



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 12

NEW YORK, WEDNESDAY, OCTOBER 19, 1949

TEN CENTS

SBC CONFERS EDUCATIONAL CITATIONS

Six New Outlets OK'd; Other Activity At FCC

Washington Bureau of RADIO DAILY

Washington—The FCC this week announced a number of new AM station permits, including six day-time-only grants. These are to Somerset Broadcasting Co., Somerset, Pa., for the 990 band with 250 watts; to Scurry Broadcasting Co., Snyder, Tex., for the 1220 band with 250 watts; to Northeast Iowa Radio Corp., Oelwein, Ia., for the 950 band with 500 watts; to Greenwood Broadcasting Corp., Greenwood, Miss., for the 960 band with one kilowatt; to Boone Broadcasting Co.,

(Continued on Page 8)

Henry Field Dies At 77; Was Pioneer Broadcaster

Shenandoah, Iowa—Henry Field, founder of KFNF, Shenandoah, and head of nation's biggest retail mail-order seed and nursery firm, died at his home on Monday at 77.

Field built KFNF in 1924, and began his daily "Letter-Bag" broadcasts which continued until a month ago. The program was said to be the oldest continuously-broadcast commercial show in radio. He founded the Henry Field Seed and Nursery

(Continued on Page 2)

Television Is Topic Of REC Luncheon

Norman Corwin, radio writer and director, Pierre Crenesse, director of the French Broadcasting System of North America, and also Thomas Flanagan, managing director of the NARSR, will be the speakers at the Radio Executives Club of New York luncheon-meeting at the

(Continued on Page 5)

Distinction

Ben Grauer, NBC's ace announcer, becomes "Bennett Grauer" in the web's press release announcing the return of Arturo Toscanini to the podium for the fall and winter series of NBC Symphony orchestra concerts starting Saturday, Oct. 29, 6:30 p.m., EST. Grauer will announce. Opening program is devoted to Berlioz and Debussy.

Wide Coverage

With over 1,800 radio stations in the United States scheduled to carry the U. N. Day cornerstone laying ceremony on next Monday it is estimated that the radio audience will be around 50,000,000 people. In addition the program will be given world-wide shortwave distribution through the facilities of U. N., the State Department and other shortwave transmitters. Television stations will also carry a pictorial story of the event.

Hult Succeeds Barnes As MBS Sales V.-P.

Adolf N. Hult has been appointed vice-president in charge of sales of the Mutual Broadcasting System to succeed Z. C. Barnes who is resigning after seven years with the network, it was announced yesterday by Frank White, MBS president.

Hult, now vice-president in charge of Mutual's central division, will take over his new post in New York on Oct. 24. Barnes will announce his future plans next week.

Hult, a native of Chicago, has

(Continued on Page 8)

Complete Plan Of Contest On 'Voice Of Democracy'

Washington Bureau of RADIO DAILY

Washington—Robert K. Richards, NAB public relations chief and chairman of the "Voice of Democracy" committee, yesterday announced plans for the Voice of Democracy

(Continued on Page 8)

Kintner Gives Adv. Women Progress Report On Radio

Declaring that standard radio broadcasting is completing the most successful year in history and faces steady expansion in the foreseeable future, Robert E. Kintner, executive vice-president of ABC, addressed a luncheon of the Advertising Women of New York at the Hotel Astor yesterday.

Kintner, who recently returned from a tour of ABC affiliates, reported that he found commercial

Commercial, Non-Commercial Stations Honored For Aid To Education; Meetings End Tomorrow

Listener Program Is Praised By Coy

San Diego—FCC Chairman Wayne Coy has voiced his approval of a new weekly series titled "The Listener Talks Back," sponsored by the Southern Cal. Assn. for Better Radio and Television Wednesday evenings over KFMV, San Diego, and KWIK, Burbank, which was launched last week.

Said Coy: "The role of the listener

(Continued on Page 6)

WHLI Dollar Volume 40% Above Last Year

Hempstead, N. Y.—"Today's business on WHLI and WHLI-FM represents a 40 per cent increase in dollar volume over that of the same period of last year," it was announced yesterday by Joseph A. Lenn, v-p in charge of sales at the stations.

In announcing the volume of busi-

(Continued on Page 5)

Schwerin Plans Survey In Wisconsin Farm Area

The Schwerin Research Corp., New York, has scheduled a series of four audience-reaction tests of Mutual's "Man on the Farm" pro-

(Continued on Page 8)

Chicago—WEW, St. Louis, walked off with top honors among commercial stations garnering two awards in the radio competition at the 13th annual School Broadcast Conference currently holding its three-day session at the Hotel Sherman here. WEW won second place honors, together

(Continued on Page 6)

CBC's Policies Hit By CKRC Petition

Winnipeg—A protest against the CBC's power to regulate activities of privately-owned radio stations was contained in a brief presented to the Royal Commission on Arts, Letters and Sciences by radio station CKRC, Winnipeg. The Commission under the chairmanship of Rt. Hon. Vincent Massey, is investigating Canadian development in the

(Continued on Page 5)

Giveaway Show, 5 W'kly. For Seaman, On WMCA

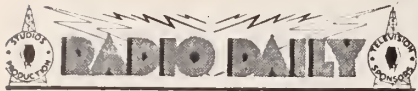
A new five-times-per-week giveaway show, "Tune-O," with prizes totalling \$1,000 per day, will premiere over WMCA, New York, Nov. 14, 1:30-2 p.m., Mondays through Fridays, under the sponsorship of

(Continued on Page 5)

Hams Come Through

Montreal — Local radio amateurs joined hams elsewhere in Canada and the U. S. over the weekend in testing emergency notification facilities. St. John's, Newfoundland, was designated as a "disaster" area, isolated from the rest of Canada. The hams relayed messages to and from Red Cross offices, keeping contact with the city.

(Continued on Page 6)



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

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WEST COAST OFFICES
6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonga Rd.
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 18)

	High	Low	Close	Net Chg
ABC	85 7/8	73 3/4	85 7/8	+ 7/8
Admiral Corp.	28 7/8	28 1/8	28 3/4	+ 1/2
Am. Tel. & Tel.	144	143 5/8	144	+ 1/4
CBS A	23 1/4	23	23 1/8	+ 1/4
CBS B	23	22 7/8	23	+ 1/8
Philco	31 1/4	30 5/8	31 1/4	+ 1/4
RCA Common	13 1/4	12 1/2	13 1/4	+ 5/8
Stewart-Warner	12 3/4	12 3/8	12 3/4	+ 3/8
Westinghouse	28 3/8	28	28 3/8	+ 3/8
Westinghouse pfd.	99 1/4	99	99	- 1/2
Zenith Radio	29 5/8	28 3/4	29 5/8	+ 7/8

	High	Low	Close	Net Chg
Hazeltine Corp.	13 3/8	12 3/4	13 3/8	+ 3/8
Nat. Union Radio	27 7/8	25 7/8	27 7/8	+ 1/8

	High	Low	Close	Net Chg
DuMont Lab.	14	14	15	
Stromberg-Carlson	12 1/2	12	13 3/4	
WJR (Detroit)	7	7	7 3/8	

Henry Field Dies At 77; Was Pioneer Broadcaster

(Continued from Page 1)
Co. in 1899, and from it built a \$3,000,000 annual business. In 1932 he won the Republican nomination for U. S. Senator from Iowa, but was defeated in a Democratic landslide that swept the state. He leaves his wife, Bertha, 11 children, a brother and five sisters.

★ COMING AND GOING ★

ROBERT E. KINTNER, executive vice-president of ABC, and **ERNEST LEE JAHNCKE**, vice-president of the web in charge of stations, left last night for Pinehurst, where they'll hold meetings with web affiliates from the Carolinas and Virginia.

WILLIAM A. SCHUDT, director of station relations for CBS, has left on a short business trip to Philadelphia, Baltimore and Washington.

PHIL ALAMPI, farm news editor of WJZ, will address the Associated Women of New Jersey of the New Jersey Farm Bureau at its annual fall meeting in the Farmhouse at Trenton on October 27.

BERT ANDREWS, American network commentator and chief of the Washington Bureau of the New York Herald-Tribune, is in San Francisco attending the Pacific Coast meeting of the Democratic Party. His broadcast this Saturday will originate at KGO, American network affiliate.

GILMORE N. NUNN, president of WLAP, Lexington, and director of the Inter-American Association of Broadcasters, is back in Kentucky after having attended the meeting of the AIR board.

ELMER DAVIS, American network commentator, arrived in New York yesterday. He will remain here for three days, during which time he will meet with agency officials. His newscasts will emanate from Radio City.

JACK PACEY, trade news editor for ABC, returned yesterday from a 10-day public-relations tour through 12 major market areas of the East.

RICHARD DORSO and **BEN BENJAMIN**, of Century Artists, Ltd., have arrived from Hollywood to discuss with television executives the sale of a new mystery film series, "Out of the Shadows."

WILLIAM PURCELL, chief engineer of WGY, Schenectady, N. Y., is in town conferring with O. B. Hanson, NBC vice-president in charge of engineering, and George McElreath, director of engineering operations for the network.

VERNON J. DUKE, staff engineer at NBC, today is in Camden attending the meeting of the RCA Victor-NBC liaison committee.

BILL POLGLASE and **CHIP CHIPOLLA** are back in town after having broadcast last Saturday's game between Fordham and Scranton over WFUV-FM.

EVELYN KNIGHT, vocalist starring on "Club 15" over CBS, has returned to Hollywood following a trip to Washington, D. C., where she entertained at the national convention of the Chain Store Grocers Assn.

SID ASCHER and **GEORGE SCHREIER**, publicists, are back in town following a short business trip to Chicago.

CHET LAUCK, the Lum of "Lum 'n' Abner" on CBS, is back in Hollywood following a visit to Mena, Ark. Program will return to the air Nov. 2.

ABC Covering Forum

ABC will air three speeches at the annual New York Herald Tribune Forum on Current Problems, to be held at the Waldorf-Astoria next Monday and Tuesday. The keynote address by Gen. Dwight Eisenhower will be broadcast on Oct. 24 at 8:30 p.m., an address by Sen. Hubert H. Humphrey will be recorded for broadcast at 11:45 p.m., and a talk by Sen. Henry Cabot Lodge will be aired Oct. 25, at 11:45 p.m.



Bring on the feed bag!

Those upturned noses will turn down fast when the food appears. For these two pups are all set for a big meal.

Are you all set for big, profitable sales in Baltimore? One thing is sure—if you're using W-I-T-H you are indeed! W-I-T-H is famous for producing low-cost results.

You see, this BIG independent with the BIG audience regularly delivers more listeners-per-dollar than any other station in town. And that means that a LITTLE money will do BIG things on W-I-T-H.

So get set for the tough, competitive days ahead. Get W-I-T-H on your schedule fast. Call in your Headley-Reed man and get the full story today.

TO COLUMBIA TRANSCRIPTIONS, N. Y. 10/5/49
 WLW, CINCINNATI -- " ... A DISTINCT TECHNICAL ADVANCE ..."
 KWTO, SPRINGFIELD -- " ALL COMMENTS FROM THE ENGINEERS... ARE OF A COMMENDATORY NATURE."
 CJOR, VANCOUVER -- " QUALITY OF THE TRANSCRIPTIONS IS EXCELLENT. BANDING ... OF IMMENSE VALUE."
 WHLN, HARLAN -- " EASILY HANDLED AND HAVE EXCELLENT QUALITY WITH A MINIMUM OF SURFACE NOISE."

For details phone, wire or write:
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W-I-T-H
 Baltimore 3, Maryland
 TOM TINSLEY, President
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**if you
want to
cover the country...**

talk to Du Mont. 99% of the
television receivers in the country
can receive your program
over the Du Mont Television Network,
either live or by teletranscription.



America's Window on the World

515 Madison Ave., New York 22, N.Y.

**Du Mont programs
shown live on
these stations**

- WAAM Baltimore, Md.
- WNAC-TV Boston, Mass.
- WBEN-TV Buffalo, N. Y.
- WGN-TV Chicago, Ill.
- WCPO-TV Cincinnati, Ohio
- WEWS Cleveland, Ohio
- WTVN Columbus, Ohio
- WHIO Dayton, Ohio
- WJBK-TV Detroit, Mich.
- WICU Erie, Pa.
- WLAV-TV Grand Rapids, Mich.
- WJAC-TV Johnstown, Pa.
- WGAL Lancaster, Pa.
- WTMJ-TV Milwaukee, Wis.
- WNHC-TV New Haven, Conn.
- WABD* New York, N. Y.
- WFIL-TV Philadelphia, Pa.
- WDTV* Pittsburgh, Pa.
- WTVR Richmond, Va.
- WHAM-TV Rochester, N. Y.
- WRGB Schenectady, N. Y.
- KSD-TV St. Louis, Mo.
- WHEN Syracuse, N. Y.
- WSPD-TV Toledo, Ohio
- WTTG* Washington, D. C.
- WDEL-TV Wilmington, Del.

**Programs shown on these
stations by Du Mont
teletranscription**

- KOB-TV Albuquerque, N. M.
- WAGA Atlanta, Ga.
- WBRC-TV Birmingham, Ala.
- WBTV Charlotte, N. C.
- KBTV Dallas, Tex.
- WFMY-TV Greensboro, N. C.
- KLEE-TV Houston, Tex.
- WSAZ-TV Huntington, West Va.
- WFBM-TV Indianapolis, Ind.
- WMBR-TV Jacksonville, Fla.
- KTSL Los Angeles, Cal.
- WAVE-TV Louisville, Ky.
- WMCT Memphis, Tenn.
- WTVJ Miami, Fla.
- WDSU-TV New Orleans, La.
- WKY-TV Oklahoma City, Okla.
- KMTV Omaha, Nebr.
- KSL-TV Salt Lake City, Utah
- KPIX San Francisco, Cal.
- WTCN-TV St. Paul, Minn.
- KING-TV Seattle, Wash.

**Du Mont owned and operated
stations.*

CHICAGO

By HAL TATE

FRANK H. FORD, president of KENT, Mutual affiliate in Shreveport, La., is a Chicago visitor.

Bill Dooley has left the sales staff of radio station WAIT, to join the Chicago office of Weed and Co. Bill succeeds Don Pontius who left Weed to become Chicago manager for the Meeker rep firm. A WBBM salesman for 15 years, Dooley was also sales manager of WTHH, Port Huron, Mich., and KLX, Lexington, Ky.

"I Wish I Had A Sweetheart," newly recorded by Al Morgan on a London label, has been a lucky song for its publisher, Pete Durane, who picked it up in 1941 for his last \$15. It was recorded by several name bands, and made over \$25,000 for Pete. Al Morgan's revival promises to repeat its original success.

Studs Terkel, disc jockey, will appear in the local company of "Detective Story" which opens soon at the Blackstone Theater.

Visiting Radio Sales here this week is Jules Dundes, director of sales and advertising at KCBS, San Francisco.

Sy Stern, formerly associated with Mercury Records, has opened offices at 203 N. Wabash Avenue where he will handle publicity and record promotion.

ABC's publicity department beaming as a result of the national breaks received in the October 25 issue of "Look" on "Super Circus," in the November issue of "True Story" with an article on "The Breakfast Club," and in the October 10th issue of "Quick" with a personality profile sketch of Don McNeil.

Honeymooning at the Northern-aire in Three Lakes, Wisconsin is Anthony J. Koelker, manager of ABC's station relations department in Chicago, who was married to Patricia Peebles of Omaha on Saturday, October 1.

A recent addition to the WBBM sales staff is Pat Wendling.

Enjoying a late vacation is Trudee Marlin of the WBBM Publicity Department.

Louise Massey, formerly a member of the Westerners, made a guest appearance on the ABC-TV Barn Dance program, Monday, October 10. Doc Blanchard emceeds the show which features Kay Brewer, Lulu Belle and Scotty, Don White, the Sage Riders, Cousin Telford, and John Dolce and his All-American square dancers.



Mainly About Manhattan. . . !

● ● ● **SO THEY TELL ME:** Television set retailers now being hit by consumer rumors of drastic price cuts after Christmas. . . . A radio producer who's been huffing and puffing about his success lately is trying to forget an \$85 check of his that bounced. . . . Roger Kay, in addition to his soon-due Mady Christians show and the Lionel Stander series, is working on a suspense series to star Paul Lukas. The two juve leads on the Mady Christians show, incidentally, are Carlton Forbes and Patricia Gaye, who nosed out B'way names for the roles. Producer Kay discovered the 19-year-old Gaye gal working behind a Macy counter. . . . Lyle Stuart, whose first tome, "God Wears a Bow Tie," just hit the book stalls, is putting the finishing touches to his next one already. New book is fashioned around a well-known syndicated columnist. . . . Radio actresses climb the ladder to success, notes Walter T. Shirley, but TV gals are using the stare-way. . . . Ted Green has readied a new series, "Washington Story," for both radio and video. . . . Herb Stein reports that when Groucho Marx resigned from the Friars he sent them the following note: "I don't want to belong to any club that would accept me as one of its members."

★ ★ ★ ★

● ● ● Talk about your details on television, Bay Nelson had to get a special permit from the Dep't of Public Assembly of the New York Fire Dep't to burn down a model railroad station six inches square! It all has to do with his new show, "Roar of the Rails," which kicks off Monday p.m. via CBS-TV, and which is gonna go in for a lot of destruction, all in miniature, natch. All Ray's got to worry about for the first few weeks is one avalanche, three train wrecks, an exploding railroad station, plus the problems connected with doing the Johnstown flood and burning down the city of Baltimore. And how've you been!

★ ★ ★ ★

● ● ● **AROUND TOWN:** Sam Geison, long regarded by this pillar as one of the brighter and more articulate press agents, will moderate a series of AVC forums starting with a debate tonight on National Health Insurance between Congressman Andrew Biemiller, of Wisconsin, and Dr. Irving Leinwind, of the AMA. (Personally, we'd much rather hear him do the debating himself than merely referee). . . . Gene Hamilton, director and musical commentator of the Carnegie Hall radio series, has grown a luscious Van Dyke. Not because he favors the new adornment, but as a prop for a forthcoming video audition of "The Chamber Society of Lower Basin St.," which he now controls. . . . The Mariners have recorded a catchy tune for Columbia—"Be The Good Lord Willin'"—dedicated to Arturo Godfrey's famed sign-off line. . . . Plenty of TV film activity going on at the Mannon Sound Stages being operated by Geo. Orth, veteran film producer. They just finished a film on housing narrated by Fredric March. . . . Opening gun of WWRL's campaign to combat juvenile delinquency is a non-sectarian religious program slanted exclusively for children.

★ ★ ★ ★

● ● ● The video version of "One Man's Family," written and produced by Carlton E. Morse, will tee off on NBC-TV starting Nov. 4th at 8-8:30. To handle this assignment, Morse has decided to abandon his other TV series on that station, "Mixed Doubles," which bows out Oct. 29th. The casting on "One Man's Family" will include Marjorie Gateson, Russell Thorson, Nancy Franklin, Pat Robbins, Billy Idelson and Arthur Cassell. In contrast to the radio version, now in its 18th year, the video version will have only the original members of the family, starting where it did 18 years ago. Only change will be that the time will be the present.

SAN FRANCISCO

By NOEL CORBETT

KCBS is beginning a \$25,000 audio equipment construction project. Existing studio and engineering equipment will be completely replaced with the most modern audio equipment available, according to Arthur Hull Hayes, CBS veepee and general manager. Alan Cormack, director of engineering is in charge of the project.

KJBS sales manager Stanley Breyer and his wife have decided to name their baby Joan. Youngster made debut at the Children's Hospital October 5.

John Elwood, KNBC general manager, chairman of the Hoover Report for Northern California talked at the Rotary Club this week.

The current cover of the Argonaut magazine carries a photo taken by Paul Smith, KCBS engineer. It's a shot of the San Francisco Civic Center.

The Chronicle's television station, KRON-TV takes to the air November 15. NBC's dedication ceremonies opening the new building on Television Peak in the San Bruno Mountain range were held October 12. The building also houses KNBC's new FM transmitting equipment. The services were attended by George T. Cameron, publisher of the Chronicle; Charles Theriot, assistant business manager of the Chronicle; John W. Elwood; George Greaves, KNBC assistant manager; Curtis Peck, engineer-in-charge and Joseph Baker, station engineer.

Carroll Hansen, KCBS sportscaster, whose "Lookin' 'Em Over" is a Friday 10:15 p.m. feature, is battling 1,000 per cent in his "picks." He compiles his predictions from information gathered from Columbia Broadcasting System sportscasters on the coast.

Reference List

A list of 733 radio commentators and other programs, has just been published by Radio Reports, Inc. The list covers seven major metropolitan areas, in which the firm monitors programs. They are New York, Chicago, Los Angeles, Washington, Detroit, Philadelphia and Boston.

WBAL
means business
in Baltimore

1906 1949

Henri
CONFISEUR

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

Famous French Candies
15 East 52nd St.
AIR CONDITIONED

PROMOTION

Institutional

An unusual combination of product and community relations advertising is being used by the Nineteen Hundred Corporation, St. Joseph, Mich., in sponsoring broadcasts of football games on the local station, WHFB. The manufacturer of Whirlpool home laundry equipment, largest industry in the St. Joseph area, is devoting three out of each program's six advertising announcements to news type messages about the company. These include information about the company's size, progress, and history. Other commercials concern products, but emphasis is on interpreting the company for the community.

The broadcasts are of University of Michigan games. The series is on a statewide network, with local sponsors in the cities where it is heard. The six scheduled advertising announcements during the game are given by local station announcers.

Giveaway Show, 5 W'kly, For Seeman, On WMCA

(Continued from Page 1)

Seeman Bros. in behalf of White Rose Tea and Coffee.

The show, owned by William H. Weintraub & Co., Inc., which handles Air-Wick for Seeman Bros., consists of a musical bingo game involving home participation and is aimed to tie in closely with dealers, listeners and the station. J. D. Tarcher & Co., Inc., will continue to handle White Rose Tea and Coffee and other White Rose advertising as heretofore. Weintraub, however, will handle "Tune-O."

WMCA staffer Joe O'Brien will act as emcee on the show with Jerry Shard and his orchestra handling the music.

Listeners, in order to participate, must obtain Tune-O cards from neighborhood grocers. Each day, Shard will play several of 250 tunes listed and numbered on the cards. Upon identifying songs, contestants will proceed to fill in their cards in the usual bingo fashion, earning the daily loot with winning cards and fast phone calls to the station.

Moving to San Francisco

Chicago—Nikki Kaye, well-known radio and television writer-director, leaves Chicago Oct. 24th to take up residence in San Francisco. She is remaining in town until the conclusion of the Tribune Fashion Show at the Gold Room of the Congress Hotel.

READY TO PRODUCE RESULTS

for a radio, radio-tv station, or agency that's looking for an aggressive promotion and merchandising man. Over 10 years newspaper and radio experience. Write Box 279, RADIO DAILY, 1501 Broadway, N. Y. C.

WHLI Dollar Volume 40% Above Last Year

(Continued from Page 1)

ness to be "the highest in the station's history" of more than two years. Lenn reported the following new and national and local spot advertising accounts:

Chrysler Corp. for Dodge sales (Ruthrauff and Ryan agency); Beverwyck Breweries, Inc. (McCann-Erickson agency); F. W. Woolworth, Co. (Lyn Baker agency); Trunz, Inc., food chain (Plaza agency); Ex-Lax, Inc. (Joseph Katz Co., agency); River Brand Rice Mills, Inc., for Carolina Rice (Donahue and Coe, Inc., agency); Isbrandtsen and Sons, Inc., for 26 Coffee (Cowan and Dengler agency), and Pictsweet frozen foods (Brisacher, Wheeler and Staff agency).

Long Island firms who have purchased spot time include Thomas-Mack, Inc., of Hempstead (furniture); Leedor's of Hempstead (dept. store); Saul's Men's Shop of Mineola; J. and J. Miles Rubber Co. of Long Beach; Fuel Oil Distributors of Hempstead; Mineola Fair Committee of the Queens-Nassau Agricultural Society, and the Holiday Line Publishing Co. of Garden City.

Lenn also announced the signing of 52-week contracts for two new accounts and the renewal of a third contract. Renewing for its third year is Gutowitz Jewelers of Hempstead which sponsors seven 10-minute programs weekly, 3:35 to 3:45 p.m., on "Musical Playhouse."

New contracts included the Macru Gas and Oil Sales Corp. which will sponsor seven five-minute newscasts weekly, 8:30 to 8:35 a.m., Monday through Saturday, and 12:30 to 12:35 p.m., Sunday, to plug the sale of Duel gasoline. Ideal Insulators of Williston Park and Patchogue, L. I., home improvement service, will sponsor four 15-minute programs weekly, 7:15 to 7:30 a.m., Tuesday, Thursday and Saturday on "Commuters' Time," and 1:15 to 1:30 p.m., Sunday, on "Luncheon Melodies." In addition, Ideal Insulators has purchased a series of spots.

Television Is Topic Of REC Luncheon

(Continued from Page 1)

Hotel Roosevelt, tomorrow at 12:30 p.m.

Subject for discussion is "Television's Fifth Network" with Richard W. Hubbell acting as moderator.

Miss Mary Pickford, previously announced as a guest speaker, will be unable to appear.

Among the guests at the meeting will be Emilio Azcarraga, Mexican radio and TV executive and industrialist.

Seeks Radio Degree

San Antonio, Tex.—Peggy White-side has resigned her post as secretary to Rex Pries, sales manager of KTSA here to enroll at the Texas University at Austin where she will study for a degree in radio at the Radio House.

CBC Policies Criticized By Petition From CKRC

(Continued from Page 1)

field of arts, letters and sciences and held its three-day Winnipeg hearing last week. The CKRC brief termed the regulatory powers of the CBC "not only unfair; but a definite retarding influence on the progress of broadcasting in this country."

The brief cited two particular regulations.

The first bans commercial spot announcements in evening hours. This ban, the brief contended, precluded the small advertiser from reaching an evening audience and handicaps him against the larger advertiser who can afford 15 or 30-minute programs.

It also took issue with the ban on mention of prices on the air, rescinded in 1948.

"The point here," the brief said, "was not that a situation has been corrected, but that an undesirable situation, from everyone's point of view, was allowed to exist for a great number of years."

"These two regulations have been barriers to better broadcasting through curbing earnings and consequently, operations and programming of privately-owned stations."

Stork News

Petersburg, Va.—James E. Lowell, account executive at WSSV, Petersburg, is the father of a baby girl.

AGENCIES

BROOKE, SMITH, FRENCH & DORANCE, INC., Detroit and New York advertising agency, announces the appointment of Gerald J. Weipert to its radio and television staff in the Detroit division. Weipert formerly was on the television staff of WWJ-TV.

PROMOTION of four staff members in the Los Angeles office of Buchanan and Company has been announced by Frederick N. Polangin, vice-president and manager. Sherrill Mastos has been named production director, Lee Lewis media director, Mary Jane Kuelgen executive secretary and Jeanette Linck business manager.

BLAIR-TV, INC., has been engaged as exclusive national representatives for WBRC-TV, Birmingham. Blair-TV, Inc., was formed in January, 1949, as exclusive national representatives of television stations, with William H. Weldon, formerly New York vice-president of John Blair & Company, as president of the organization.

GEORGE BEYER JR., formerly with Young & Rubicam, Inc., has been named advertising manager of Cannon Mills, Inc.

UNFAIR

Unfair to letter carriers! Recently KYW's Johnny Deegan drew 2,000 replies in three days for a "Name-the-Tune Contest" on the Midday Review (12:05-1:30 PM). The following week, Jack and Gene reported 3,600 pieces of mail received from a five-day offer on their 9:00-9:30 AM patter show. Want to add to the postman's burden? Tell your story to the nation's third market via KYW, the region's heavy-mail station.

PHILADELPHIA 50,000 WATTS
NBC AFFILIATE

KYW

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV
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Radio's Future Rosy, Kintner Tells AWNY

(Continued from Page 1)

consumer demand for existing products and spurs the invention and creation of new products."



KINTNER

At the present time, he said, 2,450,000 families own television sets. As of January 1 this year, according to Broadcast Measurement Bureau estimates, there were 39,281,000 radio families. It is interesting to note, he added,

that during 1948 there were twice as many new radio families as there were television families. It is estimated that by the end of 1953 the total number of television sets will be approximately 17 and a half million, which is less than half of the total number of radio families today. "Obviously," Kintner said, "there is competition between media. But each day, each person is faced with competitive decisions—whether to read a book, to go for a walk, to listen to radio, to attend the theater, to listen to and view a television program. This competition makes each medium progressively better, better in entertainment, news and education fields, and better as a producer of advertising revenue.

"I am confident that this healthy growth will continue. The population is increasing, the demand for goods is increasing, individuals have leisure time that would have been unthinkable 20 years ago. This vastly increased potential audience is a challenge to all media seeking its time, and a challenge to all advertisers seeking to sell its products.

Charles Buddy Rogers was also a guest speaker at the luncheon. Rogers, who is featured on "Pick A Date With Buddy" on the ABC network, spoke on the subject of radio salesmanship and outlined some of his experiences in radio and films.

Kiernan Marathon

Walter Kiernan, commentator for WJZ, New York, will put in an 18-hour day on the air on Tuesday to celebrate the advent of his first coast-to-coast commercial show on ABC, "One Man's Opinion." The program will be sponsored by Philip Morris, 12:25-12:30 p.m., across-the-board, starting Monday, Oct. 24. Kiernan will continue his morning show on WJZ.

School Broadcast Equipment

FM Transmitters
Magnecord Tape Recorders
MILLS RECORDING CO.
161 N. Michigan Ave. Chicago, Ill.
(See our exhibit at the Sherman)

School Broadcasters Honor Stations For Education-Aid

(Continued from Page 1)

with the St. Louis public schools, for the program, "Our Missouri Competition" and also garnered sixth place award, again with the St. Louis public schools for the program series, "Science For You."

Among non-commercial stations, WABE, owned and operated by the board of education, Atlanta, Ga., won the top award for its series of nature programs titled, "Uncle Dan From Froggy Hollow Farm."

KYW, Philadelphia, and the University Museum, that city, won third place honors among the conference awards for the program series, "Once Upon A Time." Others were:

Other Awards Listed

KDKA, Pittsburgh, for its radio adaptation of "Miss Hickory" for "The Child's Story" program; KATL, Houston, and the Houston Public Schools for their series of "In-School" broadcasts and for the radio lesson titled "Square Dancing"; WQXR, New York, for the program series, The New York Times "Youth Forum" with Dorothy Gordon as moderator; WCTC, non-commercial station at New Brunswick, for the program series, "Children Have Their Problems"; The Empire State Rural Radio Network for its program "Revolt of the Unhappy Clothes"; the Ithaca College Radio Workshop School of the Air for the program titled "Trees"; the University of Colorado for the program series "Today's Frontiers"; WBZ, Boston, two awards for its program series titled "Children's Corner" and for their program series "Listen and Learn" with Arthur Fielder receiving special recognition for his classroom concerts; KUOM, the University of Minnesota's non-commercial station for its program series, "Look What We Found"; KCMO, Kansas City, for its program, one of a series, "Report Card from Your Schools"; and WLS, Chicago, for its program series "Let's Go Places."

Jennings, Judith Waller Speak

George Jennings, director of the conference, opened the first day's session here Tuesday morning welcoming the more than 1,500 educators assembled here for the three-day confab.

Judith Waller, a leader in educational broadcasting in this country, who is director of public affairs and educational programs for NBC in Chicago, followed Jennings and said that educational radio has certainly not realized its potential. Miss Waller predicted that in the future both television and facsimile would be used to great advantage in schools, supplementing the purely audio educational facilities now available in AM and FM broadcasting. She said that television especially would change the family habits and could lead to unlimited vast horizons in the field of education. She cited the need for more educational programs.

Harold Shane, professor of educa-

tion at Northwestern University, said that television is now being used for educational purposes in five states and that in Philadelphia, alone, sets have been installed in 51 classrooms for education via television.

Luncheon Today

Principle event today will be the annual luncheon with Richard B. Hull, president of the National Association of Educational Broadcasters, presiding and Herold C. Hunt, general superintendent of the Chicago public schools, introducing the principal speaker, Benjamin Fine, education editor of The New York Times. Fine's talk will be "The Crisis in American Education."

Panel discussions will mainly occupy the rest of the sessions, with the conference adjourning tomorrow night.

Will View Phonovision

Educational broadcasters will get their first look at Phonovision tomorrow (Thursday) when Zenith's pay-as-you-go television system will be demonstrated before the educators here in a special showing.

In addition to the agenda published in last Friday's RADIO DAILY, a closed luncheon was held Thursday for some 27 Rockefeller Foundation alumni. Guest speaker was John Marshall, director of humanities for the John D. Rockefeller Foundation in New York.

Included among the early arrivals was Dr. Franklin Dunham, chief of the radio section of the U. S. Office of Education in Washington. Dr. Dunham arrived here Monday following a meeting of some 100 members of the National Association of Educational Broadcasters at Ann Arbor, Mich. at which FCC Commissioner Frieda B. Henneck was one of the principle speakers. (Although Miss Henneck has been invited to the Chicago confab it appeared doubtful whether she could come here because of the current FCC color hearings in Washington).

Dr. Dunham disclosed there are now 105 educational broadcasting stations in the country of which 33 are AM and the rest FM. He said he expected there would be another 100 10-watters in operation by June of next year.

Bob Richards On Hand

Other early arrivals here included Robert Richards, public relations director for the NAB, and Merrill Lindsay, WSOY, Decatur, representing the Illinois Broadcasters Association.

George Jennings, director of the conference, and radio director for Chicago's public schools, revealed that the Chicago Vocational School is now the only public school in the country which has actual FM equipment and next February the school will inaugurate the nation's first course in High Frequency and Frequency Modulation broadcasting.

Listener Program Praised By Coy

(Continued from Page 1)

in our American system of broadcasting has not been fully understood or appreciated. Listener criticism that is thoughtless or uninformed is of no value to the nation's broadcasters . . . nor is it of any assistance to the FCC in planning its regulatory policies."

"What is needed," he went on, "is just the sort of intelligent, public-spirited and well-planned activity that your organization is now proposing to carry on. By studying programs carefully and evaluating them in terms of community needs, your association can make a major contribution to the common goal of raising our standards of radio service."

Coy, Trammell Expected At WIS Celebration

Columbia, S. C.—The weekend of Nov. 19-20 has been set by G. Richard Shafto, general manager of WIS and WIS-FM, for the official opening of the new WIS studio and office building, Wayne Coy, FCC chairman, and Niles Trammell, NBC board chairman, have accepted invitations to attend the opening ceremonies, Shafto said.

Shafto himself has just left for Paris, where he will serve as U. S. delegate to the UNESCO radio conference.

In honor of the WIS celebration, NBC will originate two of its coast-to-coast shows in the new studios—"Radio City Playhouse," and "Theater Guild On The Air."

NEW RADIO PERSONALITY LISTING

An Effective Guide for
Radio and Television Mailings

The current list includes 733 programs heard on all networks and in New York, New England, Washington, Detroit, Chicago, Los Angeles and Philadelphia. Working addresses and program descriptions are included to help you make your radio mailings most efficient. \$10 per copy.

Radio Reports, Inc.

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TELEVISION DAILY

Section of RADIO DAILY, Wednesday, October 19, 1949—TELEVISION DAILY is fully protected by register and copyright

FCC TO TEST COLOR RECEIVERS

TELE TOPICS

TIS DIFFICULT, indeed, for a mere male to review a fashion show because the subject matter is of absolutely no interest to him. Therefore, let us grant that DuMont's "And Everything Nice" appeals to some persons and proceed to discuss the manner in which the show is conducted. . . . The production this week was rather handsomely mounted. Opening and closing showed femcee Maxine Barratt—attired in evening gown and fur wrap throughout the half-hour—dancing not too skillfully around the set while a montage of sponsors' labels was superimposed on the scene. Guesting was Delora Bueno, an excellent singer and charming personality, whose presentation was marred in a couple of spots by extreme closeups—one so close that it showed only half of her face—to which producer-director Bob Loewi seems addicted. Clothes were shown on models, with descriptions handled by Miss Barratt in conversation with two store window mannequins. This gimmick was just too, too cute. Most interesting spot, to us, was an informative demonstration on how to pack a man's traveling bag. . . . Program is sponsored by Ameritex Fabrics and A. S. Beck, through Dorland Agency. Barnaby Smith is assistant to Loewi.

SPEAKING AT the N. Y. Advertising Women's luncheon yesterday, Bob Kintner, ABC exec. veepee, said that the web has thus far spent seven and a half million bucks on TV. . . . Word from Michigan Blvd. has it that Bill Eddy will soon head for Brownsville, Texas, where he purchased land about a year ago. He'll do some TV work for a few Lone Star oil millionaires now in or casting covetous eyes at the medium. . . . The Four Horsemen of Notre Dame—Don Miller, Jim Crowley, Elmer Layden and Harry Stuhldreher—will be reunited on "We The People" next week to mark the 25th anniversary of their appearance as a grid unit. . . . Richard Dorso and Ben Benjamin, of Century Artists, arrived in town from H'wood yesterday with a print of the new Phil Nasser-John Darrow mystery series, "Out of the Shadows," starring Leif Ericson and Virginia Brissac.

KAY KYSER probably will start on CBS for Ford Dealers Nov. 15. Time slot probably will be 9-10 p.m. Tuesdays, with "Suspense," now in the 9:30 period, moving to another nite. . . . After sitting in on an Ed Wynn rehearsal on the Coast, Groucho Marx (who with his brothers could put on the greatest show ever) expressed amazement at the amount of work that goes into TV. "Why, in the old days," he said, "we used to put a stage show together every two years and I doubt if we rehearsed as diligently as he does for each of his weekly stints on television."

TMA Urges Rejection Of Color System Now

In a telegram to Chairman Wayne Coy, the Television Manufacturers Association has urged the FCC "to take no action in designating any specific color system now before you."

Signed by Michael L. Kaplan, president of TMA and of Sightmaster Corp., the wire said, "At this early stage of the art of color, development and experimentation have not gone far enough to warrant the adoption of any one color system."

"As manufacturers serving the television public, we are interested in an efficient, practical color system suitable for all size television receivers that could be made available to the consumer at a minimum cost and require minimum adjustments to existing sets."

"In the public interest, we believe no such system has yet been presented and demonstrated to meet these requirements."

"Until a completely compatible system is devised that can meet the necessary requirements, no decision should be made now that might stifle and retard the development of such a system."

"Any decisions reached should permit and encourage color systems to be developed that are still in the drawing board stage or other developmental stages by working toward the above ends."

Ike On "Crusade"

General Dwight D. Eisenhower will be guest speaker on the final chapter of "Crusade In Europe" over ABC Oct. 27, 9 p.m., EST.

WU, DuMont Hit FCC Report On AT&T Video Relay Lines

Washington Bureau of RADIO DAILY

Washington—The FCC's proposed report on the interconnection aspects of the AT&T television relay lines was hit sharply yesterday by Western Union and DuMont, while the Bell System itself (AT&T) filed exceptions stressing the importance and the size of its investment in TV relay. The Bell System was especially pleased by the FCC's declaration that "intercity television relaying should ultimately be handled by common carriers."

DuMont scored the Commission report for failing to find that "the

Levey Skiatron Corp. In Color Sweepstakes

Another starter in the color sweepstakes was entered yesterday by Arthur Levey, president of Skiatron Corp., who charged that the "additive" systems of RCA and CBS "have been proven obsolete" in principle "by the extensive experience of both the motion picture industry and color photography."

Charges were contained in a letter to the FCC which said also that it is "inevitable" that subtractive color will become standard in TV. The Skiatron system, Levey continued, "constitutes the only method of subtractive, simultaneous color TV which may properly be compared in quality with Technicolor and Kodachrome, the most successful color photographic and moving picture methods."

Levey pointed out that the Skiatron patents "have only recently emerged, under a consent decree, from the first TV anti-trust suit," which resulted in a stock divestiture in Scopony Corp. of America (now Skiatron Corp.) by Paramount Pictures, General Precision Equipment Corp. (interrelated with 20th Century Fox) and Scopony Ltd.

"Our Supersonic TV projectors, now being prepared for black and white TV demonstration, are inherently better suited to color than the cathode ray tube," Levey said. "While they can easily be adapted to project very large color TV pictures with any color system, including the additive methods, we believe it to be our duty to direct the attention of the FCC to the much greater merit of subtractive color TV."

Bids Mfrs. Submit Polychrome Sets By Next Mon.

Washington Bureau of RADIO DAILY

Washington—The FCC will do its own testing of the color TV receivers of the various companies offering polychrome systems for consideration in the current hearings, Chairman Wayne Coy said yesterday. He called upon RCA, CBS and Color Television, Inc., to submit receiving units by next Monday for testing by FCC staff people at its Laurel, Md., laboratory.

Chairman Coy asked that the companies submit receivers of all types—or explain to the Commission why they cannot be made available. In making the request, Coy said:

"You people have been talking about what you have. All we have to go on is what you say. We'd like the opportunity to test these receivers in our own laboratories."

Heard yesterday during the hearing was George E. Sleeper, technical director of Color Television, Inc. He spent the day in highly technical discussion of the CTI system, going into intricate detail in terms intelligible to most engineers on hand but far over the heads of most Commission members and others in the hearing audience.

Jaeger, Of WABD, Elected NTFC Board Chairman

Andrew Jaeger, film director of WABD, DuMont flagship, yesterday was elected chairman of the board of directors of the National Television Film Council at the first meeting of the newly-elected board at the Hotel Bristol. Melvin L. Gold, NTFC prexy, presided at the session.

Gold designated Jaeger, Jack Glenn, of the March of Time, and Irwin Shane, of Televiser, as a temporary committee assigned to investigate the desirability of setting up a TV film job information service.

Next general meeting of the council was set for Oct. 27.

Goodyear Buys On ABC

Goodyear Tire and Rubber Co. has signed with ABC for sponsorship of "The Goodyear Paul Whiteman Review," weekly half-hour musical to be aired Sundays, 7 p.m., beginning Nov. 6. Account was placed through Young & Rubicam.

Featuring Whiteman, show will include a full orchestra choral group, dance ensembles and famous alumni of Whiteman band. About 40 stations will carry the series.

Six New Outlets OK'd; Other Activity At FCC

(Continued from Page 1)

Boone, Ia., for the 1590 band with one kilowatt; and to Seminole Broadcasting Co., Dade City, Fla., for the 1310 band with one kilowatt.

The Penn Engineering Company, Bozeman, Mont., was okayed for unlimited time operation on the 1230 band with 250 watts.

Frequency shift from the 1400 to the 1250 band was okayed for WCNC, Elizabeth City, N. C., which operated with 250 watts unlimited. KSMA, Santa Maria, Calif. was granted a shift from 1450 to 1240 kc, and KFBC, Cheyenne, Wyo., was permitted to go from the 1240 band to 710, increasing its power from 250 watts to one kilowatt night, ten kilowatts limited service.

WIMS Goes Unlimited

WIMS, Michigan City, Ind., was okayed for a change in hours from daytime to unlimited, with daytime power staying at one kilowatt and night power of 500 watts on the 1420 band.

KAYX, Waterloo, Ia., was okayed for a shift from the 1090 to the 1280 band, extending hours from day to unlimited, and a similar time extension was given WNAM, Neenah, Wisc. WKYB, Paducah, Ky., moved from the 800 to the 570 band, but stayed on daytime only.

The Commission announced that it will set a later date for its hearing on the applications of the Southern Baptist Convention for a series of low-powered FM religious broadcast stations. Date had been November 4, but on request it was agreed that a later date will be named.

Complete Plan Of Contest On 'Voice Of Democracy'

(Continued from Page 1)

racy Awards Week and the awards luncheon, at which four high school students will receive scholarships for the best broadcast scripts on "I Speak for Democracy." The group met here with the co-chairman of the National Radio and Television Week Committee, Gordon Gray, WIP, Philadelphia, and W. B. McGill, Westinghouse Radio Stations, Philadelphia; representatives of the U. S. Junior Chamber of Commerce and RMA.

The other sponsors and the U. S. Office of Education, Federal Security Agency, which endorses the contest, were on hand.

Richards said the final step in the advance plans for the Voice of Democracy contest has now been

WANTED

Announcer-Executive over 30 now in N. Y. with Production or Agency experience and Coll. Ed. Here is a permanent job if willing to re-locate. Send complete resume to Box 280, RADIO DAILY, 1501 Broadway, N. Y. C.

COAST-TO-COAST

"Prof. Quiz" Returns

Milwaukee, Wis. — The original "Professor Quiz" program returns to the air this fall and can be heard over WISN every Friday night at 8:30 p.m. Grape Nut Flakes is the sponsor.

New Programs For WAUD

Auburn, Ala.—Two new programs were added to WAUD listing within a week. The DeLuxe Cleaners signed up for a roundup of football scores and highlights of the day's outstanding games. Ware's Jewelry Shop signed for sponsorship of the Sunday afternoon thriller, "Diary of Fate."

KFWB Has Dixieland Jubilee

Hollywood, Calif. — KFWB disc jockies, Frank Bull and Gene Norman, lined up an array of talent, domestic and imported, for their second annual "Dixieland Jubilee" at the Shrine Auditorium last week, featuring Red Nichols and his Five Pennies, and Bob Crosby and his Bobcats.

Radio-Owned Car In Operation

San Antonio, Tex.—A new \$4,500 all steel special events car has been put into service by KONO and KONO-FM, owned and operated by Eugene J. Roth. Car is fully equipped to handle any time of remote job including a tape recorder to make on the spot interviews and descriptions of newsworthy happenings.

WEBR Adds Staffers

Buffalo, N. Y.—Cy King, general manager, announced that Preston L. Taplin has been named program director of WEBR. Taplin served in that capacity with WELM, Elmira. Other additions to the staff were Lloyd Gibson, production manager and emcee Don James.

Leich Recuperating

Evansville, Ind.—Clarence Leich, secretary treasurer and general manager of Curtis Radiocasting Corporation, is recuperating from an emergency operation at the Johns Hopkins Hospital in Baltimore, Maryland. Leich was stricken while he and his wife were visiting their daughter and family in Baltimore.

taken, with the mailing of special transcriptions to all NAB member stations for scheduling model broadcasts at the opening of the competition.

The contest will begin during National Radio and Television Week, Oct. 30-Nov. 5, when students will listen to the series of transcribed background talks on stations throughout the nation, and write their competing scripts.

State winners will be sent to Washington for final judging by the panel of eminent Americans. The four co-equal, national winners will be announced about Dec. 15.

Good Neighbor Series

Worcester, Mass.—As winners of WTAG (and FM's) August-September "Good Neighbor" contest on its weekday "Julie 'n' Johnny" program, two Worcester women are spending an all-expense paid week in Canada. So that listeners can keep tabs on what the "Good Neighbors" are seeing and doing, WTAG has arranged to have the women transcribe their vacation impressions at a Toronto station. The discs are airmailed to "Julie 'n' Johnny" for immediate broadcast.

Program Speakers Set

Hartford, Conn.—The president of Trinity College, G. Keith Funston, will be the speaker on the first of a series of Trinity College programs to be given over WDRC. Funston will speak November 6th at 12:45 p.m.

Haywood Joins News Staff

San Antonio, Texas—Vincent Haywood has joined the staff of KTSA as newscaster and will be heard nightly at 10:00 p.m. He was formerly with WFAA, Dallas, and more recently with KABC here. Haywood has also appeared in many coast-to-coast network shows such as "Young Dr. Malone," "Life Can Be Beautiful" and "Cavalcade of America."

Hult Succeeds Barnes As MBS Sales V.-P.

(Continued from Page 1)

been associated with Mutual since the organization of the network. On graduation from college, he worked as a reporter in Moline, Illinois, and later became a sales representative of the National Lock Company in Rockford, Illinois. In 1930, he joined WGN in Chicago as an account executive, and transferred in 1934 to the Mutual network in the same capacity. In April, 1941, Hult was named sales manager of the Central Division and in March, 1945, became a vice-president of the network.

Schwerin Plans Survey In Wisconsin Farm Area

(Continued from Page 1)

gram for Quaker Oats Co., in cooperation with WKOW, Madison, Wis.

The project will cover some 2,000 rural listeners, and is described by Schwerin as "the most comprehensive qualitative research experiment attempted outside of a large metropolitan area." The listener sessions will be held in four Wisconsin towns, Oct. 25-28, under the direction of Ralph Ammon, WKLV manager. Lee Edwards, WKLV farm bureau director, will be m.c.

RADIO EXECUTIVES CLUB OF NEW YORK

Luncheon-Meeting to Be Held Tomorrow
October 20, at 12:30 P. M.

in the

Hendrick Hudson Room

of the

Hotel Roosevelt

Subject: "Television's Fifth Network"

Speakers: Richard W. Hubbell, Moderator
Norman Corwin

Thomas Flannigan, Managing Director of Nat'l Assn. of Radio Station Representatives.

Pierre Crenesse, Director of French Broadcasting System of North America.

Special Guest: Emilio Azcarraga, Mexican radio and television executive and industrialist.

Admission: \$3 for members, non-members \$3.75.

For last-minute reservations call Claude Barrere, MU. 6-0238