



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 15

NEW YORK, MONDAY, OCTOBER 24, 1949

TEN CENTS

TV RECEIVER SALES REACH NEW HIGH

FMA Seeks Assistance In Killing New Tax

Washington Bureau of RADIO DAILY
Washington—FMA called upon its membership the past week to seek aid from Congress toward lifting of the Treasury regulation imposing a new ten per cent excise levy on TV sets equipped with a continuous FM band. The association saw this ruling as "the first step by the Federal government to tax other component parts of TV receivers whether radio equipped or not."

Only real possibility of killing the new tax is through Congressional

(Continued on Page 2)

Chesapeake Newsmen Elect New Officers

Denis Sartain, news chief of WWDC, Washington, has been elected president of the Chesapeake Press-Radio Association, succeeding William Hardy, new director of WFMD, Frederick, Md. The group includes broadcasters in Maryland, Virginia and the District of Columbia.

Elected first and second vice-presidents respectively at the meeting last week were Matthew Warren, program director of WEAM, Arlington, Va., and Fred Hinkle, news editor of WCUM, Cumberland, Md.

GE Earnings Off 19% From Last Year's Figure

Schenectady, N. Y.—General Electric Company's consolidated operations for the first nine months of 1949 resulted in a 19 per cent drop in net earnings from last year's figure, president Charles E. Wilson

(Continued on Page 2)

Linguistic Tenor

Miklos Gafni, a newly-discovered dramatic tenor who has been guesting on radio and TV shows, will use three of the seven foreign languages he knows when he is interviewed on programs, 9:30 a.m.-12:15 p.m., Oct. 26, over WHOM, foreign-language station in New York. He will appear on German, Jewish and Italian shows,

Expose?

Paul Raibourn, vice-president of Paramount Pictures, Inc., and president of Television Productions, Inc., will discuss "Television—Now and Hereafter," at the first fall meeting of the American Television Society at the Park Sheraton Hotel tomorrow night. Pressed for further explanation of the subject matter of Raibourn's talk a spokesman for ATS said: "he will expose the deep-dyed machination which have tied up television, and will tell why television stocks went up in the Stock Market last week and how far they will go." Raibourn is non-committal on the content of his TV speech.

WJZ Completes Plans For Election Coverage

WJZ and WJZ-TV, on Nov. 8, will concentrate its local and state election night radio and television coverage in the large new studio, "TV-1," in ABC's Television Center, New York City, it has been announced, along with other details, by Thomas Velotta, the net's v-p in charge of news and special events.

The studio, which measures 50x100

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SESAC-KOTA Dispute Settled; New Pact Signed

Sesac, the music licensing firm, has announced the settlement in its favor a dispute with KOTA, Rapid City, S. D., over performance fees,

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Today Is United Nations Day; Radio Accomplishments Noted

The achievements of the United Nations Radio Division from its inception in 1946 up to the present are summarized in a 16-page report prepared by the Division's executive staff, and made public today in connection with United Nations Day observance.

Each week, the report points out, about 100 hours of broadcasting are originated at Lake Success; this figure is greatly increased when the

Over 2 Million Sets Being Manufactured This Year; Holiday Trade Will Exhaust Dealer Stocks

First Run Film Airing Set For Phonevision

Chicago—Zenith Radio Corporation in the next few weeks will inaugurate a daily Phonevision telecast for ninety straight days utilizing ninety first run films from top Hollywood film companies. A Zenith spokesman emphasized that these will be first run class "A" films and not old films or reissues or so-called "B" product. The spokesman de-

(Continued on Page 7)

President Names Doherty To Geneva Conference

President Truman has named Richard P. Doherty, NAB employer-employee relations director, one of two management representatives on the U. S. delegation to the International Labor Office Conference in Geneva this week. The agenda will include discussions of employment

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Telephone Sleuthing Pays Off On Newscast

Cincinnati—Tom McCarthy, news director of WKRC, demonstrated the direct approach in news gathering last Wednesday when he hooked up his wire recorder and several

(Continued on Page 8)

Receiver sales and production are at an all-time high, with demand still exceeding supply, a check of major manufacturers revealed yesterday. It had been expected that the FCC hearings on color and the attendant publicity would influence many persons to postpone purchase

(Continued on Page 7)

AFA Drive Stresses Advertising Benefits

The Advertising Federation of America's current public relations campaign, released in New York yesterday, is built around the idea that advertising lowers, rather than raises, the cost of most products which are advertised.

The campaign, aimed at promoting "a better public understanding of advertising," is produced cooperatively by six major industry groups,

(Continued on Page 3)

WKAT Offers UN Visit As Essay Contest Prize

Miami Beach, Fla.—Paul Kingsley, WKAT commentator, is conducting an essay contest in cooperation with the United Nations Institute on the subject of "Formula For World Peace."

The youngster who writes the

(Continued on Page 2)

What's Buzzin'

New Brunswick, N. J.—Football fans following the Rutgers games over a local station complained that often the noise of roaring motors, as of planes divebombing the field, almost drowned out the broadcasts. Investigators found that the "planes" were a family of wasps, who had set up housekeeping in a corner of the stadium's broadcasting booth.

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FINANCIAL

(October 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
ABC	8 1/2	8 1/8	8 3/8	+ 1/8
Admiral Corp.	28 3/8	28	28	- 1/8
Am. Tel. & Tel.	144 3/8	144	144	- 3/8
CBS A	24 1/2	23 1/2	24 3/8	+ 1 3/8
CBS B	24 1/2	23 3/8	24 1/2	+ 1 1/4
Philco	30 1/8	30	30	- 1/4
Philco pfd.	81 1/2	81 1/2	81 1/2
RCA Common	13	12 3/4	12 7/8	- 1/8
RCA 1st pfd.	72	72	72	+ 1/2
Stewart-Warner	12 5/8	12 1/2	12 1/2	- 1/8
Westinghouse	29 3/8	28 3/4	29 1/4	+ 3/8
Westinghouse pfd.	99	98 3/4	98 3/4	- 1/4
Zenith Radio	29 1/4	28 1/2	28 1/2	- 3/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 5/8	14 1/4	14 5/8	+ 5/8
Nat. Union Radio	3	3	3

OVER THE COUNTER

DuMont Lab.	14 3/8	15 3/8
Stromberg-Carlson	13	14 1/4
U. S. Television	3/8	5/8
WCAO (Baltimore)	16
WJR (Detroit)	7 3/4	8 1/4

DO YOU WANT A GUEST ON YOUR PROGRAM WHOSE OCCUPATION IS GIVING AWAY \$3,000,000,000.

Write: ARTHUR E. LINKER, 515 Madison Ave., N. Y. 22, N. Y.

★ COMING AND GOING ★

PIERRE CRENESSE, director of the French Broadcasting System in North America, and CLAUDE VILLEDIEU, diplomatic correspondent for RDF now working with the UN, left on Saturday for Louisiana, where they'll tape recording for rebroadcast in France.

J. LEONARD REINSCH, managing director of WSB, Atlanta, paid a call late last week at the offices of NBC, with which the station is affiliated.

BERT WOOD, program manager of RCA Recorded Program Service, is back from Hollywood, where he directed the latest Tex Beneke recording data for Thesaurus.

CONNIE DESMOND, Columbia network sportscaster, has returned from Ann Arbor, where on Saturday he broadcast the game between Michigan and Minnesota.

DOROTHY HEALEY, secretary to Walter Scott in the sales department of NBC, spent the week-end in Boston.

HANLEY STAFFORD, the "Daddy" to Fanny Brice's "Baby Snooks," arrived in New York Friday following a vacation in Europe. Show returns to the air November 8.

TONY MARTIN and his wife, CYD CHARISSE, arrived in New York by plane last Thursday. They'll spend a few days here, then will open an engagement on Wednesday at the Latin Casino in Philadelphia.

EDGAR BELL, of Oklahoma Publishing Co., operators of WKY, Oklahoma City, was welcomed last week at the headquarters of NBC, of which WKY is an affiliate.

ROBERT J. BURTON, vice-president of BMI in charge of publisher relations, has returned from Pinchurst, N. C., where he attended the meeting of District 4, of the NAB.

ANNE C. BALDWIN, publicity director of WOV, is expected back today from a short trip to Baltimore and Washington.

KATHERINE STEFFAN, an entertainment highlight on WHIO-TV, Dayton, Ohio, is visiting in New York.

EARLE C. ANTHONY, president of KFI, Los Angeles affiliate of NBC, visited last week at the headquarters of the web.

JEFF CLARK, new "Hit Parade" singer on NBC, has returned from the Tobacco Bowl Festival.

VICKEY CORREY, educational director of KDKA, Pittsburgh, who made a three-month tour of Europe for the UN last summer, is here to attend today's ceremonies at UN headquarters.

HORACE HEIDT AND HIS PROGRAM, personal broadcast yesterday from the Municipal Auditorium in Kansas City, Mo.

MOREY AMSTERDAM will leave tonight for Toronto, where he will emcee the annual charity show of the Herzl Zion Club.

THE MARINERS, quartet featured on Arthur Godfrey's radio and video programs, last Wednesday were in Philadelphia, where they entertained at Convention Hall in connection with the kick-off of the Community Chest fund campaign.



Smart Sparrow

Bird experts say that this is not the normal way for a sparrow to take a nap. But this smart little sparrow is happy as a lark on the special bed made for him by the kind lady who adopted him.

If you're a time buyer, you can be happy as a lark about radio advertising in Baltimore. It's so simple! Although there are many stations, there's just ONE BIG BARGAIN BUY.

.. And that buy is W-I-T-H, the big independent with the big audience. W-I-T-H delivers more listeners-per-dollar than any other station in town. That means that just a LITTLE money goes a LONG way on W-I-T-H.

So if you want to be happy as a lark about low-cost radio results in Baltimore, use W-I-T-H. Call in your Headley-Reed man and get the full story today.

AM  FM

W-I-T-H

Baltimore 3, Maryland

TOM TINSLEY, President
Represented by Headley-Reed

FMA Seeks Assistance In Killing New 10% Tax

(Continued from Page 1)
action, FMA said on the basis of conversations last week with Internal Revenue Bureau officials. As yet, the government officials admitted, they did not know just how they would evaluate the taxable portion of TV sets with FM bands.

President Names Doherty To Geneva Conference

(Continued from Page 1)
and wage conditions and performers' rights in radio and TV, technological changes within the industry and their effect upon employment, and other problems of importance to the industry.

Announcer Joins WDSU

New Orleans, La.—Bob Trebor, former chief staff announcer of WVET, Rochester, has been added to the WDSU Broadcasting Services announcing staff.

GE Earnings Off 19% From Last Year's Figure

(Continued from Page 1)
announced Friday. The totals were \$67,612,879 this year, against \$83,-893,459 in 1948.

Said Wilson: "This decrease in earnings was due in part to the fact that in the quarter just closed there was no counterpart of the special dividend of \$6,525,310 which was received in September, 1948, in connection with the liquidation of G. E. Employees Securities Corp." He added, however, that the drop in earnings was due principally to frequent changes in GE's production schedule which were made in a "futile" effort to keep pace with erratic market conditions.

WKAT Offers UN Visit As Essay Contest Prize

(Continued from Page 1)
best essay on this subject will get a round-trip to Lake Success with all expenses paid, and will be accredited by the State Dept. to the UN General Assembly as an official observer. Upon his return to Miami Beach, the prize-winning youth will be interviewed by Kingsley on his "News At Noon" over WKAT.

Beg Your Pardon

It was incorrectly stated in a recent issue of RADIO DAILY that Gilchrest-Spriggs & Co., Boston, was the agency handling radio and television advertising account of Durkee-Mower, Inc., Boston candy manufacturer. The agency is Harry M. Frost, Inc., and the account executive is Carl Frost. Gilchrest-Spriggs are public relations representatives for the candy manufacturer.

AFA Drive Stresses Advertising Benefits

(Continued from Page 1)
including the NAB's Broadcast Advertising Bureau.

The campaign committee is headed by Ralph Smith, executive vice-president of Duane Jones Co., and includes: Norman Boggs, general manager of WMCA, New York; Fairfax M. Cone, of Foote, Cone & Belding; Sally Woodward, of Flanley & Woodward; Vernon Brooks, director of Scripps-Howard Newspapers; Frederic R. Gamble, president, AAAA; Monroe Green, advertising director, The New York Times; Anthony La Sala, production manager, Geyer, Newell & Ganger, Inc.; Albert L. Morse, advertising director, Goodall Fabrics, Inc.; Henry Obermeyer, vice-president, Bozell & Jacobs, and Art Stein, promotion manager, Newsweek.

SESAC-KOTA Dispute Settled; New Pact Signed

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which was the subject of a lawsuit by Sesac and a countersuit by KOTA.

The music firm charged in a South Dakota court that the station had failed to pay assessed fees for use of Sesac music. KOTA, in its countersuit, claimed it had been coerced into signing a Sesac license, although it "neither needed nor used Sesac music. Settlement was reached on the following basis, according to Sesac: KOTA has paid all of the arrears for which Sesac sued, and has entered into a new long-term license agreement with Sesac; KOTA has acknowledged in writing that its previous license contract with Sesac was made by the station of its own free will, and that Sesac has fully lived up to the terms of the agreement.

Supreme Court On Dec. 5 To Hear WGST vs. SBI

Washington Bureau of RADIO DAILY
Washington—The Supreme Court agreed yesterday to hear the appeal of WGST, Atlanta, from a Georgia State Court award of \$145,000 to Southern Broadcasters, Inc., management firm which had run the station under contract with the regents of the state's university system until the FCC stepped in and refused to renew the license. The WGST position is that it could not live up to the contract because to do so would mean loss of its license. Hearing is scheduled Dec. 5.

APARTMENT

One of New York's finest apartments. Midtown overlooking Hudson. 8 very large, unfurnished rooms; 3 baths—\$350.00 per month. Call Wisconsin 7-1526 between 10:30 a.m. and 6 p.m. weekdays.

★ THE WEEK IN RADIO ★

Radio Cited As Industry's 'Bread & Butter'

By AL JAEGGIN

RADIO'S future security and rising popularity, in the face of a continued growth of television, was reaffirmed during the week by both statistical reports and speeches, one of which characterized standard commercial broadcasting as "the bread and butter of mass communications."

This reminder of radio's continued growth as "breadwinner" was contained in an address delivered by Robert E. Kintner, executive v-p of ABC, at a luncheon of the Advertising Women of New York. He declared that standard broadcasting is completing the most successful year in history and faces steady expansion in the foreseeable future.

Since the vast majority of radio homes are in non-urban areas untouched by TV, according to A. C. Nielsen, standard broadcasting in rural areas is not affected by the newer medium. In announcing a new Nielsen service, "Home-Using-Television," he expressed the belief that areas, where radio is untouched by TV, have been neglected, and if such "misconceptions" were to continue, "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."

A 46-page study prepared by Free & Peters, station reps, emphasized the "mobility" and "flexibility" of spot radio as an advertising medium. The study is entitled "Spot Radio Costs Less Today." . . . A special testimonial of radio's selling power came from a Wilmington, Del., builder, Gordy & Son, Co., which sent a letter to WTUX declaring: "Four out of every five sales were directly traceable to radio advertising" on the station. . . . A growing awareness on the part of politicians, of radio's influence on home listeners was indicated in a special RADIO DAILY survey which showed that New York and New Jersey political parties are taking to the air in unprecedented numbers as the November elections approach. Both radio and TV stations in eastern areas are cashing in as never before on the local and state political campaigns.

Radio's strength as a nation-wide medium for reaching millions of people was shown in a joint research project of the Mutual Broadcasting Co. and Crosley, Inc. Their report on home radio listening during the World Series disclosed that 54.6 per cent of all American radio homes were tuned to the baseball classic on Oct. 9 and that the average rating for the series was 37.9. . . . A similar story is expected today, UN Day, when an estimated radio audience of 50,000,000 persons will be tuned to the official cornerstone laying of the new UN building on New York's East Side. . . . Today's fourth anniversary of the United Nations Charter will be

saluted by radio and television stations throughout the country via special programs, spots and music, prepared by industry-wide organizations. America's salute to UN Day will be shortwaved to all points of the globe.

Successful commercial radio within the United States is being used as the pattern for developing "free" radio in South America, Goar Mestre of Cuba, president of the Inter-American Assn. of Broadcasters, the AIR, told RADIO DAILY. The organization's traveling envoy, Lorenzo Balerio Sicco of Uruguay, reported that private broadcasters' associations have been established in six South American countries as part of the AIR. . . . In the event that two Latin American countries, Cuba and Mexico, do not live up to the NARBA provisions, President Truman and the State Department have been asked by the NAB's district 4 to be ready to impose "sanctions" so as to protect the wave lengths of United States stations.

WJZ Completes Plans For Election Coverage

(Continued from Page 1)
feet and has a 45-foot ceiling, will provide "complete mobility for video cameras, announcers, newscasters, writers and technicians and, at the same time, afford ample space in which to operate the nerve center of the vast network of special lines, cables and batteries of teletype machines which ABC will employ that night for both radio and TV, Velotta said.

WJZ To Stay On Air

Both WJZ and WJZ-TV will remain on the air to cover the voting until the major contests have been won. John T. Madigan director of news for ABC, will direct both the radio and video activities.

'Swing' Time Extended

"Afternoon Swing Session" on WWRL, New York, starring Phil Gordon as disc jockey, has been extended 25 minutes daily, Monday through Saturday. The show is now heard 4:05-5:30 p.m.

the nation's most

distinguished flight



"The Hollywood"

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

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

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

UNITED AIR LINES



c-o-u-n-t t-h-e h-o-u-s-e

The measure of a hit is the length of the line at the box office — not the pre-opening claims of the producer.

Now that the season has started, a count of the house shows NBC with:

top network billings...most sponsored hours

...most nearly sold-out schedule in radio.

The pay-off is always at the box office— and here's why the obvious preference is for NBC: strongest station lineup in radio . . . largest audience in advertising.

NBC

America's No. 1 Network
a service of Radio Corporation of America

LOS ANGELES

By ALLEN KUSHNER

WALTER McCrerry, president of Walter McCrerry, Inc., left on October 19th for Chicago to discuss national advertising and promotional campaign with the producers of Shipstads & Johnson Ice Follies of 1950. McCrerry retained his affiliation with the Ice Follies when he recently purchased controlling interest in the firm of Smith, Bull & McCrerry. He has been associated with Ice Follies for past 14 years.

Dr. Lyman Bryson, CBS counselor on public affairs, has been named chairman of the technical committee on communications for the Midcentury White House Conference on Children and Youth, to be held the week of Dec. 3, 1950 at the Executive Mansion in Washington. Dr. Bryson also was named to the executive committee for the conference.

Guy della Cioppa, who's associate director of network programs here for CBS, tells me that Phil Cochran (basis for the wartime "Terry and the Pirates" Air Force colonel) cut an excellent audition of "Air Commando" here over the weekend. della Cioppa says all hands, including writers Gil Doud and aul Dudley and producer Norman MacDonnell, earned bows for a good platter.

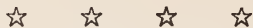
Bruce Dodge after almost ten years as Biow producer on "Take It Or Leave It," severed ties with the program last week to open a television packaging office in partnership with Bob Hawk. Edward Feldman, newly-assigned producer, is now editing the two Eddie Cantor shows which were taped at NBC Sunday, Oct. 16. In New York, Feldman worked on the "Counter Spy," "Big Sister," Milton Berle and Henry Morgan shows.

Lever Brothers, N. Y., through the Ruthrauff and Ryan Agency, New York, has contracted to sponsor the last half of the Monday thru Friday "Breakfast in Hollywood" show starring Jack McElroy as emcee over the entire coast to coast network of the Canadian Dominion network starting Monday, Oct. 31.

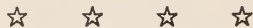


Mainly About Manhattan. . . !

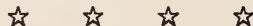
● ● ● WEEK-END CUFF NOTES: Faye Emerson replaces Diana Barrymore tonight on latter's scheduled TV debut via CBS. Series is sponsored by Ansonia Shoes and produced by Hardie Frieberg. . . . Elsa Maxwell readying her own TV session. . . . Roger Kay Enterprises, new video producing unit, signed with Gen'l Artists Corp. . . . Earl Wilson who seems to get better with every air appearance, guests on Roberta Quinlan's stanza on the 27th. . . . With Aly Kahn reported buying into a network, Peter Donald imagines he'll wind up sponsoring "Pasha Faces Life." . . . Danny Hollywood now associated with Frank Cooper. . . . Opportunity doesn't knock these days, contends Jack Perlis. It rings the phone and asks silly questions. . . . Manhattan Seen-ery: At the Town House, two larks giving each other a friendly "Pat"—Patricia Morrison and Patrice Munsel. . . . Leo DeLyon wonders if "Touch and Go" is a story about a B'way panhandler. . . . Gene Schoor drops the col'm a line to remind us that he's with the new Joe DiMaggio show as sports director. Will Rowland has secured the rights to the famed Jimmy Dale mystery stories.



● ● ● Radio can be mighty proud of Arnold Moss. Last week Brooks Atkinson, of the Times, described his portrayal of the stuffy fop in "Twelfth Night" as "the greatest Malvolio of our time." And Photoplay crowns Moss with "Best Performance of the Month" for his villainous role in Eagle-Lion's film, "The Black Book."



● ● ● PASSING BY: Martin Begley, NBC-TV casting director—one guy who's never too busy to see all comers. A rare quality for any TV exec, as any performer knows only too well. . . . Jackie Jordan (Miss TV of Calif.) who's not only a looker but has plenty of dramatic talent as well. . . . Gene Pope, Jr., at 22, one of the youngest station managers in the country, if not the youngest. An MIT grad, he's also editor of Il Progresso, biggest Italian language daily in the U. S. . . . Jeff Clark, new Hit Parade singing star, who lost his luggage while at the Tobacco Festival in Richmond, Va., and hadda borrow tux, shoes, etc., from visiting newspapermen. (Danton Walker loaned him his tux).



● ● ● OUR HAT'S OFF DEPT: Monica Lewis' Decca platter of "My Own, My Only, My All," the big plug tune from "My Friend Irma." . . . Sonny Howard's song impressions. . . . Ruth Duncan's keyboard magic at the Town House. . . . Arthur Van Horn's Sunday night "Heart Beats in the News" sessions via WOR—loaded with vitamins. . . . Tony Bavaar's singing on WJZ's "Moods in Melody." . . . Nellie Lutcher at the Paramount. . . . Morton Downey's crooning over WCBS-TV during the Al Smith memorial dinner.



● ● ● Sammy Kaye is holding daily rehearsals whipping his "So You Want To Lead A Band" series into shape for television. Three ad agencies have shown interest in the stanza and Kaye is readying a 'dry run.' The bandsman would prefer putting the show on film, but if Petrillo delays his okay on the use of music on filmed TV shows, he's prepared to do the program live out of N. Y., or any other city connected with the cable.



● ● ● SMALL TALK: Maurice Dreicer in San Francisco lining up a new video series. . . . Xavier Cugat topped Vaughn Monroe's all-time attendance record at Philly's Click club. . . . WWRL sportscaster, Jocko Maxwell, rounding out his 20th year in radio.

CHICAGO

By HAL TATE

IT'S a baby girl for the Bill Putnam. He's prexy of the Universal Recording Corp. Their first child was a boy and the new Putnam offspring, born Monday night at Ravenswood Hospital, will now be able to join her older brother in boy-and-girl duets for Universal Record release.

Bernie Lewis was in town this week to arrange for the appearance of Father James Keller on Don McNeill's "Breakfast Club." Founder of the Christophers, Father Keller is the author of "Three Minutes a Day" and the recently published "You Can Change the World," both published by Doubleday.

Howard Stebbins, WAIT engineer, is recording leading Chicago sporting events at the request of various eastern stations.

Hugh E. Davis, executive v-p at Foote, Cone and Belding, revealed at the Chicago Radio Management Club at the Tavern Club Wednesday, that he was one of the partners with Bob Hope on the deal last winter to buy WHAS. Hugh revealed that while the asking price was 2 million dollars, the actual investment was \$675,000. He said the differential in purchase price was for the valuable franchise.

EMCEES... and Beginners

Want to go places in Radio, Television?

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

FREEMANTEL System of Voice Control

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

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

Send for FREE Book.

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

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

NAME ADDRESS CITY ZONE.....

WANT TO BOOST YOUR HOOPER?

Reach by mail a new complete list of

TELEVISION OWNERS

in all important TV markets.

\$18.75 per M names, addressed on your envelopes

DUNHILL INTERNATIONAL LIST CO.

565 Fifth Avenue, N. Y., PLaza 3-0833

TELEVISION DAILY

Section of RADIO DAILY, Monday, October 24, 1949 — TELEVISION DAILY is fully protected by register and copyright

RECEIVER DEMAND AT NEW HIGH

TELE TOPICS

AFTER A STEADY DIET of anti-TV pills rolled by the New York sports-writers, it is refreshing, to say the least, to run across the following lines from H. G. Salsinger's column in the Detroit News: "Any fear that television would wreck professional baseball can now be abandoned. . . . One-half of Detroit's home games were televised this year and, what did the telecasts do to attendance at Briggs Stadium? The answer is in the books. An all-time record of 1,821,204 paid admissions. The radio and television sponsor can claim at least part of the credit for the increase. The broadcasts and telecasts of the Tigers home games under the sponsorship of the Goebel Brewing Co. created new customers. Harry Heilmann's explanations of plays, his discourses on fundamentals and strategy, and his anecdotes, are entertaining as well as educational. The baseball people may be unwilling to credit radio and television for the increased attendance, but they certainly cannot say that these mediums cut gate receipts."

MARY PICKFORD, Buddy Rogers and Mal Boyd have formed a new package firm, PRB, Inc., with offices in the penthouse at 745 Fifth. Also planned is personal management of AM-TV personalities. Miss Pickford, who is co-owner of United Artists and owns a majority interest in the Samuel Goldwyn studios, has applications on file with the FCC for three stations in North Carolina. Fourth director of the new firm is Paul O'Brien, of O'Brien, Driscoll, Raftery and Lawler. . . . First public showing of the recently discovered Bible scroll said to be 1,000 years older than any previous record occurred Friday night on the Camel News Caravan over NBC. The Archbishop of Jerusalem and Luther Evans, Librarian of Congress, appeared on the show with the scroll. . . . The N. Y. Paramount theater will pick up the network pool of the UN cornerstone ceremonies on its large screen this afternoon.

CBS IS DROPPING "Sugar Hill Times" and will replace the all-Negro revue with "Romance," a dramatic series produced and directed by Robert Stevens, who also does "Suspense." Show will be aired every other Thursday, 8:30 p.m., alternating with "Inside USA," beginning Nov. 3. Lilli Palmer will guest on the preem. . . . Guy Griffen, formerly general manager of WSSB, Durham, has joined the sales staff of WMAR-TV, Baltimore. . . . Hour-long pickup of the International Livestock Exposition in Chicago Nov. 29 will be sponsored on NBC by Allis-Chalmers, through Bert S. Gittins agency. Everett Mitchell will describe judging and selection of the grand champion steer.

6-10 Feet Declared Best Viewing Distance

Viewing distances of six to ten feet is generally comfortable and practical for receivers with 15 to 19 inch picture tubes, Dr. Theodore H. Conklin, president of the New York State Optometric Association, said today.

Dr. Conklin disclosed that scientific findings show the ideal viewing distance for most people is six to ten feet, and that large screen pictures present the ideal for viewing at that distance.

"It is twice as easy to see a fifteen- or nineteen inch picture from that distance as a ten-inch picture," he said. "The visual angle is twice as great and therefore the size of the optical image to the human eye is doubled.

"It is fallacious to think that large screens require viewing from distances of no less than twenty feet as many people believe," he declared. "Moving back farther than ten feet forces the eye to look at an optically smaller image. It is a physical law that the larger the visual target, the easier the visual perception."

WOC-TV, First Iowa Sta., To Make Nov. 1 Debut

Davenport—WOC-TV, first station in Iowa and the Quad-Cities, will start programming on Nov. 1st, it was announced by manager Ernie Sanders.

TV Box Score

On the air.....	87
CP's	26
Applications	351

First Run Film Airing Set For Phonevision

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clined to state which film companies had sanctioned the use of their first run films for this test but it is known that Eugene F. McDonald, president of Zenith, has huddled with Top Hollywood executives including Spyros Skouras, president of Twentieth Century-Fox, and William F. Rodgers, vice-president in charge of sales for Metro-Goldwyn-Mayer.

Phonevision attachments are being installed in three hundred homes in the Chicago area. Viewers will pay for their first run films although cost details have not yet been worked out. It will probably run around three dollars per set per night. Set owners, who will pay for the privilege of viewing top Hollywood first run product, will merely call the telephone company informing the phone firm that they want to see the pictures. The phone company's "unscrambler," which is connected to the Phonevision set at home, is switched on and the viewer sees a clear image. Set owners not using Phonevision will only see a blurry, rapidly moving image on the screen.

Sales Up Despite Color Hearings, Mfrs. Report

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of a receiver for fear it soon would be obsolete, but without exception the manufacturers report not a decrease, but a sharp increase in sales.

(Scope of the rapidly expanding TV circulation was revealed by market research studies by General Electric Co., Newark. Total of 5,600,000 sets in use by the end of next year was indicated, with 19,300,000 receivers five years from now, the firm said.)

Although individual production figures are closely guarded by each manufacturer, it is the consensus that the entire industry will exceed the production goal of 2,000,000 receivers set at the beginning of the year, with some estimates placing the expected total at around 2,300,000.

This is normally a period of accelerated activity — sales between September and Christmas usually account for about 36 per cent of the year's total—but with virtually no exceptions demand has been so great that all manufacturers have been forced to allocate shipments.

When queried about any possible effects on sales of the color controversy, the manufacturers replied that none has been noticeable whatsoever, and that sales are considerably ahead of last year.

General tone of the replies was one of extreme well-being. "Sales have never been this good," said the sales manager of one of the major producers. "Demand is way ahead of a fantastically good supply." was the reply of another major manufacturer. Present demand for sets is the "greatest in the history of the industry; we can't keep production up with it," said a third.

Besides the seasonal upturn, lower prices are a main reason for the run on sets. Prices are generally a third lower than they were a year ago, and in some cases have been reduced almost 50 per cent.

In addition, better programming has brought about a general acceptance of the medium. "Video has moved out of the novelty class," a manufacturer said, "and now is something that everyone feels he must have."

KPHO-TV Starts Nov. 27

Phoenix, Ariz.—KPHO-TV, owned by Phoenix Television, Inc., and managed by Rex Schepp, has set November 27 as the day upon which it will begin operations.

The Week In Television

Three Networks Sign Ascapi Contract

After more than a year of negotiation, three networks—ABC, CBS and NBC—and Ascapi signed a five-year contract covering TV use of Ascapi members' music on a blanket basis, with rates ten per cent higher than those for AM. Discussions continued, however, between Ascapi and those stations desiring a license on a per-program basis. . . . Color Television, Inc., took the stand at the FCC hearings and revealed that it is working with DuMont and Philco on problems of circuit design and development of direct-view color tubes. . . . The Commission announced that it will do its own testing of color receivers and asked RCA, CBS and CTI to submit models for testing by FCC staffers. . . . Organization of TV Authority will be proposed at a meeting of the 4-A's board Oct. 26. . . . Laboratory development of a new pickup tube with the sensitivity of the human eye was disclosed by Dr. V. K. Zworykin, r-p of RCA Labs. . . . FCC's proposed report on interconnection aspects of AT&T relay lines was sharply attacked in statements filed with the Commission by Western Union and DuMont. . . . Skiatron Corp. became another starter in the color sweepstakes, charged that the "additive" system of RCA and Columbia were obsolete and that its own "subtractive" system was the ultimate in color video. . . . Andrew Jaeger, film director of WABD, was elected board chairman of National Television Film Council.

AGENCIES

BENTON & BOWLES, INC. has announced the resignation of Robert W. Buckley from his post as business manager of the agency's radio and television department, effective Nov. 15, in order to rejoin the Ludlow Typograph Co. of Chicago as special assistant to the general sales manager.

Buckley has been a sales executive for Ludlow for some years before re-entering the advertising and radio fields. Prior to joining Benton & Bowles, he had been media director and an account executive at Dancer-Fitzgerald-Sample and assistant network sales manager for CBS in Chicago.

BROOKE, SMITH, FRENCH & DORRANCE, INC., Detroit and New York advertising agency, announces the addition of Roy M. Marshall to its traffic control staff in the Detroit division.

KENNETH M. PARKER, formerly with WBBM, Chicago, and other midwestern and western stations, has joined **SESAC, Inc.**, as field representative.

HIRSHON-GARFIELD, INC., has resigned the Artistic Foundations account, effective Jan. 1.

CLEMENTS CO., Philadelphia, has been appointed by the Blue Anchor Beverage Co., also of Philadelphia.

HIRSHON-GARFIELD, INC., has been appointed by the Waltham Watch Co., Waltham, Mass.

FREDERIC W. ZIV CO., one of the country's largest producers of transcribed radio shows, announces the signing of their "Cisco Kid" western by WSVS, Crewe, Va. Show will be heard on the station five times a week.

KATL, Houston, has announced that it has appointed the Independent Metropolitan Sales as national sales advertising representative.

Pool Coverage Set

Highlight of today's UN Day observance will be the cornerstone ceremonies at the new United Nations Building on New York's East River, with President Truman, Secretary-General Trygve Lie, UN Assembly President Carlos Romulo, Gov. Dewey and Mayor O'Dwyer participating. ABC and NBC have scheduled live pickups from 12:30 to 1 p.m. MBS will transcribe during this period for broadcast at 2:30 p.m., and CBS will do likewise for 4 p.m. airing. The ceremonies will be televised under a pool arrangement, to be handled by CBS-TV, from noon to 1 p.m.

Today Is United Nations Day; Radio Accomplishments Noted

(Continued from Page 1)

Eastern programs are beamed in 16 languages, Latin American programs in Spanish and Portuguese, Trans-Pacific in ten languages. The latter service utilizes four UN State Dept. transmitters and a BBC transmitter. In addition, recordings of programs of special interest are sent to stations in China, Pakistan, India, Burma, Siam, and the Philippines.

The executive staff of the UN Radio Services is headed by Benjamin Cohen, assistant secretary-general, Dept. of Public Information. Peter Aylen is director of the Radio Division, and Carlos Garcia-Palacios is deputy director. W. Gibson Park is chief of production. Norman Corwin is head of special projects, and Dorothy Lewis handles U. S. Station Relations.

The Canadian Broadcasting Corp. carried two important UN productions regularly on both national networks—CBS Trans-Canada, and the Dominion network, in addition to its own United Nations material. CBC shortwave transmitters beam UN programs to northern and central Europe, the Middle East, New Zealand and Australasia, and South Africa.

Increased Coverage Noted

The report noted a "marked increase" in UN coverage by U. S. stations and networks during 1948-1949, and attributed this increase to the UN resolution passed by the NAB in May, 1948, plus improved coverage by tradepapers. The daily program, "United Nations' 'Today'" is carried each evening by 170 stations of the Don Lee, Yankee, and Liberty networks. "Memo From Lake Success" is aired weekly by 96 CBS affiliates. "Two Billion Strong," a half-hour program, is carried each week by ABC. "UN Story" is a weekly transcribed show

"Menjous" On New Time

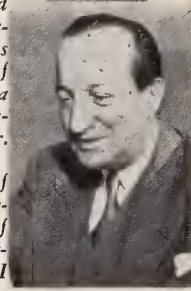
Following an absence of three weeks from the airlines, WOR's "Meet The Menjous," starring Adolph and wife, Verree Teasdale, will resume broadcasting on Monday (24) at 11:30 a.m., and will continue to be heard Monday-through-Friday at the same time.

Hospital Pickup Planned

WWRL will broadcast exclusively the dedication ceremonies of the Lowenstein Pavillion at the Hillside Hospital, Bellerose, L. I., featuring Governor Thomas E. Dewey as the principal speaker, this afternoon 2:30 p.m.



AYLEN



COHEN

Tribute To Radio

Benjamin A. Cohen, assistant secretary general of United Nations, Department of Public Information, Friday paid tribute to radio for its support of U. N., in a special statement. Mr. Cohen said:

"In behalf of the Department of Public Information I wish to take this opportunity to express to American broadcasters our appreciation of the comprehensive coverage of United Nations during the past year and upon the occasion of the United Nations Day celebration, October 24th.

"The radio industry is rendering extraordinary service to the cause of peace and international understanding in bringing to so wide an audience important messages from delegates and information about the global activities of the United Nations commission and agencies."

aired by 300 stations in areas not always covered by other UN programs.

'Personality' Shows Featured

Two series of "Behind the Scenes at UN," transcribed five-minute profiles of UN personalities, were aired by 350 stations during 1948. "Little Songs About the UN," a series of one-minute jingles commissioned by WNEW, New York, were broadcast by hundreds of stations throughout the U. S. and other English-speaking countries, and are being translated into French. Another transcribed series of five-minute interviews, "Status of Women," has been distributed in the U. S., Canada, Australia, England, and South Africa.

Wilkins To Broadcast

Roy Wilkins, acting secretary of the National Assn. for the Advancement of Colored People, will broadcast a commentary directly from the Freedom Train on Oct. 27, 9:45-10:00 a.m., over WLIB.

The train is scheduled to arrive in New York City today.

7th AM In Operation

Fort Worth, Tex. — The seventh AM outlet for this city, KCUL, has taken to the air and is now operating 24 hours per day. Outlet is owned and operated by the East West Broadcasting Co.

NEW BUSINESS

WWBZ, Vineland, N. J.: DiPaola Clothes . . . men's clothing stores in Vineland, Camden, and Atlantic City bought two 15-minute segments of the "All Sports Parade" daily for thirteen weeks. Utilco Co. of Millville, N. J. signed for 10-minute programs featuring Dorothy Carlson, Monday through Friday for 26 weeks. Borough of Vineland Electric Department bought 8:00 a.m. newscast and 15-minute organ show on Sunday for 52 weeks. Weir Furniture Store of Glassboro, N. J., and Gertman's Shoe Store of Vineland, N. J. purchased participating spots on Fred Wood program. Foss & Co., Vineland paint manufacturers, purchased 2:00 p.m. newscast for 26 weeks. B & B Poultry Co. bought participating spots on Pete Taylor Show for 26 weeks. Nine local high school football games were sold to Harry Spiegel Enterprises, and Morie-Viola Co., contractors and builders. Kent & Sussex Racing Association of Harrington, Delaware purchased participating spots on "All Sports Parade."

KNX, Los Angeles: Milani Foods, Los Angeles, will sponsor a 52-week series of once-a-week station break announcements beginning Thursday, November 3. Agency for the account is The Jordan Company, Los Angeles. The Bublichki Cafe, Los Angeles, will sponsor a 15-minute portion of the "Steve Allen Time" program on Saturdays, 12:05-12:20 a.m., PST. The Bublichki order is for 52 weeks.

Telephone Sleuthing Pays Off On Newscast

(Continued from Page 1)

telephone conversations and came up with startling results.

On news director McCarthy's 5 p.m. news broadcast, he stated that a gambling shut down had been ordered in Newport, Ky., one of Cincinnati's neighborhood communities immediately across the Ohio River. This news story flushed an anonymous telephone call from a Northern Kentucky listener who advised that the crack down had already vanished.

Listeners Got All Details

So Tom decided to see for himself and he set up his recording devices. Then he proceeded to call six of the largest gaming emporiums in Newport and asked: "are you going to have gambling tonight or is the lid really on?"

He did not identify himself and employees of all the clubs called unhesitatingly told him that the tables would be operating.

Tom finished his question only a few minutes before his 6 p.m. news broadcast so the listeners got the interview right off the original recording, complete with dial tones, wrong numbers and very frank reports.