



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 16

NEW YORK, TUESDAY, OCTOBER 25, 1949

TEN CENTS

U.N. DEDICATION GETS WIDE COVERAGE

FCC Denies WNYC Extended Air Time

Washington Bureau of RADIO DAILY
Washington — The FCC refused yesterday permission for WNYC, New York to remain on the air Nov. 8, beyond its customary 10 p.m. signoff time to broadcast election returns.

The Commission in a 3-2 ruling, said it felt any such exception would set a precedent for "any number of other cases" of special temporary authorization. Commrs. Frieda Hen-nock and Robert Jones dissented, scoring such "complete inflexibility" of rules.

WTAM Aids Fund Drive For Cleveland Charity

Cleveland—A special benefit matinee of the "Ice Capades" staged by WTAM in cooperation with the Society for Crippled Children last week topped all expectations, with more than \$10,000 being turned over to the Society.

The price of admission was a donation to the Society's treasury. Tickets were sold in the lobby of WTAM, and at the main offices of the Cleveland Trust Bank. The special matinee was plugged on WTAM several times a day.

CBS, Associated Petition For CP Re-Assignment

San Francisco—CBS and Associated Broadcasters, Inc., yesterday filed a joint petition with the FCC for re-assignment of a construction permit for a new 50,000-watt station here from the latter's radio station KSFO and TV station KPXIX to the
(Continued on Page 2)

Charity Stint

Buffalo—A record for radio's longest auction broadcast is claimed by WEBR. In an effort to spur Buffalo's lagging Community Chest drive, three WEBR disc jockeys remained on the air from 11:30 p.m. Saturday night to 8 a.m. Sunday, with the aid of 20 visiting celebrities. A total of \$3,506 for the Chest was raised from sale of 90 prizes.

Small World

Davenport, Ia. — Competition among Davenport's stations is just as keen as it is anywhere, but not as frantic as witnesses of the following scene might think: WOC announcer Warren Vasen, speeding toward the studios for his early-morning show, collided with a car driven by KSTT's engineer Ed Hugunig. Neither was hurt, however, and Vasen's show, "The Eager Beaver," went on as usual.

Change NAB By-Laws In Mail Referendum

Washington Bureau of RADIO DAILY
Washington — Eight proposed amendments to the NAB by-laws affecting membership, dues, structure, directors, and meeting plans were approved overwhelmingly in a mail referendum among the membership, C. E. Arney Jr., NAB secretary-treasurer, has announced. A total of 1,700 ballots went out to the full NAB membership in September.

A brief description of each new amendment follows:

1. Defines the status of associate
(Continued on Page 8)

Wagner Named By MBS To Programming Post

Harold M. Wagner, director of traffic operations at MBS, has been appointed to the newly-created post of manager of program operations.

In his new capacity, Wagner will assume some of the duties formerly
(Continued on Page 2)

Wage Scale For TV-Pix Set By AFM; 'Royalties' Hinted

The American Federation of Musicians has established a wage scale for TV films of \$27 per man for each "film program of fifteen minutes or less duration, with or without commercial continuity or announcements, the rehearsing, recording and photographing of which does not exceed one hour."

The scale and other contract conditions are contained in a six-and-a-half page memorandum received

200 Accredited Radio-Television Reps. Attend Corner Stone Ceremonies In Manhattan Yesterday

Town Hall's Status Explained By Denny

Trade reports that ABC was unwilling to renew its current three-year contract with Town Hall, Inc., for "America's Town Meeting of the Air" under the present terms calling for co-op sponsorships were confirmed yesterday by George V. Denny, Jr., president of Town Hall.

At his first New York press conference held since his round-the-
(Continued on Page 3)

Other Stations' Newsmen To Broadcast Over WTOP

Washington Bureau of RADIO DAILY
Washington—A new WTOP news program will "call in" newsmen from five suburban daytime stations for two-minute weekly reports on happenings in the Washington outskirts. Based on the format of CBS world news, the new
(Continued on Page 2)

BAB To Begin Mailing Sales Promotion Folders

The Broadcast Advertising Bureau and subscribing stations soon will begin mailing the first in a series of 13 promotional folders to 25,000 of
(Continued on Page 2)

A radio and TV corps of 200 correspondents, announcers and technicians gathered at the United Nations site on the East River in New York City yesterday to cover the address of President Harry S. Truman, and to participate in the corner stone laying ceremonies of the new U.N. head-
(Continued on Page 8)

Station Men Attend BMI Clinic In N. Y.

More than 50 station executives are attending the tenth Broadcast Music, Inc., Program Directors and Librarians Clinic, which opened in New York yesterday and will continue through today. Attendees were shown the first copies of the new BMI Categorical Index, which lists some 4,000 songs broken down into 200 categories, making available in-
(Continued on Page 3)

RMA Reports Heavy Call For Nat. Radio Wk. Mats

Washington — RMA has revealed that 545 newspapers have already asked for 975 full-page newspaper mats for joint dealer ads during National Radio and Television Week, October 30-November 5.

W. B. McGill, chairman of the
(Continued on Page 2)

New CBS Sponsor

"Skippy Hollywood Theater," a new series of half-hour dramatic programs starring top movie names, and sponsored by the Rosefield Packing Co. for Skippy Peanut Butter, will make its debut over the CBS network as a Thursday night feature, December 1, 10:30-11:00 p.m., EST. The agency in charge is Young & Rubicam, Inc.

yesterday by producers and agencies.

Overtime rate of \$9 per man was set "for rehearsing, recording and photographing, for each five minutes or less television film program, the rehearsing, recording and photographing of which does not exceed 20 minutes." Overtime rate of \$4.50 per man was set for rehearsals only, 15 minutes or less.

Double rate was established for
(Continued on Page 7)



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JOHN W. ALICOATE : : Publisher
FRANK BURKE : : : : Editor
MARVIN KIRSCH : Business Manager

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WEST COAST OFFICES
Allen Kushner, Manager
6425 Hollywood Blvd. Phone: Gladstone 8436
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonaga 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

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

FINANCIAL
(October 24)

Table with columns: High, Low, Close, Net Chg. Rows include ABC, Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Philco, RCA Common, RCA 1st pfd., Westinghouse, Westinghouse pfd., Zenith Radio.

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

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Advertisement for WIBW featuring a map of the 'MAGIC CIRCLE' (Nebraska, Kansas, Missouri, Oklahoma, Arkansas) and text: 'For SALES MAGIC in the "/>

CBS, Associated Petition For CP Re-Assignment

(Continued from Page 1)

Columbia-net-owned station KCBS. In a joint announcement by Arthur Hull Hayes, CBS v-p and KCBS general manager, and Wesley I. Dumm, president of Associated Broadcasters, Inc., it was disclosed that CBS is ready to begin immediate construction of the new transmitter on the north shore of San Francisco Bay, near Novato, Calif., if and when the petition is granted, and that Associated, "in the light of recent rapid developments in TV," Associated "prefers to devote its future efforts to the development of KPIX."

Wagner Named By MBS To Programming Post

(Continued from Page 1)

under the supervision of Jack Paige, whose resignation as program manager becomes effective Nov. 1. In general, Wagner will supervise operations of the program department. Reporting to him will be the division of program traffic, program supervision and commercial service. He is a graduate of Brown University. He entered radio as an announcer at WESG, Elmira, N. Y., in 1937. Two years later, he became program director of WENY in the same city. He joined Mutual in 1941 as night program supervisor.

BAB To Begin Mailing Sales Promotion Folders

(Continued from Page 1)

the industry's "best potential customers." Participating stations will mail the folders to regional and local prospects while the BAB is distributing them nationally. Each of the 13 folders elaborates on one specific reason why advertisers should use broadcast advertising. Folders mailed locally will carry the individual station's call letters. In markets where more than one station is using the series, imprinting and distribution of the folders will be handled cooperatively. The BAB suggests that stations follow up each mailing in the series with calls by their salesmen, to expand the sales stories outlined in the folders.

WKLO To Replace WINN As ABC Web Affiliate

Louisville, Ky.—ABC will affiliate WKLO, effective Jan. 1, 1950, replacing WINN, a 250 watt. WKLO, operating with 5,000 watts daytime power and 1,000 watts night-time, currently is on the air as an independent station, owned by the Mid-American Broadcasting Corp. Joe Eaton is the manager of the new ABC affiliate.

RMA Reports Heavy Call For Nat. Radio Wk. Mats

(Continued from Page 1)

RMA committee handling the promotion, said he believes the event "will be more widely celebrated this year by more dealers than at any time since this annual industry observance was inaugurated jointly by RMA and NAB five years ago." Special spots have also been furnished broadcasters.

Other Stations' Newsmen To Broadcast Over WTOP

(Continued from Page 1)

program will bring in reports from men identified as representatives of the suburban stations — which include WARL, Arlington; WPIK, Alexandria; WFAX, Falls Church, all in Virginia, and WGAY, Silver Spring, and WBCC, Bethesda, in Maryland.

New Antenna For KNBC

San Francisco—KNBC will mark the start of service with its new vertical radiator antenna with a special program tonight at 6:30 p.m. KNBC will be off the air for 30 seconds during the half-hour program while it switches from its present antenna to the new one. John W. Elwood, KNBC general manager, said the vertical radiator will add 10,000 square miles to the station's primary coverage area.

COMING and GOING

MIKE DANN, trade editor at NBC, and ARTHUR OPPENHEIM, writer in the press department of the network, are back from a one-week business trip to Minneapolis where they aided "Theater Guild" participation in the city's centennial celebration.

WILLIAM A. SCHUDT, JR., director of station relations at CBS, has returned to network headquarters following a trip to Baltimore, Philadelphia and Washington.

KEN SPARNON, field representative for BMI, is on a business trip to Albany, Troy and Schenectady.

LOU SIMONS, sales manager of KPIX, San Francisco tele station of CBS, is in New York on business.

NAT V. DONATO, sales manager of C. P. MacGregor, transcriptions, has left for Skytop, Pa., meeting place for the Third District of the NAB.

HERBERT ANDERSON, of the sales department at NBC, returning from a three-day trip in Maryland with executives of the Ward Wheelock advertising agency.

RALPH N. WEIL, manager of WOV, is spending a week on business in his old stamping ground—Chicago.

GARRY J. CARTER, advertising executive of Toronto, Buffalo and New York, has embarked for Bermuda on a four-week vacation. He'll be back late in November.

MAURICE C. DREICER, commentator on WEVD, is in San Francisco gathering data for his forthcoming book, "How to Be a Gourmet."

LEONARD HOLE, television executive formerly with CBS and DuMont, is vacationing with MRS. HOLE in Cuba and Jamaica. He'll announce his future plans upon his return to New York.

"Okay, Louie, the coast is clear..."



One word from his partner and this cat-nipper is going to work. Might be the biggest haul of the year for the alley brigade up around Fulton Fish Market in New York.

And speaking of big hauls, (legitimate variety) you time-buyers ought to see what W-I-T-H can do for you in Baltimore. For just a little money, you can produce big results.

W-I-T-H is the big bargain buy in Baltimore. It regularly provides more listeners-per-dollar than any other station in town. W-I-T-H has a BIG audience, too—it covers 92.3% of all the radio homes in the Baltimore trading area.

Call in your Headley-Reed man and get the full story today.

Advertisement for W-I-T-H Baltimore, Maryland, featuring a stylized face logo and the text 'W I T H BALTIMORE, MARYLAND Tom Tinsley, President - Represented by Headley-Reed'.

Town Hall's Status Explained By Denny

(Continued from Page 1)

world tour with Town Hall, Denny disclosed that he will meet shortly with ABC officials for the purpose of working out a "paying" plan for incorporation in a new contract replacing the current deal which expires in the first week of January, 1950.

Denny spiked trade rumors that Town Hall was considering a switch to another network with the assertion: "When you have 265 stations carrying your program at a prime evening time, you don't shift unless there is a good reason for it." He also emphasized that relations between Town Hall and ABC have been very good throughout the 14½ years the web has carried the program, adding that "the stations and ABC have been very loyal to Town Hall." Denny stressed the point that he was merely answering the specific questions of the reporters and was not discussing the deal through the press with ABC.

The rumors of a switch were prompted some time ago when it learned that ABC was dissatisfied with the income it was deriving out of the co-operatively sponsored "Town Meeting." Currently, the program is sponsored on 60 ABC stations, most of which are middle-sized or small outlets.

Statement By Denny

"We know that ABC won't renew it (the contract) on the same terms," Denny said. "But we are not worried at all. There are other ways to finance it. The prestige we have gotten on our trip has helped us immeasurably."

Under the present contract, Town Hall is guaranteed \$3,000 per week from ABC to cover the package. Presently, ABC has both the AM and TV rights. Last year, the web televised the show from Town Hall by merely sending in a few cameras. Denny is now considering building the program as a special simulcast, with the possible addition of props for the video coverage. Also under consideration, along with the simulcast, is a shortening of the program from its present full-hour to one-half hour. But, Denny pointed out, the amount of money saved by reducing the length of the show would have to be spent to employ additional men to handle the television problems.

"I am trying to find out everything I can about television before we reach a decision," Denny commented. "We may do some experimenting before we decide. We are going to talk with ABC about these things when we have gathered all the facts."

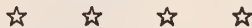
In discussing the financial difficulties experienced under the current contract, Denny declared: "We will have to work out some plan by which we can get \$3,000 per week. We have to have that amount of money to do what we want." He disclosed that the program lost \$1,000



California Commentary . . . !

● ● ● CBS will audition "Crime Correspondent" series originated by actor Paul Frees. Series stars Frees, who scripts the show together with Adrian Gendot. Gordon T. Hughes will produce and direct and music will be under the baton of Marlin Skyles.

Hollywood . . . Jimmy Durante will train out of Hollywood Nov. 11, for New York where he will appear at the Copacabana for a period of six weeks starting Nov. 17. Durante will be joined by the members of his NBC radio cast—Don Ameche, Vera Vague, Candy Candido, Sara Berner. Five shows will originate from New York. . . . Jeff Clark, 25-year-old baritone, formerly heard on NBC's Henry Morgan show now featured with Eileen Wilson on NBC's "Your Hit Parade." Joe Parker who owned and wrote the former NBC hit show of 1941-42, "The Best of the Week," starring Benny Rubin, is packaging the show for TV with Rubin again at the helm. Marilyn Hare, former hit of "Meet the People," and currently at Larry Potters, will be the featured singer with the show, which has a format exploiting of the best song, best joke, and generally best of everything of the week.



● ● ● Jimmy Wakely has recorded an album of six Christmas Hymns for Capitol, backed by Buddy Cole, the Mellow Men and with a narration by Ann Whitefield, with words by Cottonseed Clark. . . . Pat Patrick, "Ercil Twing" of the Edgar Bergen show, is currently MC and sharing the stellar spotlight with comedian George Beatty at Charley Foy's Supper Club. Beatty recently completed 30 weeks on KHJ with "Plantation Jubilee." . . . The Jo Stafford concert tour, with Paul Weston's orchestra and the Starlighters, moves to Fort Wayne, Ind. after playing to packed houses at South Bend, Ind., Grand Rapids and Saginaw, Mich., and Toledo, Ohio. . . . Louella Parsons had a flock of guest stars on her radio show Sunday, including Ava Gardner, Esther Williams, Ben Gage, Diana Lynn, John Lindsay, George Montgomery, Dinah Shore, Betty Hutton, John Wayne, Joan Crawford, Vera Ellen, Rock Hudson, Hymie Fink, Nat Dillinger, Corinne Calvet, Ann Blyth, Roddy MacDowell and Sonja Henie. The interviews were recorded at the annual Society of Hollywood Press Photographers Ball at Ciro's Sat. Oct. 15. . . . Lum and Abner time has been changed: instead of returning Saturday October 22, they will be on the CBS comedy lineup Wednesday evenings. First show is November 2 at 7:30 (PST).

per month before it became a co-op. Presently, ABC is taking in "slightly less" than \$1,500 per week from its affiliates for talent costs. It was understood that the web was collecting about \$3,000 per week for talent costs when it was sponsored previously on three of its owned and operated outlets in addition to affiliates. At that time, the program netted in talent costs about the same amount which was guaranteed to Town Hall.

Denny said that Town Hall's round-the-world tour incurred a deficit of about \$11,000. The entire tour cost a little over \$60,000. The public appeal made on several broadcasts before the tour began netted a little less than \$50,000. The auditor's report on the trip will be presented to the public, as promised, on a future broadcast, Denny said. He doubted that another "dollars for democracy" appeal would be made to make up the deficit.

Utah Copper Co. Buys Daily Farm Show On KSL

Salt Lake City—The Utah Copper Division of the Kennecott Copper Corp. has signed a 52-week contract for sponsorship of "This Business of Farming" Monday through Friday on KSL.

Elvon Orme, KSL agricultural supervisor, will interview farm and stock raising experts, and Joseph Kjar, KSL announcer, will handle farm news and market reports. The contract was placed through the Axelson agency.

'Bird Warblers' Renewed

Chicago — The American Bird Products, Inc., renewed its sponsorship of the "American Bird Warblers" program for another 26-week period over Mutual, Sundays, 1:30-1:45 p.m., EST.

Station Men Attend BMI Clinic In N. Y.

(Continued from Page 1)

stant reference to recordings to fit every conceivable situation.

Speakers at today's sessions, to be held in the WMGM studios at 711 Fifth Ave., will include: James L. Howe, president and general manager, WCTC, New Brunswick, N. J., "Fundamental Principles for Successful Management of the Independent Station"; Ted Cott, vice-president, WNEW, New York, "Building Station Personality Through Programming"; Arnold B. Hartley, vice-president, WOV, New York, "How To Program Foreign Music," and Israel Diamond, BMI's director of logging, "Operation Log."

Lebhar To Speak

Afternoon speakers: Bertram Lebhar Jr., director, WMGM, "How Aggressive Can You Afford To Be in Programming?"; Norman Livingstone, manager of commercial programs, WOR and WOR-TV, and Arthur Rothafel, assistant to director of TV programs, CBS, "A Double Look At Television."

A list of those attending the clinic follows:

Lawrence A. Coney, Prog. Dir., Harry J. Frank, WHAI, Greenfield, Mass.; Milt Miller, Dir. of Prog., WTTT, Coral Gables, Fla.; Charles Barelay, Prog. Dir., WGYN, New York City; Charles J. Hines, Prog. Dir., John Wiegand, Announcer, WGCH, Greenwich, Conn.; James A. Wimmer, Mus. Lib., WOAK, Chicago, Ill.; George Burdas, WLN, Peekskill, N. Y.; Edward H. Brigham, Prog. Dir., John Rahe, Mus. Lib., WCMD, Cambridge, Md.; Lawrence Webb, Asst. to Pres., WJW, Cleveland, Ohio; Janet Lee, Mus. Lib., WTTM, Trenton, N. J.; Gene Pierce, Rec. Lib., WMBD, Peoria 2, Ill.; Wally Buman, Prog. Dir., Mrs. Wally Buman, WKOP, Binghamton, N. Y.; Joe Webster, Prog. Dir., WVPO, Stroudsburg, Pa.; George F. Shepard, Prog. Dir., WALL, Middletown, N. Y.; John H. Stenger, 3rd. Prog. Dir., WBAX, Wilkes-Barre, Pa.; Allan Marvin, WVBC, East Paterson, N. J.; Marilyn L. Neff, Prog. Dir., L. S. Gross, Mrs. Jean Brown, Radio Broadcasting Co., Philadelphia, Pa.; Clyde A. Bennett, School of Radio Tech., New York City; Mrs. Elmer E. Heinze, WCKY, Cincinnati, Ohio; Milton Slater, Prog. Dir., WCA, Burlington, Vt.; Bob Nelson, Prog. Dept., WHTC, Holland, Mich.; Jess Jordan, Prog. Dir., WTBF, Troy, Alabama; Bob Crager, Prog. Dir., Mrs. Bob Crager, WVCO, Waterbury, Conn.; David Russell, Script Dept., Jack Shaefer, Lib., WGHP, New York City; T. E. Kruglak, Jack White, Martin Beck, Katz Agency, New York City; Forest W. Cooke, Prog. Dir., Donn V. Richey, Lib., WHBF, Rock Island, Ill.; Ralph D. Foster, Pres., Leslie L. Kennon, Asst. to Pres., KWTO, Springfield, Mo.; Steve Cisler, WKYW, Louisville, Kentucky.

Sam Insull, Jr. Resigns Stewart-Warner Post

Chicago—The resignation of Samuel Insull Jr., as vice-president of the Stewart-Warner Corp., effective Nov. 1, has been accepted "with regret" by James S. Knowlson, Stewart-Warner board chairman and president. Insull will return to the insurance field.

He joined Stewart-Warner as assistant to the president in January, 1947, and was elected a vice-president the following December, heading Stewart-Warner Electric, the firm's radio and television division.



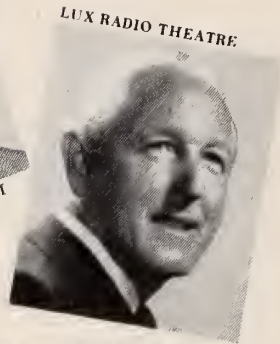
RED SKELTON SHOW



MY FRIEND IRMA



JACK BENNY PROGRAM



LUX RADIO THEATRE

ONLY ON

CRIME PHOTOGRAPHER



TALENT SCOUTS



AMOS 'N' ANDY



SUSPENSE

MR. KEEN



BERGEN-MCCARTHY SHOW

INNER SANCTUM



*Advertisers get the biggest ratings in all radio—
11 of the top 15—on CBS.*

*Advertisers get the biggest average audience in all radio—
20% bigger—on CBS.*

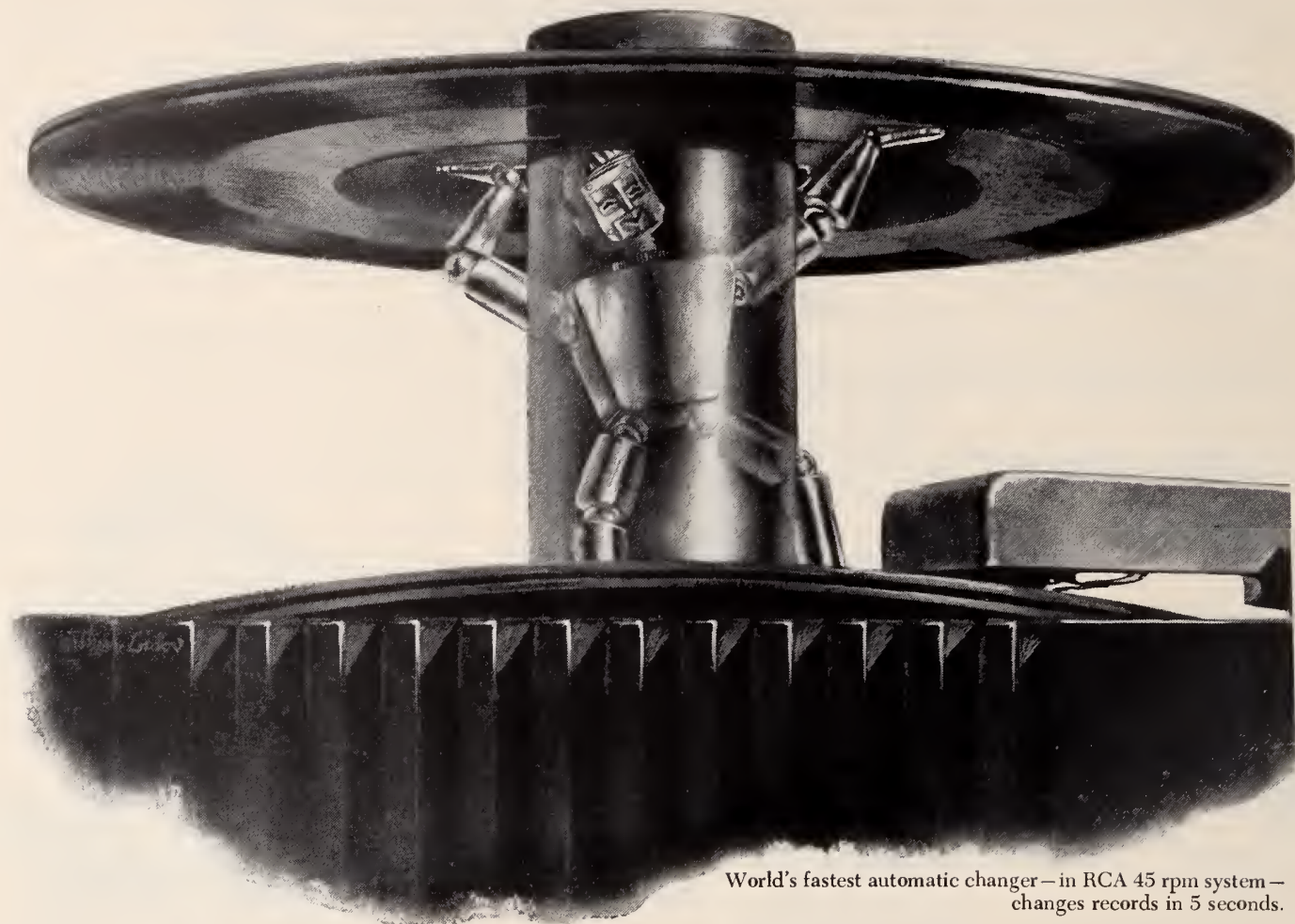
CBS...

*Even leaving out the “top 15,”
advertisers still get the biggest
average in all radio—on CBS.*

*Advertisers get the biggest
audiences at the lowest cost in
all radio—only on CBS.*

Source: C. E. Hooper, Oct. 1-7, 1949





World's fastest automatic changer—in RCA 45 rpm system—changes records in 5 seconds.

Quick change artist

Hundreds of thousands are now enjoying RCA's thrilling new way of playing records . . . they marvel at its wonderful tone . . . and the speed with which it changes records.

Prolonged research is behind this achievement, research which sought—for the first time in 70 years of phonograph history—a record and automatic player designed for each other.

Revolutionary is its record-changing principle, with mechanism *inside* the

central spindle post on which records are so easily stacked. Result: *a simplified* machine, that changes records in 5 seconds.

Remarkable, too, are the new records—only 6 $\frac{3}{4}$ inches in diameter—yet giving as much playing time as conventional 12-inch records. Unbreakable, these compact vinyl plastic discs use only the distortion-free “quality zone” . . . for unbelievable beauty of tone.

Value of the *research* behind RCA's

45 rpm system—which was started 11 years ago at RCA Laboratories—is seen in the instant acceptance, by the public, of this better way of playing records. Music lovers may now have *both* the 45 rpm system, and the conventional “78.”

* * *

Development of an entirely new record-playing principle is just one of hundreds of ways in which RCA research works for you. Leadership in science and engineering adds value beyond price to any product of RCA, or RCA Victor.



RADIO CORPORATION of AMERICA

World Leader in Radio — First in Television

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, October 25, 1949 — TELEVISION DAILY is fully protected by register and copyright

AFM PROPOSES SCALE FOR TV FILMS

TELE TOPICS

FORD THEATER, which is setting an enviable record for consistently high quality drama, did it again last week with a sensitive, entrancing production of "On Borrowed Time." Adapted by Nancy Moore from a play by Paul Osborn, the program was wholesomely sentimental, yet never became maudlin. The performances of the three adult leads—Walter Hampden, Dorothy Stickney and Basil Rathbone—were as fine as any the medium has seen, while young Tommy Rettig was well-nigh perfect as Pud. Garth Montgomery produces the series, and Marc Daniels directs. Sets were by Samuel Leve, costumes by Paul du Pont and music by Cy Feuer. . . . Part of the success of "Ford Theater" must be attributed to the fact that it is aired bi-weekly. The advantages of such a schedule, from a production viewpoint, are too well-known and too numerous to repeat here, but if bi-weekly means the level of entertainment supplied by the show, we wish more programs would follow suit. Sponsor plans to begin a weekly sked after the first of the year, but two separate production units will be used. . . . Commercials, by Transfilm, were especially well done. One directed to women, plays up the "fashion" features of the car, while the second, for men, does a thorough job on performance. Agency is K. & E.

BOB SMITH and "Howdy Doody" mark their 400th performance on NBC today. Now seen across the board, show started as a once-weekly Dec. 27, 1947. Since then it's drawn more than a million pieces of mail and over 200,000 ticket requests and has been merchandised on 28 articles. . . . Local Chevrolet Dealers Assn. will sponsor the Golden Gloves on WPIX for the second straight year, through Campbell-Ewald. They'll bankroll the finals, semis, and perhaps, the quarter finals. . . . Video Varieties has completed a series of nine film commercials for Vaseline Hair Tonic, through McCann-Erickson. . . . Charles Henderson and Mitzi Mayfair have signed for their third cycle on "Stop The Music." Cast and crew for the show, incidentally, now totals 140.

OFFICIAL UNVEILING of ABC's N. Y. Television Center will be held Thursday. . . . "City At Midnight," which bows on WNBT tonite from an intersection on New York's lower east side, will originate its second stanza from the 52nd street jazz belt, and its third from the dock area. Don Luftig is scripting the latter two installments. . . . After putting in a full day's rehearsal for "We, The People," Celeste Holm cracked: "Television is just like summer stock—only fall never comes." . . . Darla Hood and the Enchanters, vocal quintet, left the cast of Ken Murray's "Blackouts" to join Paul Whiteman for a featured spot on his ABC Goodyear show.

Admiral Opens Lab For Fringe Testing

Chicago — Admiral Corp. has placed in operation the first laboratory specifically designed for fringe area testing. R. A. Graver, vice-president of the firm, said yesterday. Laboratory, with 95-foot towers, Graver disclosed, has been located at Harvard, Illinois, which is 70 air miles from Chicago transmitters, and 80 miles from those of Milwaukee.

"There," said Graver, "all Admiral models in process of development are subjected to rigorous testing on both Chicago and Milwaukee signals, and are not approved for volume production until they have demonstrated their ability to bring in clear pictures from both signal sources."

"There, also, spot-selected production models are brought for special 'fringe area' testing to make certain the production models all retain the same 'fringe area' ability as the development models. Tied in with the 'fringe area' test, are continuous control tests for picture focus and clarity, plus experiments with new circuits to even further simplify and stabilize television tuning and set operations."

WPIX Ups Two

Peggy Gannon and Alex Courtney, both associate directors, have been promoted to full directors at WPIX, it was announced yesterday. Both have been with the News outlet since the station started last year.

RMA Would Defer Color Test; Polychrome Pleases Johnson

Washington Bureau of RADIO DAILY

Washington—RMA yesterday added its voice to the RCA request for a delay in the comparative demonstration of color and black-and-white TV systems, now slated to be held here November 14.

Meantime, the FCC heard a top official of Color Television, Inc., predict that whatever the Commission might do, commercial color television is at least two or three years off.

TV operators will experiment with it, but there will be no commercial exploitation for several years, said Col. Donald Lippincott. It will take time to develop techniques of make-up, stage setting, lighting and to solve other production problems created by the shift, he said.

Nielsen's Top Ten (New York—Sept.)

| | |
|-------------------------------|------|
| Toast of Town, WCBS-TV . . . | 53.6 |
| Suspense, WCBS-TV | 41.3 |
| Philco Playhouse, WNBT . . . | 35.9 |
| Kraft Theater, WNBT | 32.8 |
| The Goldbergs, WCBS-TV . . . | 32.3 |
| Fireside Theater, WNBT . . . | 32.3 |
| Hopalong Cassidy, WNBT . . . | 31.5 |
| Cavalcade of Stars, WABD . . | 30.3 |
| Amateur Hour, WABD | 30.1 |
| Godfrey Friends, WCBS-TV . . | 27.9 |

Sets In Use Pass 2,500,000 Mark

Television sets in use have passed the 2,500,000 mark with the installation of some 255,000 receivers during September, according to a report yesterday by Hugh M. Beville, Jr., NBC research director.

Thirty-one per cent of all U. S. video sets are located in the New York area, he said. A year ago 46 per cent was the figure for the New York area. As of Oct. 1, 48 market areas are covered by television, an increase of five new TV stations and three new markets over the previous month.

The new markets are Dallas, Johnstown, Pa., and Greensboro, N. C. The stations are KECA-TV, Los Angeles; KBTW, Dallas; WJAC-TV, Johnstown; WTVN, Columbus, and WFMV-TV, Greensboro.

He recalled that it had taken years before it was possible to utilize Technicolor on more than an experimental basis.

Likes Both RCA And CBS

Meantime, it was revealed that the Senate Interstate Commerce Committee chairman, Edwin C. Johnson, whose insistence upon full speed ahead on color has been credited with a large share of responsibility for the present proceedings, viewed RCA color at the weekend. He was reported to have been very much impressed with it and delighted by the compatibility features of the system.

Johnson, it was said, found the CBS picture better, but was enthusiastic about the prospects for development of the RCA system.

Also Asks Royalty, Other Conditions For Contract

(Continued from Page 1)

leader. "Musicians shall be engaged as librarians to keep track of film," the memorandum states, and sets a scale of \$2.50 an hour for librarians and \$2 for assistants.

What is regarded in the trade as tantamount to a demand for payment of royalties on films is a section outlining in broad details the terms of the AFM royalty agreement with the recording industry. Statement adds: "The Federation welcomes this suggestion and is prepared to consider the most practical methods of applying this formula to these similar circumstances."

Other Conditions Outlined

Other conditions set forth by the union follow:

"If television films are made for scripts or similar dramatic episodes, or for anything in which music and dialogue alternate, then the musicians can only render services if the script is recorded in its entirety. . . .

"The producer further agrees to register identification of picture and music sound track with the Federation.

"It is further agreed that all music already recorded, and commonly referred to as recordings, will not be disposed of, sold, leased or used for any television purpose. . . .

"No foreign sound track can be used for television film without permission from the American Federation of Musicians. . . .

"The Federation is advised that the present development and status of the industry does not warrant steady and continuing employment of musicians by producers of television films. On the basis of such advice, the Federation is willing and prepared to enter into agreements governing single engagements for its members."

New BBC Station

Sutton Coldfield, England—A new television station, bearing the name of this midland city near Birmingham, will begin operations on Dec. 17 with programs originating at Alexandra Palace, London, it was announced yesterday by the BBC.

The initial telecasts will be carried from London to the new station here via a relay station. A coaxial cable is planned for later next year. The new outlet here has a potential audience of 6,000,000 persons.

Change NAB By-Laws In Mail Referendum

(Continued from Page 1)

members and their rights of participation in NAB affairs.

2. and 3. Provide that in special cases the Board of Directors may set dues classifications on an interim basis, as in the case of television stations.

4. Provides for election of two directors-at-large to represent television stations on the Board of Directors.

5. Allows the NAB Secretary-Treasurer to count and tabulate votes in mail balloting, in place of a firm of certified accountants, and otherwise to conduct all elections.

Terms Of Office Provided

6. Provides for terms of office for NAB directors, and brings terms of directors-at-large in line with two-year terms of district directors, fixing the time when all directors take office.

7. Cancels the Board meeting formerly held after the annual NAB convention, providing only three Board meetings each year.

8. Eliminates the office of NAB executive vice-president.

Copies of the revised by-laws, incorporating the foregoing amendments, will be sent out to all members.

Schaefer Beer Sponsors Ice Hockey Over WMGM

The F. & M. Schaefer Brewing Co. will sponsor the home games of the New York Ranger ice hockey team over WMGM, New York, starting Wednesday, Oct. 26. BBD&O handles the account.

The 35-game home schedule of the Rangers will be played at Madison Square Garden, with Bert Lee and Ward Wilson doing play-by-play and color. The broadcasts will start at 9 p.m.

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Radio Gives Full Coverage To UN Corner-Stone Fete

(Continued from Page 1)

quarters. With an estimated audience of 50,000,000 people hearing the broadcasts throughout the world, radio carried the program to 2,000 stations throughout the United States and staff members of U. N. radio division described the ceremony in 26 languages for broadcast by shortwave around the world.

Benjamin Cohen, assistant secretary general of U. N., arrived early for a last minute check of the radio, TV and newsmen's accommodations

Jim's Busy Day

James Sauter, entertainment advisor to the Democratic National Committee and aide to Mayor William O'Dwyer, was one of the busiest men at the U. N. dedicatory ceremonies. He took President Truman's overcoat and hat when he mounted the rostrum, tested the microphones, poured a glass of water for him and then retired to chat with Mayor O'Dwyer. When the ceremonies got underway Jim disappeared in the wings wiping his brow.

and to inspect the seating arrangements for the delegations from 59 countries. Peter Ayles, director of radio, was there too and Dorothy Lewis, head of the domestic radio division, was busy shepherding a group of women commentators about. Among her guests were Alma Kitchell of WJZ-ABC and Helen Sioussat, director of talks of CBS. Ben Grauer, NBC's ace announcer, shook hands with U. N. officials as he moved about and Robert Trout, another well known radio and TV commentator, busied himself in the press section quietly making notes on the occasion.

The whole scene was reminiscent of a national political convention or the inauguration of a President. Batteries of TV cameras and radio equipment were mounted high to the left of the rostrum while on an improved stage to the right still cameramen and radio news commentators were arranged on different elevations.

Staff announcers of U. N. speaking in 26 languages operated from the roof of the Manhattan Building,

near the cornerstone itself, and began broadcasting at 11:45 a.m. A running discription of the entire proceedings as well as transmission of the live voices of the principal speakers was shortwaved by U. N. radio to Europe and the Mid-East and relayed by CBC in Canada.

Representatives of the United States State Department's Voice of America and uniformed announcers of the Armed Forces network were also on hand to give a word picture of the ceremonies and accompanying addresses to listeners around the world.

The whole ceremony moved with clock-like precision. It began at 12:00 noon when Brigadier General Carlos P. Romulo, president of the General Assembly, called the session to order after a brief speech emphasizing the importance of the occasion and then introduced Hon. Warren R. Austin, chairman of the Headquarters Advisory committee; The Hon. William O'Dwyer, Mayor of the City of New York; The Hon. Thomas E. Dewey, governor of the State of New York and The Hon. Harry S. Truman, president of the United States of America.

Each speaker spoke into a battery of microphones on the rostrum and their voices were carried over a public address system to the thousands who gathered for the occasion. Network pickups of the ceremonies began at 12:30 p.m., with the address of President Truman and concluded with the cornerstone laying ceremony in which The Honorable Trygve Lie, Secretary General, participated.

Sales Of Philip Morris Up 15% From Last Year

Sales of Philip Morris & Co. during the six months ended with September were 15.2 per cent above the corresponding period last year, the firm's report disclosed yesterday. Dollar volume of sales increased \$16,990,621, to a total of \$128,457,106.

The company reported an estimated net income of \$8,012,610, equal to \$3.81 per share, against \$5,801,258 or \$2.69 per share earned in the six months to Sept. 30, 1948.

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FMA And NAB Rest; Early Merger Seen

Washington Bureau of RADIO DAILY
Washington — Tentative terms whereby FMA would become a part of NAB have been gone over by members of the NAB structure committee, with FMA toppers also participating in the discussions. These terms will now be gone over by the FMA board, which will decide whether to submit them to the association's membership for approval and also by the NAB board when it meets next month.

Details of the discussions are being kept bottled up, but it has been established that there has been great progress toward the merging of the two groups.

That the question would have to be put to the membership of FMA was advanced as the prime reason for secrecy, but one participant in the discussions remarked that "any rumors of an approaching merger may be said to have some substantial basis."

It was stressed that the meetings here last week were the first looking toward merger, and that there might have to be more.

Stork News

Portsmouth, Ohio—John Vroman, announcer at WPAY and FM, is the father of a boy, Eric Alden, born to Mrs. Vroman Oct. 15.



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