dream Can't I	Chappell
If You Ever Fall In Love Again	J. J. Robbins
It's A Great Feeling	Remick
Just One Way To Say I Love You	Berlin
Last Mile Home	Leeds
Let's Take An Old Fashioned Walk	Berlin
Make Believe (You Are Glad When You're Sorry)	Bregman-Vocco-Conn
Maybe It's Because	Bregman-Vocco-Conn
Meadows Of Heaven	Laurel
Now That I Need You (Where Are You)	Famous
Room Full Of Roses	Hill & Range
Rudolph The Red-Nosed Reindeer	St. Nicholas
Some Enchanted Evening	Chappell
Someday You'll Want Me To Want You	Duchess
That Lucky Old Sun	Robbins
There's Yes Yes In Your Eyes	Witmark
Through A Long And Sleepless Night	Miller
Toot 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

TITLE	PUBLISHER
Bali Ha'i	Chappell
Ballin' The Jack	E. B. Marks
Dime A Dozen	E. H. Morris
Hollywood Square Dance	Santly-Joy
Hop Scotch Polka	Cromwell
How It Lies How It Lies How It Lies	E. H. Morris
Huckle Buck	United
I Never Heard You Say	Kramer-Whitney
I Only Have Eyes For You	Remick
In Santiago By The Sea	Life Music
Jealous Heart	Acuff & Rose
Katrina	E. H. Morris
Let's Harmonize	Santly-Joy
Love Is A Beautiful Thing	Porgie
My Bolero	Shapiro-Bernstein
Over The Hillside	Dreyer
She Wore A Yellow Ribbon	Regent
Song Of Surrender	Paramount
Why Don't You Haul Off And Love Me	Lois Music
WHY Fall In Love With A Stranger	Campbell
Wishing Star	Broadcast Music

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AGENCIES

McCANN-ERICKSON Caracas office announces its appointment by Capriles Hnos., of that city, to handle the advertising of Van Ralte stockings.

J. WALTER THOMPSON CO. has been named by Pacific Mills, Boston, textile mfrs., for all advertising, effective Jan. 1.

FOREIGN ADVERTISING AND SERVICE BUREAU has been appointed by Best Foods, Inc., for export advertising, with Harry A. Palmer as account executive.

GETCHAL & RICHARD, INC. has been named by Sales Affiliates, national distributors of Zotos and Jamal hair wave preparation.

WILSON, HAIGHT & WELCH, INC. has been named by T. H. Clack & Bemporad Co., makers of American Lady rugs. Television will be used.

JOHN C. MADDOX, formerly with BBD&O, has been appointed assistant to the president of Fuller & Smith & Ross, Inc.

GOOLD & TIERNEY, INC., New York, has moved its offices to 103 Park Ave.

ARISTA ADVERTISING CO., New York, has moved to 8 W. 40th St.

BROOKE, SMITH, FRENCH & DORRANCE, INC., Detroit and New York Advertising agency, announces the addition of Frank A. Woods to its copy staff in the Detroit Division.

ROBERT S. KELLER, INC., sales promotion representative, has been engaged by WWCO, Waterbury, Conn., effective immediately, according to an announcement by Milton H. Meyers, owner of the basic Yankee-Mutual outlet.

KEN DERBY, formerly an assistant supervisor of night operations at NBC, has joined Fletcher D. Richards, Inc., as a radio-TV copywriter.

MONROE GREENTHAL CO., INC. has been appointed by the Charmore Co., Paterson, N. J.

CLARK & RICKARD, INC., Detroit, has been named by Kasco Mills, Toledo, for Kasco dog foods and farm feed, effective Nov. 1.

Joins IBS Staff

Vail W. Pischke, radio attorney, has been appointed legal counsel for the Intercollegiate Broadcasting System, and will serve on the staff of the IBS Washington office. Pischke, a member of the Indiana, District of Columbia and Supreme Court Bar Associations, was active in radio production work before graduating from the University of Notre Dame.